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**DO PEOPLE ON INSTAGRAM CONSIDER
THEMSELVES BETTER THAN THE AVERAGE?**

A study examining better than average effects on
Instagram users

Sara Alexandra da Conceição Guerreiro

Dissertation report presented as partial requirement for
obtaining the Master's degree in Information Management

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação
Universidade Nova de Lisboa

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by

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Advisor: Diana Orghian

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DEDICATION

Gostava de começar por dedicar esta dissertação aos meus pais, Alexandra e Arménio e ao meu namorado, André. Aos meus pais, quero agradecer-lhes todo o apoio, financeiro e emocional, e por terem acreditado sempre nas minhas capacidades. Ao André por ter sido a minha rocha, durante estes longos meses de elaboração da dissertação. Quero também dedicar às minhas amigas, Filipa e Rita, por todo o apoio que me deram, ao longo deste processo.

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ABSTRACT

Instagram is currently one of the most used social networks. Due to the type of service Instagram provides, mostly photo and video content (often curated to look better than the reality) issues related with self-image and self-esteem are becoming inevitable. These effects, with visible impacts for our well-being, result from comparing ourselves to other Instagram users, influencers, and content posted by brands. Previous studies have proven that the use of social media negatively affects their users' self-esteem and well-being. The goal of this research is to study the psychological phenomenon of the better-than-average effect and how self-esteem and well-being play a role on this phenomenon, when it comes to Instagram usage. For this purpose, an online questionnaire was conducted with 256 participants, aged between 18 and 71, all of whom were Instagram users. The results support the hypothesis that Instagram users who have higher levels of self-esteem, tend to consider themselves better than the average person on Instagram. Furthermore, this research also found that individuals who feel satisfied with their lives, who feel they are fulfilling their purpose, are socially active, and feel useful, when comparing their lives to others' on Instagram, have a greater tendency to consider their life better than the average person's life. In this way, they do not engage in comparisons that could be detrimental to their mental health, since they have the ability to observe that their own life is already fulfilling.

KEYWORDS

Better-than-Average Effect, Self-Esteem, Well-Being, Instagram Use

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1. INTRODUCTION

Since its launching, Instagram, a photo-sharing social network, has stood out from the already existent social networks and became the fastest growing social network worldwide (Sheldon & Bryant, 2016). It is the 2nd most used social network, by marketers (Statista Research Development, 2021), and counts with over 1287 million users all over the globe (Clement, 2021). As the number of active users continues to rise, so does the number of hours spent on social networks. In 2019, Internet users had spent an average of 144 minutes a day on social networks (Clement, 2020) and, according to SimilarWeb, in 2018, Instagram users had spent an average of 53 minutes on the platform (Wagner & Molla, 2018).

Users of the platform find it useful to contact with others, such as family, friends or even strangers; to document special moments, in the form of a digital album; to be popular or to explore creativity (Sheldon & Bryant, 2016). Despite the usefulness of this social network, previous studies have reported that the extensive use of these platforms has a significant impact on individuals, more particular, in their self-esteem (Burrow & Rainone, 2017). This negative impact is due to the fact that users engage in comparisons with people perceived as more attractive or more successful than the user himself (Haferkamp & Krämer, 2011). These comparisons are made not only between “common” users of the platform, but also between the user and brands and/or social media influencers, who usually share a more “idealized” than real content, as they use Instagram as an advertising platform (Fardouly & Rapee, 2019; De Veirman et al., 2017).

By using Instagram as an advertising platform, brands and social media influencers are communicating more directly and effectively with consumers (De Veirman et al., 2017) and, therefore need to be more aware of how they do it and how the content they share, affects their followers. This is why it is essential to bring more research on the impact that Instagram

has on its users, so that this new way of advertising becomes more conscious and less harmful to consumers.

In this sense, this research aims to study the psychological phenomenon of the better-than-average effect on individuals that use Instagram, as well as to understand whether or not users' self-esteem and well-being play a role on this effect. Additionally, this study aims to comprehend whether or not Instagram use intensity impacts this effect. According to Fardouly and Rapee (2019), consumers tend to compare their mediocre selves with the idealized images, that appear both on advertisements and on social media. On the other hand, and according to better-than-average effect, when performing comparisons, people are more focused on their strengths and achievements, which leads to an overestimation of the comparison (Kruger et al., 2008). These two theories are contrasting: if on the one hand people tend to consider themselves inferior when compared to people perceived as "idealized" (Fardouly & Rapee, 2019), does the better-than-average effect also apply in this context of comparison, on Instagram? At the light of better-than-average effect, people tend to overestimate their abilities, such as driving a car or operating a computer mouse, or tend to overestimate their comparative likelihood of experiencing common desirable events, but do they consider themselves as better than the average person, on Instagram? (Kruger et al., 2008; Burson, et al., 2006; Chambers et al., 2003). And if so, how their self-esteem and well-being impact these comparisons?

Several studies have proven that people, and more specifically women, that look at unattractive users on social media, have more positive feelings towards the self's appearance (Fardouly & Rapee, 2019; Haferkamp & Krämer, 2011). Whereas women focus more on the physical attractiveness, men seem to be more impacted by the comparison with successful individuals. After looking at less successful individuals, men show a lower discrepancy

between the real and the ideal. However, on individuals with a higher level of self-esteem, this discrepancy is buffered by self-esteem and participants do not seem to be as impacted (Haferkamp & Krämer, 2011).

Although much work has been done to date, regarding self-esteem and social media, none, in the best of my knowledge, has focused on studying the better-than-average effect on social media, and with more detail on Instagram, nor how this is related with self-esteem and well-being. Thus, the purpose of this study is to bring additional knowledge on social media effects on its users self-esteem and well-being, as well as to shed a new light on the psychological phenomenon of better-than-average effect, in the field of social media and, with more detail, on Instagram.

In order to achieve this goal, this study will, firstly, explore how self-esteem influences this behavior of comparing the self with other users on Instagram, through the better-than-average effect. The second goal is to understand how the Intensity of Instagram use affects the relationship between self-esteem and better-than-average effect, when it comes to comparison between Instagram users. And thirdly, the present study will investigate if a better life well-being impacts the relationship between the previously mentioned variables. Further details will be provided in the following chapters, regarding the model and formulated hypothesis.

Regarding the current thesis' structure, the present document is composed by five chapters, being the current one, the first. The Second Chapter of this paper examines the literature review on topics regarding better-than-average effect, self-esteem, social media and well-being, as well as it addresses the formulated research hypothesis. The Third Chapter concerns the methodology used in this study, which includes the proposed model, the used

scales, as well as, the sample details. Chapter Four analyses the results of the survey conducted, followed by Chapter Five, with the discussion of the found results. Finally, in the last chapter, it is laid out the main contributions of this study, the theoretical and practical implications, as well as its limitations and possibilities for further research.

2. LITERATURE REVIEW

SELF-ESTEEM

Self-esteem refers to the evaluation, positive or negative, of the self (Coopersmith, 1965; Vogel et al., 2014). It concerns an individual's sense of the own's value or worth, or the extent to which a person values, approves, appreciates or likes the own's self (Blascovich & Tomaka, 1991).

