



Self-regulation, peer social support and instagram addiction in early single adults

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ABSTRACT

Instagram can give its users the opportunity to present themselves and make their mood more positive, but the desire to maintain this positive mood can lead to Instagram addictive behavior. There are several things that can influence the occurrence of Instagram addiction, one of which is self-regulation and peer support. The purpose of this study was to determine the effect of self-regulation and peer social support on social media addiction in early single adulthood. The sample used in this study was 96 single early adult respondents who had a tendency to be addicted to Instagram. The results of data analysis show that peer self-regulation and social support have an effect of 6.8% on Instagram addiction. Partially, only peer social support has no effect on Instagram addiction.

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1. INTRODUCTION

In this era of globalization, technological developments, especially information technology, have developed rapidly. This is proven by the ease of accessing the internet to connect with many people from various parts of the world without having to meet face to face, just using social media. In Indonesia, the number of active social media users was 191 million people in January 2022. This number has increased by 12.35% compared to the previous year. One of the most widely used social media in Indonesia is Instagram (We Are Social, 2022). In a survey conducted by Napoleon Cat (2021), Instagram users in Indonesia are dominated by the productive age group, namely in the 18 - 34 year age range. Ages 18 to 34 years are included in the early adulthood category, which starts around the age of 18 to 22 years and ends at the age of 35 to 40 years (Lemme, 1995).

Instagram is a social media application where users can share posts with friends in the form of images, videos and Instagram stories (Huang & Su, 2018). There are two main features on Instagram, namely Instagram Feed and Instagram Story. In the Instagram Feed feature, users can edit and then upload photos or videos and receive comments and "likes" from other people (Kircaburun & Griffiths, 2018). Meanwhile, in the Instagram Story feature, users can post videos and images (indirectly) which will automatically remain available for 24 hours from the time of upload (Amâncio, 2017). These features can sometimes lead to excessive application use, due to the constant urge to share photos and videos to get likes and comments from other people or excessive stalking of other people's profiles (Kircaburun & Griffiths, 2018). These features also give users the opportunity to present themselves

positively and make their mood more positive. However, the desire to maintain this positive mood or keep it constant leads to social media addictive behavior (Kuss & Griffiths, 2011).

According to Andreassen and Pallesen (2014) social media addiction is defined as addictive behavior caused by uncontrolled levels of access and use of social media, which has a negative impact on face-to-face social activities, studies, work, interpersonal relationships and other physical health (Schou Andreassen & Pallesen, 2014) (Brailovskaia & Margraf, 2021) (Andreassen et al., 2017). Based on the results of previous research, there are factors that cause social media addiction, namely self-regulation (Osatuyi & Turel, 2018; Haryuningrum & Sawitri, 2015; Rouis, Limayem, & Salehi-Sangari, 2011), and lack of social support from peers (Bilgin & Taş, 2018).

According to Friedman and Schustack (2012) self-regulation is a process by which a person can control their own achievements and actions, set goals for themselves, evaluate their success in achieving these goals and reward themselves for achieving these goals (Schunk, 2001) (Schunk, 2023). In young adults, good self-regulation is correlated with less tendency to worry, and rumination (rumination) behavior (Crowe, Matthews, & Walkenhorst, 2007; Davis & Nolen-Hoeksema, 2000; Kane, Brown, McVay, Silvia, Myin-Germeys, & Kwapil 2007), and experiencing fewer negative emotions (Compton, Robinson, Ode, Quandt, Fineman, & Carp, 2008; Robinson, Schmeichel, & Inzlicht, 2009). Early adult individuals with good self-regulation can maintain good behavior at work and social life and avoid destructive behavior such as addiction (John, Robins, & Pervin, 2008).

Another thing that can have an influence on Instagram addiction is peer support (Hou et al., 2019) (Ponnusamy et al., 2020). Peer support is described as a relationship process that makes individuals feel loved, appreciated, and able to give or receive help either emotionally or instrumentally (Burlinson, 2003) (Bender et al., 2021) in any condition, so that it can bring about desired social or personal changes (Mead, Hilton, & Curtis, 2001; Repper & Carter, 2011). In the early adulthood phase, peer support relies more on work activities, and nurturing as well as sharing confidence and advice (Papalia & Feldman, 2014).

