

CHAPTER I

1.1. Background of the Study

Social media has been an inseparable part of Indonesian's life, especially emerging adults. According to the research conducted by Handikasari et al. (2018) on the Intensity of social media usage towards depression symptoms of university students, the group of emerging adults aged 18-25 years old is the group with the biggest number of social media users. Also the graphic report by We Are Social, a London-based creative media company shows that the number of Indonesian social media users has been increasing rapidly each year. The number has already reached 167 millions of users. Last year, there were 191 million users. Considering that there were 170 million users in 2021, this figure has climbed by 12.35%.



Figure 0.1.1: Social Media Users in Indonesia (Source: We Are Social 2023)

One of the advantages of social media is its accessibility, however, the easy access to social media leads to the uncontrolled time duration that users spent on social media (Akram, 2018). This uncontrollable usage may proceed to the development of addiction to social media (Akram, 2018). According to Zivnuska et al. (2019), social media addiction is an immoderate use of social media that can interfere with daily activities.

A survey was conducted by We Are Social on how many average hours users' spent daily on social media. It was discovered that Indonesia ranked 10th on the list with an average of 3.2 hours per day (Katadata, 2022). This number exceeds the world average of 2.45 hours per day spent on social media (Katadata, 2022). Research by Andreassen (2015) suggests that the overuse of social media will cause symptoms that can be associated with addiction to drugs. Moreover, Marko (2021) states that addiction to social networking sites generally occurs to 210 million people in the world.

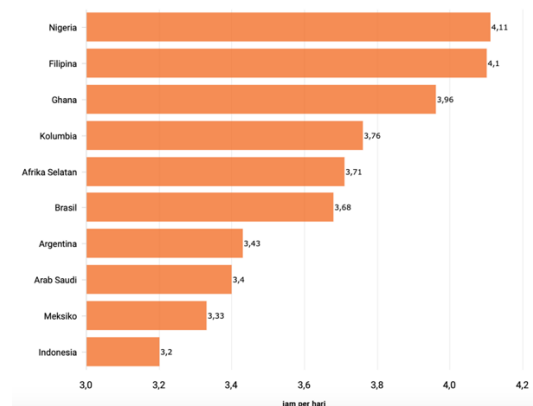


Figure 1.1.2: Hours Spent Daily on Social Media Worldwide (Source: We Are Social 2022)

There are several factors that affects addiction to social media, including self-esteem, an individual's overall positive evaluation towards themselves (Rosenberg, 1965). A survey was conducted by Pancarani, a student from UPNVJ with the title of social media influence towards emerging adults' self-esteem level in 2021. The research consist of 110 people aged 18-21 years old in Indonesia. It was shown that 60% respondents has a dependency on social media, which greatly influenced by their low self-esteem. The reason is because the respondents think about other people's opinion and wanting to please them, which was claimed by 80% of the respondents. As the respondents want to please people, they will seek validation through social media platforms. The platform allows users to showcase their 'successes' to a large audience while gaining interaction counts such as likes and comments from other users (Akram, 2018).

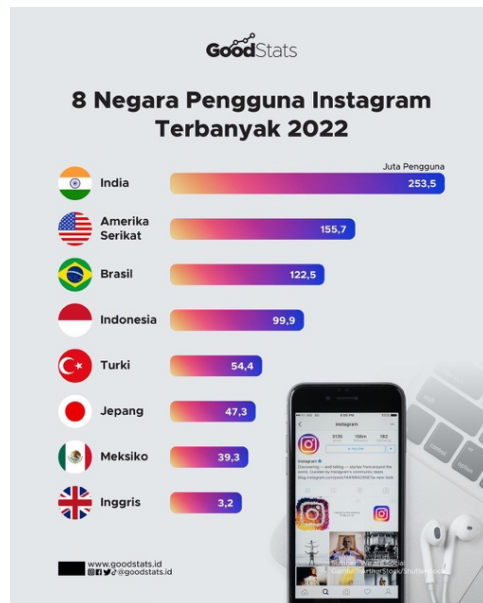


Figure 1.1.3: Rank of Instagram Users Usage Number Worldwide (Source: Goodstats 2022)

Impressions will increase as visual-based content is more effective than the text-based one (Johnson & Knobloch Westerwick, 2016). To support this argument, Eisenberg (2014) states that Humans are highly visual creatures that respond and process visual information easier than any other type of information. 90% of information communicated to the brain is visual, and the human brain processes visuals 60,000 times faster than text (Eisenberg, 2014).