Self-esteem can be considered both a stable and fluid trait, as it can be developed over time or change according with daily events and situations, respectively (Heatherton & Polivy, 1991; Vogel et al., 2014). Vogel et al. (2014) predicted that stable self-esteem may be affected by long-term exposure to social media in daily life, whereas fluid self-esteem may be affected by unintended use, which means a brief exposure to social media.

2.1.1. Self-Esteem and Social Media

Viewing positive content on social media, for instance, health and fitness related content, is associated with lower levels of fluid self-esteem (Vogel et al., 2014). In addition, previous studies have also found that the exposure to highly attractive images negatively impacts one's feelings about the self (Richins, 1991; Smeesters, et al., 2010; Haferkamp & Krämer, 2011).

The way individuals are affected by the content they are exposed online, may also vary according to gender (Thorisdottir et al., 2019; Haferkamp & Krämer, 2011). After being exposed to users perceived as more beautiful, women have reported to have a more negative image about the self. Also, according to Thorisdottir et al. (2019), women experience greater levels of emotional distress, when compared with men.

While women seemed to place greater importance on their physical attractiveness, men, on the other hand, give more importance to their professional career. After being exposed to

individuals perceived as more successful, men reported less satisfaction with the self. However, male individuals with high self-esteem levels, have proved to be less affected, after viewing content with men perceived as more successful. Thus, we can conclude that self-esteem moderates the way individuals are affected by the content they are exposed online (Fardouly & Rapee, 2019; Haferkamp & Krämer, 2011).

Besides the nature of the content that individuals are exposed to, the time they are exposed to social media, as well as the way individuals spent time online, also seem to have an impact on their self-esteem (Thorisdottir et al., 2019; Verduyn et al., 2015). Individuals who have a higher exposure to Facebook, tend to have lower levels of self-esteem, than the ones that have less exposure to the social network (Verduyn et al., 2017; Vogel et al., 2014). This is due to the fact that, when using social media, individuals tend to have a passive social media use (Jan & Ahmad, 2017). There are two ways of using social networks: the active and the passive one (Deters & Mehl, 2013; Verduyn et al., 2015).

Passive social media use refers to monitoring, on behalf of the user, of the content posted by others on the network, without generating information or interacting with others' content. Regarding Instagram, a passive way of using the network is by scrolling the Feed, checking other users' profiles and photos, without generating any interaction with it. By engaging in a passive social media use, individuals start making comparisons and assumptions regarding the others, which causes a lower satisfaction with the self. On the other hand, by actively using social media, or more specifically Instagram, the user is generating information on the platform. In other words, the individual is posting photos, adding content on Stories, Reels or IGTV, commenting on other people's photos, liking or chatting through Instagram Direct (Verduyn et al., 2017).

2.1.2. Self-Esteem and Comparison to Others

When individuals establish comparisons with others, there is a tendency to view the self as a reference point and, as a result, to consider themselves as better than the average (Christian et al., 2014; Alicke & Govorun, 2005; Dunning et al., 2004). This view goes against the simple principles of mathematics (Moore, 2007), as it is impossible for almost everyone to be above average. People estimate their results to be better on simple tasks, such as on a very simple quiz, driving a car or operating a computer mouse (Moore & Small, 2007; Kruger et al., 2008).

However, several studies have questioned this conclusion of people considering themselves as better than others. On more difficult tasks, people estimate their results to be worse than the others', such as on computer programming, coping a death of a loved one, attaining high social status, winning a contest or a very difficult quiz (Anderson et al., 2005; Blanton et al., 2001; Windschitl et al., 2003; Moore & Small, 2007).

The fact that people consider themselves as a reference point, when comparing themselves with others, is due to the fact that they usually have more information about the self (Moore, 2007). Individuals egocentrically focus on their strengths and achievements, resulting in an overestimation of the self's abilities and an underestimation of the others' abilities (Kruger et al., 2008).

Furthermore, after experiencing a personal failure, individuals tend to selectively compare the self with those that they consider as worse than them (Moore, 2007). By doing so, individuals seek information that confirms their positive view of the self and, thus, are able to elevate their self-esteem, by considering themselves as better than the others (Zell et al., 2020; Chung et al., 2016).

In the best of my knowledge, there is little literature that examines self-esteem and the better-than-average effect. Some studies have shown that higher levels of self-esteem, potentiate the better-than-average effect (Zell et al., 2020; Chung et al., 2016), but none has studied this phenomenon within the scope of Instagram. Hence, the following hypothesis is proposed:

H1: The higher the level of self-esteem, the more positively one compares to others, on Instagram.

Moreover, there are studies that relate self-esteem to active and passive use of social media (Thorisdottir et al., 2019; Burrow & Rainone, 2017; Verduyn et al., 2015), as well as self-esteem with the better-than-average effect (Zell et al., 2020). However, there is none, in the best of my knowledge, that has studied how the use of social media influences the better-than-average effect. Therefore, the present study aims to explore the relationship between Instagram Use Intensity and the better-than-average effect. Thus, the following hypothesis are proposed:

H2: The more intense the use of Instagram, the more positively one compares to others.

H3: Intensive use of Instagram will intensify the negative effect that the comparison to others bring to one's self-esteem.

WELL – BEING AND SOCIAL MEDIA COMPARISON

Well-being is referred on the literature as a concept that evaluates the degree of individuals' satisfaction with life (Beyens et al., 2020; Verduyn et al., 2017). Well-being implies both cognitive judgments of satisfaction and affective assessments of one's state of mind and emotions. Higher levels of well-being are characterized by regular positive affect, uncommon

negative affect and an overall feeling of life satisfaction (Verduyn et al., 2017; Diener, 2009; Myers & Diener, 1995).

Well-Being is considered to be one of the most important goals that individuals seek to achieve (Tay et al., 2015). Furthermore, has been proven that overall life satisfaction is an important parameter to judge quality of life, being even more important than wealth and moral goodness (King & Napa, 1998).

Throughout the past years, it has been studied how social media use can influence one's well-being. The effects of social media use on well-being are affected by how much time individuals spend online. According to Kross et al. (2013), users who spend more time on Facebook have reported to have a decrease in their well-being and life satisfaction, than when compared to when they do not use it at all. In another study, where participants were assigned into two different groups, where one could use Facebook and the other could not use it for one week, participants, who did not use Facebook for one week, have reported significant improvements on their well-being (Tromholt et al., 2015).

The way individuals use social media also seem to impact their well-being. Passive social media use is related with lower levels of well-being and life satisfaction (Beyens et al., 2020; Verduyn et al., 2017). Gender differences also play an important role on how an individual's well-being is affected by one's social media use. More frequent use of social media and lower levels of well-being have been found to be more related in females than, when compared with males (Twenge & Martin, 2020; Thorisdottir et al., 2019). These gender differences can be justified by the way females use social media (Yau & Reich, 2019), as they put more weight on social relationships and seem to be more focus on them than men, and, thus, have their psychological health more affected by those (Twenge & Martin, 2020).

