Instagram and Self-Esteem: A Study of College Students in Sikkim

A Dissertation Submitted

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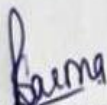**Degree of Master of Philosophy**

By

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DECLARATION

I, Shadhana Sharma, hereby declare that the research work embodied in the dissertation titled **"Instagram and Self-Esteem: A Study of College Students in Sikkim"** submitted to Sikkim University for the award degree of Maters of Philosophy, is my original work. The dissertation has not been submitted for any degree of this University or any other University.

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he **assistance and help received during the course of investigation have been duly** owledged by her

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ABSTRACT

First launched in 2010, Instagram is a photo sharing application; there are 100 billion active users of Instagram, USA leading the chart followed by India with 2nd highest Instagram users in the world. Although Internet consumption has grown exponentially in India, its penetration still remains low.

This research analyses the relationship between Instagram and Self-Esteem. To answer this question a set of self made questionnaire along with Rosenberg Self-Esteem scale (RSE) was used.

Using a statistical application, a correlation test was conducted between Instagram usage and self-esteem. The results showed there was no significant relationship between Instagram and Self-Esteem. However, the self made questionnaire also targeted in finding out the relation between Instagram celebrities or Influencer and self esteem. Influencer does indeed have an effect on the users Self-Esteem.

The study concludes that Instagram does not have an effect on these set of college students, but there is a slight significant relation between influencers and Self-Esteem.

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1.1 INTERNET PENETRATION & SOCIAL MEDIA

"Social media is changing the way we communicate and the way we are perceived, both positively and negatively. Every time you post a photo or update your status, you are contributing to your own digital footprints and personal brand."

- Amy Jo Martin, Founder and CEO of Digital Royalty

Today social media is a platform that has given voice to the people, a forum not just to collect information but also to share information about themselves, express their likings and be what they want to be virtually. With the increasing number of users, the liking towards social media platforms is evident. In 2020 India has ranked second in the world ranking for Instagram users with 100 million users. USA topped the chart with 130 million users. Even though India has ranked second, the concentration of users is most likely to be from certain cities due to the limited Internet penetration. Therefore, for this study it is essential to understand the Internet penetration and then the presence and usage of Instagram in Sikkim.

1.1.1 Internet Penetration and Use of Instagram in Sikkim

India has over 50 million internet users making it the second largest country with consumer of internet (Keelery, 2020). India was also recorded 100 million Instagram users making it the second highest in the world. However, despite many users India's

internet penetration still remains low at only 50%. India's overall penetration stood at around 38% in 2019. The capital of the nation, Delhi, had the highest internet penetration at 69% that year, while north-eastern states except for Assam had subsequently low internet penetration level measures (Keelery, 2020).

Sikkim comprises of only 7,069 sq km of area. Telecommunication connectivity and services are hugely barred because of its rugged topography. Some of the remote areas of the state also experience long power cuts (Roy, 2015). Connectivity is possible if there is a reduction in tariffs and subsidies for smart phones. They can also consider issuing a larger number of telecom licenses to encourage competitive pricing to increase coverage (Chakrabory, 2016).

According to the census report of 2011, out of 1,28,131 households in Sikkim 14,735 (11%) have computers at their home out of which 4,228 (3.3%) have access to internet and 10,507 (8.2%) don't have access to internet. According to the report out of 1,28,131 household, 93,536 are phone users comprising 73% out of which 2,306 household comprising 1.8% use landline, 86,745 household comprising 67.7% use mobile phones and 4,485 comprising 3.5% use both mobile phones and landline.

Irrespective of the lower internet penetration in the state of Sikkim, it has been noticed that there are people in the state who have taken to social media. An evidence of this can be seen from the move of Sikkim Government in 2013, they set up a special cell to connect with the public in social media regularly and to monitor hate content, humours and false propaganda. Moreover, today local virtual media channels like *Sikkim*

Chronicle and *Voice of Sikkim* have established their network via social media platforms like Face book, Instagram and YouTube.

As of September, 2020 *Voice of Sikkim* which is one of the first local social media news channel in Sikkim now has about 60,000 followers while *Sikkim Chronicle* which also a local channel in Sikkim has more than 36,000 Instagram followers.

Sikkimese Troll a popular youth trolling and comedy page with local humour has about 7,000 followers. Nirmal Mangar, a popular face of *Sikkim Chronicle* has about 5,000 followers while Yougan Tamang another popular face from *Sikkim Chronicle* has about 3,700 followers. Instagram hash tags too have become popular in Sikkim, #sikkim accounts for that which has 1 million posts while #sikkimese has more than 5,000 posts.

The numbers above is considerably low when compared to pages and celebrities from other states in India; however, the presence of Instagram in Sikkim can be seen through these growing numbers.

1.2 BACKGROUND ON INSTAGRAM

1.2.1 A Brief History

Instagram is a photo sharing application in which the user can share the world through their eyes to showcase what they find interesting or important. Instagram was founded by Kewin Sytrom and Mike Krieger, it was launched on October 6th, 2010 as an iPhone exclusive image sharing application that allowed users to capture image in a square

format reminiscent of instant Polaroid film camera from the yesteryears. Users could share their photos instantly to their friends and followers, with the option to easily make their photos look more pleasing by choosing to add filters that bring out different characteristics in a photo that would otherwise be dull and unflattering.

The main idea behind Instagram was to make mobile photography fun, spontaneous, colorful and fast. The majority of pictures range from mundane events, such as what the user is eating, reading or listening, to the events attended by the users; parties, concerts, get together etc. the main takeaways from Instagram is that it is an extension of the user; which can be seen as a window into their life and their daily activities. It gives users a chance to see what others are doing and gives the options to "like" a photo or "comment" on the photo.

It is commonly said that a picture is worth a 1,000 words, Instagram is a highly visual social media channel and it is a perfect medium for many to tell their tales. It is a photo-video-sharing social networking site and is one of the most used social media among the young people on mobile. It provides users on instantaneous ways to capture & share their life moments with friends. It offers a unique way to post picture and videos using smart phones using different manipulation (filter) tools. A filter is a digital effect used for transformation or beautifying one's photograph. The quirky effect like the side effect of the toy camera and the so called lo-fi looks has become exceedingly popular and fashionable in today's world (Smith, 2011). The digital distortion received a lot of criticism as they apparently ruined visual representation. The filters were apparently distorting the original pictures (Shankland, 2011). This argument can also be related to

the ones of that; the complex issue of truthfulness and the realism of visual representation (Crary, 1992; Kemp, 2006).

Filters are compared to Carain mirrors and Claude glasses that were a thing of the past. These glasses were used before the 20th century. Many people were interested in the effects of a tinted glass. There was also a lot of appreciation for the filter (William, 2013). Using a filter might distort the image of an artist but often this distortion is what the artist aims for. Which makes their work unique (Krapp, 2011). It is all related to creative appreciation of noise.

1.2. 2 Instagram in the Present Day

As of June, 2018, Instagram boasts over 1 billion active users. Instagram now has over 50 filters. Users can upload photographs and short videos, follow other users' feeds, and geotag images with the name of a location. Users can set their account as "private", thereby requiring that they approve any new follower requests. Users can connect their Instagram account to other social networking sites, enabling them to share uploaded photos to those sites. In January 2011, Instagram introduced hashtags to help users discover both photos and each other. Instagram has more than 400 million monthly active users (Statista, 2016)

Instagram has given birth to celebrities as well, in the form of "Instagram influencer". The top most Instagram influencer is Huda Kattan- Instagram handle- @hudabeauty. She is a blogger who operates on Instagram. She has 23.8m followers on Instagram.

Like Huda there are several other internet celebrities and influencers on internet who garner fan following that runs into million. This popularity has to do with the advent of social media and the adolescents of today.

In modern society the idea of self-esteem is everywhere, in schools, sporting teams and workplaces (Orth & Robins, 2014). Self-esteem is often defined as how negatively or positively an individual perceives their own self-worth, one´s sense of pride, positive self-evaluation or self-respect (McLellan et al., 2011; Meyer, 2008; Suzuki & Shunsuke, 2013).One of the most common constructs looked at regarding adolescence is self-esteem (Boden,2011). Self esteem is multidimensional and hierarchical concept, which consist of different components like scholastic, social, physical and athletic self esteem (Harter, 2012 (a); Marsh & Craven, 2006).

Human beings possess a fundamental drive within themselves to compare themselves with others, which distribute a diverse functions, like evaluating the self (Festinger, 1954), fulfilling affiliation needs (Schachter, 1959), making decision (Camerer & Lovallo, 1999), being inspired (Lockwood & Kunda, 1997), and regulating emotions and well-being (Taylor & Brown,1988; Tesser & Campbell, 1982). Upward social comparison occurs when you compare yourself with someone who is superior to you; it tends to have a positive effect on yourself, whereas downward social comparison occurs when we compare oneself with someone who is inferior to us. We do it to make ourselves feel better. It leaves a negative characteristic (Wills, 1981; Wood, 1989).

1.2.3 Getting Started on Instagram

When a user creates an account on Instagram, their profiles by default are set to public, although this can be later changed to a 'private account' in the 'options' page. Usernames on Instagram can be changed as often as one chooses to as long as the user name is available. When posting content into their Instagram profile, users have a choice of posting content captured directly through the camera app on Instagram or upload photos and videos they have already been saved onto their devices or captured through other third party mobile applications. The story feature of Instagram too allows for the same, but videos here are extended to 15 seconds which was previously limited to 10 seconds, the uploaded story lasts in their profile for 24 hours. The users can upload long videos now, in Instagrams' latest feature IGTV, which is limited to 60 minutes.

Once content is posted onto the users' profile, they have the ability to caption it and add 'hashtags' to supplement their captions, which can be words and popular phrase that are often related to trends and fads associated with the type of content the user shares. Hashtags make the words and phrases into directly searchable links across the entire Instagram eco-system. These hashtags also make the content visible to a wider audience if the user's profiles are public thus enabling engagement on content posted to just a user's followers but to the entire Instagram public.

1.3 SELF- ESTEEM

1.3.1 Defining Self-Esteem

"Self-esteem is traditionally defined as a stable sense of self-worth and worthiness" (Rosesnberg, 1965). Self esteem is very often defined as how a person sees himself or herself. There have been many socio cultural factors responsible for self-esteem such as the media, music videos, magazine, advertising, TV etc. (Clay et.al, 2005). Pioneers researchers like Stanley Coppersmith and Morris Rosenberg (1965) were able to conceptualize a scale that could measure the self-esteem with the help of a questionnaire (Madsen, 2014).

1.3.2 Self - esteem & Social Media

Social media has undeniably changed the way we communicate with each other. With the introduction of Facebook in 2004 began a new era for communication process (Pinerio, 2016). Social media allows user generated content. Social media has become a powerful tool for communication (Phung, 2016). Although the use of social media has continued to proliferate worldwide, there did not appear to be a significant correlation between social media usage and self - esteem (Pineiro, 2016). Since social media sites have made it very easy for the users to present themselves, it has had a great impact on one's psychological wellbeing. Even if people are not aware of it, habitual use of social media can have an impact on their level of self-esteem. There can be an impact on people's self -esteem and evaluation caused by chronic or temporary exposure to social media. Trait

self-esteem can be affected by a long-term or chronic exposure to social media whereas state self -esteem can be affected by even incidental use (Feinstein et.al, 2013).

1.3.3 Self - Esteem & Instagram

Insatgram, like any other social networking sites allows users to satisfy their needs, motivation and curiosity intentionally. People use social media for some kind of gratification and that somehow gets fulfilled. Social media helps people to relax from their psychological tension (Tarakcy & Yenicykty, 2017). Instagram has become a part of women's life in Kuwait University, to an extent where they cannot stop using it especially in their leisure hours. Some use Instagram to get away from their reality, some use it to escape their loneliness while others use it to connect and communicate with their friends and family (Arti, Aldaihani et.al, 2019). Instagram allows you to share your life in a fun and quirky way with your friends (Instagram, 2016). A research conducted by Briana Trifiro in 2018 demonstrated that there was a significant relationship between active internet users and self-esteem. However, keeping intensity of the Instagram users in consideration another partial correlation was done in order to analyze the impact of intensity of Instagram it had on other users. The result indicated that there was no significance between either users of self-esteem (Trifiro, 2018).

1.4 CONCEPTUAL FRAMEWORK

Media has grown exponentially over the past decade; it cannot be restricted with time and space. It has transcended the traditional boundaries that were created. Media has been a

growing place. Considerably media has had a great impact on our lives over the time. It has created new path for social relations, it has affected people's lifestyle and choices (Pattaro, 2015). With the growth in media there are no barriers whatsoever. Communication is smooth and easy and there is no obstruction. New Media has given birth to social media or social networking sites, which not only helps to communicate but also helps in creating one's identity. We can be the very best of ourselves with the help of internet and social media. New Media/ Digital Media have revolutionized the possibilities for the distribution and consumption of knowledge (ibid). New Media are forms of media that are native to computers, computational and relying on computers for distribution (Manovich, 2001).

Social networking sites have become a highly popular online activity in recent years with 75% of adults of adults online aged 18-24, reporting that they have a profile in social networking sites (Lenhart, 2009). Over the past few years the term social media and web 2.0 has become exceedingly popular. The term social media and web 2.0 successfully defines World Wide Web (WWW) and different types of applications such as: Blogs, Micro blogs such as Twitter, Social networking sites or video, audio sharing platforms or even wikis (Fuchs, 2017). Social media is considerably growing each passing day in the social environment which has created a new world of social communication that outshines traditional boundaries of time and space, which creates new way for social relations, affecting lifestyles socialization and communication process and construction and alteration of identity itself. Social media is an umbrella term used to describe the collective of online communication channels dedicated to community-based input

interaction, content sharing and collaboration; has become a ubiquitous part of our daily negotiation with the internet, having woven its way into nearly all facets of the web that is accessible to the public – dictating internet trends and media stories that feature prominently across web. Social media take on various forms ranging from blogging to micro blogging sites such as Blogger, Tumblr and Twitter, to traditional social networking sites such as Facebook and Google Plus, to video sharing services such as YouTube and Vimeo, and various mobile specific social networking services such as Instagram, Snapchat and Vine. A unifying factor for all social media is that these platforms facilitate the creation of 'user generated content' and is often accompanied with the ability to share content shared on these platforms, thus potentially enabling for content shared on these platforms to gain immense reach and popularity.

The communication processes over channels of social media can particularly be seen as paradigmatic for realization of the Network Society. Social media entail applications that enable a high degree of interaction with the users. In the age of digitization people have been blessed with ample number of social networking sites that they can share their pictures and videos on. Digital media have been used as a social media from the beginning (Brake, 2014). Social media takes on different forums like micro-blogging, blogging, social circulation and wikis. The prominent social media sites that are widely used today ranging from twitter to traditional forms of social media sites such as Facebook, Google plus, LinkedIn to video share apps such as YouTube, Tiktok etc. There are many social networking sites that people use. As the social media platforms are growing, majority of its branches are growing with itself too. Instagram is one of the

most popular social media sites; it is growing day by day (Djafarova, 2016). Facebook and Instagram are among the many social networking sites people use these days, they are also the most popular one that is used on a daily basis. Social networking sites like these are those that support their primary needs. They are also an important tool of self-confidence vehicle. These sites allow the users to construct their identity via their profile as in the users can construct or make their profile that is the symbol of their identity or a representation of themselves. Social media gives the users the freedom and liberty to construct an ideal image of themselves on the internet, the online and updated versions of themselves. One can provide details about their personal life and experiences post and edit pictures; plan events, socialize, meet new people, and maintain a relationship since communication is not a barrier anymore. They can peek at the life of others, make observations of others life. They also have the opportunity and the platform to express their viewpoints and their opinion, their thoughts and opinions, likes and dislikes, political views etc.

They have the liberty to share their emotions and be gratified from it. They can share each and every aspect of their life which they wish to show. They can also fulfil their need of belongingness. Human nature by default has been programmed to be socially active to a certain extent. Some people devote more time on the internet while others tend to be more non-committal. However, today internet has become a quintessential part of our existence. People are always looking for ways to be connected and networked with each other. The communication processes over channels of social media can particularly be seen as paradigmatic for realization of the network society. Social media entail

applications that enable a high degree of interaction with the users. Adolescence is a phase where most of us question our self worth. It is a transitional phase characterized by significant psychosocial changes (Valkenburg et. al., 2017). It is also very important phase as they have to decide who they really are and what they want to be. They also need to have a relatively stable overall self worth that will ultimately influence their self-esteem. Self-esteem is one of the most predacious of psychological well being (Baumeister, 1998; Campbell, Kruger & Vhos, 2003; Harter, 2012 a).having an adequate level of self-esteem is an important part of adolescent development. Self-esteem can be investigated in three ways:

Firstly, it has been seen as an outcome, here, the researchers have focused mainly on the process that leads to demonstrate certain behaviour or the process that produces self-esteem (Rosenberg, 1979).

Second, is the self motive; witnessing tendency of people that behave in a certain way that increase or help in maintaining the positive evaluation of self (Kaplan, 1975; Tesser, 1988).

Thirdly, it can be seen as a buffer. It denotes how one protects themselves from experiences that harm them or are harmful to them (Pearlin & Schooler, 1978; Longmer & Demaris 1997; Spencer et al. 1993; Thotis, 1994).

 As engagement with social media continue to proliferate, it has led to the rise of internet celebrities', in the form of YouTube star; the most popular among them being Swedish engineering student PewDiePie ,real name Felix Ulf Kjelberg, who started making *"let's*

play game" commentary videos and currently has 58.2 million subscribers on YouTube 13.7 million followers on twitter, 7.3 million page likes on Facebook & 13.4 million followers on Instagram. He is also one of the richest YouTuber, a millionaire earning $12 million a year. He also got listed among Time's 100 most influential people (Gordon, 2016)

1.5 THEORETICAL FRAMEWORK

This research uses Social Comparison Theory of Festinger (1954), Social Learning Theory of Bandura (1986) and Goffman's *"The Presentation of Self in Everyday Life"* (Goffman, 1959), as a theoretical underpinning. This work has in a way helped in framing comparative parlance, which talks that there is a drive within individuals to gain accurate self-evaluations. Social Comparison Theory was proposed by him in the year 1954. The theory explains how individuals try to evaluate their own abilities and opinions by comparing themselves to other in order to minimize uncertainty in these zones, they also learn how to define themselves. Theories and hypothesis like Social Comparison Theories are often viewed in the terms of how "plausible" they seem in the field of social psychology. "Plausibility" usually means whether or not the hypothesis or the theory fits one's common sense or intuition (Festinger, 1954). Festinger essentially designed three experiments to test the prediction from the theory. The first hypothesis was the humans have a basic drive within them to evaluate themselves with others, they evaluate their opinions and their abilities and through objective and non-social means. Ability and opinion may look like two different things but there is a close bond between them. They

act together in such a way that they affect a person's behaviour. A person's perception about his thoughts and opinions about a certain circumstance in which he exists and his evaluation and judgement of what he is capable of doing will together have a connection to his personality. If we hold inappropriate or undesirable opinion of one's potential, that misunderstanding or misjudgement can lead to a lethal and troublesome state of affairs. The second hypothesis stated that if there is a lack of a non social component, then people examine their belief and potential by comparison to other people. As the difference between their opinions and abilities becomes more divergent the tendency to compare oneself to another person decreases. The third hypothesis he stated was that if a person is so much different from you, you are less likely to compare yourself to that person.

The two main paradigm of comparison revolves around upward comparison and downward comparison. Wills (1981) introduced the concept of downward comparison in 1981. Downward comparison is a defensive tendency that is used as a means of self-evaluation.

The most widely used and referenced model of media effect, especially in relation to children and young people is the Bandura's Social Learning Theory (1986). The basic idea of the model is that we cannot learn everything or something of what we need to guide our own development and behaviour from direct personal observation and experiences alone. We have to learn something from indirect sources, including mass media. The model points out the process of social learning that occur in sequence:

attention, retention, production and motivation. Our attention is directed at media content of potential relevance.

Sociologists Erving Goffman, in his seminal text *"The Presentation of Self in Everyday Life"* (1959) serves as a point for understanding how identity and social interactions might be performed as a starting point for understanding how identity and social interactions might be performed and conceptualised online and particularly in computer mediated communication (CMC). For Goffman (1959), identity could be conceptualised as a constant performance. Goffman (1959: 22) defines these performances as *"all the activity of an individual which occurs during a period marked by his continuous presence before a particular set of observers and which has some influence on the observers."* Goffman's definition is located within a dramaturgical metaphor which outlines a framework for understanding human interaction whereby individuals can be understood as actors performing roles for audiences. Goffman's framework presents a stable reference by which to make sense of what is otherwise in a state of constant change and renewal.

Therefore, despite its age, Goffman's framework is able to accommodate the characteristics of identity online: fluidity, multiplicity, coherence, and consistency. Concerning fluidity, scholar such as Buckingham (2008) and Papacharissi (2011) have referred to identity as a process. This suggests that identity is not only performed but that these performances are ongoing and are 'work in progress'. Goffman (1959) addresses the idea of identity as a fluid and ongoing process. For example, Goffman (1959) suggested that social actors do not know exactly how they will perform in a given

situation, but rather, they will rely on a variety of contextual, environmental and social cues to help shape how they will perform their identity. Furthermore, actors have the capacity to learn and grow (Goffman, 1959). This suggests accumulation of knowledge and the skills and via the observations of other actors, performances can and do change over time. Within Goffman's (1959: 132) metaphor, this *"rehearsal space"* is referred to as the *"backstage"* or *"back region"*. This *"backstage"* is an area free from audience interference where an actor can prepare, rehearse and experiment with different performances and drop their guard.