Researchers chose early adults as research respondents because the survey results showed that Instagram social media users were dominated by the early adult group. For single young adults, friends and companions are more important for meeting emotional needs (companionship, disclosure, reassurance) and support (real advice and help) than among individuals who are married or have children (Wrzus, Zimmermann, Mund, & Neyer, 2017). Thus, if an early adult individual who is single, has limited interpersonal relationships and does not find support from other people in real life, will use social media to fulfill these needs which can lead to addictive behavior (Bilgin & Taş, 2018).

Based on the previous explanation, the aim of this research is to determine and analyze the influence of self-regulation, social support on Instagram addiction in young single adults partially and simultaneously.

2. RESEARCH METHOD

Participant

The population in this study were single early adult Instagram users, who were selected using purposive sampling techniques (Razak et al., 2020). The required sample characteristics are, men or women aged 22 – 40 years who are active users of Instagram social media, are not in a romantic relationship or are single and have an Instagram Addiction Scale (IAS) score above 38.

Instrument

The first measuring tool is Instagram addiction. Instagram Addiction is a dependent variable which is measured using the Instagram Addiction Scale (IAS) (Ershad & Aghajani, 2017), which was developed by Kircaburun and Griffiths (2018). IAS has components consisting of social effect and compulsion. In the social effect component there are 8 items such as, "How often do you feel happier playing Instagram compared to being with your close friends?", in the compulsion component there are 7 items such as, "How often do you try to reduce the amount of time spent using Instagram and

fail? ” This scale has a total of 15 items, with 1 to 6 answer choices from Never to Always. The reliability of the IAS scale is 0.91

The second measuring tool is self-regulation. Self-regulation is an independent variable measured using the Short Self-Regulation Questionnaire (SSRQ) developed by Carey, Neal and Collins (2004). The SSRQ items are arranged based on the 7 stages of self-regulation according to Miller and Brown (1991), namely receiving, evaluating, triggering, searching, formulating, implementing and assessing. One item from the SSRQ is “I do not notice the consequences of my actions until it is too late.” The SSRQ scale has 31 items, with 1 to 5 answer choices from Strongly Disagree to Strongly Agree. The reliability of the SSRQ scale is 0.92.

The third measuring tool is social support from peers. Peer social support is an independent variable measured using Cutrona and Russell's (1987) Social Provisions Scale (SPS). The SPS items are arranged based on the dimensions of peer social support according to Cutrona and Russell (1987) which include reliable relationships, guidance, attachment, social integration, appreciation or recognition, and parenting opportunities. One of the SPS items is "I have friends who can be my support when I need help." The SPS scale has 24 items, with 1 to 5 answer choices from Strongly Disagree to Strongly Agree. The reliability of the SPS is 0.915.

Data Analysis

Researchers used multiple regression analysis to examine self-regulation and peer social support for Instagram addiction in single adults simultaneously and partially. Data analysis was carried out using the IBM SPSS Statistics version 26 for Windows program.

3. RESULTS AND DISCUSSIONS

Result

This research conducted screening of respondents before data processing, on the Instagram addiction variable. Kircaburun and Griffiths (2018) stated that individuals who get a score below 38 are not addicted to Instagram. Based on these criteria, of the 120 respondents who filled out the questionnaire online, 96 respondents had a tendency to be addicted to Instagram.

Based on the results of data processing on a total of 96 respondents, it is known that there are 67 female respondents or 70% and 29 male respondents or 30%. The average age of the 96 respondents was 24.31 years (SD = 2.67). The analysis of respondents' characteristics based on duration of Instagram use can be seen in table 1.