Furthermore, previous studies have reported that social media induces individuals to engage in comparisons with individuals perceived as better than the individual himself. This type of behavior is more exacerbated among women, making them more susceptible to a decrease in their well-being, after social media exposure (Fardouly & Rapee, 2019; Haferkamp & Krämer, 2011).

On the other hand, and according to Zell et al. (2020), when individuals show higher levels of well-being and self-esteem, they are more prone to make better comparisons in relation to others. This means that they tend to view themselves as better than the others, when their overall life satisfaction is positive. Besides Zell et al. (2020), there is no other study that has provided further information regarding well-being, self-esteem and comparison to others. Therefore, the present study aims to explore the mediating role of well-being, between the variable self-esteem and comparison to others, within the scope of Instagram. Thus, the following hypothesis is proposed:

H4: Higher self-esteem levels will reveal better satisfaction in life and, consequently, will lead to a better comparison in relation to others.

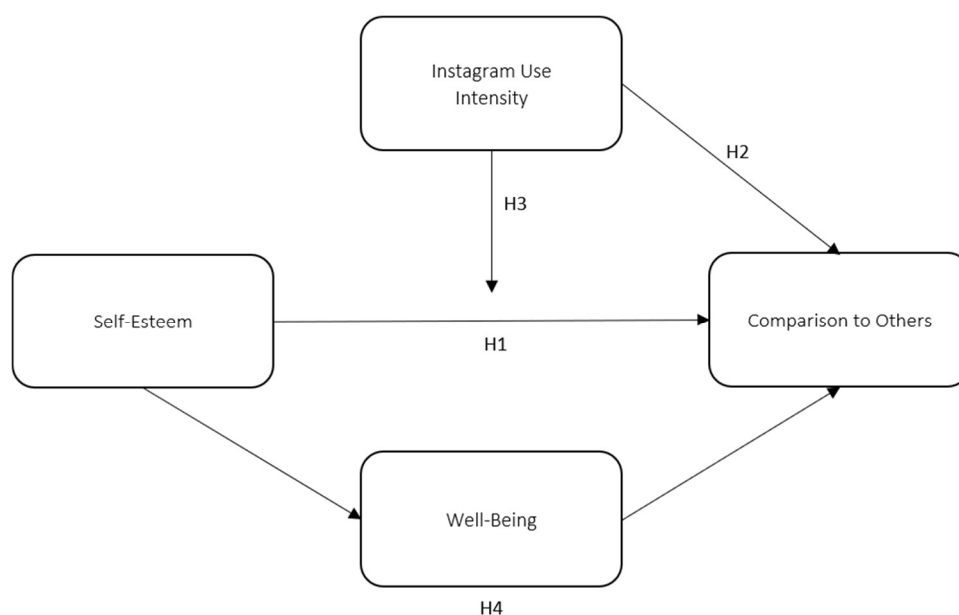
3. METHODS

The main purpose of this study is to understand how self-esteem influences the way an individual compares the self to others. The study also aims to comprehend whether Instagram Use Intensity influences the relationship between the previous variables, as well as to understand how the intensity of Instagram use influences how one compares the self, in relation to others. Furthermore, the study proposes to understand whether well-being performs a mediating role, between self-esteem and comparison to others variables.

In order to better understand the variables under study, the model represented below was developed (Figure 1). It describes the independent variable, self-esteem, and it aims to understand its effect on the dependent variable, comparison to others. Additionally, Instagram use intensity is expected to play a moderating role between the independent and dependent variables. Moreover, well-being is expected to play a mediating role between self-esteem and comparison to others.

Figure 1

Research Model 1.0



PARTICIPANTS AND PROCEDURE

For the purpose of this study, an explanatory research was conducted, based on already existent literature and with primary data collection. In order to perform this research, an online survey was applied, with the goal of receiving input from Instagram users', making this a quantitative study. The study was conducted in Portuguese, as it was applied in Portugal.

The online survey (see Appendix B) was divided into five main groups. In order to avoid biased results and to improve the accuracy of the data collected, the order of three of the groups was randomized. The first and the fifth group remained steady, as its goals were to understand participants' social networks and Instagram usage patterns, and to collect demographic data, respectively.

The online survey was applied to 284 participants, the different orders of the groups being randomly assigned. Around 7% of the respondents did not finish the questionnaire and 2.8% of the participants did not pass our qualifying question regarding the usage of Instagram, which was required due to the very goal of survey. Thus, 28 participants were excluded, leaving a total of 256 valid answers.

Of these 256 participants, 203 are female (79.3%), 52 are male (20.3%), and 1 participant opted not to indicate the gender (0.4%). In order to have a more homogeneous distribution of the participants, age categories were created, as represented in Table 1. Participants' ages ranged from 18 to 71 years old ($M = 27.2$, $SD = 11.9$).

50.4% of the respondents graduated from Middle School or Less and High School, 33.6% from Bachelor's Degree, 12.9% from Master's or Doctorate Degree, and only 3.1% from Professional Course.

Table 1*Demographic Profile*

		N	%
Gender	Female	203	79.3%
	Male	52	20.3%
	Other	1	0.4%
Age	20 or Younger	99	38.7%
	21 to 24 Years Old	71	27.7%
	25 or Older	86	33.6%
Education Level	Middle School or less and High School	129	50.4%
	Bachelor Degree	86	33.6%
	Master and Doctorate Degree	33	12.9%
	Professional Course	8	3.1%

MEASURES OF INTEREST USED**Social Networks and Instagram Use Scale**

The aim of the first group of questions of the online survey conducted (see Appendix B for *Uso de Redes Sociais*) was to assess the social networks used by the respondents, the frequency of Instagram use, as well as how respondents use this social network.

To assess which social networks were most used by the respondents, the following questions were applied (adapted from Teo et al., 1999): *"What social networks do you use?"*; *"Which social network do you use the most?"*, and *"How often do you use Instagram?"* ("Every day"; "2 to 3 times a week"; "Once a week"; "1 to 2 times a month"; "Less Frequently"; "I don't use Instagram"). This last question served as a filter to exclude all participants who do

not use Instagram. Note that all the questions in the main body of this manuscript are translated from Portuguese, since the survey was conducted in Portugal. See the original questions in Appendix B.

To assess the way respondents use Instagram (see Appendix B for *Uso do Instagram*), it was conducted an analysis regarding passive and active levels of Instagram use. By actively using social media, the user is generating information in the platform. Whereas in the passive use, it refers to monitoring, on behalf of the user, of the content posted by others on the network, without generating information or interacting with others' content (Verduyn et al., 2017). For this purpose, seven items were asked (adapted from Ng, 2020; Escobar-Viera et al., 2018; Gerson et al., 2017), on a 7-point *Likert Scale* (1 = “Never”; 7 = “Very Frequently”). In two of the items, an 8 point was used, in order to give the respondent the possibility to report that he/she was not familiar with the Instagram feature mentioned (e.g. “*I don't know what is IGTV*”). An example of the items is “*How frequently do you post content on Instagram Feed?*” and “*How frequently do you comment other people's content?*”.