Given however that online and offline identities are not as distinct as once thought (Subrahmanyam et al., 2008), the subtlety of Goffman's approach (1959) which suggests that actors approach multiple roles in everyday interaction is applicable (Bullingham & Vasconcelos, 2013). Goffman (1959) illustrates how one actor can play multiple roles to multiple audiences using a lawyer as an example. In Goffman's illustration the lawyer talks to a client, has dinner with colleagues and visits the theatre with his wife. Therefore it is clear how one actor can adopt multiple identities (as lawyer, colleague and husband). The division between the online and offline is increasingly blurred when identity is located within a number of contexts which do not necessarily have to be located online. Identity therefore, could be considered the sum of one's distributed presence both online and offline. Furthermore, this example highlights another feature of identity online, that of coherence.

Normally, due to the mediating factors of physical space and time, this coherence is achieved quite simply offline (Robards, 2010). However, with the advent of social

networking sites which are not anonymous, and the tensions associated between maintaining identities that are both multiple and coherent, Davis (2012: 636) suggests that *"online identities are perhaps not so multiple, fluid, or disconnected from offline contexts as originally thought"*. Consequently, online, users are required to construct and target their performances for different audiences without sacrificing a sense of narrative coherence. Rather than creating different profiles in order to manage different audiences, it has been argued that users purposely craft polysemic messages to present to their multiple audiences (Papacharissi, 2012). These messages serve the function of making sense to a number of different audiences without compromising a sense of coherence (ibid).

Goffman (1959), whose work predates the internet, still acknowledges the tensions that arise for performers who must negotiate different audiences at the same time. To navigate these tensions offline, a tactic of 'audience segregation' in order to maintain coherence between one's many identities is proposed. Audience segregation occurs when performers exclude audience members who may potentially witness a performance inconsistent with their impression of the performer. Of course, for Goffman (1959), audience segregation could be achieved simply through a careful manipulation and negotiation of physical space. However, those who are unable to maintain control of their audiences (like those online) are left *"in a position of not knowing what character he will have to project from one moment to the next"* (Goffman, 1959: 137). Performers' identities, as a result of not knowing what character will need to be performed at a given

moment due to 'context collapse' whilst still attempting to maintain coherence online, are consequently in a constant state of flux.

As well as fluidity, multiplicity and coherence, consistency is another defining feature of identity online (Buckingham, 2008). In Goffman's (1959) framework, the audience always has the advantage over the actor as they have the ability to credit or discredit the performance at hand. They may choose to support the actor or they may call the performer out as fraudulent resulting in embarrassment for the actor. In face-to-face interactions, audiences expect consistency between appearance and manner (ibid).

Goffman's dramaturgical metaphor attempts to bridge the divide between the micro everyday interactions and macro linking human situations with social structures (Williams, 1986). Furthermore, Goffman's work also articulates how what is considered private is socially organised within institutions and how the influence of contextual constraints, such as cultural norms, shape micro face-to-face interaction (Goffman, 1959; Williams, 1986). Therefore, it can be argued that while Goffman does not focus on society at large, his work points to all social life as being a series of social situations (Collins, 2013). Rather than neglecting macro structure, by researching the micro, Goffman is able to demonstrate clearly how the macro is made up of a series of micro events (Collins, 1981). Within the context of the present research, the study of content posted on Instagram (micro) may point to more macro concerns related to culture, youth or education.

Goffman himself points out flaws in his framework. For example, he acknowledges that the world is not a stage and, in life, performances may not be well rehearsed as one

would expect from a theatrical performance (Goffman, 1959). Despite this, Goffman suggests that his framework be used as a scaffold *"to build other things with, and should be erected with an eye to taking [it] down"* (Goffman 1959: 254). Used as a scaffold only, the rhetoric and metaphor of the stage is a useful and familiar starting point as a means of conceptualizing identity online. Furthermore, the main argument of Goffman's work, that interactions can be understood as performances, remains a resilient and useful concept (Raffel, 2013).

Therefore, despite its age, Goffman's (1959) dramaturgical metaphor for theorising everyday social interactions and understanding identity as performance is able to support more contemporary understanding of identity as a concept that is simultaneously multiple but coherent as well as fluid and consistent.

1.6 STATEMENT OF THE PROBLEM

Modern urban society lives in a virtual coupe, where we feel the need to exhibit each and every move that we make. They tend to compare themselves to the perfectly sculpted life that is being presented by others on the internet. This kind of pressure of maintaining a perfect life virtually has given birth to depression and anxiety.

Social media platform on one hand has been increasingly popular and has served as the information sharing platform but then it has also led to an increase in narcissism tendencies and affected self- esteem. Narcissism and self-esteem have frequently been proposed as an important consideration in the rise of a selfie culture and since Instagram is highly visual driven application, it requires a close scrutiny in terms of the relationship

between an ideal presentation and self-esteem. Moreover, Sikkim is just adapting to this new platform as shown by the figures under internet penetration and use of Instagram and it would be an ideal place to understand if Instagram also has an impact on users who have lesser access to internet. Overall, this study will reflect the impact and effect of Instagram on the users.

1.7 OBJECTIVES

The primary objective of this research is to find the effect of Instagram on self-esteem of college students in Sikkim. Specific objectives of the study are to:

- examine the level of engagement of the college students in Sikkim on Instagram.

- assess whether an Influencer in Instagram has any influence on the self-esteem of the followers

- examine if Instagram helps in boosting self-esteem.

- find if the students use filters and manipulation on the photographs that they post on Instagram

1.8 RESEARCH QUESTIONS

The research questions posed by the study are:

- How much time is spent on Instagram?

- Do college students follow any popular Instagram celebrity/influencer?

- How many posts do college students have on their Instagram profile?

- How often do college students post on Instagram?

- What are the various activities performed on Instagram?

- Are filters or manipulations used on the photos?

- Does Instagram have a major effect on the daily routine?

- Does Instagram boost self-esteem?

1.9 SIGNIFICANCE OF THE STUDY

A study on self-esteem of college students of Sikkim with regards to Instagram is significant for several reasons. In spite of the fact that Instagram is the most popular photo capturing and sharing application it has attracted relatively less attention from the research community. Instagram is one of the fastest growing social networking sites where users share their life images with other people but the academic research related to this media is limited (Sheldon & Bryant, 2016). Having a deep understanding of Instagram is important because it will help us to gain deep insights into social cultural and environmental issues. Students in college and universities lead a digital life, which include maintaining connections on social networking sites such as Tinder, Snapchat and Instagram. These ubiquitous platforms are shaping contemporary identities. Social media is used for identity construction through visual branding. More studies have been conducted with specific social platforms, Predominantly Facebook, and have shown significant effects on self-report and social comparisons. However, other social media apps such as Instagram have been scarcely studied.

1.10 OPERATIONAL DEFINITION

a. New Media:

New media is term that is used to describe content that are made using different forms of electronic communication. Communication process and distribution in new media is completely dependent on the use of computers. The content available on internet is also called new media.

b. Social Media:

Social media is a form of electronic communication that allows its users to connect, share and create content which is usually computer generated.

c. WEB 2.0:

Web 2.0 is also known as social web, it is known to be the 2nd stage of development for internet. Web 2.0 is websites that enables user generated content. These websites makes it easier for the user to interact and form collaborations with each other via social networking sites. Most of the content that we see on the internet and social networking sites are user generated.

d. Blog:

A blog is like a casual writing practise it is like a personal diary that is kept online. It is an online journal one can make. In a blog you can write about your personal life or share

your experience about travel, food, gadgets etc. Blog is usually run by an individual but a group of people can run a blog too.

e. Self-Esteem:

"Self-esteem refers to a person's evaluation about the self, positive or negative; that is, how an individual views himself or his worth and how competent he sees himself" (Coppersmith, 1967). Self-esteem can be looked at two ways: mostly as a stable trait that keeps developing with time and in a fluid state that is responsive to contexts and daily events (Heatherton & Polivy, 1991).

f. Filter:

An Instagram filter is a feature within the social platform that allows you to edit your photo with one click, by simply applying pre-set edits to the image that Instagram has created for you.

g. Instagram:

It is a photo and video-sharing social networking service that is owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger and launched in October 2010 on iOS. The app allows the users to upload media, which can be edited with filters and organized with tags and location information. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations and view trending content. Users can like photos and follow other users to add their content to a feed.

h. Feed:

Feed also known as news feed is a type of data format used mostly in social media and new media content. It is usually for providing the users with frequently updated content. This kind of user generated content is generally channelled through HTML. Feeds are mostly provided by the web to alert users of new updates and latest content.

i. Influencer:

An influencer is someone who has the authority or power that can affect the purchasing decisions of other people because of his/ her choices, fan followings, knowledge on the subject, position etc. The following of any influencer depends on his or her topic or genre like fashion, gadgets, dancers, singers, and food bloggers. These individuals are not just a mere marketing tool but rather someone who can make social relationship with their audiences with which various brands can collaborate and then they can achieve their marketing goals.

j. IGTV:

IGTV is Instagram TV; an app from Instagram exclusively for portrait or vertical mobile videos. The app is a stand-alone app. However, you can access it from the Instagram app as well. The duration of IGTV lasts for a good 60 minutes.

k. Selfie:

Selfie is an image that includes portrait of oneself (often with another person or as part of a group) and is taken by oneself using a digital camera especially for posting on social networks.

l. Hashtag:

A Hashtag, introduced by the number sign, or hash symbol, #, is a type of metadata tag used on social networks such as Twitter and other micro blogging services. It lets users apply dynamic, user-generated tagging that helps other users easily find messages with a specific theme or content.

CHAPTER 2- REVIEW OF LITERATURE

This chapter deals with the previous related literature which is relevant to the present study. There is a little done on the Instagram and self-esteem, specifically no study of this kind has been done in Sikkim. Therefore, the review of literature is done based on Indian and International studies and the studies done on Instagram and self-esteem. Literature has mainly been reviewed thematically under five categories: Social Media, Social Media and Self-Presentation, Social Media and Self-Esteem, Comparison and Instagram and Self Esteem

2.1 SOCIAL MEDIA

As of January 2016, the use of social media has grown so much that it has gone to the extent of engaging close to one third of the world's population (Hawi, 2016). With the help of an online survey questionnaire using Rosenberg's self-esteem scale and the satisfaction with life scale the previous studies found out that addictive use of social media had a negative association with self-esteem and the latter had a positive association with satisfaction with life.

Social media increasingly plays a larger role in the lives of teens that are connected via the internet. Most teens today go online to connect and socialize with friends that they already know from their offline physical setting or seek out friends from within their community or those they may perceive to be similar to then in certain aspects. Their

participation in online networks is almost expected, and they are often subjected to being non normative if they aren't present on certain networks that most of their peers inhabit. Thus, their portrayals of their online selves are more tightly wedded to their unmediated social communities (Boyd, 2014),

Teens are looking for a place of their own in society, to make sense of the world beyond their bedrooms. Social media has enabled them to participate in and help create what Danah Boyd in her book *"It's Complicated"* calls *networked publics*. Publics provide a space for a community to gather, connect and construct and gather. As social constructs, social media creates networked publics that allow people to see themselves as a part of a broader community, allowing teens to see themselves as a part of a collectively imagined community (Boyd, 2014).

Like all individuals, young people need to feel accepted as a member within a social group. In his book *"Identity: Youth and Crisis"* (1968), Erik H. Erikson notes that adolescents are often preoccupied with how they appear to others compared to how they feel about themselves. This creates a search for a uniform identity that fits into others' perception and the self's perception (Erikson, 1968). Social identification is when a person feels a connection with some other person or group. During the teenage years, language, dress, musical tastes, and other symbolic systems are integral to identifying with peers because they are concrete makers of identification (Danesi, 1994). Although the identity of people of any age is agentive, flexible and ever-changing, the identity associations of teens are important connections to how they will understand the world as adults (Bucholts, 2002)

2.2 SOCIAL MEDIA AND SELF-PRESENTATION

At its core, the social media platform exists as a tool for self presentation (Lebel & Danylchuk, 2012). Self-presentation is defined as people's attempts to convey information about and images of the self and its identities to others (Baumeister, 1998). Jones and Pitmann (1982) identified several different self-presentational strategies. The most ubiquitous one is ingratiation (1982) which can be defined as a strategy to convince others about the attractiveness of one's qualities. According to Jones and Pitmann (1982), an ingratiatory wants to be likes and to be considered attractive. A second self presentational strategy is intimidation. In Jones and Pittman's view, the intimidator does not want to be liked, but he or she wants to be feared and to be believed. A third self presentational strategy is self-promotion. A self- promoter wises to convince others of his or her competence and wants to be respected.

In 2013, the denunciation of the narcissistic character of self representation or disrespect of values and norms presents the selfie as a subculture. This condemnation leads to a response of adhering to a gesture then identified as an impertinent and progressive signature. Vector of its promotion, the controversy consecrated the selfie as a cultural form, and imposes it as the photographic practice most representative of contemporary visual expression (Gunthert, 2015).

Both identity experiments and self-presentational strategies are most significant during adolescence. Adolescence is characterized by an increase of identities that vary as a function of the relational contexts in which the adolescent participates (Harter, 1999). A

critical developmental task in adolescence is to transform these initially compartmentalized identities into an integrated self (Josselson, 1994). Identity experiments are important to synthesize the variety of identities that emerge during early adolescence (Harter, 1999).

Self presentation can be defined as a process by which people convey to others the type of person they are or the kinds of characteristics they possess (Leary et al., 1994). Goffman's seminal theory of self-presentation (1959) implied that individuals manage impressions of themselves through cues that are given off both intentionally and unintentionally in an effort to achieve relational goals. Goffman suggested that individuals attempt to manage the impressions they give off, strategically emphasizing some characteristics while de-emphasizing others. He theorized that through the interpretation of this identity cues, individuals are provided the information necessary to make determinations about one another.

Ervin Goffman (1959) developed the performance theory before the digital age but envisioned disconcerting issues when "expressive bias of performance." The act of people exaggerating personal characteristics for the sake of presentation occurs in any environment or stage setting (ibid). They might encourage identity risk because they *"accept the self projected [identity] by individual performers [who subsequently operate] in groups or teams associations"* (Goffman, 1959: 127).

The investigation of virtual self- presentation has centred largely on personal web pages and blogs to date. Papacharissi (2002) concluded that web authors *"stage online performances through which individual's personality, or aspects of it, are revealed"*

(p.654). In research that considered the personal utility of webpages, Papacharissi (2002) found that authors maintained their sites to fulfil information and entertainment needs. The same study found out that authors who viewed their webpage as a tool for self presentation were more likely to share personal information, while authors who used the page as a professional extension of self tended to avoid the posting of personal information.

In reference to the flourishing online celebrity culture, (Marshall, 2010) posited that the presentation of self online is not entirely interpersonal in nature, nor entirely mediated or representational. He labelled it *"a hybrid among the personal, interpersonal and the mediated"* (p.35). With relation to Goffman, Marshall declared we are *"witnessing the staging of the self as both character and performance in online setting"* (p. 40). He likened the props and accoutrements of the stage to the profiles, images, and messages of the social media accounts. As such, twitter (and similar social networking mediums) becomes a means to construct a *"character for a kind of ritual of the performance of the self"* (p. 40).

First articulated in 1959 by sociologist Erving Goffman, the term impression management refers to the ways in which individuals attempts to influence each others' opinions of themselves and others through the strategic control of information conveyed to audiences (Goffman, 1959). In his seminal text, *"The Presentation of Self in Everyday Life" (*1959) Goffman uses dramaturgical terminology as metaphor by which to explain the roles that individuals play in everyday social interactions and social conduct. This has theoretical implications as the metaphor implies that all actions whether intentional or

unintentional can be considered social performances. For the purpose of study, impression management and self-presentation are used interchangeably as has been the case in previous studies (Leary & Kowalski, 1990; Rosenberg & Egbert, 2011).

Goffman introduces a number of key concepts and terminology which are widely used in discussion surrounding impression management today. First, Goffman defines the expressiveness of the individual through the forms of semiotic activity – expression given and the expressions given off (Goffman, 1959). Expressions given relate to the unconscious non-verbal expressions communicated by the individual both intentionally and unintentionally yet both can be manipulated in order to foster certain impressions in the mind of the observer.

Performance, another key term in the context of impression management, is defined by Goffman (1959) as all the activity of an individual which takes place during a period of time in the presence of an audience and which has some influence on them. He likened this process to the way an actor might manage their on and off stage personas. On stage, the actor manages what the audience sees through their performance of a specific scene. Behind the curtain, among friends, the actor is able to take respite from his formal presentation. Goffman suggest that it is in the backstage where real, behind-the-scene living is experiences and personality is revealed (Papacharissi, 2002). This analogy became the basis for his front and backstage theoretical framework in which front stage performances are essentially linked to self-presentation which is considered more formal in nature and backstage performances are used to capture self-presentation that is less measured and more intimate.

For example, the notion of performance online, particularly in social networking sites, is an extraction of language used, posted, and web page construction in the context of forming user identity. The idea of an individual person distributing private information in a very public way online presents a performance factor that affects the end product. According to Erika Pearson (2009), the idea of a performance explains how social interaction on social networking sites is a *"discursive activity that straddles public and private spheres so as to simultaneously maintain individual online identities"* (p. 2). She believes the benefits of sharing "outweigh" the negatives and does not pose miscommunication risk even though "online performers shift" between different stages and "adapt to multivariate users" on different social networks.

Baym and Boyd (2012: 323) maintain that Goffman *"laid the groundwork for thinking about how even the most private of selves are formed in relation to diverse others, and how the challenges of differing audiences can complicate self-presentation"*. He defines the process of identity performance, interpretation and adjustment as impression management, part of a larger process where people seek to define a social situation through their behaviour (Boyd 2007: 11-12).

Online social networking has exposed an entirely new method of self-presentation (Mehdizadeh, 2010). The online environment provides individuals with a controlled setting where they have complete authority over the construction of an ideal identity (Mehdizadeh, 2010)

2.2.1 Identity, Teams and Audiences

2.2. 1.a Identity

One of the ways that identity has been conceptualised in this thesis is by both a sense of uniqueness but also by a sense of sameness and identification with others (Buckingham, 2008). While technology is being used as a vehicle for identity formation, it is also being used for evaluating the influence and role of peers which is an important component of identity formation. Many teenagers look to their peers for a sense of identity and, for many; identity becomes dependent upon others' perceptions. This section will address Goffman's (1959) discussion of both teams and audiences as they relate to online identity.

2.2.1.b Teams

Goffman (1959: 79) defines a team as *"any set of individual who co-operate in staging a single routine."* He acknowledges that viewing performances in singular or individual terms is rather limited. Rather, teams rely on *"bonds of reciprocal dependence and reciprocal familiarity"* (Goffman, 1959: 83). Important to this discussion then is the understanding that social networking sites contribute to a teenager's personal and social identity which might be understood as being part of a Goffmanian 'team'. Personal identity can be understood as the personal attributes that are not shared with other people (Barker, 2009). On the other hand, social or group identity can be defined as an individual's roles and responsibilities (Ellis, 2010). Yet social and personal identities are not mutually exclusive but rather co-dependent. Steele (in Ellis, 2010: 38) describes the relationship between the two: Social identity (is the part of) personal identity- our sense

of who we are- that comes from our group memberships and the social categories to which we belong: our age, sex, race, religion, profession, ethnicity, nationality, sexual orientation, region, social class, ideology persuasion, political affiliation, mental health status etc.

The formation and presentation of an online personal identity is largely linked to the desire to be part of a collective group or social identity where group identities are privileged over personally narrated ones (Zhao et al., 2008; Ellis, 2010. Finally, group identity is a key focus of one's teen years (especially the early years) and, it has been suggested that, the striving for group identity is the forerunner to the focus in later teen years on personal identity and intimacy (Tanti et.al. , 2010). This attachment or longing to be included as part of a group, contributes greatly to a teens' desire to use social networking websites.

Barker (2009) found that, for teenagers, there are four primary motivations for social networking use. Of particular importance to this study are the motivations of social identity, gratification and virtual companionship. Social identity gratification is used to describe media choices made by people in order to bolster a sense of group belonging and social identity. As well as this, it describes people's tendencies to seek out media content that features people who look and behave as they do or who belong to similar social group. Additionally, communication with peer group members (or virtual companionship) was found to be the most important motivation for social networking use (Barker, 2009). This communication with peers can supplement offline methods of communication with existing peers or substitute traditional forms of communication. As a

single performer, it is much quicker and easier to decide how to present oneself than when one is a member of a team (Goffman, 1959). Where individual performances may appear quite rich and in depth, team performances are often limited to an agreed upon 'party line' (Goffman, 1959: 85). It is clear then, why teens would seek out media content that features those who look and behave as they do and why teens are driven to social networking sites to communicate with peers. The 'party line', so to speak, must be maintained and this involves constant communications with other members of one's performance team.

2.2.1.c Audiences

The relationship between personal and social identity online has been described as a public process which involves 'identity announcement' which occurs when the individual claims the identity and consequently 'identity placement' which is the subsequent process of others endorsing or supporting the previously announced identity (Zhao et al,. 2008). This endorsement happens by audiences; a crucial concept in Goffman's framework. Audiences are those who view a given performance and, like any audience, have control over how performances are received and interpreted and therefore influence self-presentation greatly (Goffman, 1959). The issue of the audience becomes increasingly complicated on line, however, as multiple audiences are collapsed into one resulting in what Marwick and Boyd (2011: 122) term 'context collapse'.

