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INFLUENCE OF INSTAGRAM LIFESTYLE POSTS ON MENTAL HEALTH BEHAVIOUR AMONG YOUNG INSTAGRAM USERS IN ENUGU METROPO- LIS

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ABSTRACT

It has been observed that most young people are constantly being exposed to lifestyle posts made by others on Instagram which either have an effect on them or not; it is against this backdrop that this study seeks to examine the influence of Instagram lifestyle posts on mental health behaviour among young Instagram users in Enugu metropolis. Technological Determinism Theory and Social Comparison Theory formed the theoretical basis of the study. Using the survey research method, the questionnaire was deployed to elicit information from undergraduates from Godfrey Okoye University (GO-UNI) and Enugu State University of Science and Technology (ESUT). Findings from the study revealed that the students are highly exposed to lifestyle posts on Instagram; these posts influence their attitude as they indicated that the posts reflect their actual standard of living. This is as their exposure to these posts promotes downward self-social comparison of their own lifestyle with the lifestyles being posted. The study recommends among other things that parents and other institutions of socialization should begin to sensitise young people as they need proper education on how to perceive and react to lifestyle posts on Instagram and other social media platforms as most of those posts are exaggerated.

Keywords: Influence, Instagram Lifestyle Posts, Mental Health, Enugu



INTRODUCTION

The world has become an interconnected village. This would not have been possible without the emergence of the Internet. Due to its easy access, young people frequently utilise the Internet for all of their everyday activities (Keles et al. 2020). The advent of social media platforms especially Instagram has been driven significant changes as it is been used to connect, interact and communicate (Daluba & Maxwell, 2013). With its launch in 2010, Instagram has attracted more than 400 million monthly active users, 80 million shared photographs, and 3.5 billion likes each day. The shared posts of people can be liked and commented on by other Instagram users, commonly referred to as followers. Young people are badly psychologically impacted when they compare themselves to these images of others. This results in “fear of missing out “ (FOMO), anxiety, depression, and mental health impacts. The notion of social comparison holds that individuals evaluate their accomplishments and skills in relation to those of others (Hawi & Samson, 2017).

The impact of Instagram on young people’s mental health can vary depending on whether they engage in downward comparisons or use advanced performances as a point of reference. The heavy utilisation of social media poses serious danger for the development of mental illness, with roughly one in five young people experiencing diagnosable mental health issues like depression and suicide (Nesi, 2020). Self-comparison on Instagram has been shown to have detrimental consequences on both physical and mental health because it allows users to compare themselves and seek approval (Stefanone et al. 2011, Khurana, 2015).

Instagram posts of thin-ideal photographs show the negative impacts of early exposure to disordered eating and body dissatisfaction. For both thin-ideal and ordinary photographs, a high number of likes, comments, and follows reduced facial discontentment (Tiggemann et al., 2018). Social acceptance is greatly influenced by an individual’s number of followers, likes, and comments. If an individual has fewer followers, likes, and comments, it is more likely that they will believe that their peers do not accept them socially and that they will seek acceptance, which will lead to social comparison and mental health problems like anxiety and depression.

In an effort to fit in and gain approval from their peers, young people frequently copy or mimic influencers and celebrities. Increased Instagram use may also result in a persistent urge to connect and may encourage bad experiences, both of which can have an impact on users’ mental health (Masedu et al., 2014). Youth experience the negative effects of growing Instagram use the most as it has the potential to increase the risk of depression, drug use, and alcohol consumption (Salimian et al., 2014). This paper aims to investigate the influence of Instagram lifestyle posts on the mental health behaviours of young people in the Enugu metropolis.

1.2 STATEMENT OF THE PROBLEM

The Internet is now an advanced means of family and individual communication thanks to recent advancements in technology. Over the past ten years, social media has given rise to a phenomenon that has grown in popularity (Sponcil & Gitimu, 2013). The quick uptake of Instagram by young people across the globe, especially in Nigeria, has brought up some significant issues. Studying the influence of Instagram lifestyle posts on the mental health behaviours of youths has become crucial as the social media platform has developed into one that is more accessible in Nigeria and has become a part of people's daily lives.

