

EXAMINING THE RELATIONSHIP BETWEEN INSTAGRAM USAGE AND MENTAL HEALTH: AN ANALYSIS OF ANXIETY AND STRESS AMONG YOUTH

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Copyright @Author**Corresponding Author: *****Aroosa Waseem****Abstract**

Instagram has become a powerful social media tool among the youth, offering the capabilities to connect, express oneself, and share information. Nevertheless, its immersive, appearance-based character has been the cause of an increasing concern regarding its psychological effects. This research paper explores the connection between mental health and Instagram use with the aim of investigating the topic of anxiety and stress amongst young people in Faisalabad.

The survey was done on 18-to 25-year-old old university students in Faisalabad, through stratified random sampling. Anxiety and stress levels were measured using standardized instruments such as GAD-7 and Perceived Stress Scale (PSS). The respondents were also asked about Instagram usage and engagement patterns and social appearance perceptions. The results of 400 respondents were processed with the help of descriptive statistics, Pearson correlation, and regression analysis.

The findings reveal that there is a strong positive correlation between the intensive use of Instagram and the higher anxiety ($r = 0.63$) and stress ($r = 0.58$) levels. In addition, there was a significant relationship ($r = 0.72$) between the perceived social appearance and the sense of inferiority. The results indicate that an exposure to idealized and curated content on Instagram may create detrimental social comparisons, especially in the case of regular users. The psychological distress was more prevalent among the female participants. The study points out that there is a need to encourage responsible use of social media among the young people. The negative impact of excessive Instagram usage can be alleviated with the assistance of digital literacy initiatives, self-awareness, and screen-time management. Promoting conscious use and occasional digital detox can be beneficial to the mental health of the young generation.

1. INTRODUCTION

Social media has become a cornerstone of modern life, especially that of the younger generation, changing the dynamics of communication, interaction, and self-presentation. Among the many platforms, Instagram distinguishes itself through its

predominantly visual interface. The visual nature of Instagram, is one of the ways in which Instagram stands out among the other platforms, and it also allows the users to create a perfected version of themselves. A mere photo-sharing application has

quickly turned into a powerful worldwide platform of experience sharing, inspiration search, and endless digital interactions (Keyte et al., 2021). The fact that it allows incorporating a variety of media, including images, videos, and interactive stories, as well as filters and other aesthetic tools makes it even more attractive as users can create individual and stylized narratives. This imaginative ability and the performative liberty create a high degree of identity projection, which creates an urge by the youth to make an emotional investment in their online identity.

The social aspect of Instagram is also of great importance, and users can build communities, engage in conversations and stay in the flow of personally customized digital content. The interactive interface increases the real-time engagement in terms of likes, comments, and shares, boosting the feeling of belonging in the digital world (Adeyanju et al., 2021). But there are complexities that are also present in this interactive space. The external involvement can act as a source of social validation, causing emotional dependencies in most users, especially young users. When the affirmation depends on the responses of other people it can undermine self-confidence and entrench the desire to seek group acceptance especially during the adolescent period where self-consciousness and identity seeking are at a peak.

The psychological implication of social media has been in the spotlight, but the exact processes within Instagram that lead to such consequences have been underrepresented. In contrast to more general platforms, Instagram algorithmic content distribution, obsession with visual perfection, and influencer-oriented culture create a distinct environment of behavioral reinforcement and social comparison. Researchers indicate that screen-related emotional instability is possible when spending extensive time on devices; however, the number of studies that specifically consider the effects of particular types of content (filtered beauty, luxury lifestyles, and performative engagement) on the outcomes of mental health, such as anxiety or stress among university students, is very limited (Ramzan et al., 2019).

There are also other risks which arise due to platform-specific behaviors. Risky behavior can be

rewarded by dangerous viral challenges or viral content trends, where people are trying to copy or participate in such trends to get their visibility. Reward systems that have been designed into Instagram, such as views, reposts, and being trending, tend to romanticize such behaviors and make them appear more important than their physical and psychological damage (Dwivedi et al., 2022). Therefore, Instagram is a creative space as well as a psychological risk space that is determined by the architecture of its design and behaviors it shapes. At the same time, the role of Social Media Influencers (SMIs) has been growing, and this has resulted in parasocial attachments of many users that have affected the perceptions of self and emotional well-being. Such influencers promote lifestyles which are seen as ideal and are usually internalized by their followers as ideals of success and desirability. To most of the young consumers, particularly those undergoing transitional identity stages, the inability to meet these ideals leads to a sense of alienation and incompetence (Cataldo et al., 2021). The content exposure-socio-demographic variables (gender, economic status, or educational background) interaction can moderate user perception and response to Instagram content that can complicate the mental health consequences of exposure to content on Instagram.