Multiple audiences that generally do not associate together offline (such as parents, teachers, family, romantic interest, acquaintances, strangers, colleagues) converge online. The issue of self-presentation is then complicated as users not only have to choose what

self-presentation is then complicated as users not only have to choose what self-presentation strategy to employ but also how to manage competing audiences. Another complicating factor is that some audience will change their performance. For example, if the audience is someone well known to the performer (for example a family member), less information is likely to be gleaned from the performance and a familiar audience is less likely to change their impression of the performer based on a singular performance. On the other hand, if the audience is made up of those who have little knowledge of the performer, much of the information is likely to be critical to the impression formed (Goffman, 1959). Given these audiences are collapsed online. It is of interest to examine the role of the audience in identity announcement and identity placement as well as how users navigate communication online as content is created for a known audience, an unknown audience, or a combination of the two and the associated issues of privacy and censorship online. This has implications for identity as information is communicated en masse state of flux, as Bortree (2005) suggests that most creators of social networking profiles are aware that, although the primary purpose of the page is for known audience (friends or family), others beyond their circle of friends may also be viewing their page.

The issue of privacy is crucial when we consider social media sites. Users of social networking sites are aware that their profiles can be seen by people who are known and unknown. Livingstone (2008) addresses this issue by challenging traditional notions of privacy and redefining what privacy means for teenagers within a social networking framework. It is argued that teenagers' definition of privacy is one centred on having control over who knows what in control of how this disclosure is managed. This has been

supported by more recent studies (Christofides et al., 2012) which have found that girls are much more likely to control disclosure of information online.

During interactions, control over the setting provides performers with the ability to determine what information the audience receives and provides the performers with a sense of security (Goffman, 1959). It should be acknowledged, however, social networking users have been found to forego privacy (in the traditional sense) in order to participate more fully online which suggests that users of online social networks may value participation more than risk when disclosing online (Christofides et al., 2012).

If online privacy is understood in terms of control, then the issue of controlling which audience members can see what, becomes important (Das & Kramer, 2013). It stands to reason the, as has been previously discussed, issue of choosing what to disclose and how to present oneself becomes somewhat more difficult due to 'context collapse' (Marwick & Boyd, 2011). Inability to control which audiences can see what leaves performers in a difficult position of not knowing what character to project at a given moment (Goffman, 1959). As mentioned, if privacy is understood as having a sense of control then the idea of self censorship online is just as important as disclosure online.

Impression management is a key motivating factor in creating and maintaining a social networking profile. While in many respect, online profiles provide greater control over information and disclosure and self-presentation, issues such as privacy, censorship and audience are critical to consider. The ongoing challenge for users of social networking sites is to be able to balance the desire for strategic impression management online against willingness to disclose information, censorship and the potential audience of these

online self-presentations. Theoretically, the audience of an online identity could potentially span all space and time (Boyd, 2007). While this is not likely the case, it is possible to see how frustration could arise online due to the ways in which different+ audiences are likely to perceive various identity performances. As a result, users of social networking sites must conceptualise an audience for which to present their identity performances and manage the tensions between public and private, familiar and unfamiliar (Marwick & Boyd, 2011). The constant imagining and reimagining of a potential audience for which to perform one's identity provides teen with one way to navigate identity formation online (boyd, 2007).

2.3 SOCIAL MEDIA AND SELF-ESTEEM

"Self esteem has traditionally been defines as a stable sense of personal worth and worthiness" (Rosenberg, 1965). Self-esteem has also been related to many similar concepts as that of self worth, self regard and self-respect that basically surrounds ones belief about themselves.

Self-esteem is an outcome (Burke, 1991). There are various factors that determine the outcome of self-esteem. Although, there is virtually no overall theory of self-esteem, the identity theory can provide an overall theoretical framework. Self-esteem can be outcome of various things like self verification process that occurs within groups maintaining both individual and the group. Identity theory states that the self is comprised of multiple identities that are reflected in the different social positions that an individual occupies in the larger social structure (Burke, 1991).

Self-esteem is one of the most commonly researched concepts in social psychology (Baumeister, 1993; Mruk, 1995; Wells & Marwell 1976; Wylie 1979). Self-esteem is mostly conceptualized as a part of self concept. Some even consider it to be the most important part of self concept. There was a time when self- esteem and self concept was considered as a synonym for each other because of the attention they were given at that time (Rosenberg, 1976)

Self-esteem is generally seen as one's concept about themselves. It is comprised of two distinct dimension; competence and worth (Gecas & Schwalbe, 1983). The competence dimension is efficiency based self-esteem. It refers to the degree to which people look at themselves and see how capable and efficacious they are. The worth dimension is the worth based self-esteem that denotes how an individual feel they are a person of value or to a degree to which they value themselves.

Social media usage and self-esteem has a high impact on conspicuous consumption. People who actively use Instagram and other social media platforms are shown to have high self-esteem (Widjajant et al, 2018). Two main hypotheses that they stated in the journal was that the direct effect of social media exists and also there exists the conspicuous consumption. The second hypothesis was that there exists a direct effect of self-esteem and conspicuous consumption. If a person continuously uses social media platform it will affect that person to visible consumption. The excessive usage of social media also results in showing off too much on social media platforms.

Friendship contingent can have a huge impact on the self-esteem. Online representation may not always lead to positive self-esteem. Many may also lead to the negative self-

esteem upon the users. As the users develop the "fear of missing out" or as the generation refers it as FOMO, among their friend circle. Fear of missing out can influence self-presentation (Salim, Rahardjo, Tanaya, Qurani. 2017).

daily use of internet was negatively affecting the self-esteem of adolescents. It also explains that individual who have low self-esteem avoid interaction in the real world and they escape towards the virtual world where they can act like whoever they want and they can act anonymously (Aitchinson J,Lewis D, 2003).

Self-esteem especially in the case of adolescents is multidimensional and hierarchical and can be divided into several components like scholastic, social, athlete and physical self-esteem. Social self-esteem is largely shared through interaction with their close friends and their peer group that occur via social media sites such as Instagram, Snapchat and Facebook. The authors of the journal believe that if there is one component of adolescent's global self-esteem that might be related to their peer interactions on SNSs, it is their self-esteem. Out of the many studies done among social media and self-esteem, five reported a positive relationship with global self-esteem (Jackson et al., 2010) but constant and addictive usage of social media can lead to a negative relation on both global and social self-esteem. This study focuses mainly on three categories: 1) SNS and social self-esteem among adolescents and adults. 2) The casual direction of the relationship between SNS use and social self-esteem. 3) Online feedback as an underlying mechanism (Valkenburg et. al., 2017).

Social media enables anyone to develop and display their creativity, to empathize with others and to find connection, communication and communion. The users can say or

make things; can share the things that they and others have said and made and can make everything visible to other people as well. But all of the sharing, creativity and visibility that the user offers come with a cost that is the user loses control over their personal information. They lose control over what is done to their personal information, loses control over the new context into which others may share it, loses control over to whom the social media firms might sell it (Graham, 2016). Besides the pleasure social media gives, it also allows limitless trolling, and accompanying controversies about cultural boundaries lines and speaking rights (Philips 2015). They allow dark new strains of mob-shaming and persecution, as an individual's find to their cost that they have transgressed the codes of their unseen and perhaps unimagined audiences (Ronson, 2015).

Social media have a role in everyday life. The online social media is generally developed to offer opportunities for reflection (Lamy & Goodfellow, 1999). It is helpful for students to build their own knowledge if an automatic mechanism could be designed to assist them to focus on learning and to guide their engagement in reflection. Many researchers have studied students' reflection that facilitates their problem-solving and deep thinking and understanding through online systems.

A number of studies have been developed in the past several years that have determined that the media does indeed have negative influences on young girls' self-esteem, body-image, and ideas of self-worth. Further, these experiences and influences can impact girls and drive them towards behaviors that are unhealthy, including eating disorders.

2.4. COMPARISON

Comparison is a fundamental drive that humans possess within themselves. There are two types of comparison upward comparison and downward comparison, leading people to feel negatively about themselves. Self-esteem can be conceptualized as both a mostly stable trait that develops over time and a fluid state that is responsive to daily events and contexts (Heatherton & Polivy, 1991). How the chronic or temporary exposure to social media platforms can have a deep impact on peoples' self-esteem. This journal also states that people who spend their time on social media platforms tend to believe that other social media users have better lives than they do (Valkenburg et.al., 2017). Research has also shown that people who are prone to using social media have greater depression symptoms (Vogel et. al., 2014).

Instagram helped begin the selfie revolution unlike other networking sites such as Facebook and twitter, Instagram is solely for taking and uploading for the followers to view, like and comment on. Facebook and Instagram are different in equation to social comparison and self-esteem. Where Facebook is a platform that allows or we mainly connect to those familiar to us that is our friends and family but Instagram unlike Facebook has a broad horizon we get access to the profile of celebrities and other famous person, we get to follow their day to day activity and their routine as well (Dion, 2016). Your comparison group becomes different in Facebook and Instagram. When it comes to Facebook we compare our life to our friends and family but on Instagram you start to compare yourself with celebrities or other famous people so it is fairly obvious that the impact has to be negative on one's self evaluation. A study demonstrates that more

strangers you follow on Instagram the more they correlate with negative social comparison. Following strangers such as celebrity models may dominantly affects their self-esteem. The celebrities on Instagram posts lavish picture of their homes and their lifestyle, and their perfectly sculpted body, which affects one's self esteem. Studies done to test the exposure of images of models to girls have found that participants who viewed pictures of models reported a significantly lower body satisfaction and self-esteem report than those in the control group who were not exposed to any models (Clay, 2005).

Given the amount of browsing that they do, students may compare themselves to others' ideal selves as they are displayed in their profiles which could affect self-esteem. Several studies have explored the relationship between self-esteem and Facebook use, and these studies have found that frequent Facebook use is correlated with low self-esteem (Ellison, Steinfield, & Lampe, 2007, 2008; Mehdizadeh, 2010).

2.5 INSTAGRAM AND SELF-ESTEEM

Instagram is one of the most used mobile application and social networking site. It is widely used for personal use as well as for business purpose. Behavioural beliefs about Instagram are composed of five factors and they are labelled as gratification, features usefulness, socializing role, product information and entertainment. There are few other factors that are responsible for the beliefs about Instagram and they are: siblings, relatives, close friends/peers, friends in general and Facebook friends.

Social media plays a very significant role in the modern lifestyle. Social media sites have been utilized and adopted for various purposes apart from just scrolling the newsfeed

(Endres, 2013). Whilst the progress and development in the technology, we have changed, the way we communicate with each other. It has also become convenient to keep in touch. Building relations has become easy and connecting with everyone has become all the more convenient because of social media (Ting, Ming, Rum & choo 2015).

Self-esteem is considered to be an intrapersonal trait and narcissism is primarily interpersonal communication. Narcissistic individuals may present a false mask of high self-esteem, scoring high on explicit measures of self-esteem, but showing much lower scores on implicit measures of the same trait. While a narcissist may believe that he is appealing looks wise than others, individual with high self-esteem believe that they are superior to them in both agency and communal traits. Instagram has encouraged narcissistic tendencies like attention seeking and exhibitionism through their features like filters, their like ad comments section and their instant messaging services, which appeal to a highly narcissistic person. Another aspect that facilitates narcissism is hash tags; it is a form of self-promotion. Hash tags allow your picture to be a part of a larger audience or you want your picture to be seen in a larger forum when you use hashtag (Olga Paramboukis, 2016).

Narcissism and self-esteem has been frequently considered in the rise of the selfie culture, by the popular press. A recent study proves that the frequency with which one posts selfies on Instagram is significantly correlated with the self-reported narcissism among adult male (Fox & Rooney, 2015). The journal states that people who have low self-esteem in real life have no problem in uploading their pictures and selfies on the

SNSs. This is highly regulated by the filters that Instagram provides the user to look their best, there is a lot of virtual manipulation involved. This study aims to address some issues through naturalistic observation of individuals' post of selfies on a photo-sharing social media platform reflecting their self-esteem and narcissism. The study found out that posting selfies was a common occurrence in terms of the participants, some even in hundreds. There seem to be a lack of relation between posting a selfie and self-esteem according to the research. It was more of a self-representation and their way of communicating to their followers and friends on the app. posting a selfie may be related to vulnerable narcissism. The study suggests that the lack of self-esteem is also related to the ones who barely post selfies on social media as their fear negative comments.

How hours spent on social media could impact adolescents' self-esteem. The results showed that girls had lower self-esteem than the boys. And those who spent more time on social media had lower self-esteem. Research has shown that self-esteem is a U-shaped process where self-esteem increases during childhood and then decreases during adolescence before riding again in young adulthood, and the changes during this process were more dramatic for girls than for boys, where the drop in self-esteem was more drastic for girls (Cai et.al., 2014; Meyer, 2008).

This study was done in order to analyze the high usage of social media usage and lower level of self-esteem. College students were taken as samples and an anonymous survey was conducted online. This study talks about the pros and cons of social media. Instagram users have more variety compared to Facebook and twitter, but are most similar to twitter statistics. In 2014 it was reported that 24% of college graduates use

Instagram. 31% of users have some college education and 23% have a high education or less. From 2013 the percentage of men and women who use Instagram increased. Men went from 15% to 22% and women went from 20% to 29%. Instagram is a newer site that is continuously growing (Duggan et al., 2012).

Isuan (2015) suggests that smart phones and mobile devices such as tablets and laptops use social media to both populate the content of the internet and record daily activities that are then shared via different social media sites. Selfie has become a popular trend that most, if not all, netizens are familiar with and has taken a "selfie" at least once. Oxford dictionary announced selfie as their international word of the year 2013. It is defined as *"A photograph that one has taken of oneself, typically one taken with a Smartphone or webcam and uploaded to a social media website"* most commonly known as *"selfie"* (Oxford English Dictionary, 2013). Language research conducted by Oxford Dictionaries editors reveals that the frequency of the word selfie on the English language has increased by 17,000 since this time last year 2013(Oxford English Dictionary, 2013). This journal also deals with the positive and negative side of selfie. Cooley (2014) said that selfie is a manner of how individuals portray selves to other people. Talking about the positive side of uploading selfie on social media it is that: it makes them feel good about themselves and also they tend to appreciate themselves. The negative side shown in this journal is that, the person might start comparing their not-so-perfect hair or teeth with the other person who gets over 100 likes on their selfie, which is indeed harmful for a person's self-esteem (Sarah, 2014). The trend that is selfies, it mostly gives emphasis on their physical appearances rather than their personality. Some psychologists say that the

same likes and comments that help them to build their confidence can crush them as well. For example, if two photos are posted – the first with nine likes and the second with two likes, some girls could perceive this as feeling less valued (Langlois, 2013). Chronic selfie posters most likely are driven by validation, needing outside affirmation for own self-appearance, and are more likely to have self-esteem issues (Kraineva, 2014). The major self-esteem problems start when people constantly check their social media sites for feedback from their friends online. If they furiously refresh their page for updates after posting a selfie for an aggregate amount of likes of a comment from a specific person then their self-esteem is dependent on the feedback of others. It is most common to people to focus attention into other people's perspective on to how a particular person look, the comments, credits and likes received which basically affects and lowers one's self-esteem and also it might affect one's self love (Wood, 2013). The main aim of taking a selfie is positive feedback about one self and in this process humans become shallower that might have a huge impact on the self-esteem. When a person is excessively occupied with taking selfies, it is a visible sign of a young person with a lack of confidence (Bruck & Madanmohan, 2014) excessing or provcating taking of selfie can be seen as a cry for help and is a form of "acting out" among the young people. The person can loose touch with their authentic identity and struggle to build intimate relationships (Harbinger, 2012). Selfies hold the selfie-taker up to scrutiny and ridicule, experts find that spending too much time on taking or sharing selfies can correspond to dangerously low self-esteem or deep mental distress on the part of the photographer (Ashkita, 2014). Selfies, in no way, reflect reality for the simple reason individuals were carefully posed for and pass

through heavy filters. It can definitely be concluded that selfies do more harm than good, to an individual's self-esteem (Cowman, 2014).

CHAPTER 3- METHODOLOGY

The primary objective of this research was to find the effect of Instagram on self-esteem of college students in Sikkim. In order to carry out the study, quantitative method is employed. This chapter explains how the study was conducted to answer the defined objectives, research questions and hypothesis.

3.1 RESEARCH HYPOTHESIS

The hypothesis of the research was:

Instagram usage does affect the self-esteem of college going students.

3.2 SURVEY METHOD

Surveys are very common research method used to collect data as it is considered reliable as well as an easy way to collect huge amount of data. This method is also used in audience surveys and consumer surveys. People from various fields use survey and it has become a part of their life. For eg: Decision makers in business groups, politicians, activist groups, consumers and the media use this method too. With the increase in popularity of survey research there has been a tremendous amount of changes in the way studies are conducted and reported. Survey research like online survey requires careful planning and execution and the research must take into account a wide variety of decision

and problems. There are two types of surveys: descriptive and analytical. This study uses descriptive as it attempts to describe or document current conditions or attitudes that is to explain what exists at the moment.

3.3 DATA COLLECTION TOOL

For this study, structured questionnaire has been used as it helped in efficient data collection. The Rosenberg Self-Esteem Scale and the questionnaire that was constructed by the researcher are used in this study. Data was collected in 2019.

3.3.1 Self Designed Questionnaire

The questionnaire was divided into 5 sections, each sections comprising of questions related to Instagram and its usage. Section 'A' comprised of one question about the usage of Instagram with two options 'yes' and 'no'. Section 'B' comprised of 8 questions with 10 sub- questions about Instagram, its usage, magnitude of Instagram, intensity of usage and to see with what frequency do the respondents use Instagram and what activities do the respondents perform on Instagram. Section 'C' comprised of 10 questions, it uses 5 point Likert scale of frequency from always to never. The questions were about the Influencer and their influence on the respondents. It briefly summed up what kind of influencer the respondents follow on Instagram and if the influencer has any kind of impact on the respondents or not. Section 'E' comprised of extensive questions about the usage of filters by the respondents, the type of filters used by the respondents. This

section had 6 questions and it used 5 point Likert scale ranging from always to never for 3 questions and a simple yes or no for the rest.

3.3.2 Rosenberg Self-Esteem Scale (RSE)

Section 'D' of the questionnaire comprised of the Rosenberg Self-Esteem scale. Morris Rosenberg (1965) and Stanley Coppersmith were pioneering researchers in the field of self-esteem. They were able to measure self-esteem with the help of a continuous scale with a questionnaire like the Rosenberg 10 point scale. Respondents indicate their level of self-esteem by agreeing or disagreeing to a range of statements in the questionnaire (Madsen, 2014). The Rosenberg Self-Esteem scale or widely known as the RSE is a 10 point scale assessing the global self-esteem responses made on a 4 point scale from strongly disagree to strongly agree.

3.4 POPULATION

The universe of the research was the college students in Sikkim who use Instagram. Five colleges were taken according to the number of students in the college. There are a total of 17 colleges and universities in Sikkim, out of which 11 are colleges and 6 are university.

The 11 colleges and no of students in each college are:

    a. Sikkim Government College TADONG- 1900

    b. Harkamaya College of Education- 252

    c. Sikkim Government College Rhenock-850

d. Sikkim Government College Burtuk - 1300

e. Loyola College of Education, Namchi-113

f. Sikkim Government College, Namchi- 1500

g. Sikkim Government College, GEYZING-900

h. Soreng B.ed college- 200

i. Soreng Science college- 250

j. Sikkim Government Law college- 800

k. Damber Singh College- 12

Out of the above 11 colleges the following five were selected:

a. Sikkim Government College TADONG- 1900

b. Harkamaya College of Education- 12

c. Loyola College of Education, Namchi- 6

d. Sikkim Government College Namchi- 140

e. Sikkim Government College Geyzing-70

3.5 SAMPLING

"The goal of any research is to describe a nature of a population-a group or class of subjects, variables, concept or phenomena. A sample is a subset of the population that is representative of the entire population."(Wimmer & Dominick,1997) For this research a total of 420 samples/respondents had been selected to represent the population. However, one had to be rejected due to inappropriate responses.

3.5.1 Sampling Technique

Proportionate Stratified Sampling technique had been employed for this study. For this study the selected sample size is proportionate to the size of the population and the distribution of students among the chosen institutions.

3.5.1.a Proportionate Stratified Sampling

As college students are spread in Sikkim, finding a true representation of the population would not have been possible without using stratified sampling. Initially, colleges were identified and then segregated district wise, each district was taken as strata. From each stratum, colleges were identified based on the total number of students. One private and one government college was sought for. However, in the West district there were no private colleges thus only one government college was selected. Further 420 samples/respondents were drawn from the selected colleges. Out of the four strata initially identified, one stratum (North Sikkim) could not be reached due to time constrains and natural calamities like landslides and heavy rainfall.

Further, the respondents were selected on the basis of the attendance register. Every nth student was considered for the purpose of the survey. If the nth student did not have an Instagram account then the next student was considered.

3.5.2 Sample Size

A total number of 420 students are taken as samples from 5 colleges from East, South and West Sikkim at 95% confidence level and 5% interval level. However, one had to be rejected due to inappropriate responses.

3.6 DATA ANALYSIS

Data analysis is the technique of transforming and inspecting data with an aim to discover useful information. After the samples were taken from the respondents, they were coded into a statistical application using numbers in order to indentify and calculate them easily. To answer the first objective of the study, the frequency of section 'A' and section 'B' of the questionnaire was analyzed using descriptive statistics, frequency of each question was analysed statistically.