Numerous studies conducted outside of Nigeria have demonstrated that using Instagram makes users compare themselves negatively to their followers and friends, which has a negative influence on their mental behaviour (De Vries & Kühne, 2015; Vogel et al., 2014). Instagram is a good predictor of eating disorder symptoms, body dissatisfaction, and life satisfaction in adolescent girls, according to other studies (Ferguso et al., 2014). According to other research, women who use Instagram are more likely to have higher levels of jealousy and worse levels of well-being (Cretti, 2015). These studies confirm that young people's mental health behaviours may be adversely affected by exposure to Instagram lifestyle images.

The statistics concentrating on the influence of Instagram lifestyle postings on in Enugu State, Nigeria, are still skewed because the majority of current research focuses on youths in other regions of the world. The general impact of Instagram lifestyle posts on the mental health behaviours of young Instagram users in Nigerian Metropolis of Enugu requires further study. This prompted the researcher to conduct this study to determine how Instagram lifestyle posts affect young people's mental health behaviours in Enugu metropolis.

OBJECTIVES OF THE STUDY

The general objective of this study is to examine the influence of Instagram lifestyle posts on mental health behaviour among young people in Enugu metropolis. The specific objectives of this study are to:

- Determine the extent to which young Instagram users in Enugu metropolis are exposed to lifestyle posts on Instagram.
- Determine the attitude of young Instagram users in Enugu metropolis towards lifestyle posts on Instagram.
- Ascertain the extent to which exposure to lifestyle posts on Instagram influences self-esteem and behaviour among young Instagram users in Enugu metropolis.

OVERVIEW OF INSTAGRAM

Instagram is one of the fastest social media platforms where users can post images and videos as a means of exchanging information. These users also known as followers can either like, comment, share and interact with one another (Anderson & Jiang 2018). Instagram gained popularity and grew to be a significant social media tool as a result of the attention it attracted from a wide range of users. Despite being introduced in 2010, the Instagram application has undergone unquantifiable progress. As of 2013, Instagram had 100 million users and had received four billion photo uploads (Abbott et al., 2013). Since

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The statistics concentrating on the influence of Instagram lifestyle postings on youths in Enugu State, Nigeria, are still skewed because the majority of current research focuses on youths in other regions of the world. The general impact of Instagram lifestyle posts on the mental health behaviours of young Instagram users in Nigerian Metropolis of Enugu requires further study. This prompted the researcher to conduct this study to determine how Instagram lifestyle posts affect young people's mental health behaviours in Enugu metropolis.

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then, there has been a significant increase in these numbers.

According to Salomon (2013), there are daily estimates of approximately 75 million Instagram users and 16 billion and over 20 billion photographs being published and shared (Zappavigna, 2016). One feature of Instagram that enhances the credibility of the network is the hashtag indications (Cortese et al, 2018). When users utilise hashtags when posting content on the site, it increases their visibility and creates a chance for all Instagram users, regardless of location, to access and read such post. The youth have also used Instagram to establish themselves as social media influencers (Abidin 2016). For instance, a user's reputation or position in society is more likely to increase with the number of followers he has. This therefore gives the user the chance to use the platform to build their brand and express their thoughts on both domestic and global concerns (Taleb et al., 2018).

It offers its users the chance to make their own images, alter their colour and texture, create polls and allow other users to review and comment on the images. It encourages users to document the unremarkable parts of their daily life and occasionally submit personal information (Cilandro & Graham, 2020).

IMPACT OF INSTAGRAM LIFE STYLE POSTS ON MENTAL HEALTH

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IMPACT OF INSTAGRAM LIFE STYLE POSTS ON MENTAL HEALTH

In the majority of evaluation-based studies on social media and mental health; Instagram are expressly included. One in five teenagers, aged 13 to 18, is thought to have or be developing a psychological condition. A mood disorder like depression or bipolar disorder affects 11% of people with mental illnesses, while anxiety disorders like generalised anxiety disorder (GAD), panic disorder, obsessive-compulsive disorder, or social anxiety disorder affect 8% of people with mental illnesses (National Alliance on Mental Illness, n.d). Young people's ratings of anxiety symptoms considerably rose when access to social media, particularly texting, was restricted (Woods, 2016).