Types of User Accounts of Instagram

The interpretation of various types of Instagram users constitute the essential part of exploring the connection between the patterns of social media use and the outcomes of psychological well-being. The platform architecture of Instagram naturally implies three types of users, with each having their own set of features, functions, and behavioral patterns, which have the potential to differentially affect the stress perception and mental health outcomes of the youth users.

Personal Accounts

The most widespread type of Instagram usage is personal accounts, and it is mostly popular among younger audiences. These accounts are generally utilized to keep in touch with friends and family members, express themselves, and perform personal social networking (Dhir et al., 2018). The main

activities that are performed by personal account holders are updating their lives, consuming content through their social network, and discussing direct messaging conversations. Such accounts are usually more intimate and have fewer followers, but this can also affect stress levels in a different way than with public-facing types of accounts.

Creator Accounts

Creator accounts are meant to be used by people who create something to attract followers and, possibly, make money out of their internet presence. In 2019, Instagram launched creator accounts to support influencers, content creators, and other public figures whose needs in audience engagement and content management are specific (Instagram Business, 2019). Such accounts offer the use of sophisticated analytics, advertising tools, and improved messaging features that help professionals to create content and establish the audience.

The psychological effects of using creator accounts compared to personal accounts are quite different because of the publicity of the content and the focus on the growth and engagement rates of the audience. The users of Creator accounts face the pressure of performance, which they can often achieve by quantifiable means, such as the number of followers, engagement rates, and reach statistics (Abidin, 2016). Such continuous performance tracking may result in higher stress levels, especially in case of content that does not attract expected engagement rates or when the number of followers stops increasing.

Business Accounts

Business accounts are special accounts created specifically to meet the needs of business, brands, and organizations that want to create a professional presence on Instagram. These accounts have all the business resources such as in-depth analytics, advertising tools, contact details integration, and e-commerce support (Instagram Business, 2021). The business accounts are mostly centered on selling their brands, interaction with the customers and conversion of sales as opposed to personal expression or any form of creative content creation.

Implications for Mental Health Research:

Such peculiarities of the different types of Instagram accounts indicate the possibility of substantial differences in the perception of stress and mental health outcomes in the various categories of users. The main source of stress among personal account holders is that of social comparison and peer validation whereas the performance-related anxiety and pressure to scrutinize are the most common sources of stress among creator account holders. Business account users can face various stressors connected with business duties and customer relationship management.

The recognition of this varied user experience is essential in establishing specific interventions and support systems that would be able to accommodate the particular psychological issues that accompany each kind of account. The analysis of the effects of Instagram on the mental health of young people in the future should take into consideration these basic differences in the experience of using the platform and its functionality to get the correct and usable information about the relationship between the pattern of using social networks and the result of psychological well-being.

Problem Statement

Although scholars have done a lot of research on the impact of social media on our minds, they have overlooked what is peculiar to Instagram in terms of its negative consequences on the mental health of the younger generation. Instead of being a place to share and exchange, unlike other platforms, Instagram turns everyday life into a visual performance, in which teenagers filter out perfect pictures, pursue likes and followers, and continuously compare themselves with influencers who are living seemingly perfect lives. This leads to a situation where social comparison is unavoidable and validation-seeking becomes a tiring process, which makes young users anxious, stressed, and never good enough. However, existing studies have not quite understood the true nature of the effects of these Instagram-related pressures on emotional wellbeing beyond Western cultures where the majority of research has taken place. This study addresses that gap by investigating the role of Instagram use in causing anxiety and stress to young

people in Faisalabad, focusing on the impact of the culture of influencers and the design of the platform, which is based on comparison, on their mental wellness.