With its visual-based feature, Instagram will increase the social comparison and affect a person's self-esteem (Shaohai, 2020). In addition, the relationship between Instagram addiction and self-esteem is mediated by users' social comparison online when they see other people's content (Wang et al., 2017).

Because of Instagram's customized features, people now express themselves differently online, the viewers' emotional and psychological responses may be influenced by the idealized vision of beauty held by society (Chua & Chang, 2016). Therefore, users will more likely to go back to the same platform when they are successful in achieving their goals for their idealized vision (Chua & Chang, 2016).

Another factor that has been connected to Instagram addiction is narcissism (Sheldon et al., 2016). Narcissists use social networking sites, in accordance with their needs because they thrive in environments with brief interactions and highly controlled surroundings (Sheldon et al., 2016). On social networking sites, users have total control over how they present themselves in accordance with their preferences (Sheldon et al., 2016). Thus, they are able to maximize their enjoyment and satisfaction while getting

gratifications from it (Wainner, 2018). The ability to customize users' homepage is one of the factors that determine the addiction to social networking sites (Wainner, 2018).

In 2016, researchers at the University of Swinburne, Australia involved 200 people as respondents about narcissism, selfie-posting, and Instagram addiction. They reached the conclusion that there is a link between narcissism and the amount of time users spent on Instagram. The head of research at Sejong University, Seung Ah Jin, also agreed with that conclusion. The tendency of narcissism is usually the basis that drives someone to often take selfies and use Instagram platform excessively (Jin, 2016).

Previous studies have shown that individuals with high narcissism level are more active and have bigger probability than their peers to post self-promotional content on social media (Mehdizadeh, 2010, Ong et al., 2011). According to Vazire et al. (2008), narcissist have a false belief that they are desirable to be validated. Therefore, they are more prone to exaggerate their own judgments of themselves and convey self-concepts that are somewhat modified on social media to gain validation from others (Moon et al., 2016).

This study has examined the influence of self-esteem and narcissism towards emerging adult's Instagram addiction. The dependent variable used on this study is Instagram platform because there aren't many researches and journals studying this platform. The sample of this study is emerging adults because they are the age group with the most social media users, as stated on the previous paragraph.

1.2 Research Problem

Whilst the fact that social media platforms provide its users with several advantages, there are also negative effects associated with the problematic social media use. One of them is the addictive effect (Müller et al., 2016). Research by Andreassen (2015) suggests that the overuse of social media cause symptoms that can be associated with addiction to drugs. The addiction effect will also have a bigger impact on the mental health of people with poor self-esteem and narcissistic traits from the unhealthy dependency (Andreassen, 2015). In addition, Royal Society for Public Health (2017) claims that the social media with the worst effects on young people's mental health is Instagram.

Andreassen (2015) states that self-esteem is one of the factors that bring about Instagram addiction. people with low-self-esteem use Instagram to compare their postings on life progress with other users. Pantic et al. (2017) states that users with poor self-esteem tend to feel better by using the features of the platform to choose contents which they would publish in hopes to gain interaction counts such as likes and comments. If those with poor self-esteem are successful in achieving their personal goals, they are more likely to return to the platform (Chua & Chang, 2016).

Another factor that causes addition towards Instagram is narcissism (Kircaburun, 2018). According to Vazire et al. (2008), narcissists use their presumptions that they are desirable to be validated in the online world. In comparison to face-to-face interactions, Instagram will provide a more useful environment to

develop strategic interactions to create and maintain a well-chosen self-image. Instagram is a key tool for narcissists to achieve great control over how they present themselves (Casale & Banchi, 2020). According to several studies (Alloway et al., 2014; Mehdizadeh, 2010; Pantic, 2014a; Rutledge, 2014), excessive use of visual social media platforms like Instagram may also be associated with greater narcissism in users. Self-promotion and self-marketing may build narcissism behavior through photographs, posts, and video clips (Pantic, et al., 2017). Thus, the development of prolonged activities online is easier to be developed on people with high narcissism level as they get gratifications and satisfactions during Instagram usage (Huang et. al., 2020).

The purpose of this study is to find out the influence of self-esteem and narcissism towards Instagram addiction. Therefore, this study questions, does self-esteem and narcissism influence emerging adults' Instagram addiction?