Comparison to Others Scale

The goal of the second group of questions was to assess whether the respondents consider themselves better or worse than the average person on Instagram. For this purpose, eighteen items were used (see Appendix B for questions regarding *Comparação com os Outros*). An example of the items is “*How physically attractive are you compared to the average person?*”, “*How friendly are you compared to the average person?*” and “*How intelligent are you compared to the average person?*”. The chosen characteristics to be applied were adapted from Zell & Alicke (2011) and Alicke et al. (1995).

To measure the characteristics under evaluation, a 7-point *Likert Scale* was used (1 = "*much less compared to the average person*", 4 = "*equal to the average person*" and 7 = "*much more compared to the average person*").

Self-Esteem Scale

For the third part of the survey and, in order to evaluate self-esteem levels of the respondents, the *Rosenberg Self-Esteem Scale* (Rosenberg, 1965) was used (see Appendix B for *Autoestima*). For this purpose, participants indicated their agreement with 10 items, on a 7-point *Likert Scale* (1 = "*Strongly Disagree*" ; 4 = "*Neither Agree nor Disagree*"; 7 = "*Strongly Agree*"). An example of the items is "*On the whole, I am satisfied with myself*" and "*I feel I do not have much to be proud of*".

Well-Being Scale

At last, the goal of the fourth group was to evaluate the respondent's well-being in life. For this purpose, the *Psychological Well-Being Scale* (Diener et al., 2009) was applied (see Appendix B for *Bem-Estar*). To perform the evaluation of the 8 statements, the respondents had to use a 7-point *Likert Scale* (1 = "*Strongly Disagree*"; 4 = "*Neither Agree nor Disagree*" ; 7 = "*Strongly Agree*"). An example of the items is "*I lead a purposeful and meaningful life*" and "*I actively contribute to the happiness and well-being of others*".

4. RESULTS

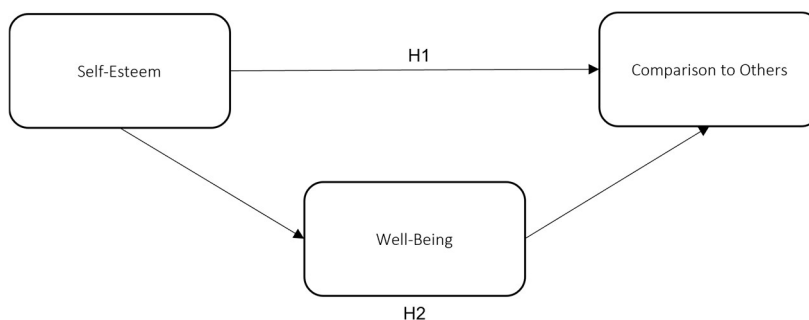
When performing the data analysis, the construct Instagram Use Intensity proved not to be correlated with the remaining ones. As such, the initial model was adjusted and replaced by the following model (see Figure 2), as well as the number of the hypothesis, as can be verified below. Thus, all the hypotheses formulated with the construct Instagram Use Intensity, were not supported by the data.

H1: The higher the level of self-esteem, the more positively one compares to others, on Instagram.

H2: Higher self-esteem levels will reveal better satisfaction in life and, consequently, will lead to a better comparison in relation to others.

Figure 2

Research Model 2.0



PSYCHOMETRIC PROPERTIES

In order to understand the quality of the data collected, a Validity and Reliability analysis were performed.

4.1.1. Validity

In order to verify if the selected items of the conducted survey were appropriate to measure the constructs, a Principle Component Analysis (PCA) with Varimax Rotation was conducted. Principle Component Analysis simplifies the complexity of the data collected and

rearranges it into dimensions, called Principal Components, so that it is possible to detect patterns in the data (Lever et al., 2017).

To perform a Principle Component Analysis, the sample size needed to be of at least 100 participants (Gorsuch, 1983) or the sample size should be five times the number of items (Hatcher & O'Rourke, 2013). Therefore, a Principle Component Analysis is applicable, as the sample size is 256.

Furthermore, in order to check if the correlation between the items is adequate, a Kaiser-Meyer-Olkin (KMO) and Bartlett's Test was applied. Lloret et al. (2017) recommended the Kaiser-Meyer-Olkin (KMO) test to be more than 0.70, and in order to consider a test significant, Shrestha (2021) recommended the p value to be lower than 0.05.

To extract the components, Kaiser-Guttman criteria (which only retains factors with eigenvalues greater than 1.0), Scree Plot and Explained Variance were applied. Marôco (2018) recommended the percentage of variance explained to be more than 0.5.

Comparison to Others

When performing the analysis of the Comparison to Others variable, the KMO score was 0.739 and Bartlett's Test $\chi^2_{(45)} = 463.231$, $p < 0.001$. According to these values, the data is adequate for a factor analysis.

To perform this analysis, it was necessary to eliminate some items, since they belonged in two dimensions and the difference between the values, for each dimension, was less than 0.2 (Rust & Golombok, 2014). The eliminated items were the following: *"How stylish are you compared to the average person?"*; *"How popular are you compared to the average person?"*; *"How peripatetic are you compared to the average person?"*; *"How friendly are you compared*

to the average person?"; "How approachable are you compared to the average person?"; "How entertaining are you compared to the average person?"; "How interesting are you compared to the average person?" and "How intelligent are you compared to the average person?".

Table 2

Component Matrix of Comparison to Others

Items	Factor 1	Factor 2	Factor 3
How reasonable are you compared to the average person?	.754		
How honest are you compared to the average person?	.734		
How polite are you compared to the average person?	.727		
How respectful are you compared to the average person?	.674		
How athletic are you compared to the average person?		.782	
How healthy are you compared to the average person?		.720	
How physically attractive are you compared to the average person?		.719	
How financially stable are you compared to the average person?		.581	
How socially active are you compared to the average person?			.780
How activist are you compared to the average person?			.715
Eigenvalue	2.170	2.070	1.379
% of variance explained	21.695	20.699	13.786

Note: Factor 1 = Personality Traits, Factor 2 = Physical Traits and Factor 3 = Social Traits

After the elimination process, the Component Matrix (See Table 2) showed 3 dimensions, that explained 56.180%. The first component is regarding *Personality Traits*, which explains 21.695%; the second, *Physical Traits*, explains 20.699% and the third, *Social Traits*, explains 13.786%.

Instagram Use Intensity

When performing the analysis of the Instagram Use Intensity variable, the KMO score was 0.775 and Bartlett's Test $\chi^2_{(10)} = 384.350$, $p < 0.001$. According to these values, the data is adequate for a factor analysis. The Component Matrix showed only 1 dimension, that explained 55.417% and with an Eigenvalue of 2.771.

Self-Esteem

When performing the analysis of the Self-Esteem variable, the KMO score was 0.889 and Bartlett's Test $\chi^2_{(28)} = 1110.297$, $p < 0.001$. According to these values, the data is adequate for a factor analysis. The Component Matrix (See Table 3) showed 2 dimensions, that explained 70.803%. The first component is regarding *Negative Traits*, which explains 39.360% and the second, *Positive Traits*, explains 31.443%.