Research Questions

1. What are the impacts of the algorithm-based content on Instagram on anxiety and stress of young users?
2. Does the way influencers portray themselves on Instagram have any connection to the emergence of inferiority complexes among their followers?
3. What role do such factors as gender, financial status, and cultural background play in the relationship between Instagram use and mental health problems such as stress and anxiety?
4. How does exposure to curated and idealized content posted by influencers on Instagram influence the self-perception and emotional well-being of young users?
5. What are the impacts of the algorithm-based content on Instagram on anxiety and stress of young users?
6. Does the way influencers portray themselves on Instagram have any connection to the emergence of inferiority complexes among their followers?
7. What role do such factors as gender, financial status, and cultural background play in the relationship between Instagram use and mental health problems such as stress and anxiety?
8. How does exposure to curated and idealized content posted by influencers on Instagram influence the self-perception and emotional well-being of young users?

Research Objectives

The main aim of the research is to understand how self-representation of Instagram influencers affects the mental health and self-perception of young users, in particular, anxiety, stress, and inferiority complexes. The study will examine the psychological

impacts of curated content and social comparison behavior in the youth of Faisalabad.

Particular objectives were:

- o investigate the connection between Instagram use and the level of anxiety among young people
- o investigate how Instagram is effecting self-image and self-esteem of young users
- o determine the contribution of Instagram to stress and emotional discomfort
- o determine major sociocultural determinants that affect the impact of Instagram use on mental health
- o offer suggestions on how the adverse psychological effect of Instagram on young people can be diminished.

Rational of the study

As the main object of the study, Instagram is a special app that influences the psychological and social life of young people because of its visual and interaction-oriented structure. Among other social networking sites, Instagram is unique in promoting curated self-presentation in the form of filters, visual narratives, and exposures to influencer content via algorithms. The nature of this platform is such that it creates an atmosphere in which digital identity and social validation are strongly interconnected. Instagram can be one of the main sources of self-worth expression and quantification in the context of university students who are at the crucial stages of their identity formation and social integration. The reason behind the selection of Instagram is its increasingly strong position among young people and unique psychological processes that it provokes in comparison with other resources. In contrast to the text-heavy interaction of other platforms, such as Facebook, Instagram is more visual-oriented, which likely leads to more comparison based on appearance, the desire to achieve aesthetic perfection, and the need to adhere to performance indicators, including likes, followers, and views. Such features increase psychological pressure on users even more, especially those who do not have

critical digital literacy skills or emotional regulation strategies.

Significance of the Study

The research study makes an important contribution to the literature and practice of mental health research by presenting the influence of Instagram use (especially interactions with influencer content) on the psychological well-being of young people. Although past studies have mostly focused on the commercial side of social media influencers (SMIs) including branding, marketing, and consumer behavior, there is very little literature that has tried to establish the influence of SMIs on emotional and social health (Bharathi, 2023). This research is relevant in the context of discovering the socio-psychological implications of curated digital life as youth are becoming more and more digitally immersed particularly in developing societies such as Pakistan.

It is important because it changed the focus of the consumer psychology to mental health, especially among the university students who are actively shaping their identities in the digital era. The current research tends to view social media as a single entity and does not distinguish between the subtle experiences that are built by such social media as Instagram because of the visual focus. Instagram culture of highly curated feed and influencer culture propagates aesthetically perfect appearances, wealth, and ideal lives, which in turn put followers under pressure to appear perfect, which results in emotional dysregulation, low self-esteem, and withdrawal (Baker & Algorta, 2016).

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Theoretical Framework

Instagram and mental well-being through the Lense of the Uses and Gratifications Theory

The Uses and Gratifications (U&G) theory appeared in 1940s as a theory that tried to establish the connection between mass media and the audience. Its major aim is to understand the psychological reasons guiding people in consuming media and how these reasons are connected to satisfaction of their intrinsic needs. Concentrating on the active position of the audience, U&G theory assumes that people employ media to fulfill certain needs, including emotional satisfaction and informational demands (McCrory et al., 2022).

With the emergence of the new media, the U&G framework began to be used more and more by researchers in order to analyze the innovations. To give an example, Leung and Wei (2000) used the theory to explain the reasons of cellular phone use and Eighmey and McCord (1998) used it to explain the experience of users with websites. More research has been conducted on social networking sites (SNS) and has found unique sources of gratification in the use of such sites with researchers such as Ko et al. (2005), Park et al. (2009), Raacke and Bonds-Raacke (2008), Urista et al. (2009), and Whiting and Williams (2013) citing the U&G theory to explore these sites.