1.3 Research Objective

This study has examined the influence of self-esteem and narcissism on emerging adults' Instagram addiction

1.4 Research Significance

1.4.1 Academic

This study has guided the researcher about the influence of self-esteem and narcissism towards Instagram addiction. The results fixed the inconsistent findings of previous studies.

1.4.2 Practical

This study has provided empirical data on the influence of self-esteem and narcissism towards Instagram addiction.

1.4.3 Social

This research increased people's awareness and concern about the effects of Instagram usage habit if it is not well-managed.

1.5 Theoretical Framework

1.5.1 State of the Art

The study by Casale and Banchi (2020) on the correlation between narcissism and problematic social media use analyzes and critically evaluates the quantitative research that has already been done on the subject. The result implies that there might be significant differences between social media platforms and that narcissism may not have consistent effects across them. The findings of this comprehensive review also highlight the need for future studies to create hypotheses that fit different social media platforms, as there may be other variations in how people use SNSs depending on the

kind of website that falls under the definition of "social networking" (Davenport et al., 2014).

The study conducted by Purnama et al. (2021) study on the relationship between social media addiction and self-esteem in Indonesia's rural areas examined the link between social media addiction and issues with teenage self-esteem. The survey was participated by 340 respondents.. The main finding of this study is that there is a strong correlation between social media addiction and low self-esteem. Social media dependence among teenagers is associated with lower self-esteem. According to this study, healthcare providers should develop an intervention that uses social media to boost adolescents' self-esteem.

A study was conducted by Cecilie et al. (2017) on the connection between narcissism, self-esteem, and social media addiction. The findings show that younger age, being a woman, being single, and having a low feeling of self-worth were all connected with addictive social media use. These elements together had a moderate overall impact but only a slight effect on social media addiction. After examining all other elements of the framework, low self-esteem had the largest influence on addictive social media use.

The study by Ardiana et al. (2020) concluded the findings which claims that there is a connection between the Instagram addiction of high school students in Jakarta and their poor self-esteem. Students who has high self-esteem, typically are more addicted to Instagram. On the other hand, if a high school student's Instagram addiction is weak, it's likely that they also have low self-esteem.

The study by Moon et al. (2016) about the role of narcissism to promote oneself on Instagram examined the links between narcissism and Instagram self-promotion behavior. According to previous research (Fox & Rooney, 2015), selfies, self-uploaded photos, and frequent profile image updates are all characteristics of a person with high narcissistic traits. Furthermore, the findings indicate that more narcissistic individuals believed their Instagram profile photos to be physically more alluring. Which gives support to the hypothesis that more narcissistic individuals are self-conscious about their appearance (Vazire, Naumann, Rentfrow, & Gosling, 2008). It is suggested that narcissism and social media activity are associated by the fact that users with higher levels of narcissism also prefer to spend more time on Instagram (Mehdizadeh, 2010). It is significant that narcissism did not correspond with the total number of posted photographs. These results call for more research because they differ from the findings reported by Buffardi and Campbell (2008) while being consistent with Ong et al. (2011)'s study.

Based on the researches mentioned above, we can observe that there are contradictions between the research's findings. In addition, Additionally, the majority of study has only studied at two variables. This study is an enhancement over the previous one since it uses three variables—self-esteem, narcissism, and Instagram addiction—while concentrating just on one social media platform, Instagram.

1.5.2 Research paradigm

This study falls into the positivism paradigm. This study aims to find out the cause-and-effect relationship of how self-esteem and narcissism influencing the addiction to Instagram. The variables of this study was measured through a survey to find out the level of self-esteem, narcissism, and Instagram addiction of the selected populations. Because this study was conducted using quantitative statistics, the findings of the observations are presented as statistical data (Minchiello et al. 1990, p. 5).

1.5.3 Self-esteem

According to Rosenberg (1965), one of the most influential figures in this field, defines self-esteem as a person's overall positive attitude towards themselves. People with high self-esteem feels deserving and respects their selves. Whereas Sedikides and Gress (2003) states that self-esteem is a subjective opinion of one's own value along with a sense of self-respect and confidence, as well as the views of having a positive or negative impact on oneself. Rosenberg claims that self-esteem has two distinct dimensions: competence and worth (Reasoner, 2005).