To answer second objective, correlation testing was done in order to examine the influence of influencer on the respondents. First, the series of question in section 'C' which comprised of questions about influencers was combined and those variables were computed in the application. The same process was done with section 'D' that comprised the Rosenberg Self-Esteem scale, in order to get the respondents' overall self-esteem score. After a total score of both the variables were computed, the variables were analyzed using Pearson's two-tailed correlation.

To answer the third objective, correlation testing was done in order to examine the relationship between Instagram usage and self-esteem. The overall self-esteem score of

the respondents was calculated from the responses in section 'D' of the questionnaire using Rosenberg Self-Esteem scale. Section 'B' of the questionnaire comprised a series of sub-questions about the impact of Instagram on the respondent's life. These questions were computed to get the overall score.

The total score of both the variables were computed and was analyzed using Pearson's two-tailed correlation.

To answer the fourth objective, frequency testing was done from section 'E' of the questionnaire. Section 'E' comprised of questions related to filters and manipulation. After the numeric coding of the response of the students it was easier to calculate the frequency. The frequency testing of all six questions was done in order to get the result.

3.6.1 Hypothesis Testing

The hypothesis of the study states that Instagram usage does affect the self esteem of college going students. A correlation between section 'D' (Rosenberg Self-Esteem scale) and Section 'A' and sub-section of 'B' of the questionnaire was done in order to test the hypothesis. Section 'A' and sub-section of 'B' consisted of questions regarding Instagram usage and its impact on the respondent's life. All the questions from section 'A' and 'B' were computed to get an overall score of each respondent. A cumulative total of each respondent's self-esteem was computed statistically, using Pearson's two-tailed correlations the hypothesis was tested.

CHAPTER 4- INSTAGRAM USAGE BY COLLEGE STUDENTS

This chapter focuses on data interpretation and analysis of Instagram usage by dividing it in three categories namely Instagram & level of engagement, Instagram Influencer & Self-Esteem and the Use of filters and manipulation on photographs

4.1 INSTAGRAM & LEVEL OF ENGAGEMENT

In order to examine the level of engagement, a set of questions was designed for the respondents based on Instagram use to determine the level of engagement.

4.1.1Number of Years on Instagram

This question was asked to understand since how many years were the respondents using Instagram. The respondents were given 5 options that were grouped under A,B,C,D and E. 'A' comprising of individuals that have been using Instagram for less than a year, 'B' comprising of individuals that were using Instagram for 1-2 years. 'C' comprises of individuals who were using Instagram for 2-3 years. 'D' comprises of individuals using Instagram for 3-4 years and 'E' comprises of individuals who have been using Instagram for more than 4 years.

Of the 5 categories given, users belonging to 'A' category comprised a majority with 33.7% users, followed by category 'B' comprising 28.4% of the students. Category 'C'

with 22.9% users followed by category 'D' with 8.1% users and category 'E' with more than 4 years.

No. of Years on Instagram

- less than 1 year
- 1-2 years
- 2-3 years
- 3-4years
- more than 4 years

34%
28%
23%
8%
7%
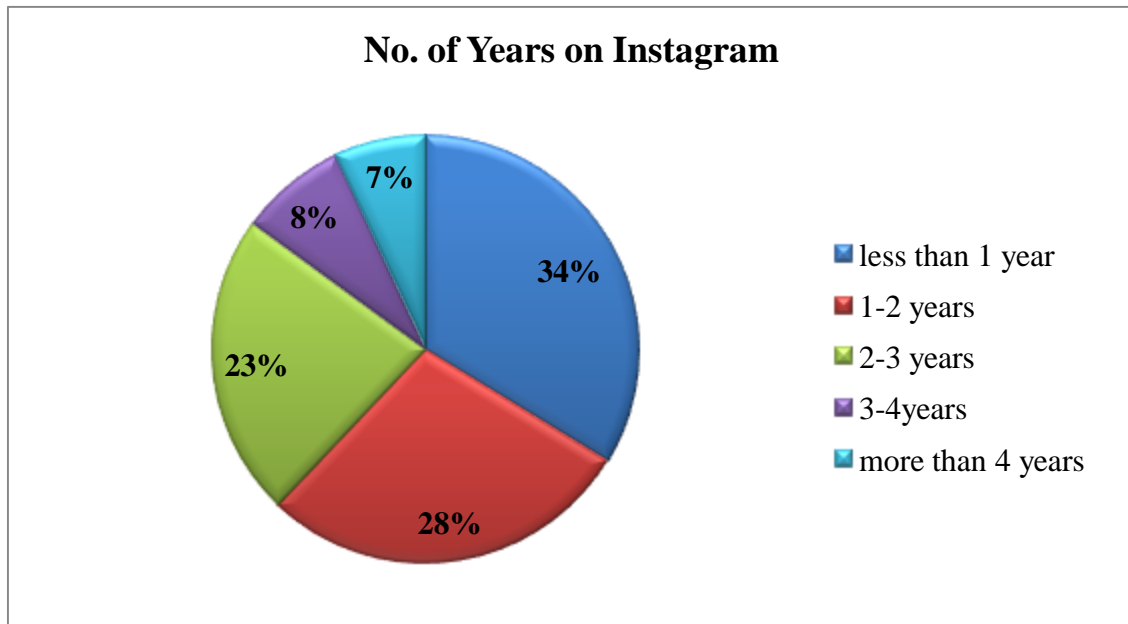
Figure 1- No. of Years on Instagram

4.1.2 Instagram Followers

This category was used to broadly classify the respondents into five categories based on the number of followers. Followers here depict the people who follow the respondents on Instagram and can see their posts. The five categories are grouped under A, B, C, D, and E with 'A' comprising individuals with less than 50 followers. Category 'B' comprised individuals with 51-100 followers. Category 'C' comprised of individuals with 101-150 followers. Category 'D' comprised of individuals with 151-200 followers and category E comprised of individual with more than 200 followers.

Of the 5 categories given, users belonging to 'E' category comprised a majority with 33.7% respondents. Category 'B' comprised with 20.3% respondents. Category 'C' comprised with 18.4% of the respondents. Category 'D' comprised with 17.2% of the students and category 'A' comprised with 10.7% respondents.

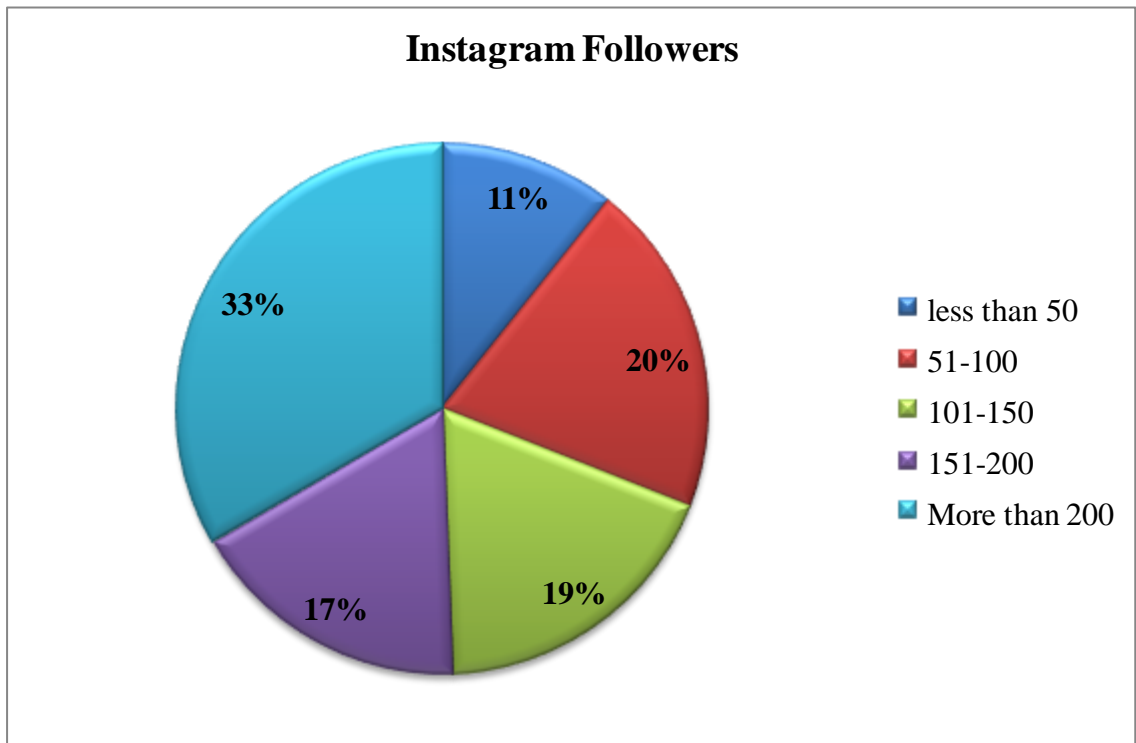**Figure 2- Instagram Followers**

4.1.3 Following on Instagram

This category was used to see how many people the respondents followed on Instagram. Here the respondents are broadly classified into five categories. The five categories are grouped under A, B, C, D and E; with 'A' comprising individuals with less than 50 followings. Category 'B' comprised individuals with 51-100 followings. Category 'C'

comprised of individuals with 101-150 followings. Category 'D' comprised of individuals with 151-200 followings and category E comprised of individual with more than 200 followings.

Of the 5 categories given, users belonging to 'B' category comprised a majority with 30.3% respondents followed by users belonging to category 'E' comprised with 20% respondents. Users belonging to category 'A' comprised with 19.1% respondent. Category 'C' comprised with 16.7% respondents and users belonging to category 'D' comprised with 13.8% of the respondents.
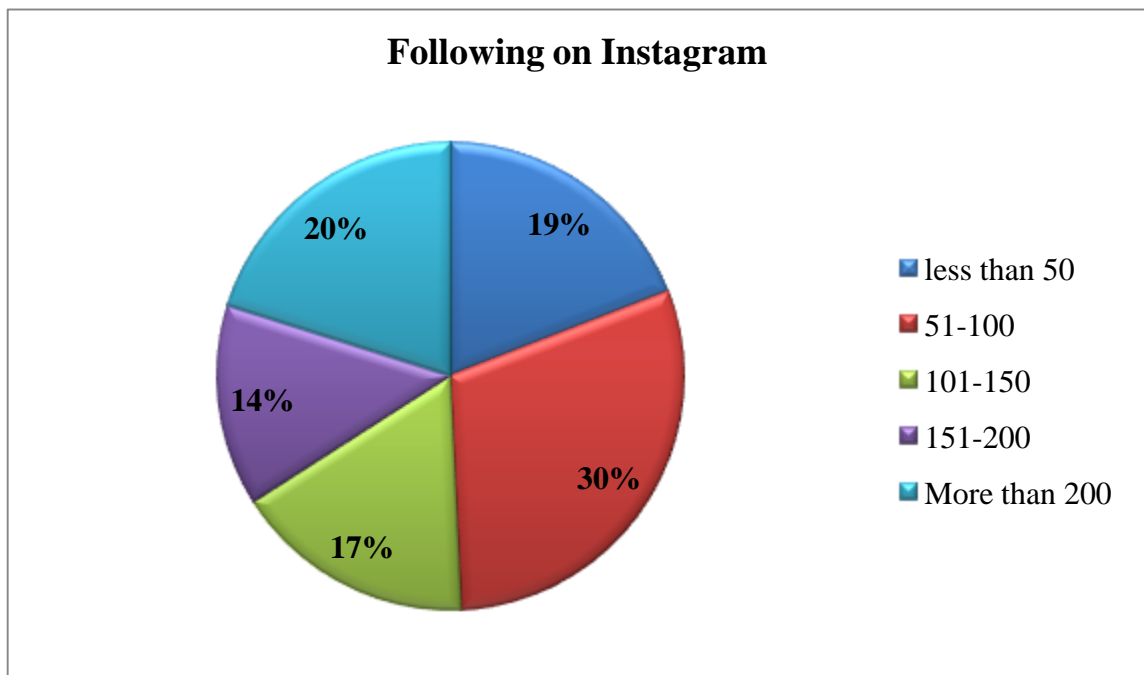

Figure 3- Following on Instagram

4.1.4 Time Spent on Instagram

This category was used to broadly classify the sample users based on how much time they spend on Instagram daily, into 5 categories. The five categories are grouped under A, B, C, D and E; with 'A' comprised individuals that spend less than 1 hour on Instagram. Category 'B' comprised individuals that spend around 1-2 hours. Category 'C' comprised individuals that spend 2-3 hours. Category 'D' comprised individuals that spend 3-4 hours and category 'E' comprised individual that spend more than 4 hours daily on Instagram.

Of the five categories, users belonging to category 'A' comprised majority with 46.5% respondents, followed by category 'B' with 29.1% respondents. Category 'C' comprised 13.8% respondents. Category 'E' comprised 5.7% of the respondents and category 'D' comprised 4.8% of the respondents.
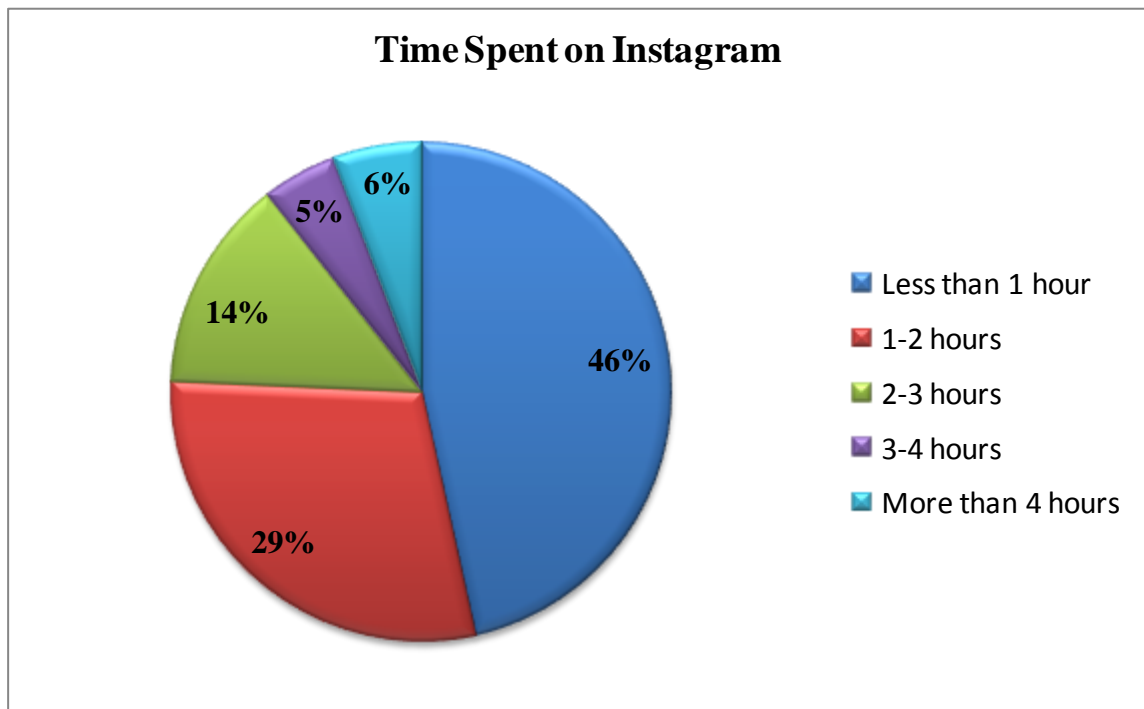

Figure 4- Time Spent on Instagram

4.1.5 Activity Engagement on Instagram

4.1.5.a Choice of Activities

This category was used to broadly classify the usage of Instagram. There are many activities that one can do on Instagram and can use the Instagram for various purposes so the respondents were given five options that are frequently used on Instagram. They could choose multiple options too. The five categories were grouped under A, B, C, D and E. Category 'A' comprised share, which means to share the content (photos and videos) created by others. Category 'B' comprised post which means posting photo to their respective profiles. Category 'C' comprised of DM, which stands as an abbreviation of Direct Message. This feature enables the user to send personal message to others using Instagram. Category 'D' comprised of call. This enables the users to make calls to one another. Category 'E' comprised of IGTV that stands for Instagram Television. Here on IGTV the users have the freedom to upload videos lasting 15 minutes if posted the mobile device and 60 minutes if posting from the web whereas Instagram videos in a regular post can only be 60 seconds long.

Of the given categories, users belonging to category 'B' comprised a majority with 61% users, followed by category 'A' with 37% users , category 'C' with 11.9% users, category 'E' with 9.5% users and category 'D' with 4.3% users.
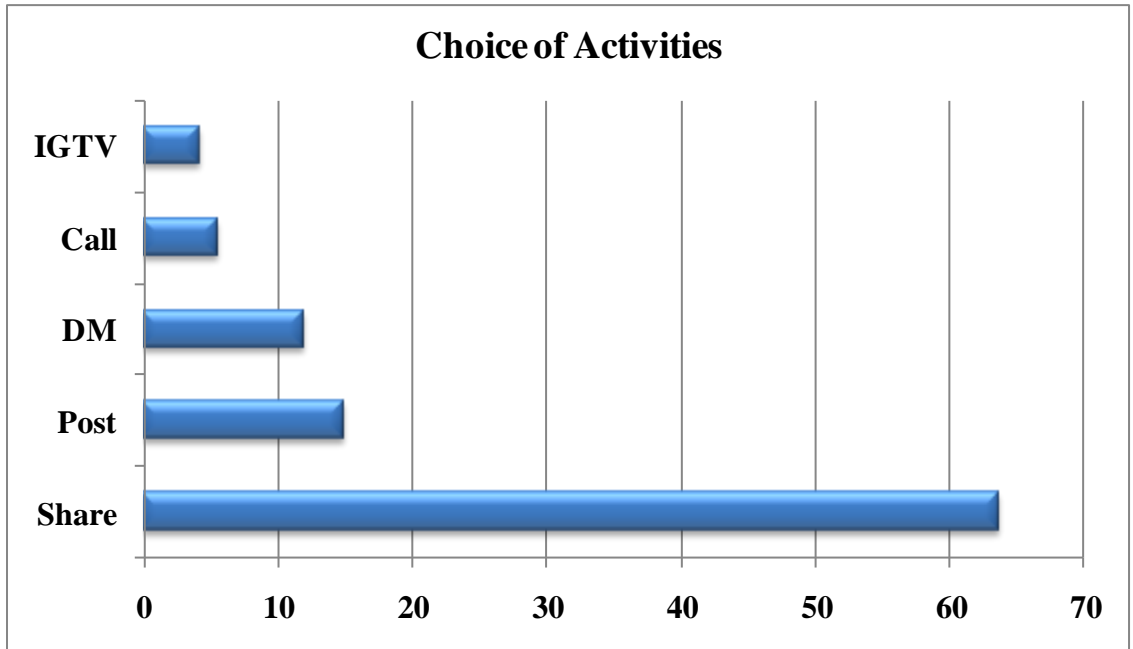
Figure 5- Choice of Activities

4.1.5.b Commenting on Photos of Other Users

Among many other features that Instagram provides, commenting on the photos that one posts on Instagram is one of them. Instagram allows the users' to comment on the other users who follow them. This category was broadly used to classify with what frequency the respondents comment on their others pictures on Instagram.

This category was used to classify how frequently they would comment on another post on Instagram. Respondents were given five options to choose the frequency of the

activity. They were classified into three categories. 1, 2, 3, 4 and 5; with '1' comprising respondents who never performed the activity, Category '2' comprised of respondents who rarely perform the activity, Category '3' who sometimes perform the activity, Category '4' who performs the activity somewhat frequently and category '5' who performed the given activity very frequently.

Of the five categories, users belonging to category 3 comprised a majority of 43.4% respondents followed by category 2 comprised 36.5%, category 1 comprised 9.5% respondents, category 4 comprised 8.1% respondents and category 5 comprised of 2.4% respondents.
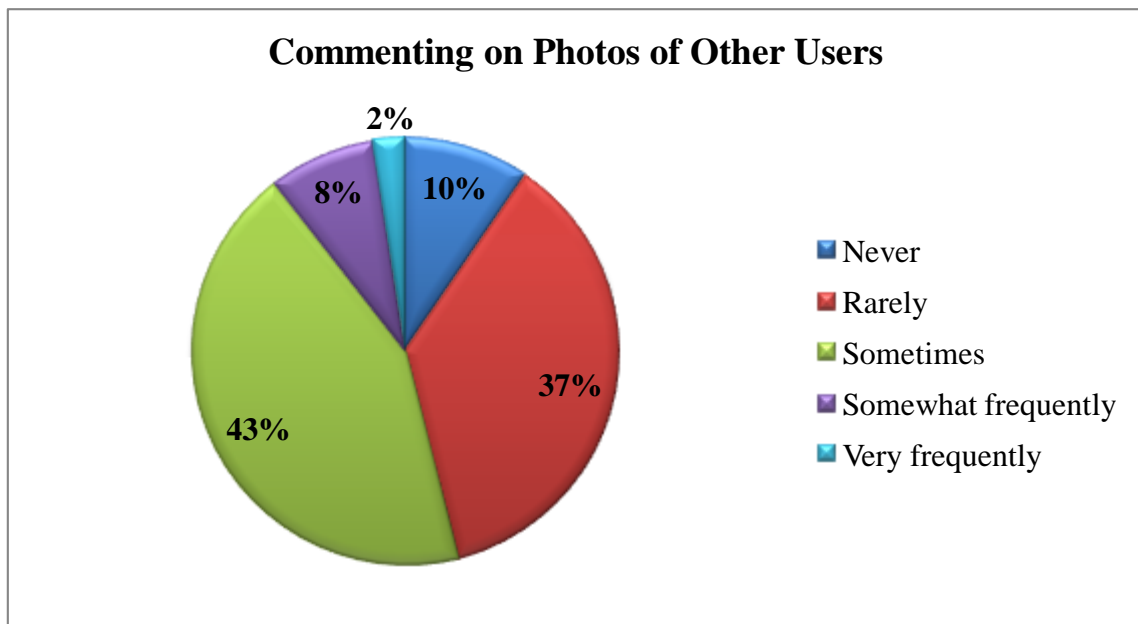
Figure 6- Commenting on Photos of Other Users

4.1.5.c Sending DMs

Instagram recently introduced their message feature on the app where one can message another user personally. DM's here stands for direct message to other users.