When it comes to the social media, every user is motivated by different reasons and causes of using these online spaces. Dimmic, Kline, and Stafford

(2000) state that such media interactions create utility that has an important role in influencing consumer preferences and choices (Pilař et al., 2021). The Uses and Gratifications theory allows us to understand why people resort to different social media platforms, what motivates them to visit some of them more than others and which platforms appear to satisfy more of their needs.

However, much of the existing research has focused on the personal use of SNSs, with less attention given to their commercial applications, despite the growing use of these platforms for marketing purposes. Therefore, there is a clear need for further research examining the gratification factors associated with SNS usage for brands and businesses, which forms the primary aim of the current study. Building on the work of Katz, Gurevitch, & Haas (1973), who identified five key gratification factors cognitive, affective, personal integrative, social integrative, and tension release needs the framework has been adapted to accommodate different media types. The next section outlines the specific gratification factors relevant to Internet and SNS usage, providing the foundational basis for this research (Yıldırım et al., 2023).

The theory posits that users consistently opt for the platform that offers the greatest rewards (Petric, Petrovic, & Vehovar, 2011). This approach challenges the notion of audiences as passive recipients of media content, instead emphasizing that users actively control the amount of information they consume and play a key role in integrating this content into their lives. Despite some critiques of the theory (Mir, 2017; Ramirez Jr, Dimmick, Feaster, & Lin, 2008), it remains highly relevant in today's digital age, offering valuable insights into the complexities of media consumption and the ways in which individuals interact with media platforms.

Self-compassion in moderating the effects of Instagram usage intensity on stress, anxiety,

depression, and overall well-being among youth. Given the pressures young people face to present an idealized self-image on social media, self-compassion may serve as a protective factor, helping individuals cope with negative emotions triggered by social comparison and online validation. Investigating whether higher levels of self-compassion can reduce the psychological toll of excessive Instagram use by fostering greater emotional resilience and self-acceptance could provide valuable insights. Longitudinal studies could examine how developing self-compassion over time influences the relationship between Instagram usage and mental health outcomes, while intervention-based research could test whether promoting self-compassionate practices helps mitigate the stress, anxiety, and depression linked to social media use. By integrating self-compassion into the conversation, future research could offer practical strategies for improving the well-being of youth in the digital age.

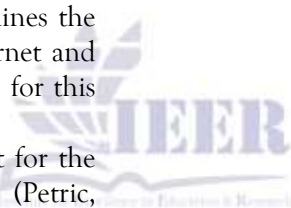


Fig. 1 From: Self-Compassion and Instagram Use Is Explained by the Relation to Anxiety, Depression, and Stress

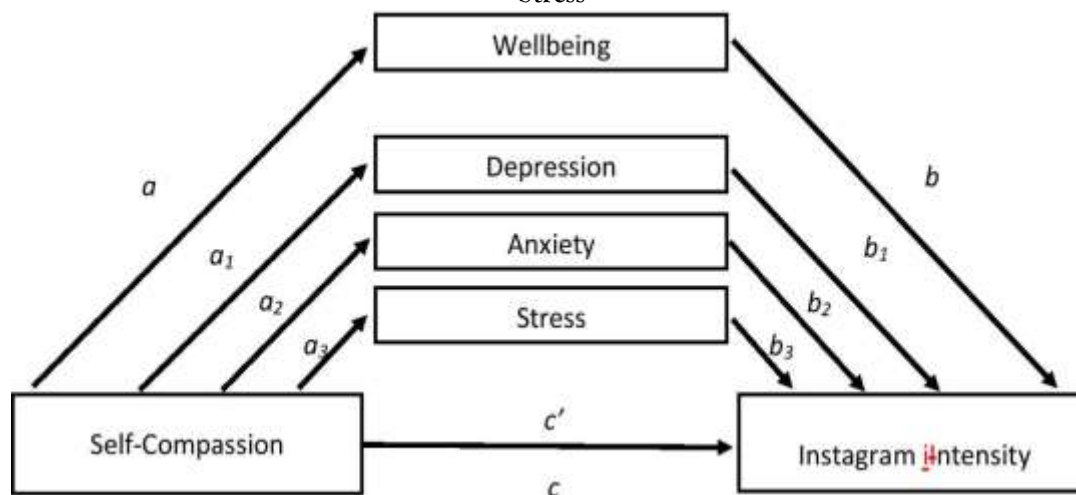


Figure 1: Parallel mediations using standardized regression coefficients to examine the relevance of wellbeing (and separately of depression, anxiety, and stress) for the relationship between self-compassion and Instagram intensity. The expression of these motivations can vary significantly depending on the context, especially since different audiences have distinct expectations. For example, one may present themselves differently when attending a religious service with family compared to when at a social gathering with friends or peers. These differing contexts can lead to conflicting self-presentations, as individuals adjust their behavior and image to satisfy the expectations of each unique audience. The varying nature of self-presentation motivations across different social situations highlights the complexity of identity and the dynamic interplay between personal goals and societal expectations (Howlett, 2022).