Table 1. Analysis of Respondent Characteristics

Duration of Use	Male	Female	Total
< 1 Hour/days	1	2	3%
1 - 3 Hour/days	9	26	35%
3 - 5 Hour/days	16	26	42%
5 - 8 Hour/days	3	9	12%
> 8 Hour/days	-	4	4%

After analyzing the characteristics of the respondents, a regression test was carried out to see the magnitude of the influence of each variable and all variables partially on Instagram addiction. Partial test results on 96 respondents showed that self-regulation had a significance value of 0.011 (p<0.05). Based on these results, self-regulation has an influence on Instagram addiction in young single adults. The direction of the relationship between self-regulation and Instagram addiction is negative. Meanwhile, peer social support has a significance value of 0.185 (p>0.005). Based on these results, peer support does not have an influence on Instagram addiction in young single adults.

Meanwhile, the results of the simultaneous multiple regression test show that there is a simultaneous influence of self-regulation and peer social support on Instagram addiction. The F value obtained was 3.387 with a significance level of 0.038 (p<0.05). The results of the analysis also show an R Square of 0.068, which means that self-regulation and social support from peers have a simultaneous

influence of 6.8% on Instagram addiction in young single adults, and 93.2% is influenced by other factors outside this research.

The test results of the influence of self-regulation, social support from peers on Instagram addiction partially and simultaneously can be seen in tables 2 and 3.

Table 2. Results of the Influence of Self-Regulation, Peer Social Support on Partial Instagram Addiction

Variable	β	T	Sig
Self-Regulation * Instagram Addiction	-0,260	-2,600	0,011
Peer Social Support * Instagram Addiction	0,117	1,334	0,185

Table 3. Multiple Regression Analysis Test

Variable	R-Square	F	Sig.
Self-Regulation, Peer Social Support and Instagram Addiction	0,068	3,387	0,038

Discussion

Based on the results of data processing, it can be concluded that there is a simultaneous influence of self-regulation and peer social support on Instagram addiction in single early adults. So far there has been no research that directly investigates self-regulation and peer social support for social media addiction simultaneously. This research also tested the relationship between self-regulation and Instagram addiction, as well as peer social support and Instagram social media addiction.

The first research question is whether there is a relationship between self-regulation and Instagram addiction. The results of this study found that there is an influence between self-regulation and Instagram addiction in young single adults. These results are in line with several previous studies, which state that there is an influence of self-regulation on social media addiction (Osatuyi & Turel, 2018; Haryuningrum & Sawitri, 2015; Rouis et al., 2011). Individuals with high levels of social self-regulation tend to avoid the negative consequences of social media addiction. This is because individuals have set goals for their social media use behavior and have a way to evaluate their use behavior relative to the set goals (Soror, Hammer, Steelman, Davis, & Limayem, 2015). In addition, in individuals with high social self-regulation, when receiving external pressure from peers, colleagues, or family members, they simply take a break to reflect on their social media usage behavior and adjust it to be more in line with the target social media usage behavior (Bandura, in Osatuyi & Turel, 2018). Therefore, individuals with good self-regulation can maintain good behavior at work and social life and avoid destructive behavior such as addiction (John, Robins, & Pervin, 2008).

The second result of this research is that there is no influence between peer social support and social media addiction in single early adults. The results of this study are not in line with research from Bilgin and Taş (2018), that there is a low and negative relationship between social support from friends and social media addiction in students aged 17 to 31 years. This difference is likely caused by differences in the age of the respondents. In adolescence between 10 and 13 years old and ending at around 18 to 22 years old, sources of peer support are very important, because teenagers are in a complex transition period. For adolescents, peers are a source of affection, sympathy, understanding, and moral guidance, a place for experimentation, and a setting for achieving autonomy and independence from parents.

Peer influence on individuals usually reaches its peak at the age of 12 to 13 years and will decline during middle and late adolescence (Papalia & Feldman, 2014). In early adulthood, friendship relationships may be less stable than in previous periods (adolescence), this could occur due to the possible frequency of residential changes in individuals in this age group (Collins & Van Dulmen, 2006).

4. CONCLUSION

The conclusion obtained from this research is that there is a simultaneous influence of self-regulation and peer social support on Instagram addiction in young single adults. Meanwhile, only partial self-regulation has an effect on Instagram addiction. This means that internal factors such as self-regulation in single early adult respondents have more influence on Instagram addiction, than external factors such as social support from peers. Suggestions for further research, researchers prefer external variables that have a greater influence as predictors in research related to Instagram addiction.

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