The Rosenberg Self-esteem Scale (RSE), is one of the most frequently utilized measurement for self-esteem (Sinclair et al., 2010). There are two classifications to measure self-esteem and both has 5-items each (Buchanan, 2023). According to Schmitt and Allik (2005), Self-Competence (SC) is a person's view of their selves on

their confidence, effectiveness, and capability. SC items consist of ‘I consider myself to be a valuable individual, at the very least on par with others’, ‘I feel like I am not very good at doing things sometimes’, ‘I have nothing to be proud of’, ‘I generally have the impression that I will fail’, ‘I most definitely feel useless all the time’. According to Sinclair et al. (2010), Self-liking (SL) is as a person’s view of their selves on towards their value (feeling good and socially relevant). SL items consist of ‘Overall, I am pleased with myself’, ‘I believe I have a variety of positive traits’, ‘I can perform tasks on par with the majority of individuals’, ‘I consider myself to be a valuable individual, at the very least on par with others’, ‘I have an optimistic outlook about myself’.

1.5.4 Narcissism

According to Hendin and Cheek (1997), narcissism is the characteristic of a person who is obsessive about controlling their own interpersonal and identity processes to achieve a positive self-image through strategies to enhance oneself. Paulhus & Williams (2002) defines self-esteem as the tendency to view oneself as superior and grandiose. In addition, the desire to reach personal goals by having exploitative and harmful characteristics is included as the characteristics of narcissism (Wright, 2021). Most behavioral science theories claim that narcissists use online interactions to support their belief that they are desirable (Vazire, Naumann, & Rentfrow, 2008).

There are two types of people with high narcissistic trait, which classified as grandiose narcissists and vulnerable narcissists (Casale & Banchi, 2020). Vulnerable narcissism is mainly characterized by defensiveness, high need for approval, and hypersensitivity to other people's opinions. Meanwhile grandiose narcissism is associated with grandiosity, violence, and dominance (Dickinson & Pincus, 2003). Despite these distinctions, there are certain common traits shared by both grandiose and vulnerable narcissism, such as a sense of entitlement, grandiose fantasies, and a desire for admiration (Pincus et al., 2009). People with narcissistic personality traits can use a range of strategies to advance their position within their status hierarchies, including bragging about their abilities and accomplishments, showing wealth and material possessions, socializing with high-status individuals, and aiming for leadership roles (Casale & Banchi, 2020). In fact, it appears that many aspects of their social life is influenced by their strong and frequent drive for status (Thomaes et al., 2016).

According to Kryvenko et al. (2022), this variable can be measured by Hypersensitive Narcissism Scale (HSNS), which divided into three sections: oversensitivity to judgement ('I am easily offended by others' mocking or disparaging remarks', 'I frequently put a personal interpretation on other people's comments', 'I frequently feel as though people are looking at me when I walk into a room', 'If I don't feel valued by at least one person in the group, I don't like being there'), self-absorption ('I hate sharing credit with others for an accomplishment', 'I believe that I already have

enough on my plate and don't need to bother about other people's problems', 'When other people approach me with their problems and ask for my attention and sympathy I feel inwardly put out or annoyed'), and social detachment ('I may lose myself completely in thoughts about my own matters, my health, my concerns, or my relationships with other people', 'I believe that my temperament is unique compared to that of most individuals', 'I'm easily distracted by my own concerns and lose sight of other people') (Hendin & Cheek, 1997).

1.5.5 Instagram Addiction

"social media addiction" refers to a behavioural addiction symptoms towards social media to the extent of psychological dependency development (Cao et al., 2020). This addiction term can be used to various social media platforms, such as Facebook addiction, Instagram addiction, and other platforms of SNSs (Cao et al, 2020). The addiction occurs when a person's terrible habit about social media use, high drive, time and energy dedication. Additionally, the concern will negatively affect their social activities, interpersonal connections, academic or professional activities, health, and well-being (Andreassen & Pallesen, 2014).

To assess the intensity and addiction of Instagram, Kircaburun et al. (2018) adapted the Internet Addiction Test (Young, 1998) to create the Instagram Addiction Scale. The measurements were classified into two factors, the first one is *social effect* (negative effects on people's real-life social relationships and situations that are caused by addiction to Instagram). The social effect is measured by 'How often do you find

yourself anticipating when you will go on Instagram again?', 'How often do you lose sleep due to late night log-ins to Instagram?', 'How often do you find yourself saying "just a few more minutes" when on Instagram?', 'How often do you fear that life without the Instagram would be boring, empty, and joyless?' and the second one is *compulsion* (Instagram usage habit, the frequency of losing track of time while logged in, and Instagram usage to avoid real-life problems). Compulsion is measured by 'How often do you snap, yell, or act annoyed if someone bothers you while you are on Instagram?', 'How often do you choose to spend more time on Instagram over going out with others?', 'How often do you try to cut down the amount of time you spend on Instagram and fail?', 'How often do you block out disturbing thoughts about your life with soothing thoughts of the Instagram?', 'How often do you check your Instagram before something else that you need to do?'