According to Twenge et al. (2017), those with suicide risk factors were significantly more likely to spend more than two hours per day online. Allcott et al. (2019) noted that individuals in control group who voluntarily deactivated their Instagram accounts for one month showed moderate but significant improvements in their general well-being, happiness, and sense of fulfillment while those who deleted their accounts; self-reported lower feelings of anxiety and despondency compared to the control group. Frison & Eggermond (2017) opined that the use of social networking sites has an enormous effect on the state of mind and tends to be bad for mental health. Weinstein (2017) affirmed that Instagram post may provoke an emotive response and unfair life comparisons. As a result of only seeing the positive sides of life, social media users may experience feelings of inadequacy, unattractiveness, jealousy, and envy.

According to Lup et al., (2015), an Instagram user's reported number of symptoms of depression has a positive relationship with the number of people they follow. Young individuals thus indicated the greatest levels of depression symptoms when 75% to 90% of Instagram profiles viewed belong to individuals and daily online time exceeded 2 hours. Following fewer than 10% of strangers on Instagram was discovered to be a protective factor against depressive symptoms, even in young people who spent over two hours per day on social media. Chassiakos et al. (2016) affirmed that there is a positive correlation between the amount of foreigners followed and depressed symptoms, with a higher number of strangers followed being linked to more depression-related symptoms being observed. Once users actually know the people they are following, how they live, and how they behave, their negative self-comparisons are reduced.

Body dissatisfaction is another growing issue that has caught the attention of young people. There seems to be an increase in negative body image, which is defined as having undesired and dysfunctional ideas and sentiments about one's looks. Instagram encourages the image of the ideal figure. Normally, women are the typical focus of these ideal body images; from height, weight, body measurements, and body form. The majority of the photos promote thinpiration and bonespiration, which pushes viewers to be underweight and occasionally to have a physique with protruding ribs, spines, and collarbones, which is the primary cause of anorexia. On the other hand, the positive trend of "fitspiration" that encourages people to maintain a healthy and fit body can occasionally be seen on social media.

REVIEW OF RELATED STUDIES

Numerous studies have been conducted on youth exposure to social media and its influence on them. One of such studies was carried out by Hashem & El-Badawy (2015) who noted that thirty-three percent of students everyday spend the identical period of time on Snapchat, Facebook, Instagram, Twitter and YouTube while fifty percent of them spend 1 to 3 hours studying a day. Talaue et al. (2018) similar found out that found students use social media on average for one to three hours every day as it helps them access information and educational-related materials. Duggan et al. (2014) stated that although the growth of Facebook is slow; it has thus continued to be the most widely used social media network meanwhile online adult usage of other sites like Twitter, Instagram, Pinterest, and LinkedIn has increased. Strickland (2014) estimated that the typical American youth uses social media for about three and a half hours each day. This exposes them to frequently encounter Instagram lifestyle posts.

In their study, Mahmood et al., (2020) looked into how Instagram may be contributing to young people's psychological suffering using the Social Comparison Theory as their theoretical base. From the findings, Instagram thus promotes psychological suffering among young people with their viewership of the posts and stories they find upsetting. Nweke and Obumse (2021) following COVID-19 looked at the connection between social networking sites and depressive tendencies among undergraduate students in Anambra State. The study showed that there was a modest association between YouTube and Instagram use and depressive tendencies among Nigerian students enrolled in higher education. Ulvi et al. (2022) in their study affirmed that excessive and escalating use of Facebook, Twitter and Instagram especially among those who are most susceptible is linked to sadness as well as other behavioural disorders. Kim et al., (2019) noted most people utilise social media to treat psychological issues. The study disclosed that people who experience loneliness or a lack of social interaction may develop a strong preoccupation with social media, which could have negative effects on their everyday lives by making them neglect their work or their relationships, or by making them feel even more alone and isolated.