This category was used to classify how frequently respondents messaged others on Instagram. Respondents were given five options to choose the frequency of the activity. They were classified into three categories. 1, 2, 3, 4 and 5; with '1' comprising respondents who never perform the activity, Category '2' comprising respondents who rarely perform the activity, Category '3' comprising respondents who sometimes perform the activity, Category '4' comprising respondents who performs the activity somewhat frequently and category '5' who performed the given activity very frequently.

Of the five categories, respondents belonging to 2nd category comprised a majority with 37.9% followed by category '3' with 37.5%, category '1' with 12.2%, category '4' with 9.5% and category '5' with 2.9% respondents.
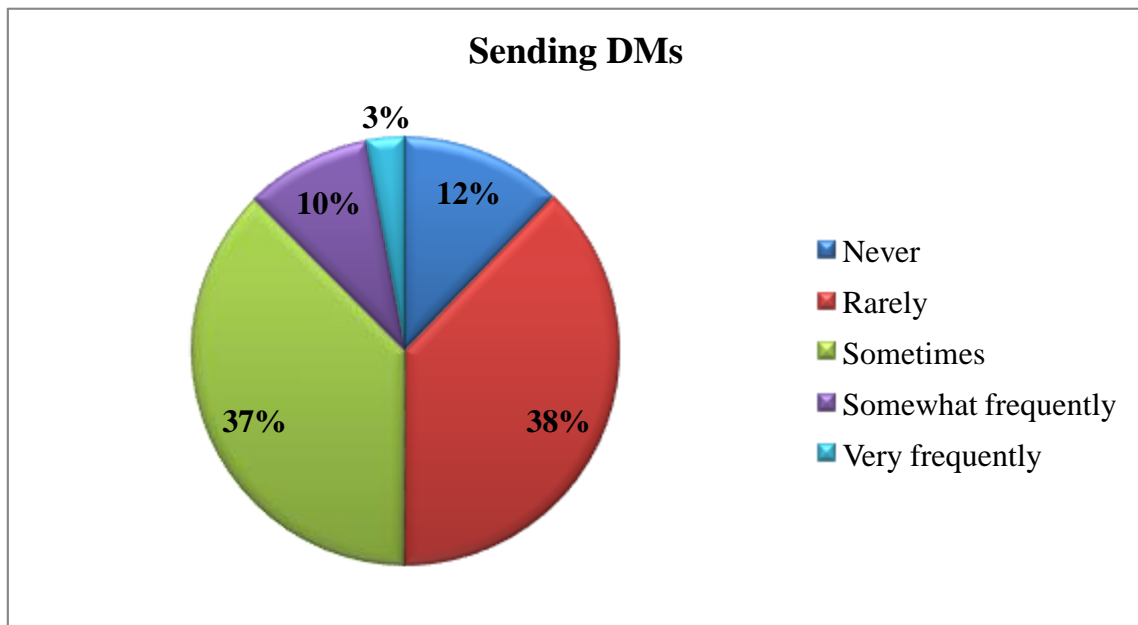
Figure 7- Sending DMs

4.1.5.d Checking Other Instagram Profiles

This category was used to classify how frequently respondents check on their friend's Instagram profile. Respondents were given five options to choose the frequency of the activity. They were classified into five categories. 1, 2, 3, 4 and 5; with '1' comprising respondents who never perform the activity, Category '2' comprising respondents who rarely perform the activity, Category '3' comprising respondents who sometimes perform the activity, Category '4' comprising respondents who performs the activity somewhat frequently and category '5' who performed the given activity very frequently.

Of the given categories, respondents belonging to the 3rd category comprised a majority with 31.7% users, followed by category '2' with 31.7% users, category '4' with 19.3%, category '5' with 8.8% and category '1' with 7.9% respondents.

Figure 8- Checking Other Instagram Profiles

4.1.5.e Viewing Photos

This category was used to classify how frequently respondents viewed photos on Instagram. Respondents were given five options to choose the frequency of the activity. They were classified into five categories. 1, 2, 3, 4and 5; with '1' comprising respondents who never perform the activity, Category '2' comprising respondents who rarely perform the activity, Category '3' comprising respondents who sometimes perform the activity, Category '4' comprising respondents who performs the activity somewhat frequently and category '5' who performed the given activity very frequently.

Of the given categories, respondents belonging to 3rd category comprised a majority with 36.8% respondents, followed by category '4' with 24.1%, category '2' with 22%, category '5' with 11.5% and category '1' with 5.7% respondents.
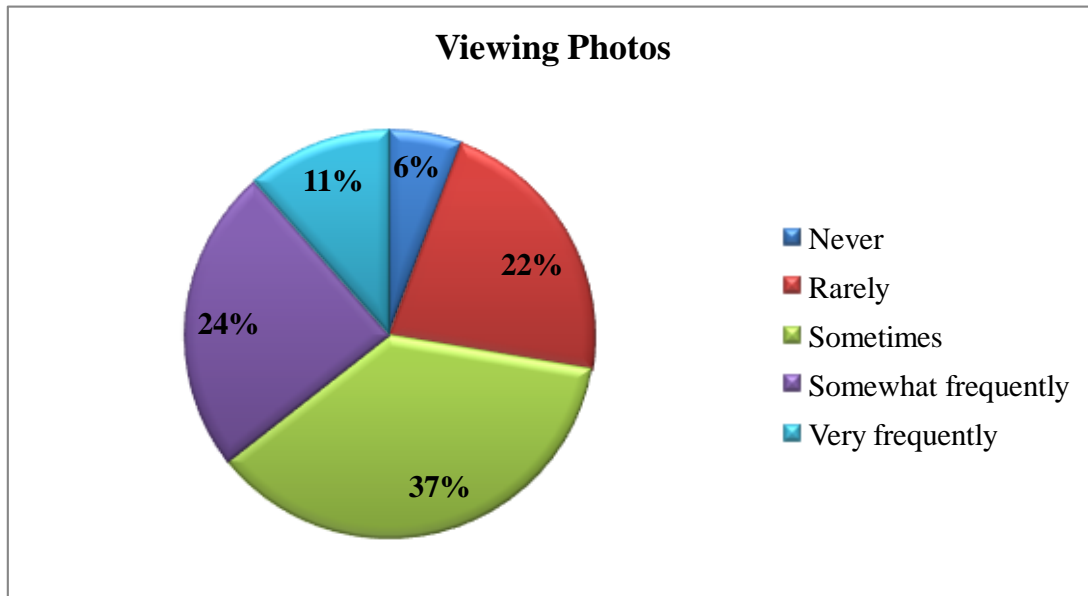
Figure 9- Viewing Photos

4.1.5.f Viewing Videos

This category was used to classify how frequently respondents watched videos on Instagram. Respondents were given five options to choose the frequency of the activity. They were classified into five categories. 1, 2, 3, 4and 5; with '1' comprising individual who never performed the activity, Category '2' comprising respondents who rarely perform the activity, Category '3' comprising respondents who sometimes perform the activity, Category '4' comprising respondents who performs the activity somewhat frequently and category '5' who performed the given activity very frequently.

Of the given categories, respondents belonging to category 3rd comprised a majority with 37.9% users, followed by category '4' with 22.7% users, category '2' with 21.5% users, category '5' with 10.5% and category '1' with 7.4% users.
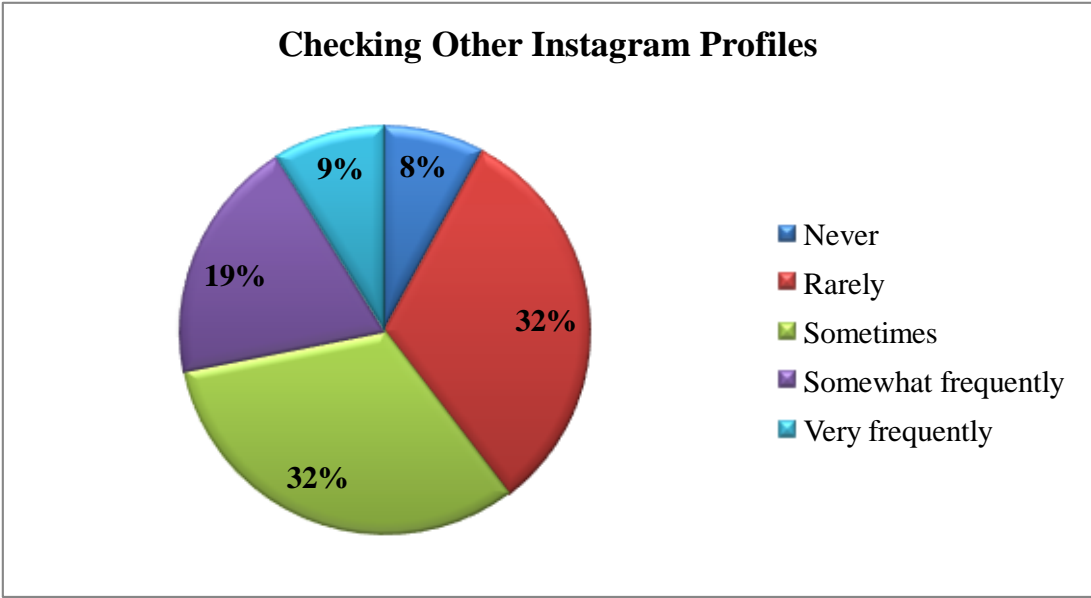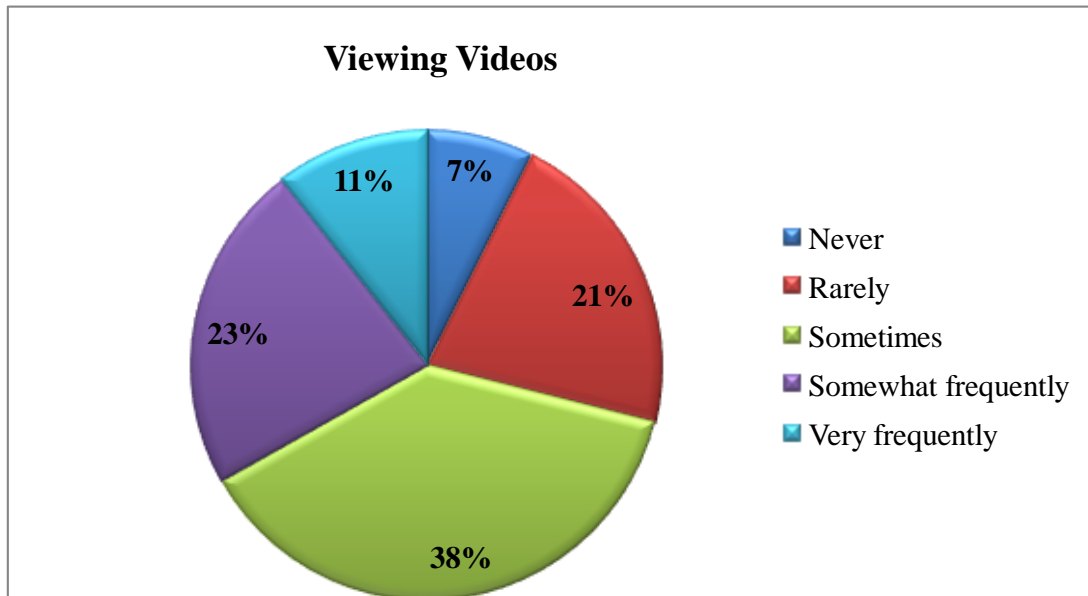

Figure 10- Viewing Videos

4.1.5.g Tagging on Instagram

This category was used to classify how frequently respondents tagged their friends on videos and photos on Instagram. Respondents were given five options to choose the frequency of the activity. They were classified into five categories. 1, 2, 3, 4and 5; with '1' comprising respondents who never perform the activity, Category '2' comprising respondents who rarely perform the activity, Category '3' comprising respondents who sometimes perform the activity, Category '4' comprising respondents who performs the activity somewhat frequently and category '5' who performed the given activity very frequently.

Of the given categories, respondents belonging to category '2' comprised a majority with 42% respondents, followed by category '3' with 37%, category 4 with 14%, category 2 with 5% and category 1 with 2% respondents.

Tagging on Instagram
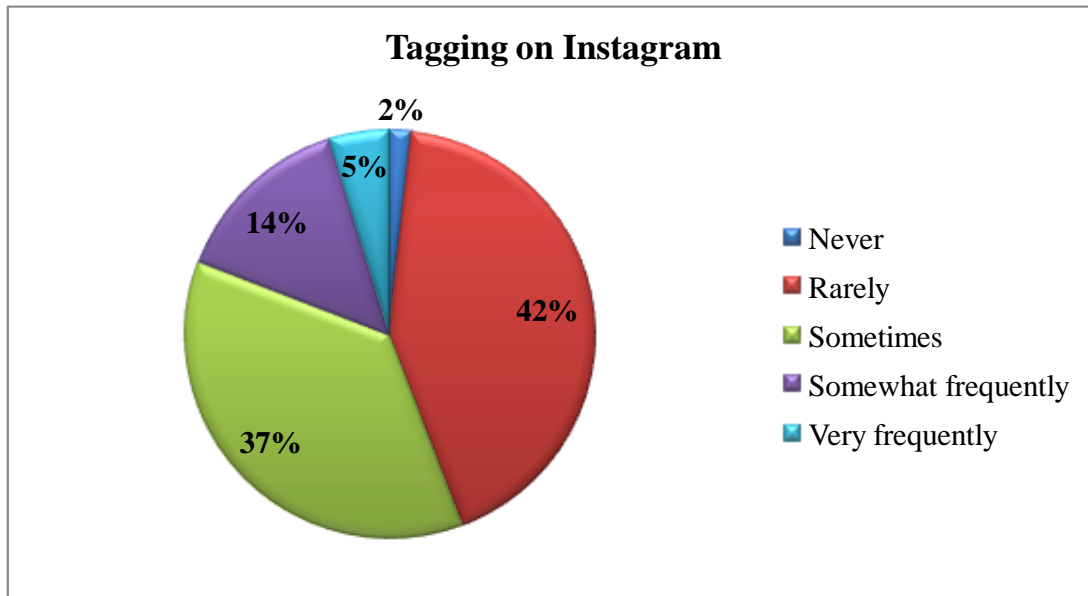
Figure 11 – Tagging on Instagram

4.1.5.h Browse Newsfeed Passively

Browsing the newsfeed passively (without liking and commenting) indicates the usage of Instagram without any action or activity; it is to use Instagram without liking any picture or without commenting on any posts. This category was used to classify how passively the respondents used Instagram. Respondents were given five options to choose the frequency of the activity. They were classified into five categories. 1, 2, 3, 4and 5; with '1' comprising respondents who never perform the activity, Category '2' comprising

respondents who rarely perform the activity, Category '3' comprising respondents who sometimes perform the activity, Category '4' comprising respondents who performs the activity somewhat frequently and category '5' who performed the given activity very frequently.

Of the given categories, respondents belonging to category '3' comprised a majority with 35.3% respondents, followed by category '2' with 25.5%, category '4' with 23.2%, category '5' with 8.4% and category '1' with 7.6% respondents.

Figure 12- Browsing Newsfeed Passively

4.1.5.i Active Browsing

This category classifies users who use Instagram actively that is liking and commenting on other users post. Individuals were given five options to choose the frequency of the

activity. They were classified into five categories. 1, 2, 3, 4and 5; with '1' comprising respondents who never perform the activity, Category '2' comprising respondents who rarely perform the activity, Category '3' comprising respondents who sometimes perform the activity, Category '4' comprising respondents who performs the activity somewhat frequently and category '5' who performed the given activity very frequently.

Of the given categories, respondents belonging to category '3' comprised a majority with 31.5% respondents followed by category '2' with 31.5%, category '4' with 21.5%, category '1' with 9.8% and category '5' with 5% respondents.
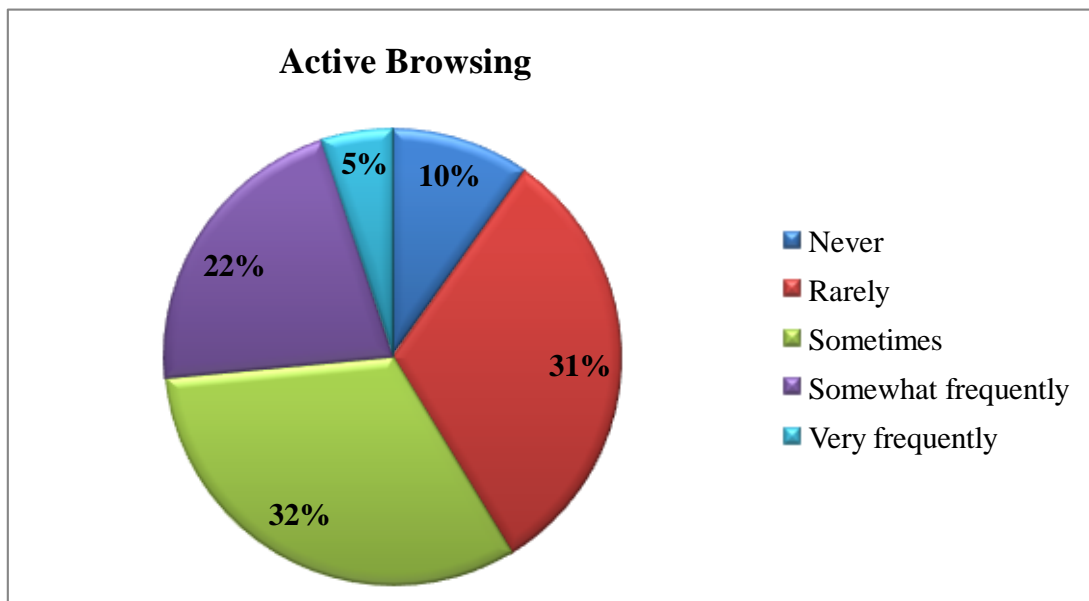
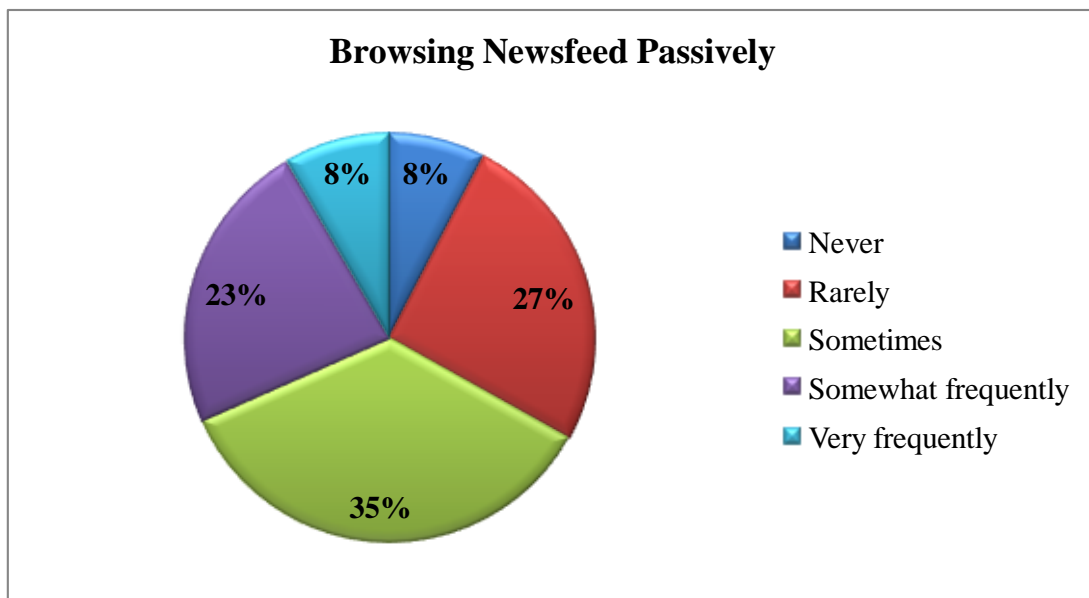**Figure 13- Active Browsing**

4.1.6 Posts on Timeline

This category was used to broadly classify the sample users into five categories based on how many posts they had on their profile. Instagram doesn't limit its users on the number

of post. The five categories are grouped under A, B, C, D, and E. Category 'A' comprises of respondents with less than 30 posts. Category 'B' comprises of respondents with 31-50 posts. Category 'C' comprises of respondents with 51-70 posts. Category 'D' comprises of respondents with 71-100 posts. And category 'E' comprises of respondents with more than 100 posts.