1.5.6 Influence of Self-esteem and Narcissism towards Instagram Addiction

The theoretical framework of I-PACE (Interaction of Person-Affect-Cognition-Execution) model proclaims that specific internet-use disorders are caused by a person's core characteristics (Brand et al., 2014). A person's core characteristics includes personality and psychopathology. According to Brand et al. (2016), the I-PACE model explains the mechanisms of the emergence of an addictive use of specific Internet applications which can be elaborated further through the model below:

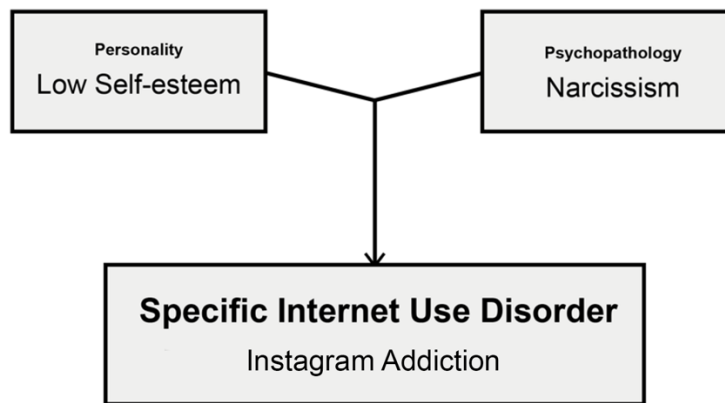


Figure 1.5: I-PACE Framework by Brand et al. (2014)

The I-PACE model was initially developed for internet-use disorders context, but the model has been expanded to other varieties of addictive behaviors, including the excessive use of social networking sites (Brand et al., 2019). The model has been shown to mediate the relationship between psychopathological symptoms (narcissism), personality (low self-esteem), and the addictive use of social-networking sites (Wegmann et al., 2019). Moreover, it encompasses that Instagram addiction is included as internet-use disorder.

Doinita (2015) states that self-esteem is viewed as a personality trait since it provides a range of self-perceptions, including the evaluation of one's own looks, beliefs, feelings, and behaviors. In addition, the developmentally early affect (such as pride or shame) regarding oneself self may come on individual's own judgements on their selves (Doinita, 2015). According to Ayman (2020), people with low self-esteem use Instagram to improve their self-worth by posting and spending time taking videos and photographs. Moreover, the Instagram usage will make the users feel good about themselves and boost their self-esteem (Ayman, 2020). If those with poor self-esteem

are successful in achieving their personal goals, they are more likely to return to the platform (Chua & Chang, 2016).

Narcissism is a personality disorder that is deemed to be psychopathological, and it is strongly associated with other mental health conditions. People with narcissistic personality disorder (NPD) frequently exhibit difficulties maintaining relationships and managing real-life situations (Mitra et al., 2023). According to Huang et al. (2020), narcissistic users are more likely to use Instagram as a platform to create a fraud self-image for the purpose to be more appealing. The way Instagram is set up will enable narcissistic users to show a visual representation in accordance with what they desire, by accentuating some parts and hiding others (Apocada, 2017). Thus, the development of prolonged activities online is easier to be developed on people with high narcissism level as they get satisfactions during Instagram usage (Huang et. al., 2020).

According to Alhabash and Ma (2017), each social-networking sites (including Facebook, Tinder, and Instagram) has distinctive features. For Instagram, users can edit and share photos and videos, get comments and "likes" from other users, and follow other users' accounts. These features may lead to excessive use of the platform. This excessive use is caused by the urge to share images and videos and thus subsequently checking notifications impulsively to monitor the number of comments and likes on the uploaded images and videos (Balakrishnan & Griffiths, 2017b). If users succeed in reaching their satisfying number of comments and likes then they are more inclined to return to the same platform and to do so would lead them to addiction (Wainner, 2018).