Moving on, Omozejele (2019) opined that numerous social networking sites (SNS) have an impact on young people's depression in Nigeria. Thus the amounts of unhappiness experienced by young people were found to be related with their utilisation of SNS. However, Ibimiluyi (2019) disclosed that teenagers' in Ekiti State exposure to social media was not significantly linked to the onset of depression though they did exhibit depressed symptoms, if not actual depression. In Abuja, Ismail (2021) noted that secondary school students' use of social media significantly affects their way of living thereby causing harm to them. According to Agbo (2021), social media use is a risk factor for depression in

school-aged teenagers. The study conducted among students in Enugu State's high schools disclosed that they spend as much as ten hours per day using social media and choose to communicate with friends and acquaintances online other than speaking with their guardians. These students were found to engage in fewer activities, feel incapacitated, and have negative mood and experience hallucinations when they are not getting a sufficient amount of rest at night.

Furthermore, Idongesit (2020) noted that social media especially Instagram has become a significant part of Nigerian society as it has grown in popularity among young people. The research demonstrates that the level of exposure to and dependence on the platform have a direct impact on how the well-being and self-esteem of young people are affected. In the era of COVID 19 pandemic, Nwambam et al., (2022) disclosed that undergraduates at Ebonyi State University during this period spent so much time on social media by engaging in sports, games, betting, and business transactions. The prolong use of the social media thus contributed to their melancholy, anxiety, headaches, and insomnia. Nzekwe and Ezinwa (2019) study on how Western popular culture depicted on Instagram, affects young Nigerians' social behaviour revealed that youths in Enugu State are heavily exposed to popular culture on Instagram. Result from the study also disclosed that despite the youth have unfavorable opinions of Western culture they still emulate such behaviours to avoid feeling left out.

THEORETICAL FRAMEWORK

Technological Determinism Theory

This theory as introduced by Marshal McLuhan in 1962 contends that the once a technology is introduced, the society changes. The tenets of the theory holds that the "medium (technology) is the message" since human behaviour is influenced by the messages that people get through modern technologies. These technologies thus influence how people feel, act, and think (Nwosu & Nwosu 2020; Asemah et al., 2017). Social media as a technological tool as stipulated by Ita et al., (2020) changes social interactions and shapes consumer lives in different ways. The media not only change their environment but also the message they present. This is due to the fact that media technologies and new persistent habits produce novel surroundings (Edegoh & Samson, 2014).

This finds its relation as young people's pattern of Instagram usage are influenced by the development of social media technology which also shape their behaviour. Therefore, the manner that young people engage and communicate with one another is shaped, influenced, and dictated by the current, accessible, and available social media technologies. Its significance is ingrained in how people apply or utilise it, which has an influence. This has the implication that the level of authority that technology obtains from the audience, or the people and culture, is what ultimately determines its influence.

Social Comparison Theory

The Social Comparison Theory was first proposed in 1954 by a psychologist, Leon Festinger who noted that people are compelled to assess their personal and social worth in relation to their peers. Through social comparison, people evaluate themselves in reference to others thereby frequently forming either a positive or negative opinions about themselves (Kendra 2022). The theory thus has a significant impact on how people perceive themselves and the behaviours they display. It influences behaviour by altering a

user's attitude, motivation, and self-belief as a result of how much they despise the operation.

According to Yang and Brown (2016) distinctive setting for social comparison is provided by social media. Instagram users have access to an almost infinite amount of content for social comparison because they have countless acquaintances who regularly post updates about their lives. Every time they have access to the platforms, individuals can assess oneself to a huge number of others, including people who are physically far away from them. The information published on social media does not, however, encompass every aspect of the user's life; through deliberate self-presentation, the majority of individuals deliberately portray exquisite and aesthetically attractive pictures (Yang & Brown 2016). These false information can have a negative impact and be dangerous because it may cause people to act in ways that are very harmful to themselves, others, and society as a whole (Onwukwalonye et al., 2019). Instagram serves as a convenient setting for skill comparisons in society since it is so straightforward to access other users' meticulously curated self-presentations.

Academics have looked into the judgmental form of peer comparison on social networking sites by examining comparisons of competency, social skills, social connectivity, popularity, and if others are typically doing more or less well. The outcomes are worrisome but not shocking. People regularly compare themselves to people who are superior to them on social media as opposed to people who are inferior (Vogel et al. 2014). This is known as upward social comparison. Due to self-doubt and negative interpersonal feelings, such a comparison may have a negative impact on one's well-being.