According to attachment theory, the self is socially constructed, and this social framework profoundly influences how individuals perceive and value themselves, particularly in terms of their self-esteem. The quality of relationships with others plays a pivotal role in shaping one's self-representation. Psychologist John Bowlby emphasized the importance of the bond between parents and children, asserting that secure attachments foster a positive self-view. Children who form strong, reliable connections with their caregivers tend to feel safe and supported, which allows them to explore their

environment confidently. Through this secure attachment, they internalize the belief that they are worthy of love and affection, which in turn nurtures healthy self-esteem (Spytska, 2025).

In contrast, children who experience insecure attachments may struggle with feelings of inadequacy, anxiety, or unworthiness. This can be caused by the fact that they do not trust their caregivers to offer protection and support and, thus, develop a low sense of self-worth. This demonstrates how early relationships are very crucial in defining the self-perception of an individual and emotional development. Self-representation starts at infancy and early childhood where children are aware of themselves as unique physical beings separate to others. As people grow, their representation of self becomes more complex and this is an indication of their cognitive and social maturity. This is a continuous process that is highly integrated with psychosocial variables implying that the modification of self-representation is prompted by not only the cognitive maturation, but also by social interactions and experiences of a person (Valkenburg & Peter, 2011).

Direct Correlations between Instagram Usage and Mental Health

Aesthetically focused social networking that appeared in 2010, Instagram rapidly became one of the most popular social networks with more than one billion monthly active users. It is also

noteworthy that 70 percent of its users are aged between 12 and 24 (Poulsen, 2018; Ngcobo, 2023). Nevertheless, as the number of users increased, the risk of the negative impact on the well-being of users in general and young people in particular started to be raised (Nazari et al., 2023).

The connection between Instagram use and depression has been studied, and the research found out that there is a strong correlation but no direct causality. Nine studies, published between 2010 and 2018, that were analyzed and focused on the young users pointed to the importance of such factors as social comparison, self-esteem, and social media dependence as moderating variables (Peris et al., 2020). Moreover, a trial that included 298 youth participants showed that a one-week Instagram break led to a significant decrease in depressive symptoms, increased self-esteem, and the overall better mental state (Brand et al., 2024).

Instagram's Algorithm and Mental Health Implications

The algorithmic curation of content on Instagram represents a significant paradigm shift from traditional media consumption patterns, fundamentally altering how young users encounter and process information (Chen et al., 2024). Recent research has emphasized the profound psychological implications of algorithm-driven content delivery systems. Studies examining the associations between social media use and subjective well-being have revealed that social media use was linked to lower positive and higher negative affect through increased upward social comparisons, particularly when algorithmic systems prioritize engagement-driven content that may inadvertently promote comparison behaviors (Baumeister & Leary, 2024).

9 Future Directions and Research Gaps

As Instagram continues to evolve and new features are introduced, the mental health implications for youth remain an active area of investigation requiring sustained research attention and methodological innovation (Rahman et al., 2024; World Health Organization Europe, 2024). The current literature provides a foundation for understanding these relationships, but significant gaps remain in our knowledge of long-term effects,

intervention effectiveness, and the complex interplay between platform features and individual vulnerability factors (Yale Medicine, 2024).

While there is a generally observed correlation between adolescent social media use and depression, the relationship is far from straightforward. The findings regarding specific factors such as the amount of time teens spend on social platforms often lack consistency, and the overall quality of the available data is frequently insufficient to draw firm conclusions.

Research Methodology

The research methodology used in this study is quantitative research where the relationship between Instagram use and its impact on mental health outcomes, namely, anxiety and stress levels among young people will be statistically analyzed. The quantitative methodology has been chosen as the most suitable methodological framework of this study since it allows measuring the variables in an organized, objective way and provides the possibility to develop the statistical correlation between the patterns of Instagram use and mental health indicators.