Of the five categories, users belonging to category 'A' comprised a majority with 63.7% users followed by Category 'B' with 14.8% users, Category 'C' with 11.9% users., Category 'D' with 5.5% users and category 'E' with 4.1%.
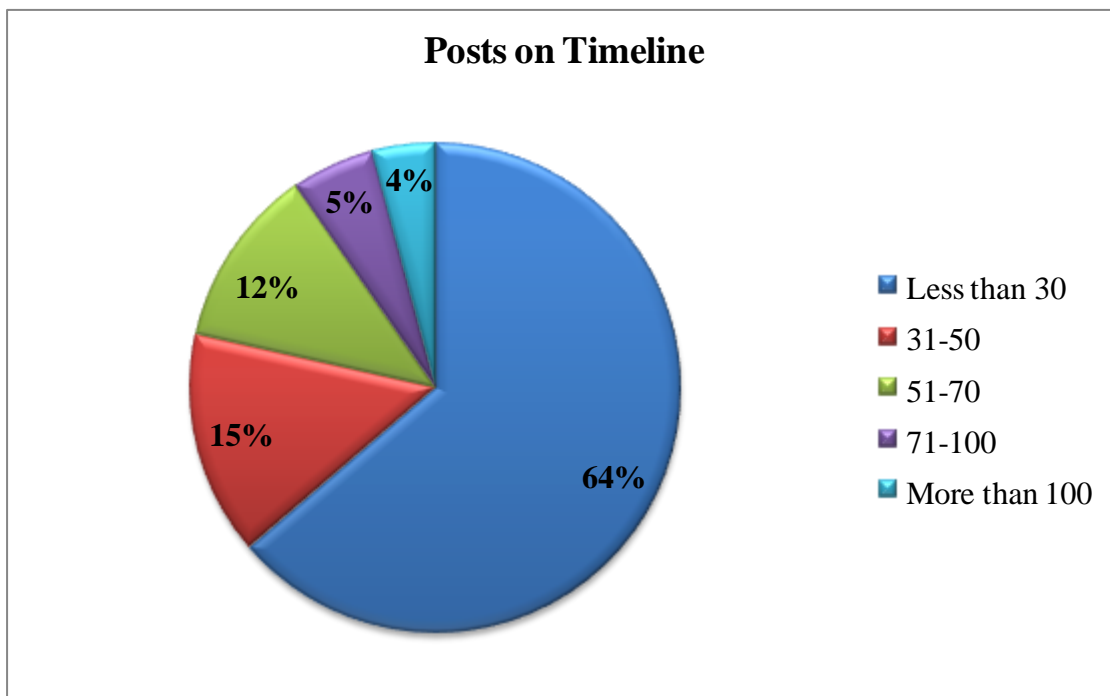
Figure 14- Posts on Timeline

4.1.7 Frequency of Post on Instagram

This category was used to classify how frequently the respondents posts on Instagram. The five categories are grouped under A, B, C, D and E; with 'A' comprising respondents who always posts on Instagram, category 'B' comprising respondents who often post on Instagram, category 'C' comprising respondents who sometimes post on Instagram, category 'D' who rarely post on Instagram and category 'E' who never post on Instagram.

Of the given categories, respondents belonging to category 'C' comprised a majority with 54.7% respondents, followed by category 'D' with 22.4%, category 'B' with 10%, category 'A' with 8.8% and category 'E' with 4.1% respondents.
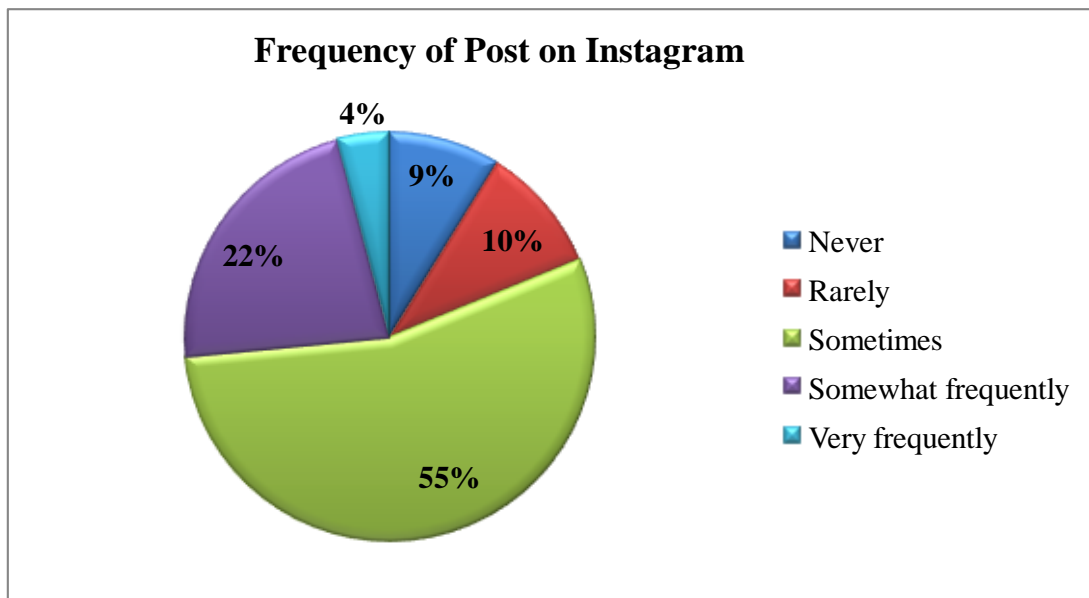

Figure 15- Frequency of Post on Instagram

4.2 INFLUENCERS & SELF-ESTEEM

In this section it has been assessed whether an Influencer in Instagram had any kind of influence on the self-esteem of the respondents. Here the respondents were classified into two categories based on if they followed any Influencer or not. The two categories are grouped under A, B; with 'A' comprising of individual who follow influencers and 'B' consisting of individuals who do not follow influencers.

Of the two categories, users belonging to category 'A' comprised a majority with 65.4% users followed by category 'B' with 34.6% individuals.
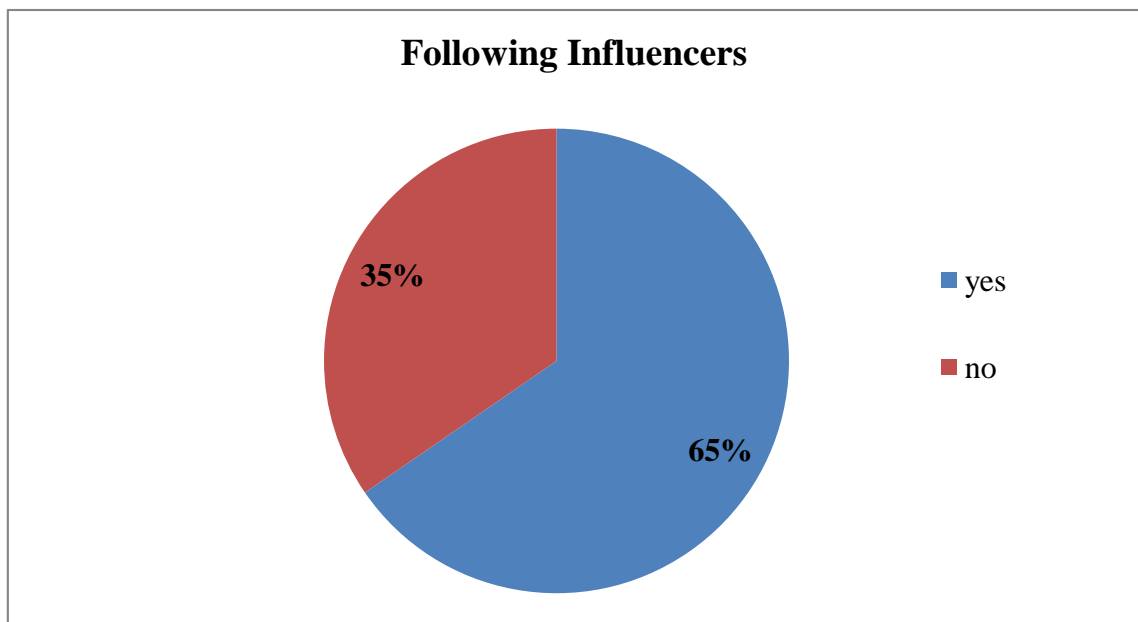
Figure 16- Posts on Timeline

After analyzing the Rosenberg Self-Esteem scale, the overall self-esteem score of the respondents according to the data revealed that majority of the respondents have an average self esteem of 15-22. According to the data 70% of the respondents have their self-esteem score in between 15-22. 6.9% of the total respondents have 15 as their self-esteem score. 9.8% respondents have 16 as their score. 10.7% of the respondents have 17

as their score. 8.6% of the respondents have 18 as their score. 11.5% have 19 as their score. 9.3% of the respondents have 20 as their score. 8.6% of the respondents have 21 as their score. 5% of the respondents have 22 as their total score.

Through an analysis of the questionnaire, coded in a statistical application and using the Rosenberg Self-Esteem scale the analysis to this category was done and the correlation between Instagram influencer and self-esteem came out significant, the p value at 0.05 and the r value at 0.108

After reviewing the data from the survey given to the participants and the Rosenberg Self-Esteem scale, there appeared to a positive correlation between self-esteem and the influence of influencer on Instagram users.

Measure	Self esteem
Influence of influencer on Instagram	0.108*
p< 0.05 correlation of (r= 0.108, p<0.05)	

Table 1-Correlation - Influencer & Self-Esteem

While the hypothesis of the study states that the usage of Instagram does have an effect on the self-esteem of the respondents. The correlation between Instagram usage and influence of influencer on the respondents came out to be significant, however, the

significance level is at the 5% level. The results seem to indicate that there is a slight impact of influencers on the self-esteem.

4.3. PHOTO FILTER AND MANIPULATION

Filter is a very common technique that people use these days in their pictures. There are 25 filters in Instagram that one can choose from. Other than filters in Instagram one can also use multiple editing apps to edit the pictures and then post them on Instagram or other platforms.

4.3.1 Instagram Filter Users & Non Users

This section was broadly used to classify between respondents who use Instagram filters and who don't. There are two categories under this group A and B; 'A' comprising individuals who use Instagram filters and 'B' comprising of people who don't use Instagram filter.

Of the two categories, users belonging to category 'A' comprised a majority with 65.6% users followed by category 'B' comprising 34.4 % users.
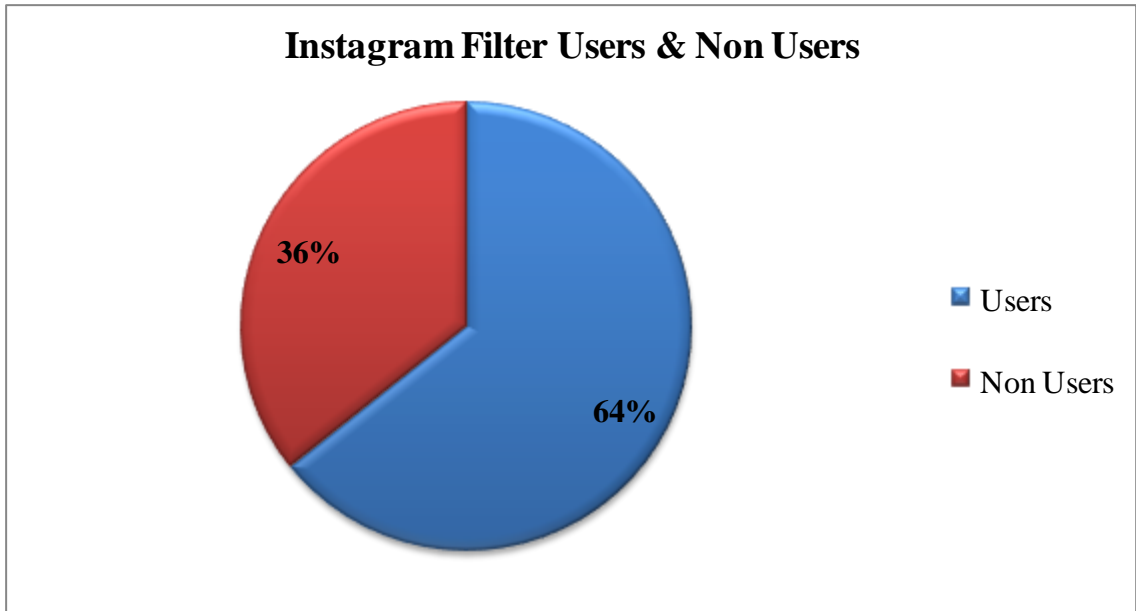
**Figure 17- Instagram Filter Users & Non Users**

4.3.2 Use of External Editing Applications

There were sub-questions that were created to understand the depth of the usage of filters. This category was used to broadly classify the respondents onto two categories based on the editing applications they used. The two categories are grouped under A, B; with 'A' comprising individuals who use filters apart from the ones provided by Instagram and 'B' comprising or people who don't use other application to edit their pictures.

Of the two categories, users belonging to category 'A' comprised a majority with 63.5% users followed by category 'B' comprising 36.5% users.

Use of External Editing Applications
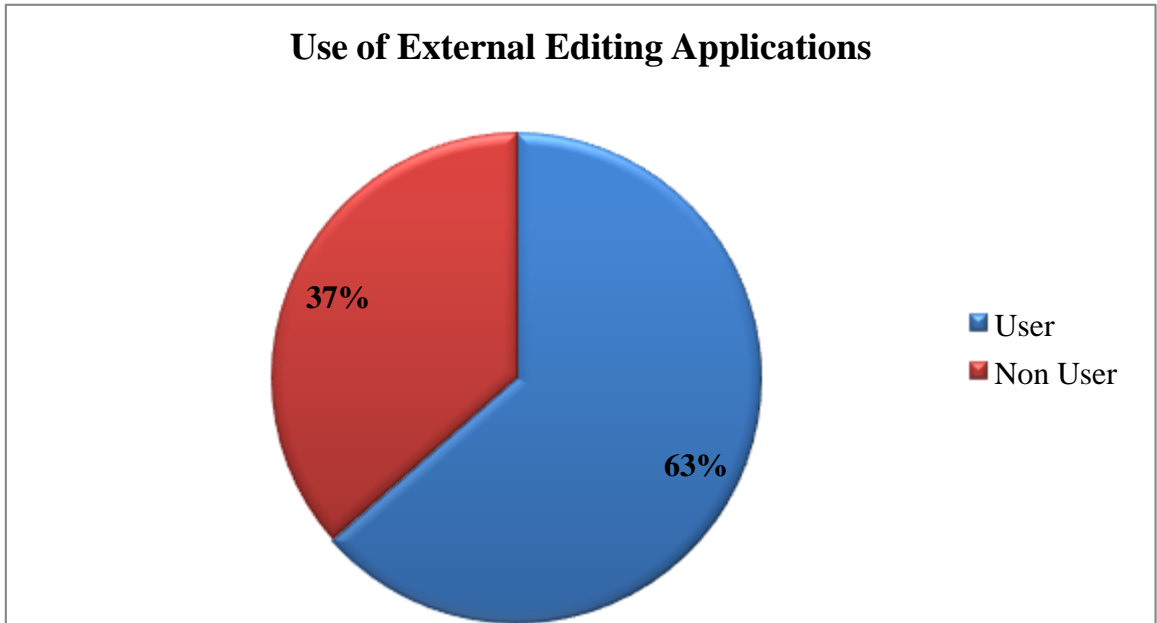
Figure 18- Use of External Editing Applications

4.3.3 In-built Phone Editing Usage

Apart from many editing application and tools which are mobile friendly like, PicsArt, Retrocam, Snow etc, there are settings in one's Smartphone which helps in editing pictures without any editing applications whatsoever. So, this question was designed to see if the respondents use the in-built filter or manipulation options available in their smart phones to edit the photographs that they post on Instagram. This category was used to broadly classify the respondents into two categories based on the use of in-built filters.

Of the two categories, users belonging to category 'A' comprised a majority with 60.9% of the users followed by category 'B' with 39.1% users.

In-build Phone Editing Usage

39%

61%

■ User
■ Non User

Figure 19- In-build Phone Editing Usage

4.3.4 Photo Editing Based on Comments

When we post a picture in social media accounts, we give liberty to other people to comment on our picture and it doesn't always have to be a positive one. Instagram is highly photo driven application and internet is known for trolling and online bullying. This category was used to classify if respondents made changes in their pictures based on the comments they received on Instagram. The responses were classified under five categories based on the frequency with which respondents made changes in their profile on the basis of the comments that they received on Instagram. The five category were grouped under A, B, C, D and E; with 'A' comprising respondents who always make

changes based on the comments they receive. Category 'B' comprising respondents who often make changes based on the comments. Category 'C' who sometimes makes changes on their post based on the comments. Category 'D' who rarely makes changes on their post based on the comments and category 'E' that never make changes based on the comments that they receive.

Of the five categories, users belonging to category 'C' comprised a majority with 37.2% users, followed by category 'E' with 25.1% users, Category 'D' comprises 18.4% users, Category 'B' comprises 11.2% users and Category 'A' comprises 8.1% users.
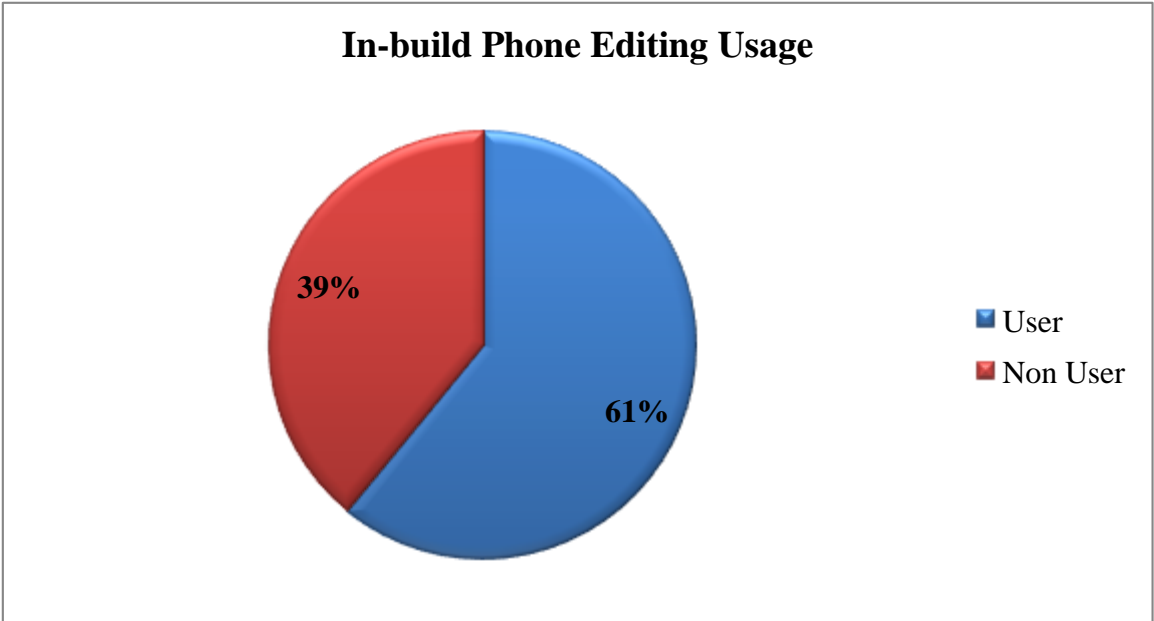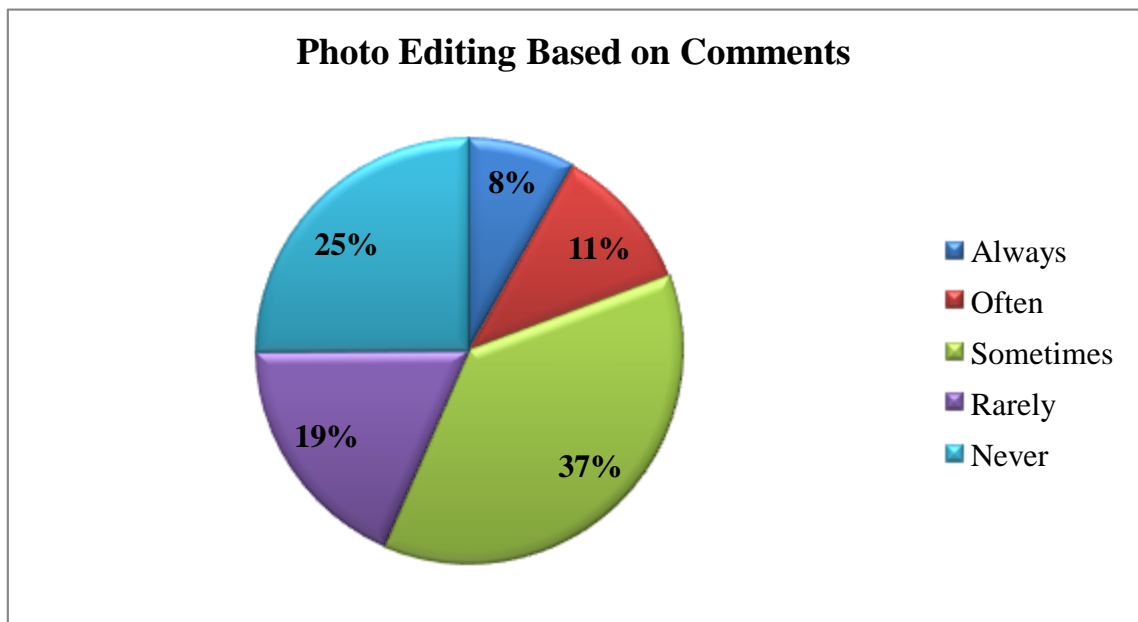

Figure 20- Photo Editing Based on Comments

4.3.5 Feeling Loved After Editing

Editing is a technique where you can brighten up a rather dull picture of yourself or edit a part of you that aren't desirable to you, for eg- there are many editing apps that can omit your acnes and brighten up your face instantly, so you can look best for Instagram.