The Social Comparison Theory finds it relation to this work because since young people frequently compare themselves to those they see on Instagram; this may result in mental health problems, contends that this behaviour is harmful. This argument is consistent with the main ideas of the research, which explores how Instagram lifestyle posts affect young people's mental health in Enugu metropolis.

METHODS

The research design adopted for this study was survey method where the questionnaire served as the instrument of data collection to evaluate changes in peoples' perception and their opinion especially as the task is to examine the influence of Instagram lifestyle posts on mental health behaviour among undergraduate Instagram users in Enugu metropolis. Using the Australian Bureau of Statistics online calculator, the researchers arrived at 370 as the sample size from 9,296 students who served as the population from both Godfrey Okoye University Enugu (GO-UNI) and Enugu State University of Science and Technology (ESUT).

The multistage sampling technique was used to draw sample from students who are social media users in universities situated in Enugu metropolis. In stage one, the researchers selected two faculties each from the universities through randomization;

GO-UNI: Faculty of Management and Social Science
Faculty of Natural and Applied Science

ESUT: Faculty of Clinical Medicine
Faculty of Basic Medical Sciences

Moving on, the researchers at stage two randomly selected one department each from the aforementioned faculties:

GO-UNI: Faculty of Management and Social Science (International Relations)
Faculty of Natural and Applied Science (Computer Science)

ESUT: Faculty of Clinical Medicine (Medicine and Surgery)
Faculty of Basic Medical Sciences (Anatomy)

Using the quota sampling technique, the researchers in this stage three distributed 94 copies of the questionnaire to students who are technological incline and equally have access to the use of social media platforms. The study employed the use of Cronbach alpha to test the reliability of the measuring instrument which was found accepted at a value of 0.76 while mean analysis was adopted for the data analysis and presentation.

RESULT

The questionnaire was administered to 370 Instagram users in Enugu metropolis who formed respondents for the study. However, 367 copies of the questionnaire were retrieved and analysed while the mean analysis was used for data presentation to aid the understanding of the data. The decision rule for the mean analysis indicates thus:

Decision Rule: *If the calculated mean is equal or greater than the criterion mean (2.5), then the decision is accepted but if the calculated mean is lower than the criterion mean (2.5), the decision is rejected. Also, let 1-1.6 (very low), 1.7-2.4 (low), 2.5-3.2 (high) and 3.3-4.0 (very high).*

Research Question One: To what extent are young Instagram users in Enugu metropolis exposed to lifestyle posts on Instagram?

Table 1: Respondent's exposure to lifestyle posts on Instagram

Research Items	SA	A	D	SD	Mean	Decision
I use Instagram application more than 3 hours	192	91	45	39	3.1	Accepted
I do see pictures and videos people post on Instagram about their relationship	96	194	34	43	2.9	Accepted
I do see pictures and videos people post on Instagram about luxurious places they visited for vacation/relaxation	113	192	23	39	3.0	Accepted
I do see pictures and videos people post on Instagram about people having their meals at exotic restaurants, bars and hotels	199	117	19	32	3.3	Accepted
I do see pictures and videos people post on Instagram showing classy fashion styles	183	125	22	37	3.2	Accepted
I do see pictures and videos people post on Instagram showing luxury homes, houses, cars and such likes	72	144	67	84	2.5	Accepted
I see lifestyle pictures and videos people post on Instagram about throwing expensive birthday parties, weddings, burial etc.	79	174	51	63	2.7	Accepted
Average Mean					2.9	Accepted

From the analysis above, it was discovered that the respondents at a mean value of 2.9 are extensively exposed to lifestyle post on Instagram. This may be as a result of their constant use of Instagram and the time they devote in the application.

Research Question Two: What is the attitude of young Instagram users in Enugu metropolis to lifestyle posts on Instagram?