Similar to the Comparison to Others variable, to perform this analysis, it was necessary to eliminate two items. The eliminated items were the following: "*On the whole, I am satisfied with myself*" and "*I take a positive attitude toward myself*".

Table 3*Rotated Component Matrix of Self-Esteem*

Items	Factor 1	Factor 2
I certainly feel useless at times.	.809	
I wish I could have more respect for myself.	.804	
At times, I think I am no good at all.	.793	
All in all, I am inclined to feel that I am a failure.	.742	
I feel I do not have much to be proud of.	.669	
I feel that I'm a person of worth, at least on an equal plane with others.		.845
I feel that I have a number of good qualities.		.838
I am able to do things as well as most other people.		.736
Eigenvalue	3.149	2.515
% of variance explained	39.360	31.443

Note: *Factor 1 = Negative Traits and Factor 2 = Positive Traits***Well-Being**

When performing the analysis of the Well-Being variable, the KMO score was 0.897 and Bartlett's Test $\chi^2_{(28)} = 752.822$, $p < 0.001$. According to these values, the data is adequate for a factor analysis. The Component Matrix showed only 1 dimension, that explained 51.058% and with an Eigenvalue of 4.085.

4.1.2. Reliability

A reliability analysis was conducted to test the internal consistency of the items used in the study. To measure items' accuracy and reliability, the Cronbach's Alpha was computed and, as Shrestha (2021) recommend, this value should be higher than 0.7. In order to calculate Cronbach's Alpha, all items that belonged to each construct were computed. As it can be seen on Table 4, all constructs are internally consistent.

Table 4

Reliability Analysis

Constructs	Cronbach's Alpha
Instagram Use Intensity	.797
Comparison to Others	.707
Self-Esteem	.888
Well-Being	.859

DESCRIPTIVE STATISTICS

In order to gain insights of the respondents' opinions regarding each variable under study, some descriptive statistics is presented. The scale used ranges from 1 to 7, 1 being *“Strongly Disagree”* or *“much less compared to the average person”* and 7 *“Strongly Agree”* or *“much more compared to the average person”* depending of the variables (See Table 5).

As can be seen in Table 5, respondents generally tend to consider themselves as significantly higher than the average person ($M = 4.26$, $SD = 0.66$), $t_{(255)} = 6.249$, $p < 0.001$. Regarding Self-Esteem ($M = 5.11$, $SD = 1.34$) and Well-Being ($M = 5.53$, $SD = 0.92$) constructs, the results show above mid-scale values. Therefore, it can be concluded that the respondents have relatively high levels of Self-Esteem and Well-Being. Finally, in relation to Instagram Use

Intensity ($M = 3.87$, $SD = 1.22$), we observe that, overall, respondents do not have a very intense use of Instagram.

Table 5

Descriptive Statistics

Constructs	Minimum	Maximum	Mean	Std.Deviation
Instagram Use Intensity	1.00	7.00	3.87	1.22
Comparison to Others	2.60	6.40	4.26	.66
Self-Esteem	1.38	7.00	5.11	1.34
Well-Being	2.75	7.00	5.53	.92

Comparison to Others

In order to understand for which characteristics individuals consider themselves better than the average person, a descriptive analysis was performed.

As can be seen in Table 6, the participants in this study consider themselves better than the average person in the component of *Personality Traits*, highlighting the *polite* ($M = 5.41$, $SD = 1.07$), *respectful* ($M = 5.25$, $SD = 1.03$) and *honest* ($M = 5.23$, $SD = 1.12$) traits.

Regarding the other two components, *Physical* and *Social Traits*, the results reveal that the participants consider themselves, in general, below the average person, with the exception of the *healthy* trait ($M = 4.00$, $SD = 1.24$) where they consider themselves exactly the same as the average person.

Table 6*Comparison to Others Items - Descriptive Statistics*

Items	Mean	Std.Deviation
How physically attractive are you compared to the average person?	3.68	1.26
How athletic are you compared to the average person?	3.18	1.62
How healthy are you compared to the average person?	4.00	1.24
How financially stable are you compared to the average person?	3.77	1.32
How socially active are you compared to the average person?	3.39	1.39
How activist are you compared to the average person?	3.61	1.42
How honest are you compared to the average person?	5.23	1.12
How polite are you compared to the average person?	5.41	1.07
How reasonable are you compared to the average person?	5.06	1.05
How respectful are you compared to the average person?	5.25	1.03

Instagram Use

In this section, Instagram Usage patterns are described (See Table 7). The scale used also ranges from 1 to 7, 1 being “Never” and 7 “Very Frequently”, with the exception of the items “How frequently do you post content on IGTV?” and “How frequently do you post content on Reels?”, where it was added an 8th response option, being “I don’t know what is IGTV” and “I don’t know what is Reels”, respectively, for the respondents who did not know these Instagram features.

Users seem to engage more frequently in passive network behaviors, as they *like* ($M = 5.35$, $SD = 1.70$) and *check other people's profiles* ($M = 4.34$, $SD = 1.79$) more often. On the other hand, *posting content on IGTV* ($M = 1.29$, $SD = 1.14$), *Reels* ($M = 1.69$, $SD = 1.93$), and *Instagram Feed* ($M = 2.73$, $SD = 1.31$) are less frequent behaviors.

Table 7

Instagram Use Descriptive Statistics

Items	Mean	Std.Deviation
How frequently do you post content on Instagram Feed?	2.73	1.31
How frequently do you post content on Instagram Stories?	3.52	1.73
How frequently do you post content on IGTV?	1.29	1.14
How frequently do you post content on Reels?	1.69	1.93
How frequently do you comment other people's content?	3.41	1.64
How frequently do you "like" other people's content?	5.35	1.70
How frequently do you check other people's profiles?	4.34	1.79

PROFILING QUESTIONS RESULTS

Age

In order to understand how age impacts each of the constructs, a correlation analysis was performed. In this analysis, to be able to draw conclusions, it is necessary that the correlation coefficients range from -1 to +1 (Schober, Boer & Schwarte, 2018).

The correlation coefficient between the age and self-esteem shows the highest value in this analysis ($r = 0.3.18$, $p < 0.001$), leading to the conclusion that the older the person is, the higher is his/her level of self-esteem. Likewise, age and comparison to others correlation coefficient also reveal a positive correlation ($r = 0.238$, $p < 0.001$), meaning that the older a

person is, the more positively s/he compares her/himself to others. The same is true between age and well-being ($r = 0.200$, $p < 0.001$), where as age increases, so do levels of well-being.

The previous coefficients proved to be positive and significant. However, when age was correlated with the variable Instagram use intensity, it showed a negative coefficient ($r = -0.285$, $p < 0.001$). This means that the older a person is, the lower the levels of Instagram use intensity. In contrast, the younger the person is, more intense is their use of Instagram.

Education Level

In this section, it is described how education levels affect each of the constructs, through an ANOVA analysis (See Table 8). In this analysis, only the constructs Comparison to Others and Self-esteem were significant (See Table 8).