This section was used to classify the respondents into five categories based on how they feel after editing their picture. The five categories are grouped under A, B, C, D and E; with 'A' comprising respondents who always feel loved after editing their picture, category 'B' comprising respondents who often feel loved after editing their picture, category 'C' comprising respondents who sometimes feel loved after editing their picture, category 'D' who rarely feel loved after editing their picture and category 'E' comprises respondents who never feel loved after editing their pictures.

Of the five categories, users belonging to category 'C' belonged to a majority with 37% followed by category 'E' with 20%, category 'B' and category 'D' both with 15% and category 'A' with 13%
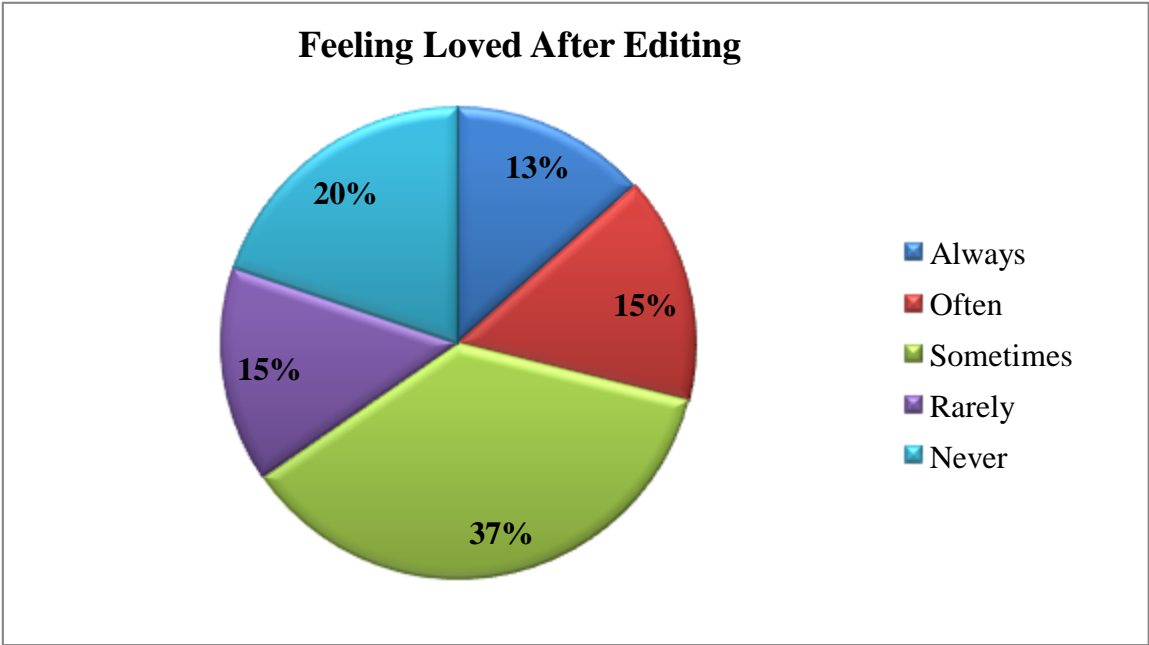
Figure 21- Feeling Loved After Editing

4.3.6 Editing Instagram Stories

Instagram launched its story feature on August 2016, which enables the users to upload pictures to their story that lasts up to 24 hours. It allows the users to add effects. Story can be uploaded both in photograph and videos.

This section was used to broadly classify the respondents into five categories based on if they edit their Instagram stories or not. The five category are grouped under A, B, C, D and E; where 'A' comprises of respondents who always edit their Instagram stories. Category 'B' comprises of respondents who often edit their Instagram stories. Category 'C' comprises of respondents who sometimes edit their stories. Category 'D' comprises

of respondents who rarely edit their Instagram stories and category 'E' comprises respondents who never edit their Instagram stories.

Of the five categories, respondents belonging to category 'C' comprised a majority with 39.9% users followed by category 'E' comprised 21.1% users, Category 'D' with 17.2% users, Category 'B' with 11.2% users and category 'A' with 10.5% users.
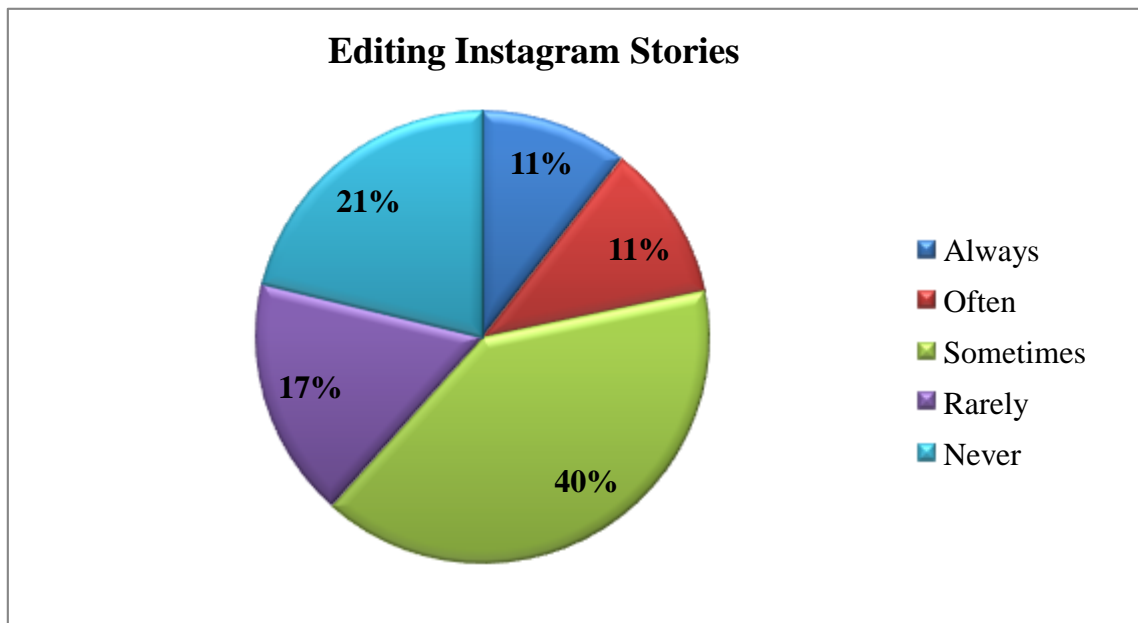
Figure 22- Editing Instagram Stories

4.4 GENDER, INSTAGRAM USAGE & SELF-ESTEEM

Additionally, an independent t-Test was conducted on a statistical application to find out who had higher self-esteem. The survey conducted in the study indicated that among the respondents, female respondents consisted of majority with 64.9% followed by male respondents with 35.1%. According to the result there was no significant gender

difference when it comes to self-esteem. The t-Test conducted showed that there was no gender difference. The reason for this could be because of the disproportionate sample size for both the genders.

CHAPTER 5- INSTAGRAM AND SELF-ESTEEM

This chapter focuses on the use of Instagram and its effects on self-esteem. Firstly to understand if Instagram helps in boosting self-esteem correlation testing was done between sub-section of B & section D of the questionnaire. Section 'B' of the questionnaire comprised a series of sub-questions about the impact of Instagram on the respondent's life and section 'D' of the questionnaire had the Rosenberg Self-Esteem scale.

This chapter further answers to the hypothesis which states that Instagram affects the self-esteem. To understand the relation section A & sub-section of B of the questionnaire which addressed Instagram activities and usage were coded and calculated together. On the other hand section D of the questionnaire which had the Rosenberg Self-Esteem scale was used to generate the respondents self esteem. Section A & B was correlated with section D to answer the hypothesis.

Firstly following are some statements and findings from sub-section of B on the impact and effect of Instagram on the respondent's daily routine.

5.1. IMPACT AND EFFECT OF INSTAGRAM - STATEMENTS

5.1.a Instagram a Part of Daily Life

This category was used to broadly classify the respondents into five categories based on their agreement to the given statements. The five categories were grouped under. 0, 1, 2,

3, 4; with category 0 comprising respondents who strongly disagree that Instagram is a part of their daily life, category 1 comprising respondents who disagree that Instagram is a part of their daily life, category 2 comprising respondents who are neutral to the statement, category 3 who agree with the given statement, category 4 comprising respondents who strongly agree with the statement.

Of the given categories, respondents belonging to category 3 comprised a majority with 37.2% users, followed by category 2 with 22.9%, category 3 with 22.7%, category 0 with 14.3% and category 4 with 2.9% respondents.

Instagram a Part of Daily Life
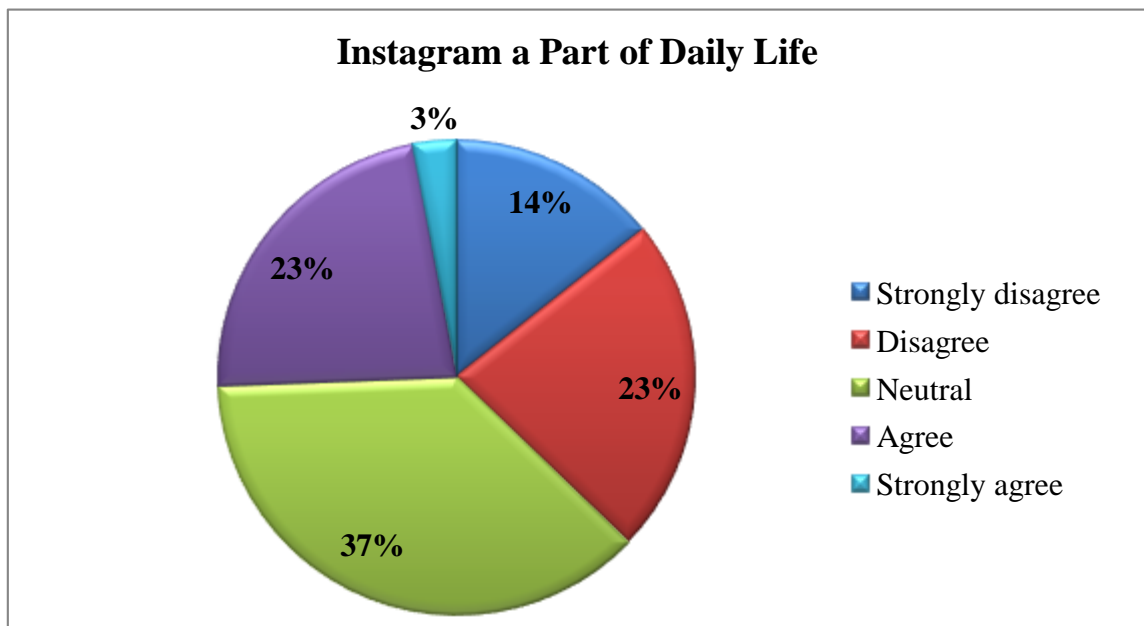
Figure 23- Instagram a Part of Daily Life

5.1.b Proud to Tell People, That They are on Instagram

This category was used to broadly classify the respondents into five categories based on their agreement to the given statements. The five categories are grouped under. 0, 1, 2, 3, 4; with category 0 comprising respondents who strongly disagree that they are proud to tell people that they are on Instagram, category 1 comprising respondents who disagree to the statement, category 2 comprising respondents who are neutral to the statement, category 3 who agree with the given statement, category 4 comprising respondents who strongly agree with the statement.

Of the given categories, respondents belonging to category 2 comprised majority with 27.2% respondents, followed by category 3 with 26.7%, category 1 with 26.5%, category 0 with 15% users and category 4 with 4.5% users.

Proud to Tell People, That They are on Instagram
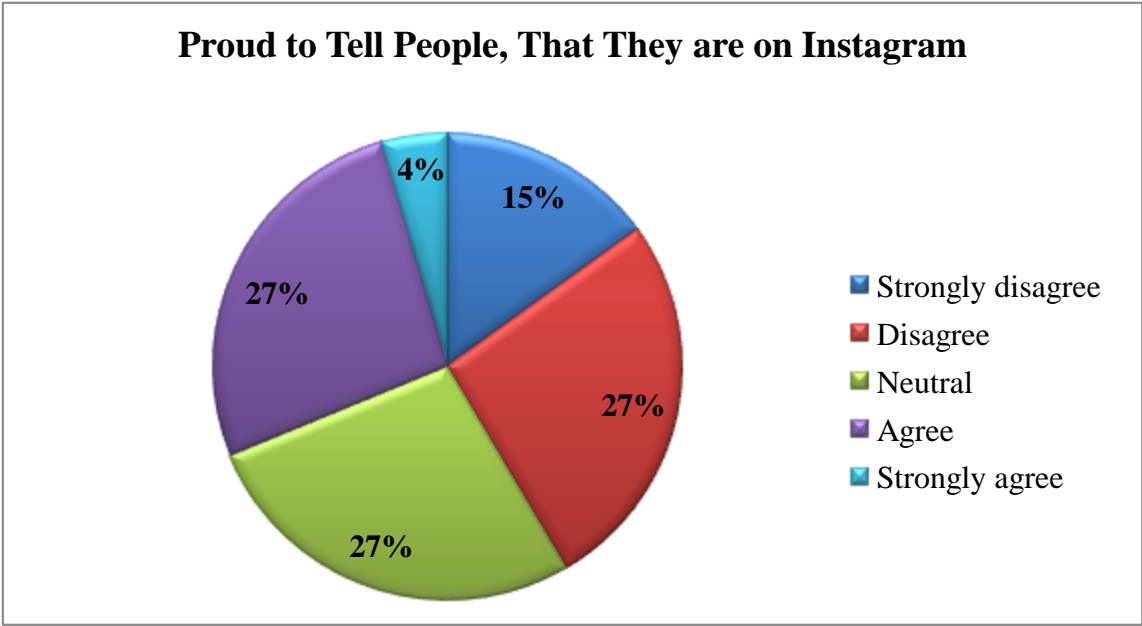
Figure 24- Proud to Tell People, That They are on Instagram

5.1.c Instagram has become a Part of Life

This category was used to broadly classify the respondents into five categories who think that Instagram has become a part of their life. The five categories are grouped under. 0, 1, 2, 3, 4; with category 0 comprising respondents who strongly disagree that Instagram has become a part of their life, category 1 comprising respondents who disagree that Instagram has become a part of their daily life, category 2 comprising respondents who are neutral to the statement, category 3 who agree with the given statement, category 4 comprising respondents who strongly agree with the statement.

Of the given categories, respondents belonging to category 2 comprised of majority with 31% respondents, followed by category 3 with 28.2%, category 1 with 26%, category 0 with 12.4 % and category 4 with 2.4% respondents.
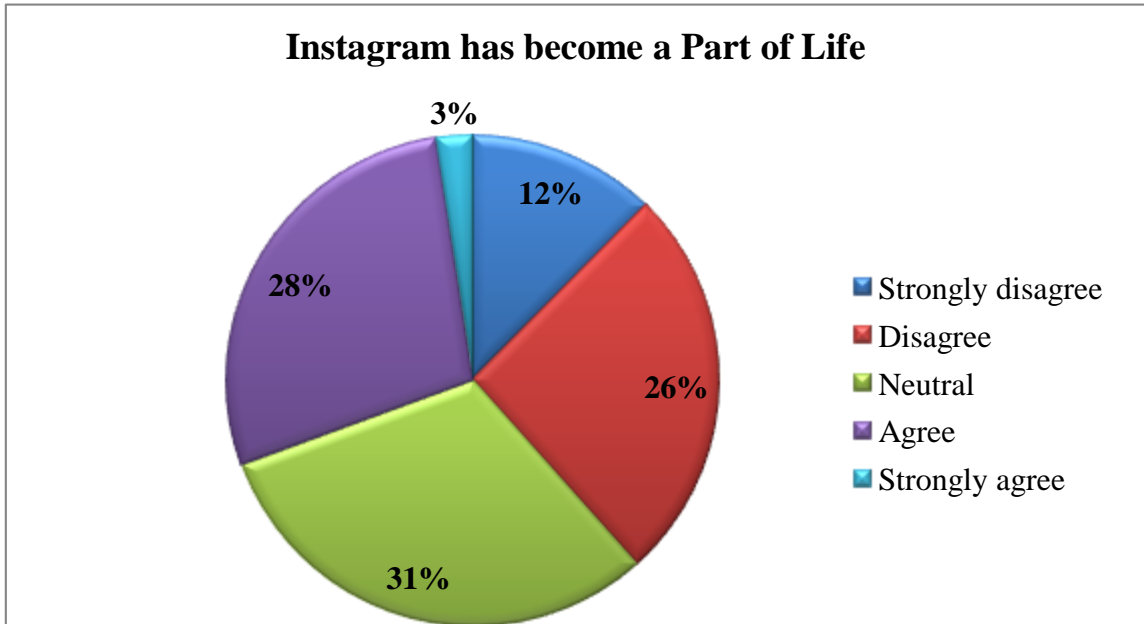
Figure 25- Instagram has become a Part of Life

5.1.d Feel Out of Touch if They Haven't Logged in for a While

The fourth statement given was "I feel out of touch when I haven't logged onto Instagram for a while" This category was used to broadly classify the respondents into five categories based on their agreement to the given statement. The five categories are grouped under. 0, 1, 2, 3, 4; with category 0 comprising respondents who strongly disagree that **-** they feel out of touch when I haven't logged onto Instagram for a while, category 1 comprising respondents who disagree they feel out of touch when I haven't

logged onto Instagram for a while, category 2 comprising respondents who are neutral to the statement, category 3 who agree with the given statement, category 4 comprising respondents who strongly agree with the statement.

Of the given statement, respondents belonging to category 1 comprised of majority with 36.3% respondents, followed by category 2 with 24.8%, category 3 with 18.9%, category 0 with 16.2% and category 4 with 3.8% respondents.
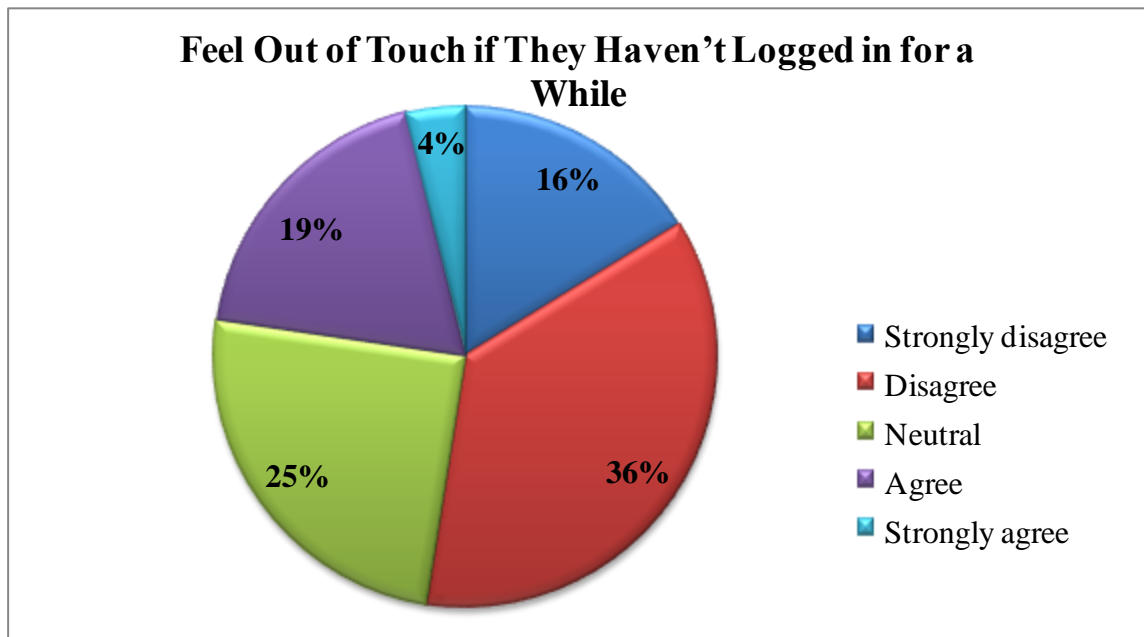

Figure 26- Feel Out of Touch if They Haven't Logged in for a While

5.1.e Would be Sorry if Instagram Shut Down

This category was used to broadly classify the respondents into five categories based on their agreement to the given statement that they would be sorry if Instagram shut down.

The five categories are grouped under. 0, 1, 2, 3, 4; with category 0 comprising respondents who strongly disagree that - they would be sorry if Instagram shut down. Category 1 comprising respondents who disagree they would be sorry if Instagram shut down, category 2 comprising respondents who are neutral to the statement, category 3 who agree with the given statement, category 4 comprising respondents who strongly agree with the statement.