The study is in the form of a cross-sectional survey where the data is gathered using structured questionnaires at only one time. This specific design will be especially appropriate when it comes to exploring the popularity of using Instagram and the association of this phenomenon with the level of anxiety and stress in the target population. The quantitative method of data analysis was applied, and the data was gathered and analyzed using standardized survey methods that would allow measuring the Instagram usage patterns and validated measures of mental health.

The structured questionnaire was carefully constructed to measure various aspects of Instagram usage, such as the frequency of its use, passive or active engagement, the patterns of content consumption, and social comparison behaviours. The psychological scales of anxiety and stress measurement were used to measure the mental health outcomes. This selection of the method is motivated by the necessity to obtain more in-depth knowledge of the specifics of the impact that Instagram has on the mental health of young people

of different demographic characteristics and patterns of usage.

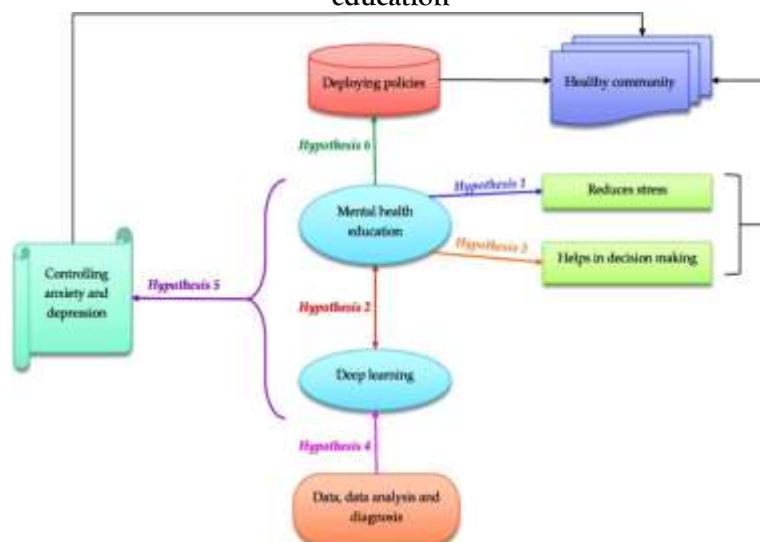
Population

The study population is composed of the members of the three leading higher learning institutions in Faisalabad, Punjab, Pakistan. Such institutions are University of Agriculture Faisalabad (UAF), National Textile University (NTU) and Government College Women University Faisalabad (GCWUF). These institutions were chosen strategically as they depict various academic fields and demographic mixes and thus give a complete cross-section of the youth population within the region.

Sample Size

The proposed sample size of this study is 280 respondents, which is the number that was carefully calculated to provide sufficient statistical power and a wide and representative sample of the target population. The sample size was calculated on the following main considerations: (1) the desire to have enough power to detect moderate effect sizes in correlation and regression studies, (2) the desire to cover demographic subgroups in an adequate manner, and (3) the possibility of non-response and incomplete surveys.

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Statistical procedures and data analysis plan

Analysis Software and Framework

IBM SPSS version 29.0 will be used to analyze the data, and R statistical software will be used to carry out other advanced statistics procedures to meet complex modeling needs. The analysis procedure is systematic going through descriptive statistics to inferential statistics.

Descriptive Analysis

- Categorical variables frequency distributions
- Measures of central tendency and dispersion of continuous variables
- Demographic characteristics cross-tabulation

analysis

- Description of Instagram usage pattern by subgroups

Inferential statistics analysis

The research used a variety of correlation analyses to test the links between the variables of Instagram usage and the mental health outcomes, including anxiety and stress. These relationships were evaluated by Pearson correlation coefficients, whereas Spearman rank correlations were employed in non-parametric relationships in which the data failed to conform to the assumption of normality. Also, point-biserial correlations were used to test the connections between dichotomous variables,