Table 2: Respondent's attitude towards lifestyle posts on Instagram

Research Items	SA	A	D	SD	Mean	Decision
Lifestyle videos and pictures posted by people on Instagram are mostly real and true to life.	189	109	24	45	3.2	Accepted
Lifestyle videos and pictures posted by some people on Instagram are mostly false, fake and make-believe.	104	25	186	52	2.4	Rejected
Lifestyle videos and pictures posted by some people on Instagram sometimes make me feel they may be luckier than me.	193	93	34	47	3.1	Accepted
Lifestyle videos and pictures posted by some people on Instagram make me feel that I need more efforts to meet up with them.	82	200	30	55	2.8	Accepted
Lifestyle videos and pictures posted by some people on Instagram sometimes make me feel that all my efforts are not yielding needed results fast enough.	168	125	21	43	3.0	Accepted
Lifestyle videos and pictures posted by some people on Instagram make me unhappy and sad with my current situation and /background.	149	111	67	40	3.0	Accepted
Average Mean					2.9	Accepted

The table presented disclosed that at an average mean of 2.9 respondents' showed a positive attitude towards lifestyle post on Instagram.

Research Question Three: To what extent does exposure to lifestyle posts on Instagram influence self-esteem and behaviour among young Instagram users in Enugu metropolis?

Table 3: Respondents' view on lifestyle posts influence on self-esteem and behaviour

Research Items	SA	A	D	SD	Mean	Decision
I sometimes compare my lifestyle to other peoples lifestyle as posted on Instagram	104	186	25	52	2.9	Accepted
I have made some moves to get into relationships I can also flaunt like others on Instagram.	142	93	85	47	2.8	Accepted
I have desired visiting or have actually visited certain places because of posts made by others on Instagram	82	154	76	55	2.7	Accepted
I am determined to become rich and to live a life of luxury due to what others post on Instagram	148	100	76	43	2.9	Accepted
I have posted some pictures and videos on Instagram to make people believe that I am also doing well.	129	131	67	40	2.9	Accepted
I have faked a luxury lifestyle due to the lifestyle posts I see on Instagram	144	96	81	46	2.9	Accepted
My fashion sense has been influenced based on the lifestyle posts I see on Instagram	80	192	56	39	2.8	Accepted
I have an Instagram content creator I want to look like in the future	110	135	51	63	2.7	Accepted
I have unfollowed someone on Instagram, due to the negative effect their lifestyle post had on my mind and emotion.	161	109	52	45	3.0	Accepted
Average Mean					2.8	Accepted

Result of the table above indicates that respondents' exposure to lifestyle posts on Instagram influences their self-esteem and behaviour both in a positive and negative way.

DISCUSSION OF FINDINGS

Exposure to lifestyle posts on Instagram among Instagram users in Enugu metropolis

The result on the analysis revealed that at a mean value of 2.9 Instagram users in Enugu metropolis were found to be highly exposed to lifestyle post on Instagram. This is due to the amount of time they devote to the application each day. This indicates that since they use Instagram for more than three hours every day, there is a good chance they may encounter lifestyle posts on relationships, holidays, sports, fashion, and events.

The results corroborate with the research conducted by Talaue et al. (2018) which showed that students use social media for one to three hours every day. American youth on their part uses social media for about three and a half hours each day thereby getting them to frequently encounter Instagram lifestyle posts (Strickland 2014). Social media especially Instagram has become a significant part of Nigerian society as it has grown in popularity among young people (Idongesit 2020). Also, Nwambam et al. (2022) and Ulvi et al. (2022) in their respective studies revealed that students in Ebonyi and Enugu State spent so much time on Instagram, Facebook and Twitter among others by engaging in different activities. Agbo (2021) equally disclosed that school-aged teenagers in Enugu State's high schools spend as much as ten hours per day using social media. Their heavy use of these social media platforms gets them acquitted to communicate with friends and heavily exposed to popular culture on Instagram (Nzekwe & Ezinwa 2019).