The reduced negative self-evaluations will encourage addictive use of the platform and create habitualized behaviors in the later stages (Andreassen, 2015).

Furthermore, it is commonly acknowledged in clinical psychology that narcissism has its roots in weak self-esteem (Mehdizadeh, 2010). Researchers have also found that people with high levels of narcissism and low levels of self-esteem are more driven to keep up a positive online reputation (Mehdizadeh, 2010). The statement on this paragraph supports the hypothesis that both **self-esteem and narcissism influence Instagram addiction (H)**.

1.6 Hypothesis

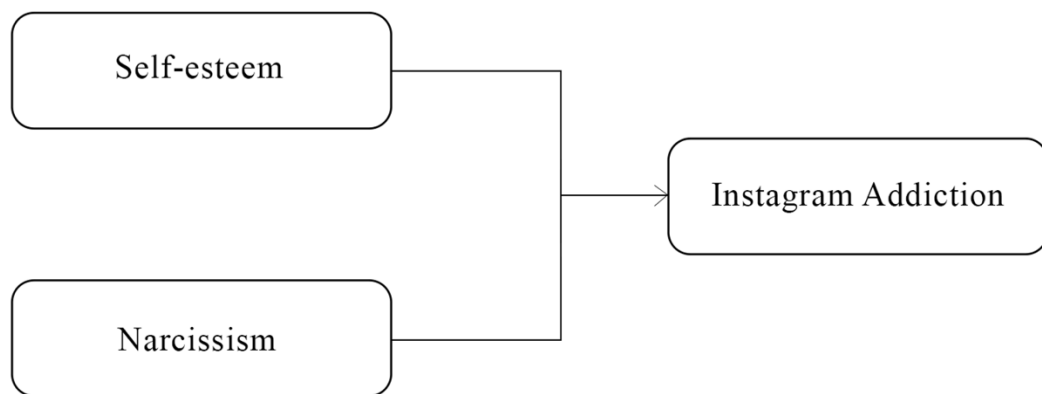


Figure 1.6: Hypothesis Diagram

H: there is an influence of self-esteem and narcissism towards Instagram addiction.

1.7 Conceptual Definitions

1.7.1 Self-esteem

A person's overall positive view of oneself. Additionally, self-esteem is linked to personal ideas about abilities, capacities, and interpersonal ties (Rosenberg, 1965).

1.7.2 Narcissism

A person's trait with the obsessivity to manage the identity and interpersonal processes within themselves to attain a self-image that is positive that is processed through validation or affirmation seeking (Hendin & Cheek, 2007).

1.7.3 Instagram Addiction

A maladaptive psychological dependence that results in behavioral addiction symptoms (Cao et al., 2020).

1.8 Operational Definitions

1.8.1 Self-esteem (Rosenberg Self-esteem Scale or RSE by Rosenberg)

1.8.1.1 Self-Competence

1. I feel like I am not very good at doing things sometimes
2. I have nothing to be proud of
3. I generally have the impression that I will fail at doing things
4. I most definitely feel useless at some time

1.8.1.2 Self-Liking

1. Overall, I am pleased with myself.
2. I can perform tasks on par with the majority of individuals.

3. I consider myself to be a valuable individual, at the very least on par with others.
4. I believe I possess a variety of positive traits
5. I wish I have more respect towards my own self
6. I have an optimistic outlook about myself.

1.8.2 **Narcissism** (Hypersensitive Narcissism Scale by Hendin & Cheek)

1.8.2.1 *Oversensitivity to Judgement*

1. I am easily offended by others' mocking or disparaging remarks.
2. I frequently put a personal interpretation on other people's comments.
3. I frequently feel as though people are looking at me when I walk into a room.
4. If I don't feel valued by at least one person in the group, I don't like being there.

1.8.2.2 *Self-absorption*

1. I hate sharing credit with others for an accomplishment.
2. I believe that I already have enough on my hands and don't need to bother about other people's problems.
3. When other people approach me with their problems and ask for my attention and sympathy, I feel inwardly "put out" or annoyed.

1.8.2.3 *Social Detachment*

1. I may lose myself completely in thoughts about my own matters, my health, my concerns, or my relationships with other people.
2. I believe that my temperament is unique compared to that of most individuals.
3. I'm easily distracted by my own concerns and lose sight of other people.