Table 8

Means Comparison as a function of Education Levels

	Middle School or Less and High School		Professional Course		Bachelor Degree		Master and Doctorate Degree		<i>F</i>	<i>Sig.</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
Comparison to Others	4.16	.63	4.20	.38	4.20	.66	4.78	.65	8.670	< .001**
Instagram Use Intensity	3.76	1.11	3.48	.91	4.04	1.29	3.96	1.46	1.253	.291
Self-Esteem	5.02	1.35	4.69	1.54	5.04	1.39	5.74	.99	3.014	.031*
Well-Being	5.46	.97	5.25	.98	5.52	.89	5.92	.73	2.450	.064

Note: *M*= Mean; *SD* = Standard Deviation; * $p < 0.05$; ** $p < 0.001$

Regarding Comparison to Others, we can conclude that the higher the level of education, the more above average the person considers himself/herself [$F_{(2,253)} = 8.670, p < 0.001$]. With respect to Self-Esteem, it can also be observed that the higher the level of education, the higher the level of self-esteem [$F_{(2,253)} = 3.014, p = 0.031$].

Gender

In order to understand how gender impacts each of the constructs, a t test was conducted. In this analysis, only the Comparison to Others construct was significant, $t_{(253)} = -3.080, p = 0.002$ (See Table 9).

In this context, we can observe that both genders consider themselves to be at about the same level as the average person, but males compare themselves as being slightly better than the average person.

Table 9

Means Comparison as a function of Gender

	Female		Male		<i>t</i>	<i>Sig.(2-tailed)</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
Comparison to Others	4.19	.67	4.50	.55	-3.080	.002*
Instagram Use Intensity	3.93	1.24	3.64	1.15	1.519	.130
Self-Esteem	5.06	1.35	5.29	1.33	-1.131	.259
Well-Being	5.51	.95	5.62	.80	-.737	.462

Note: *M*= Mean; *SD* = Standard Deviation; * $p < 0.05$; ** $p < 0.001$

CONSTRUCTS CORRELATION

A correlation analysis was performed in order to understand how the constructs were correlated with each other. Through this correlation analysis (See Table 10), it can be observed that the construct Instagram Use Intensity does not correlate with any of the other constructs. Thus, all the hypotheses formulated with this construct, could not be proved and no further analysis were performed, with the respective construct.

The correlation coefficients, between the Self-Esteem and Well-Being constructs, show the highest value in this analysis ($r = 0.728$, $p < 0.001$). This implies that the higher the self-esteem, the higher the level of well-being, and vice-versa. Regarding Comparison to Others and Well-Being ($r = 0.465$, $p < 0.001$), the results also show a positive and significative correlation, which allow us to conclude that the higher the levels of well-being, the more the individual considers him/herself above the average person

Furthermore, Self-Esteem construct also has a positive and significant effect on Comparison to Others ($r = 0.410$, $p < 0.001$), revealing that the first has a positive effect on the second. These results allow us to confirm **HYPOTHESIS 1**, where the higher the levels of self-esteem, the more the individual considers him/herself above the average person.

Table 10

Correlation between Constructs

	Instagram Use Intensity	Comparison to Others	Self-Esteem
Instagram Use Intensity	-		
Comparison to Others	-.023	-	
Self-Esteem	-.038	.410**	-
Well-Being	.063	.465**	.728**

Note: ** $p < 0.001$

Well-Being (Mediator)

In the presence of the mediating variable Well-Being, the Self-Esteem variable has lost its significance ($\beta = 0.152$, $p = 0.060$) (See Table 11). This means that there is a total mediation by the mediating variable Well-Being, in the relationship between the independent variable with the dependent one.

Thus, we can conclude that the variable Well-Being absorbs the impact of Self-Esteem on the variable Comparison to Others. In other words, this means that the higher the level of self-esteem, the more life well-being a person has and, consequently, the better he or she compares in relation to others. Thus, we can conclude that this analysis confirms **HYPOTHESIS 2**.

Table 11

Mediation effect of Well-Being in the relationship between Self-Esteem and Comparison to Others

Predictors	Comparison to Others (β)
Self Esteem	.410
<i>Adjusted R²</i>	.165
<i>F_(1,254)</i>	51.284**
Self-Esteem	.152
Well-Being	.354
<i>Adjusted R²</i>	.221
<i>F_(2,253)</i>	37.132**

Note: ** $p < 0.001$

5. DISCUSSION

This study not only extends the literature, regarding the better-than-average effect, but also brings a new approach to this effect. Previous studies have reported this effect on simple tasks, such as a simple quiz, driving a car or operating a computer mouse (Moore & Small, 2007; Kruger et al., 2008); and have also studied this effect on Facebook (Chou & Edge, 2012) and college students (Chung et al., 2016), but to the best of my knowledge, none have studied this effect on Instagram. Furthermore, this study also aims to extend the literature regarding the correlation between self-esteem and the better-than-average effect, as it includes well-being as a mediating variable. The relevance of studying these variables, on Instagram, lies in the fact that Instagram is the 3rd most used user-generated content social network, and is one of the social media sites where the idealized image that a person has, in comparison to others, has the most impact on how an individual perceives the self (Tiggemann & Anderberg, 2020).

Another goal of the present research was to analyze how Instagram Use Intensity affects the relationship between the variables self-esteem and comparison to others, as well as to understand if the intensity of Instagram use had an effect on the comparison that one makes, in relation to others. However, during the result analysis, the construct Instagram Use Intensity showed not to be correlated with the remaining constructs. Thus, all the hypothesis formulated with this construct, could not be proved and no further analysis were performed using this construct.

First, this study examined the impact of self-esteem on how people compare themselves in relation to others, through the better-than-average effect. As expected in the first hypothesis, the higher the levels of self-esteem, the better an individual compares oneself to others on Instagram. In other words, individuals who use Instagram and who have higher

levels of self-esteem, tend to consider themselves better than the average person. Thus, when browsing Instagram and being in contact with the content shared by other users of the network, an individual with higher levels of self-esteem, will not be as affected, and will not tend to consider one's life worse than the average person. Similar results were found in Chung et al. (2016) study, which found that college students, who entered college with higher levels of self-esteem, exhibited higher ratings of better than average. Along with this, Zell et al. (2020) also stated that better than average effect is more pronounced on individuals with higher levels of self-esteem.

Secondly, as predicted by hypothesis 2, higher self-esteem levels, reveal better life well-being and, consequently, individuals engage in a better comparison in relation to others. This means that individuals who have higher levels of self-esteem, have greater well-being. Thus, they tend to perceive themselves as better than the average person on Instagram. In other words, people who feel satisfied with the life they have, who feel they are fulfilling their purpose, are socially active and feel useful in life, when confronted with others' reality, on Instagram, have a greater tendency to consider their life better than the average person. In this way, they do not engage in comparisons that could be detrimental to their mental health, since they have the ability to observe that their own life is already fulfilling. These results are consistent with those found in the study of Zell et al. (2020), which states that the better than average effect is positively associated with well-being.