Of the given categories, respondents belonging to category 1 comprised a majority with 26% respondents, followed by category 2 with 24.6%, category 3 with 23.2%, category 0 with 17.4% and category 4 with 8.8% respondents.
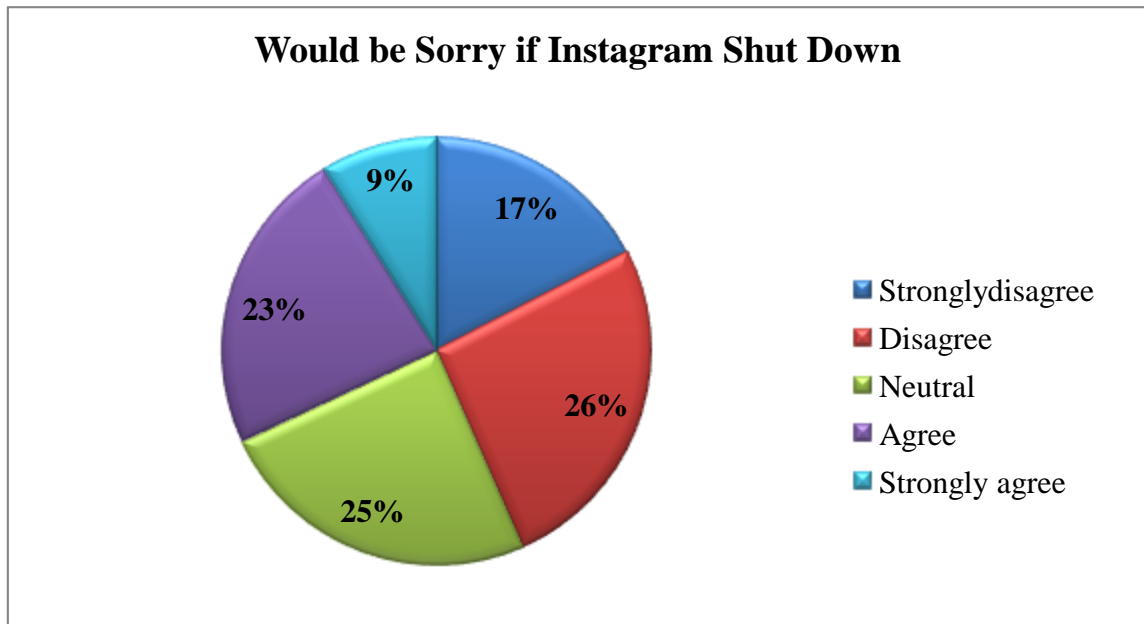

Figure 27- Would be Sorry if Instagram Shut Down

5.2 RESULTS

5.2.a Correlation : Instagram & Self-Esteem

Corresponding to the third objective, to know if Instagram helps in boosting self-esteem, correlation testing was done between section 'B' and section 'D'. Section 'D' comprised the Rosenberg Self-Esteem scale and Section 'B' of the questionnaire comprised a series of sub-questions about the impact of Instagram on the respondent's life. The question used 5 point Likert scale from strongly disagree to strongly agree. The correlation was done between the sub-questions in section 'B' and section 'D'. The overall self-esteem score of each respondent was calculated using the application. The average score of the respondent's self-esteem was 15-22. 70% of the respondents had a score of 15-22. The sub-questions in section 'B' comprised of question regarding the importance of Instagram in the respondent's life. They were computed to get the overall score of the variable. Majority respondents remain neutral on whether Instagram is a part of their life or not. Further, the variables were analyzed using Pearson's two-tailed correlation. The result of the correlation test indicated that there was no significant relationship between the two variables. The test result showed that there is no relationship between Instagram usage and self-esteem. The correlation was not significant as the p-value was not significant at 0.05 or 5%. Since the p-value is greater than 0.05 the correlation was not significant.

	Instagram	Self-esteem
Pearson correlation	1	.016
INSTAGARM Sig. (two-tailed)		.750
N	419	419
Pearson correlation	.016	1
SELF-ESTEEM Sig. (two-tailed)	.750	
N	419	419

Table 2 – Correlation Table of Instagram and Self-esteem

5.2.b Hypothesis Testing Result

The hypothesis of the study states that Instagram usage does affect the self-esteem of college going students. Hypothesis was tested in statistical application using correlation test. A correlation between section 'D' (Rosenberg Self-Esteem scale) and Section 'A' and section 'B' of the questionnaire was done in order to test the hypothesis. Section 'A' and section 'B' consists of questions regarding Instagram usage and its frequency. All the questions from section 'A' and 'B' were computed to get an overall score of each respondent. A cumulative total of each respondent's self-esteem was computed statistically. Section 'A' comprised of a question if they use Instagram or not. Section 'B' comprised of questions with regards to Instagram usage. Majority of the respondents remained neutral in accepting that Instagram is a part of their daily life. The majority of

the respondents don't feel or they don't take any pride to tell people that they are on Instagram. Using Pearson's two-tailed correlations the hypothesis was tested. The correlation test result indicated that there was no significant relationship between the two variables thus the study accepted the null hypothesis. Contradicting to the hypothesis of the study that Instagram affects the self-esteem of the college students; the result indicated no relationship between the two. It indicated that Instagram and self-esteem do not correlate with each other. Since the p-value was greater than 0.05 the correlation is not significant. And hence the Null hypothesis was accepted.

	Instagram	Self-esteem
Pearson correlation	1	0.11
INSTAGARM **Sig. (two-tailed)**		.827
N	419	419
Pearson correlation	.011	1
SELF- ESTEEM **Sig. (two-tailed)**	.827	
N	419	419

Table 3 – Correlation Table of Instagram Usage and Self-Esteem

p>0.05

5.3 DISCUSSION

This study uses three main theories as a pillar of discussion, the first theory used in the study is Social Comparison Theory by Festinger, social comparison conceptualise theories concerning the influence of opinion in social groups. In this study social group represent Instagram celebrities or influencers.

The findings of this study show that, respondent's self-esteem is correlated with the influencers or Instagram celebrities that they follow on Instagram and majority of the respondents follow influencers or celebrities on Instagram. This study indicated that respondents aspire to the lifestyle of certain celebrities.

Bandura based his theory "social learning" on the premises that learning is a process and learning does not always occur as a result of a "firsthand experience alone" (Martinez, 2010). There are four major components according to Bandura (1977) in order to attain the learning or the behaviour. The four key components comprises of attention, retention, reproduction and motivation.

When a user follows an Instagram celebrity or influencer they attain the first component, attention, an Instagram user pays attention to the modelled behaviour of the influencer. Characteristics of both observing and the one being observed matters at this stage.

The second component is retention, the respondent learns from the observed behaviour (influencer).

The third component is reproduction; at this stage the observer transcends the modelled behaviour into action.

The fourth component is motivation; without motivation the observer requires some kind of motivation to imitate the modelled behaviour.

Upon analyzing the data from the survey given to the participants it was found out that maximum number follow Instagram celebrities or influencers.

While the relationship between self-esteem and influencer came out significant and that there is a positive correlation between the two, however, the result indicated that there was no relation between Instagram usage and self-esteem. The result showed that there was no correlation between the two.

CHAPTER 6- CONCLUSION

Self-esteem can be identified in three ways that is; an outcome, self- motive and buffer (Burke, 2002). In this study self-esteem is identified as an outcome, self-esteem in this study is the outcome of Instagram usage.

The purpose of the study was to explore the correlation between Instagram usage and self-esteem. The hypothesis for the current study is that Instagram usage affects the self esteem of the college students in Sikkim.

After reviewing the data from the survey given to the participants and Rosenberg Self-Esteem scale, there did not appear significant correlation between Instagram usage and self-esteem. These results indicate that this particular group of college students, despite their Instagram usage does not correlate with self-esteem.

Unlike the traditional and conventional mode of communication, social networking sites have become an important communication tool for mediation in today's world. Social media has many interactive features that traditional media lacks. New media is far more interactive than the traditional ones. Social media is more representational (Gilbert et al., 2014). Social media has its own set of perks and cons. While social media sites help in building one's identity online or to create a better version of themselves online. It has given rise to cyber bullying, trolling and abuse which directly or indirectly affects one's self-esteem. This research was set out to find if the usage of Instagram has any impact on

the college students in Sikkim or not. The main aim of the study was to find out the effect of Instagram on the self-esteem of the college student in Sikkim. Based on the quantitative analysis of various questions given to the sample users, it can be concluded that some external variable can have an impact on the self-esteem but Instagram alone or the activities carried out on Instagram alone do not affect the self-esteem of the college students in Sikkim. This conclusion was drawn with the help of a set of questionnaire and a list of questions that was coded using a statistical application.

6.1 CONCLUDING OBSERVATIONS ON RESEARCH OBJECTIVES

This research has examined the correlation of Instagram usage and self-esteem as an integral part of the study. By studying the various activities carried out on Instagram, and various factors that affect Instagram usage such as filters and manipulation tools. The first objective of the study was to find out the level of engagement of the college students in Sikkim on Instagram, to determine the level of engagement a list of questions related to Instagram usage was given to the respondents. Analysing the response coded through questionnaire, the level of engagement of the students in Sikkim was found to be moderate. There were many factors that determined the engagement level. The first factor was how long were they using Instagram? The majority of the sample users were using Instagram for less than a year. The second factor that determined the engagement level is how many followers a respondent had. According to the responses, majority of the users have more than 200 followers on their Instagram profile. The third factor that determined the engagement level is how many people did the respondents followed on

Instagram, it was found that the majority of the respondents followed 51-100 people from their profile. The respondents spent less than an hour, per day, on Instagram. Instagram has many features and activities that one can use. The respondents use Instagram mostly for posting photos and videos on their timeline. The maximum respondents had less than 30 posts on their timeline. The response given by the individuals indicated that their engagement level on Instagram is quite modest.

The second objective was to assess whether an influencer on Instagram had any influence on the self-esteem. Self-esteem has traditionally been defined as a stable sense of personal worth and worthiness (Rosenberg, 1965). Through computing different variable regarding influencers or Instagram celebrities and using self-esteem scale of Rosenberg, correlation between the two was done. There was a positive correlation between the two. Festinger's Social Comparison Theory states that humans have a tendency and a drive to evaluate their beliefs and opinion (Festinger, 1954). The main idea of Festinger's theory revolves under "similarity hypothesis", which means that people tend to compare themselves to people who are similar to them. The results indicate that there is a positive relation between influencer and self-esteem, which means that the more they follow or look up to the influencers on Instagram the more effect is bound to happen in their self-esteem. The result showed that influencer's post and the outlook of the respondents towards them impacts the college students.

The third objective was to examine if Instagram helps in boosting self-esteem. The study suggested that there was no relationship or correlation between the usage of Instagram

and self-esteem. A set of questions was drawn in order to track the list of activities that can be done on Instagram and based on those questions, which was then coded in a statistical application. Similarly, Rosenberg's Self-Esteem scale and questionnaire was adapted in order to calculate the self-esteem of the individuals.

The fourth objective was to find out if they used filters or manipulation. *"We live in aesthetic society where the production of beautiful images, interfaces, objects and experiences are central to its economic and social functioning, as well as the identities of millions of people."* (Manovich, 2017). The results indicated that majority of the respondents used filters or they edited their pictures before posting it online. Goffman laid his theoretical framework under impression management and social identity (Goffman, 1959). Goffman calls social interaction or the situation a "social establishment": *"social establishment is any place surrounded by fixed barriers to perception in which a particular kind of activity regularly takes place, within the walls of a social establishment; we find a team of performers who cooperate to present to an audience a given definition of the situation."* According to Goffman social establishment can be seen in four ways: "technically", "politically", "structurally" and "culturally" which can influence the activity in establishment. So in Goffmanian term Instagram can be seen as a "social establishment"

Goffman's theory, despite the age is able to contain the characteristics of online identity: fluidity, multiplicity, coherence, and consistency. Identity is a process (Papacharissi,

2011). Goffman compares everyday life to that of a theatre play. According to Goffman, people present a different themselves to different audience (Goffman, 1959).

The results of the study too indicated that majority of the respondents used filters in the picture that they shared on Instagram. The kind of pictures they post on Instagram is a representation of them and majority of the respondents post their photos or share in Instagram.

The findings of the study suggest that while there is no relationship between Instagram usage and self-esteem but the result indicated that there is a relationship between the influence of influencers of Instagram on the self-esteem of the respondents. Majority of the respondents use filters and manipulation on the picture that they post on Instagram.

6.2 CONCLUDING OBSERVATIONS ON RESEARCH QUESTIONS

The findings of the study suggested that majority respondents do not engage much time on Instagram and they do not use Instagram very frequently in a day as the finding shows that majority (46%) of the respondents use Instagram for less than an hour every day and 29% respondents use Instagram for about 1-2 hours. Time spent per day on Instagram is less among these set of respondents.

The research intended on finding if the college students follow any popular Instagram celebrity/influencer on Instagram, the findings of the study suggested that majority (64%) of the respondents follow Instagram celebrities or influencers on Instagram.

The study also intended to find how many posts did the respondents had on their profile. The findings of the study indicated that majority of the respondents had less than 30 posts on their profile. As mentioned earlier, that majority of the respondents have been using Instagram for less than a year so this could be the reason for lesser posts in Instagram.

One of the aim of the study was to find out how frequently the respondents post or uploaded photos on their timeline, the findings of the study indicated that majority (55%) of the respondents sometimes posted on their account followed by 22% of the respondents who upload photos on their timeline somewhat frequently.

Being a social media platform, Instagram allows the users to perform various activities, like uploading a photo or video, looking at each other's profile, tagging each other, commenting, sharing etc. According to the study the results indicate that the users perform multiple activities on the application and not just one. Since Instagram provides many features and functions they use Instagram to its full capacity. Majority of the users agreed that they sometimes update their feed or they sometimes upload their photos on their timeline and not frequently but sometimes. The respondents were given 10 statements relating to Instagram usage and to rate with what frequency do they perform that activity.

Posting photo on their account- the results of the study indicated that 42% respondents sometimes upload photos while 33% respondents rarely uploaded their pictures on Instagram.

Commenting on the pictures of other users- the results of the study indicated that 43% sometimes comment on pictures of other users followed by 37% of the respondents who rarely comment on the picture of other users.

Starting a message thread or sending a private message to other users- the results of the study showed that 38% of the respondents rarely send messages to other users on Instagram and 37% respondents sometimes send private messages to other user.

Checking someone else's profile to see what they are upto- the results of the study showed equal number of respondents, 32% of the respondents sometimes checked other people's profile and 32% of the respondents rarely checked the profile of other users.

Scrolling through photos and videos on Instagram- majority of the respondents sometimes checked photos and videos on Instagram

Using Instagram passively without liking or commenting on anyone's picture or post- the findings of the study indicated that 35% of the users sometimes used Instagram without liking or commenting on anyone's picture.

Using Instagram actively with liking and commenting on other user's picture- the findings of the study indicated that 32% of the respondents used Instagram actively sometimes and 31% of the respondents rarely used Instagram actively.

Looking at their friends profile for some updates- the findings of the study indicated that majority (31%) looked through their friends' profile somewhat frequently. While 29% of the respondents looked through their friends profile only sometimes.

This study intended to find if the respondents used filters or manipulation on the photos that they posted on Instagram- the findings of the study indicated that majority 63% of the respondents used filters or manipulation on the pictures that they posted on Instagram.

The study aimed at finding if Instagram has any major effect on their daily life- the results of the study indicated that Instagram does not have any effect on their daily routine as majority of the respondents say that they do not feel out of touch when they haven't used Instagram in a long time and as mentioned above the time spent using Instagram is mostly one hour a day.

The study also aimed at finding if Instagram helps in boosting self-esteem- since the correlation between Instagram and self-esteem came out to be insignificant. It can be said that there is no relationship between Instagram and self-esteem. According to the results of the study there is no significant result that shows Instagram can boost self-esteem.

This study reflects the usage of Instagram among the college going students in Sikkim and their intensity of usage. The main aim of the study was to find out if there were any relationship between Instagram usage and self-esteem, after analyzing the data, the result indicated that there were no relationship to the overall usage of Instagram on the self-esteem, however, following the influencer or Instagram does affect their self-esteem.

6.3 SCOPE FOR FURTHER STUDY

Following are some studies that can be suggested as an extension of the study:

- Instagram: Gender & Self-esteem

- Difference in Use of Instagram – Private & Government College

- Construction of Identity on Instagram

- Influencers and their Effects on the Followers

- Credibility of Instagram Celebrities

- Instagram and Filters: Construction of Self Image

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APPENDIX

General information

The below stated questionnaire are based on Instagram and I would like to collect some information as a part of my research. The data collected will be kept confidential and will be used for research purpose only. The result will also be analyzed and this research will not have any impact on your academic and personal life. The information provided by you will help in developing a new understanding of Instagram activities in Sikkim. Therefore, kindly give your honest answers as there is no right or wrong answers to any questions. Please fill in the details given below before you proceed with the questionnaire.

Name: _____

Age: _____ Gender: _____

Name of your School/College_____

Class/Semester _____

Contact No.: _____ Email Id:
_____

Permanent Address: _____

Consent of the participant:

I declare that I don't have any problem in participating in this academic survey.

Signature of the Participant:

Section A

1. Do you use Instagram?
    a. Yes
    b. No

Section B

Below are few statements. Indicate your agreement with each item by choosing the appropriate answer.

2. How long have you been using Instagram?
   a. Less than 1 year
   b. 1- 2 years
   c. 2 – 3 years
   d. 3 – 4 years
   e. More than 4 years

3. How many followers do you have in Instagram?
   a. Less than 50
   b. 51- 100
   c. 101 - 150
   d. 151 - 200
   e. More than 200

4. How many people do you follow in Instagram?
   a. Less than 50
   b. 51- 100
   c. 101 - 150
   d. 151 - 200
   e. More than 200

5. In the past week, on average, approximately how much time PER DAY have you spent actively using Instagram?
   a. Less than 1 hour
   b. 1 – 2 hours
   c. 2 – 3 hours
   d. 2 – 4 hours
   e. More than 4 hours

6. What activities do you carry out in Instagram? *(You can tick multiple options)*
   a. Share
   b. Post
   c. DM
   d. Call
   e. IGTV

7. How often do you update posts on Instagram

a. Always
b. Often
c. Sometimes
d. Rarely
e. Never

8. How many post do you have on your Instagram page?
   a. Less than 30
   b. 31- 50
   c. 51 - 70
   d. 71 - 100
   e. More than 100

9. How frequently do you perform the following activities when you are on Instagram? (Note: Choosing "Very Frequently" means that about that you are always connected and log on to Instagram all the time and you perform that activity).

- 1 – Never (0%)
- 2 – Rarely (25%)
- 3 – Sometimes (50%)
- 4 – Somewhat frequently (75%)
- 5 – Very frequently (100%)

 a) Posting photos to your profile
b) Commenting on other users' photos
c) Sending direct messages to other users
d) Checking to see what someone else is up to
e) Viewing photos
f) Viewing videos
g) Tagging other users in videos
h) Browsing the newsfeed passively (without liking or commenting on anything)
i) Browsing the newsfeed actively (liking and commenting on other users' posts)
j) Looking through my friends' posts

10. Below are five statements that you may agree or disagree with. Put a tick mark on the appropriate response ( ) please read each statement and record a number 0,1,2,3 or 4. There are no right or wrong answers.

0=strongly disagree   1=Disagree   2= Neutral   3= Agree   4=Strongly Agree

Sl. No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A	Instagram is a part of my everyday life					
B	I am proud to tell people I am on Instagram					
C	Instagram has become a part of my life					
D	I feel out of touch when I haven't logged onto Instagram for a while					
E	I would be sorry if Instagram shut down					

Section C

Based on the influencers that you follow and your response towards them, please tick the appropriate answer.

11. Do you follow any influencers on Instagram?
    a. Yes
    b. No

12. Do you look up at the influencers for inspiration/motivation?
    a. Always
    b. Often
    c. Sometimes
    d. Rarely
    e. Never

13. Youwish that you could have their lifestyle?
    a. Always
    b. Often
    c. Sometimes
    d. Rarely
    e. Never

14. What kind of influencers do you follow?
    a. Fashion
    b. Food
    c.Sports
    d. Gadget
    e. Dancers/ Singers
    f.Funny videos/ Memes
    g. Or any others... Please Specify

15. Do the influencer have any kind of impact on you?
    a. Always
    b. Often
    c. Sometimes
    d. Rarely
    e. Never

16. How often do you check the influencer's post?
    a. Always
    b. Often
    c. Sometimes

d. Rarely
e. Never

17. Have you ever tried to replicate your influencer?
a. Always
b. Often
c. Sometimes
d. Rarely
e. Never

18. Have you asked others to follow your influencer?
a. Always
b. Often
c. Sometimes
d. Rarely
e. Never

19. Have you ever interacted with your influencer?
a. Always
b. Often
c. Sometimes
d. Rarely
e. Never

20. Has your influencer ever liked your post?
a. Always
b. Often
c. Sometimes
d. Rarely
e. Never

21. Please read each statement and record a number 0, 1, 2 or 3 which indicates how much the statement applied to you over the past two weeks. There is no right or wrong answers. Do not spend too much time on any one statement. This assessment is not intended to be a diagnosis. If you are concerned about your results in any way, please speak with a qualified health professional.

0 = strongly disagree 1 = Disagree 2 = Agree 3 = strongly agree

a. I feel that I am a person of worth, at least on an equal plane with others

b. I feel that I have a number of good qualities $\qquad$

c. All in all, I am inclined to feel that I am a failure (R) $\qquad$

d. I am able to do things as well as most people $\qquad$

e. I feel I do not have much to be proud of (R) $\qquad$

f. I take a positive attitude toward myself $\qquad$

g. On the whole, I am satisfied with myself $\qquad$

h. I wish I could have more respect for myself (R) $\qquad$

i. I certainly feel useless at times (R) $\qquad$

j. At times I think that I am no good at all (R) $\qquad$

Section E

Below are few questions related to Instagram and filters please tick mark on the appropriate answer

22. Do you use Instagram filters?
    a. Yes
    b. No

23. Do you use any other editing apps to edit your pictures?
    a. Yes
    b. No

24. Do you use any kind of filters on the photographs that you share?
   a. Yes
   b. No

25. How often do you make changes in your post based on the comments you receive?
   a. Always
   b. Often
   c. Sometimes
   d. Rarely
   e. Never

26. Do you feel more loved after editing your picture?
   a. Always
   b. Often
   c. Sometimes
   d. Rarely
   e. Never

27. Do you edit your Instagram stories?
   a. Always
   b. Often
   c. Sometimes
   d. Rarely
   e. Never