1.8.3 **Instagram Addiction** (Instagram Addiction Scale or IAS by Kircaburun)

1.8.3.1 *Social Effect*

1. I frequently find myself anticipating when I will go on Instagram again
2. I frequently lose sleep due to late night log-ins to Instagram
3. I frequently find myself saying “just a few more minutes” when on Instagram
4. I frequently afraid that life without Instagram would be boring, empty, and joyless

1.8.3.2 *Compulsion*

1. I frequently snap, yell, or act annoyed if someone bothers me while I'm on Instagram
2. I frequently choose to spend more time on Instagram over going out with others

3. I frequently try to cut down the amount of time I spend on Instagram and fail
4. I frequently block out disturbing thoughts about my life with soothing thoughts of using Instagram
5. I frequently check my Instagram before something else that I need to do

1.9 Research methodology

1.9.1 Research type

The research was done in explanatory. According to Zikmund et al. (2012), explanatory research type identify the cause-and-effect relationships. There are two independent variables, namely self-esteem and narcissism; and one dependent variable, Instagram addiction.

1.9.2 Population

Population is the aggregation of a selected sample (Baxter and Babbie, 2003). According to the research conducted by Handikasari in 2018, emerging adults aged 18-23 years old is the age group with the most social media users with the average age of 20 years old. Therefore, the sample of this study were emerging adults who actively use Instagram with the age range of 18-25 years old.

1.9.3 Sampling

1.9.3.1 Sampling technique

The sampling technique was done in non-probability sampling, because the current amount of people who got addicted to Instagram cannot be predicted by the researcher. In this research, emerging adults who are currently living in DKI Jakarta was chosen as the sample, as Jakarta is the most populated city in Indonesia, in addition as being the capital city with the most advanced technology compared to other cities. The sampling was done through snowball sampling. According to Parker (2019), snowball is the sampling technique with the characteristics of networking and referral. The researcher start with a small number of initial contacts who fit into the research criteria and willing to participate, then the contacts recommend other potential participants.

1.9.3.2 Sample size

The research was participated by 100 emerging adults who are currently living in DKI Jakarta. According to Sekaran U. & Bougie R., 2016), the maximum sample size is 500 respondents for an appropriate research (Sekaran U. & Bougie R., 2016).

1.9.4 Types and sources of data

The research was done in quantitative method. the hypothesis was tested using primary data. The data was collected individually by having the respondents to answer

the given questionnaires (research instrument). The data collecting technique was done through Google Form (self-administrate questionnaire).

1.9.5 Data processing

1.9.5.1 Editing

Singh (2007) defines editing as the process of double-checking or re-selecting respondents' responses to avoid mistakes, gaps in information, inaccuracies, and inconsistencies.

1.9.5.2 Coding

Singh (2007) defined coding as the use of specific indications or codes in the form of numbers to organize, categorize, and assign responses from the respondents.

1.9.5.3 Tabulation

Singh (2007) defines tabulation as the display of data in a tabular format, such as rows and columns, in order to help readers understand the findings of a study.

1.9.6 Data analysis Technique

For this study, the analysis was done in multilinear regression. There is one hypothesis: Self-esteem (X1) and narcissism (X2) influence Instagram addiction (Y). According to Sujarweni (2015), multilinear regression method is used to determine and test the influence between two or more independent and dependent variables. This test aims to find out the influence of self-esteem and narcissism towards Instagram

addiction. according to Jiawei et al. (2012), the equation to determine one independent variable to one dependent variable is $Y = a + b X$ (straight line)

1.9.7 Goodness Criteria

1.9.7.1 Internal validity

1. Testing is not possible with a high sample size since the results would be less susceptible to sampling bias and more sensitive to any variations in the results.
2. Using filler tasks or questionnaires to hide the study's purpose also prevents assessing risks and demand aspects.

1.9.7.2 External validity

External validity is the extent to which the research's findings can be applied universally across settings (Bhandari, 2022). The research is versatile because the Y variable can be changed to other social media platforms such as Twitter, Facebook, etc. Moreover, the Instagram addiction variable is measured by Instagram Addiction Scale by Kircaburun (2018), which was initially made to test Internet Addiction Scale (1998). This research also adapting other previous journals that examine the influence of self-esteem towards Facebook addiction, the influence of narcissism towards Facebook addiction, etc. To further ensure external validity, the researcher defined a more representative sample with the populations of interest. With the addition to replicate the study's results using different social media platforms.