Furthermore, this study found that there is a greater tendency for Instagram users to consider themselves better than the average person on Instagram, as age increases, as evidenced by Zell and Alicke (2011). As age increases, the levels of well-being and self-esteem increase. Thus, and since the hypotheses were proven and there is a correlation between the variables, we can conclude that one reason why there is a greater tendency for Instagram

users to consider themselves better than the average person, as age increases, is because the levels of well-being and self-esteem also increase. Additionally, the present study also found that there is a negative correlation between age and Instagram Use Intensity. This means that the intensity of Instagram usage is inversely related to age. In other words, the older the person is, the less intense their Instagram usage is; conversely, the younger the person is, the more intense is their Instagram usage.

Moreover, this study brings new findings regarding the impact that education and gender have on the better-than-average effect. Regarding education, it was also found that the more educated the Instagram user is, the greater the tendency to consider oneself better than the average person.

As for gender, both genders consider themselves to be at about the same level as the average person, but males compare themselves as being slightly better than the average person. This finding extends the literature, since previous studies have found no significant gender differences (Zell et al., 2020; Zell & Alicke, 2011). Thus, we can conclude that women, who use Instagram, have a tendency to consider themselves worse than the average person, as opposed to men. As verified by hypothesis 1, higher levels of self-esteem, lead a person to compare themselves better than the average person. As women tend to have a more negative perception of themselves (Thorisdottir et al., 2019; Haferkamp & Krämer, 2011), we can thus conclude that the tendency to consider themselves worse than the average person is justified by lower levels of self-esteem, than those observed in men.

With this study, it was also possible to understand which traits the participants consider themselves better than the average person. When it comes to traits related to one's personality, participants revealed that they consider themselves better than the average

person, unlike traits related to their physique and social life. In other words, when participants compare themselves to other people on Instagram, the traits that involve deep knowledge about themselves, namely those about their personality, are the ones that participants consider themselves as better than the average person, as stated by Moore (2007).

In contrast, regarding physical and social traits, those that Instagram users expose the most on Instagram and choose to be more favorable for oneself, the participants reveal that they consider themselves as below the average person. This is explained by the fact that on Instagram, people are used to share their best moments and their best selves, choosing to hide what is less favorable. As a result, those who are confronted by this type of content, make unrealistic inferences about the others' reality, thus concluding that others have a better life than themselves (Chou & Edge, 2012).

6. CONCLUSION

The present study investigated how self-esteem influences the way an individual compares to others, as well as whether well-being performed a mediating role between self-esteem and comparison to others variables. Moreover, the study also proposed to understand how the intensity of Instagram use influences how one compares the self in relation to others. However, this later objective of the study, failed to be verified.

THEORETICAL IMPLICATIONS

This study not only extends the literature regarding the better-than-average effect, but also brings a new approach to this effect, as it has never been studied on Instagram, a social network where the idealized image that a person has in comparison to others has the most impact on how an individual perceives the self (Tiggemann & Anderberg, 2020).

The results of this research support the argument that the higher the self-esteem, the more positively individuals compare themselves to others on Instagram, as predicted by the first hypothesis. Individuals who use Instagram and who have higher levels of self-esteem, tend to consider themselves better than the average person, on this social network. Therefore, individuals on Instagram who have higher levels of self-esteem will not engage as much, as opposed to individuals with lower self-esteem, in comparisons that could potentially be self-damaging.

Furthermore, as predicted by the second hypothesis, this research found that the higher the levels of self-esteem, the better the satisfaction with life and, consequently, the better one compares, in relation to others, on Instagram. In other words, individuals who feel satisfied with the life they have, who feel they are fulfilling their purpose, are socially active and feel useful in life, when confronted with others' reality, on Instagram, have a greater

tendency to consider their life better than the average person. In this way, they do not engage in comparisons that could be detrimental to their mental health, since they have the ability to observe that their own life is already fulfilling.

Along with the previous findings, this research also found that the older an individual is, the better they compare themselves to others on Instagram. This can be explained by the fact that as a person ages, there is an increase on their self-esteem and well-being levels. Similarly, just as this study has provided new findings on the impact of age in the better-than-average effect, so it has in relation to education and gender. Regarding education, it was found that the more educated one Instagram user is, the greater the tendency to consider oneself better than the average person. As for gender, this research found that males compare themselves as being slightly better than the average person, on Instagram.

PRACTICAL IMPLICATIONS

As Instagram is the second most used social network by marketers (Statista, 2021), in order to promote their products, it is essential that there is a care in how the brand's message is transmitted to users of the social network. Taking this into consideration, this study brings insights on how Instagram users feel, when they access content on the social network.

Firstly, as younger generations demonstrated lower levels of self-esteem and well-being, as well as tended to compare themselves with other, it is necessary that brands and influencers that are present in the lives of these younger generations and have a greater scope, be the main carriers of careful communication. It is essential that the content shared by brands and influencers promotes an improvement in the well-being and self-esteem of their followers. Especially in times like the Covid-19 Pandemic, when social networks were one of the major forms of entertainment, for individuals in general.

Secondly, the importance of sharing real content, especially by the influencers. It is common, on Instagram, that users tend to share only the best moments and their best self, choosing to hide the moments when they are not at their very best. This sort of behavior makes "common" users of the social network, when confronted with this reality, to mislead about other people's reality, assuming that other people's lives are better than their own.

To conclude, all the previous topics have a common purpose: that behaviors that promote a decrease in users' self-esteem and well-being are not encouraged. Brands and influencers must play an active role in contributing to a greater well-being and self-esteem of the people they are followed by, in order to encourage the pursuit of improved mental health. Thus, by contributing to an increase in well-being and self-esteem, individuals, when confronted on Instagram with other individuals' realities, will be less likely to engage in comparisons that could be detrimental to their mental health, as they will have the ability to observe that their own life is already fulfilling enough.

LIMITATIONS AND FUTURE RESEARCH

This research presents important limitations that should be addressed in future studies. The first limitation is due to the fact that it has not been possible to analyze the impact of Instagram usage intensity on the other constructs, as the items used did not show correlation with the remain constructs. Future studies can make use of more appropriate items to evaluate the impact of Instagram usage intensity, on the better-than-average effect.

The present research can serve as a basis for future work. Future studies may include other variables, namely the way an individual perceives the self, in order to enrich it. Additionally, it would be interesting to obtain a larger and more homogeneous sample in

order to have a better evaluation of the results. The present study obtained more female participants, compared to the number of males, which can bias the results.

Although the sample size was relevant, it was a convenience sample and was only conducted in Portugal. Thus, it is not possible to generalize the conclusions to the rest of the world's population. Moreover, there was some difficulty in collecting the data, since the number of completed surveys does not correspond to the total sample that started the survey, as some participants left questions unanswered.

Additionally, this study was conducted during the course of the Covid-19 Pandemic. This fact may have influenced the data collected, since the pandemic caused the population to suffer a mental strain, which may have disrupted the participants' well-being and self-esteem levels.

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APPENDIX A – ETHICS COMMITTEE APPROVAL

This is to certify that

Project No.: **OTHER2020-11-134065**

Project Title: **Instagram Usage Patterns**

Principal Researcher: **Sara Guerreiro**

according to the regulations of the Ethics Committee of NOVA IMS and MagIC Research Center this project was considered to meet the requirements of the NOVA IMS Internal Review Board, being considered **APPROVED** on 11/13/2020.