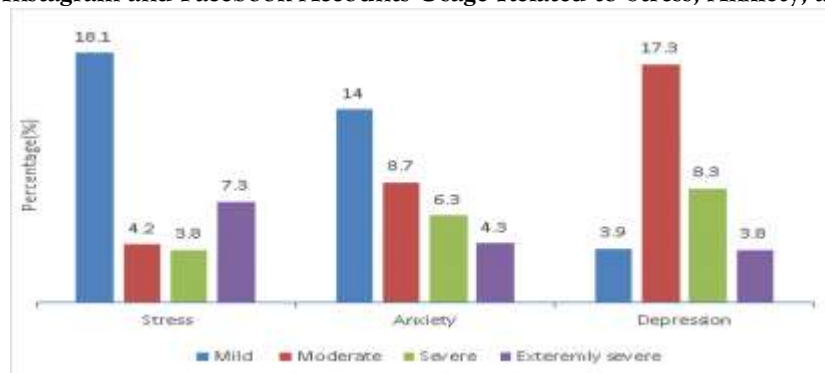
including gender, and continuous mental health outcomes. In the regressions, simple linear regressions were employed in order to examine bivariate relationships. It was followed by the use of multiple regression analysis to adjust the demographic variables (age, gender, socio-economic status) and have a more detailed picture of how Instagram use is connected to mental health. Hierarchical regression was employed to test how much incremental variance in Instagram usage is explained by the use of Instagram after controlling demographic factors. Moderation analysis was used to determine the interaction effect between Instagram use and other factors, including social comparison tendencies. More sophisticated statistical techniques were also employed in the study, including mediation analysis (Hayes PROCESS macro) to examine indirect effects of Instagram use on mental health outcomes through mediators such as self-esteem. Structural equation modeling (SEM) was used to comprehend the complicated pathways, and it was possible to investigate the interrelations between more than two variables. Multi-level modeling was used to overcome possible clustering of effects in institutions. Lastly, robust confidence interval estimation was applied by means of bootstrap processes, which is the guarantee of the reliability of regression estimates.

ANALYSIS AND FINDING

This study gives a detailed examination of the information used in the research. It starts with a detailed description of the demographic characteristics of the participants where it gives a detailed breakdown of their profiles and gives a

descriptive analysis of the respondents in an insightful manner. The chapter also discusses how, why and what the participants did, and the methods of finding answers to these questions are explained with the help of advanced statistical methods that show the trend and correlation in the data. This analysis aims at answering the research questions by offering a subtle insight into the nature and behavior of the participants. Besides the descriptive statistics, inferential statistics are also included in the chapter to enable hypothesis testing and conclusions concerning the wider population. The results provide a more in-depth analysis of the data by implementing sophisticated statistical procedures, thus identifying trends and correlations that help address the fundamental questions of the study. The integration of these methods of analysis is a guarantee of a powerful and comprehensive interpretation of the findings, offering a complex interpretation of the information, which is the basis of further studies and discussion.

Participants Instagram and Facebook Accounts Usage Related to Stress, Anxiety, and Depression



The statistics point out the relationship between the use of Instagram and Facebook and mental health problems such as stress, anxiety, and depression. The levels of stress varied greatly as well, with the values between 18.1 and 7.3 representing different participants and the differences in the effects of the emotions. The anxiety scores, which are 14-6, depict that there is a lot of mental strain among the users, especially on Instagram. The rates of depression, reaching 17.3, indicate that there is a possibility that some users have even more severe emotional issues.

The study has addressed how Instagram use can affect the mental health of young people in Faisalabad, specifically their anxiety and stress levels. Based on the Uses and Gratifications theory, it has been determined that young people resort to Instagram usage deliberately with a purpose to satisfy particular emotional and social needs of connectivity, validation, entertainment, and distraction. But this deliberate usage has some unintended consequences.

A strong positive correlation was found between the severity of Instagram use and elevated anxiety and stress. Such psychological reactions were notable in particular among those whose online activity was characterized by active consumption of content, dependence on social praise in forms of likes and comments, and regular comparisons with influencers or peers. It is an indication of a more fundamental paradox in social media use: a social networking site designed to alleviate stress and social isolation can exacerbate those problems.

Moreover, the results emphasize the emotional cost of digital self-representation and the internal pressure of the youth to preserve idealistic online identities. Users are more likely to measure their self-worth by the visibility and engagement rates, which makes them more susceptible to anxiety in case the expectations are not fulfilled. Although temporary relief by using Instagram was indicated, longer and overuse was more powerfully associated with emotional fatigue, lack of concentration, and social detachment.

This study can draw a conclusion that Instagram is a two-sided agent of self-realization and self-disclosure, as well as a source of psychological pressure. The results are part of the increasing evidence of the impact of social media on mental health and the

necessity to raise awareness, control, and institutional support in the use of digital spaces.

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