This research slightly differs from the study of Duggan et al. (2014) who stated that although Facebook is slow, it has thus continued to be the most widely used social media network. Meanwhile Hashem & El-Badawy (2015) opined that student who spend less time on social media utilizes it for study more than any other activities not educational related,

The attitude of young Instagram users in Enugu metropolis to lifestyle posts on Instagram

Communicating result from data analysis, it was revealed that at an average mean of 2.9, the Instagram users in Enugu metropolis have affirmative attitude towards lifestyle posts as they strive to meet up the standard of lifestyle shown on Instagram. This is because they think that these posts reflect the actual standard of living of those who make such posts. The implication is that in order to get more friends, followers, and status, young people would modify their images to be accepted and appreciated by society. Before sharing their photos to various social networking sites, they frequently apply filters to the images. This demonstrates unequivocally that the majorities of young people are unsatisfied with their physical appearance and frequently use tools for filtering, such as photo editing software, cropping, and other techniques.

Similarly, Agbo (2021) on the lifestyle of students in Enugu State's high schools noted that the school-aged teenagers prefer communicating with friends and acquaintances online other than speaking with their guardians. These students were found to engage in fewer activities, feel incapacitated, experience hallucinations and have negative mood when they are not getting a sufficient amount of rest at night. To Kim et al. (2019) people perceive social media as a tool of treating psychological issues. The study disclosed that people who experience loneliness or a lack of social interaction may develop a strong preoccupation with social media.

Lifestyle posts on Instagram influence on the self-esteem and behaviour of young Instagram users in Enugu metropolis

Further analysis indicated that at a mean value of 2.8, the study found out that lifestyle post on Instagram influences the self-esteem and behaviour of Instagram users in Enugu metropolis. This shows that the users compare their lifestyle to others, faked a luxury living, and updated their fashion style to suit the current trend. Others attested that they have equally unfollowed those who might have a negative effect on their mind and emotion.

These findings confirm Mahmood et al. (2020) assertion that Instagram contribute to and promote psychological suffering among young people. Though Kim et al. (2019) noted that most people utilise social media to treat psychological issues; it still did not stop the fact that it makes them neglect their work and relationships as well as making them feel even more alone and isolated. Omozejele (2019) found out that the amounts of unhappiness experienced by young people were found to be related with their utilisation of social networking sites (SNS). This agrees with the study of Nweke and Obumse (2021) on the connection between YouTube and Instagram use and depressive tendencies among Nigerian students in higher institutions during the COVID-19 pandemic.

Similarly, Nwambam et al. (2022) noted that undergraduates at Ebonyi State University prolong use of the social media thus contributed to their melancholy, anxiety, headaches, and insomnia. Ulvi et al. (2022) in their study revealed that excessive and escalating use of Facebook, Twitter and Instagram especially among those who are most susceptible, is linked to sadness as well as other behavioural disorders. The youth in Enugu and Abuja despite the fact that they have unfavorable opinions of Western culture they still emulate such behaviours to avoid being left out; this in turn affects their way of living as it causes harm to them (Nzekwe & Ezinwa 2019).

Contrary to the aforementioned influences, Ibimiluyi (2019) disclosed that teenagers' in Ekiti State exposure to social media is not linked to their onset of depression though they did exhibit depressed symptoms.

CONCLUSION AND RECOMMENDATION

The findings of the studies indicate that exposure to lifestyle posts on Instagram is contributing to psychological and mental stress among young people. These posts lead to downward social comparisons, anxiety, despair, lowered self-esteem and drive towards attaining perceived standards of living that in most cases are fabricated and unrealistic. The study found a strong positive correlation between Instagram lifestyle posts and depressive inclinations. This demonstrates that there is a positive association between depressive tendencies and Instagram life style postings, with an increase in the independent variables eventually leading to an increase in the dependent variables.

Based on the findings from the study, a number of recommendations have been put forward:

- Parents, teachers, trainers, other youth mentors should urgently sensitize young people on the need to regulate the number of hours they spend on Instagram.
- There is need to guide and educate the youth on how to perceive and react to social media contents with the understanding that most of these contents are exaggerated. They should also be trained to have the attitude that some lifestyle posts that appear glamorous, are sometimes out rightly false and edited.

- Also it is important to pay attention to the behavior of these young people so as to provide immediate counseling assistance when mental stress is noticed.



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ANALYSIS OF SELECTED NIGERIAN NEWSPAPERS' COVERAGE OF YOUTHS INVOLVEMENT IN CYBERCRIME FROM AUGUST 2021- JULY 2022

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