It is the Principal Researcher's responsibility to ensure that all researchers and stakeholders associated with this project are aware of the conditions of approval and which documents have been approved.

The Principal Researcher is required to notify the Ethics Committee, via amendment or progress report, of

- Any significant change to the project and the reason for that change;
- Any unforeseen events or unexpected developments that merit notification;
- The inability of the Principal Researcher to continue in that role or any other change in research personnel involved in the project.

Lisbon, 11/13/2020

NOVA IMS Ethics Committee
ethicscommittee@novaims.unl.pt

APPENDIX B – SURVEY ITEMS

Uso de Redes Sociais

1. Que redes sociais costuma utilizar? (Selecione todas as opções que se aplicam)

- | | |
|------------------------------------|---------------------------------------|
| ☐ Facebook | ☐ Tik Tok |
| ☐ Instagram | ☐ Twitter |
| ☐ Snapchat | ☐ Tumblr |
| ☐ Youtube | ☐ Outra. Qual? |

2. Qual a rede social que mais utiliza? (Selecione apenas uma opção)

- | | |
|------------------------------------|--------------------------------------|
| ☐ Facebook | ☐ Tik Tok |
| ☐ Instagram | ☐ Twitter |
| ☐ Snapchat | ☐ Tumblr |
| ☐ Youtube | ☐ Outra.Qual? |

3. Com que frequência utiliza o Instagram? (Selecione apenas uma opção)

- ☐ Todos os dias
- ☐ 2 a 3 vezes por semana
- ☐ 1 vez por semana
- ☐ 1 a 2 vezes por mês
- ☐ Com menos frequência
- ☐ Não uso o Instagram

Uso do Instagram

Next, we will ask you about your Instagram use.

1. Com que frequência costuma **postar conteúdo no Feed do Instagram?**

1 – Nunca 2 3 4 5 6 7 – Muito Frequentemente

2. Com que frequência costuma **postar conteúdo nos Stories do Instagram?**

1 – Nunca 2 3 4 5 6 7 – Muito Frequentemente

3. Com que frequência costuma **postar conteúdo no IGTV?**

1 – Nunca 2 3 4 5 6 7 – Muito Frequentemente 8 – Não sei o que é o IGTV

4. Com que frequência costuma **postar conteúdo no Reels?**

1 – Nunca 2 3 4 5 6 7 – Muito Frequentemente 8 – Não sei o que é o Reels

5. Com que frequência costuma **comentar o conteúdo de outras pessoas?**

1 – Nunca 2 3 4 5 6 7 – Muito Frequentemente

6. Com que frequência costuma **colocar “like” no conteúdo de outras pessoas?**

1 – Nunca 2 3 4 5 6 7 – Muito Frequentemente

7. Com que frequência costuma **consultar o perfil de outras pessoas no Instagram?**

1 – Nunca 2 3 4 5 6 7 – Muito Frequentemente

Comparação com os Outros

De seguida, vamos fazer-lhe perguntas sobre como se vê em relação às outras pessoas.

Para responder, considere **a forma como você se vê a si mesmo/a, em comparação com a média das pessoas que fazem parte do seu Instagram.**

Vamos apresentar-lhe um conjunto de características e terá que indicar se acha que tem mais ou menos essa característica, comparativamente à média das pessoas do seu Instagram.

Para responder, utilize a escala que vai de 1 a 7, sendo que 1 significa "muito menos comparado com as pessoas em média", 4 significa "igual às pessoas em média" e 7 significa "muito mais comparado com as pessoas em média".

1. Quão **atraente fisicamente** se considera comparativamente às outras pessoas, em média?
2. Quão **atlético/a** se considera comparativamente às outras pessoas, em média?
3. Quão **saudável** se considera comparativamente às outras pessoas, em média?
4. Quão **estiloso/a** se considera comparativamente às outras pessoas, em média?
5. Quão **popular** se considera comparativamente às outras pessoas, em média?
6. Quão **viajado/a** se considera comparativamente às outras pessoas, em média?
7. Quão **estável financeiramente** se considera comparativamente às outras pessoas, em média?
8. Quão **amigável** se considera comparativamente às outras pessoas, em média?
9. Quão **acessível** se considera comparativamente às outras pessoas, em média?
10. Quão **ativo/a socialmente** se considera comparativamente às outras pessoas, em média?

11. Quão **engraçado/a** se considera comparativamente às outras pessoas, em média?
12. Quão **ativista** se considera comparativamente às outras pessoas, em média?
13. Quão **interessante** se considera comparativamente às outras pessoas, em média?
14. Quão **honesto/a** se considera comparativamente às outras pessoas, em média?
15. Quão **inteligente** se considera comparativamente às outras pessoas, em média?
16. Quão **educado/a** se considera comparativamente às outras pessoas, em média?
17. Quão **sensato/a** se considera comparativamente às outras pessoas, em média?
18. Quão **respeitoso/a** se considera comparativamente às outras pessoas, em média?

Autoestima

As seguintes afirmações visam avaliar a sua **autoestima**.

Para responder, utilize a escala que vai de de 1 a 7, sendo que 1 significa "Discordo Totalmente", 4 significa "Nem concordo nem discordo" e 7 significa "Concordo Totalmente".

1. De modo geral, estou satisfeito comigo mesmo.
2. Por vezes, penso que não sou bom de todo.
3. Sinto que tenho diversas qualidades boas.
4. Sou capaz de fazer as coisas tão bem como a maioria das outras pessoas.
5. Sinto que não tenho muito de que me orgulhar.
6. Por vezes, sinto-me inútil.
7. Sinto que sou uma pessoa de valor, pelo menos num nível igual ao dos outros.

8. Gostaria de ter mais respeito por mim próprio.
9. De modo geral, sinto-me inclinado a sentir que sou um fracasso.
10. Tenho uma atitude positiva em relação a mim próprio.

Bem-estar

As seguintes afirmações visam avaliar o seu **bem-estar com a vida**.

Para responder, utilize a escala que vai de 1 a 7, sendo que 1 significa "Discordo Totalmente", 4 significa "Nem concordo nem discordo" e 7 significa "Concordo Totalmente".

1. Levo uma vida com um propósito e um sentido.
2. As minhas relações sociais são encorajadoras e gratificantes.
3. Estou empenhado e interessado nas minhas atividades diárias.
4. Contribuo ativamente para a felicidade e bem-estar dos outros.
5. Sou competente e capaz nas atividades que são importantes para mim.
6. Sou uma boa pessoa e vivo uma boa vida.
7. Estou otimista quanto ao meu futuro.
8. As pessoas respeitam-me.

Perguntas de Caracterização

1. Indique a sua Idade

2. Indique o seu género

- ☐ Feminino
- ☐ Masculino
- ☐ Outro

3. Indique o nível mais alto de escolaridade que obteve:

- ☐ Ensino Básico ou menos
- ☐ Ensino Secundário
- ☐ Curso Profissional
- ☐ Licenciatura
- ☐ Mestrado
- ☐ Doutoramento
- ☐ Prefiro não dizer

