

Digital attachment: how fear of missing out and narcissism lead to Instagram addiction

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Abstract: *This study aims to examine the influence of fear of missing out (FoMO) and narcissism on Instagram addiction. This study was conducted using a quantitative approach. The respondents were 100 students of Faculty of Forestry at X University, selected using a purposive sampling technique. Data were collected through the Instagram addiction scale, which was adapted from the Bergen Social Media Addiction Scale (BSMAS), the Single Item FoMO Scale, and the Narcissistic Grandiosity Scale. Data were subsequently analyzed using multiple linear regression analysis. Results showed that FoMO and narcissism simultaneously influence Instagram addiction. FoMO and narcissism partially have a significant influence. Higher levels of FoMO or narcissism were associated with more severe addiction to Instagram, and vice versa. Results suggest that higher education institutions may benefit from intervention programs, such as trainings on self-management and social media use.*

Keywords: *instagram; addiction; fear of missing out; narcissism.*

Abstrak: Penelitian ini bertujuan untuk mengkaji pengaruh fear of missing out (FoMO) dan narsisme terhadap adiksi Instagram. Penelitian ini menggunakan pendekatan kuantitatif. Responden penelitian adalah 100 mahasiswa Fakultas Kehutanan Universitas X yang dipilih melalui teknik purposive sampling. Data dikumpulkan menggunakan skala adiksi Instagram yang diadaptasi dari Bergen Social Media Addiction Scale (BSMAS), skala FoMO Single Item Fomo Scale, dan skala narsisme Narcissistic Grandiosity Scale. Teknik analisis data yang diterapkan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa FoMO dan narsisme secara simultan memengaruhi adiksi Instagram. Secara parsial menunjukkan FoMO dan narsisme masing-masing juga memiliki pengaruh signifikan, di mana semakin tinggi tingkat FoMO atau narsisme, semakin tinggi pula tingkat adiksi Instagram, begitu pula sebaliknya. Implikasi dari penelitian ini adalah dapat dimanfaatkan oleh institusi kampus untuk merancang program intervensi, seperti pelatihan pengelolaan diri dan penggunaan media sosial.

Kata kunci: instagram; adiksi, takut ketinggalan; narsisme.

INTRODUCTION

Social media has been an indispensable part of young people's lives. Instagram is a popular platform not only to share moments, but also to showcase self-identity and seek social validation (Hermsen & Afrizal, 2024). The results of a survey indicate that the majority of social media users, approximately 89,7%, were university students aged 18-25, surpassing other age groups (Stockmann et al., 2021). Indonesia ranked fourth among countries with the highest number of Instagram users, totaling 89,15 million (Appel et al., 2020).

The number of daily Instagram Story users increased from 400 million to 500 million (Ismail & Liaury, 2024). Instagram Stories allow users to post 15-second photos or videos. Instagram Stories differ from regular photos on profiles or feeds, as they are displayed chronologically and remain visible for only 24 hours (Rao & Kalyani, 2022).

The phenomena of FoMO and narcissism among university students aged 18–25 increase as the number of social media users, particularly on Instagram, rises. Students often spend more than five hours a day on this platform, leading to anxiety about missing out on information and a need for social recognition. Instagram Stories intensify this feeling, resulting in narcissism that drives people to constantly strive for perfection. These phenomena reduce direct social interactions, as more time is spent on social media (Akbar et al., 2019; Chukwuorji et al., 2020; Pranata & Widyatama, 2023; Qadaruddin et al., 2023).

Addiction to Instagram adversely affects students' mental health, increasing their risk of anxiety and depression (Pranata & Widyatama, 2023). Kircova et al. (2020) also stated that Instagram addiction negatively impacts students' mental health, including an increased risk of anxiety and depression. According to Keerakiatwong et al., (2023), social media addiction is characterized by spending more than five hours a day on social media. Therefore, it is important to manage time spent on making Instagram stories.

The results of the preliminary study revealed how much students spent their time on Instagram: 1) 20% spent less than one hour; 2) 20% spent one to three hours; 3) 20% spent four to five hours; and 4) 40% spent more than five hours. These results suggest that 40% of students have been addicted to Instagram.

Constant social media use can lead to addiction. Students often spend most of their time on Instagram, unable to curb their desire to access the platform. (Li et al., 2021; Maria et al., 2019). Instagram has been linked to the FoMO phenomenon, social media addiction, and a psychological disorder known as anxiety (Ardilla et al., 2022; Moore & Craciun, 2021). A study by Erarslan (2019) found non-significant difference between male and female users in Instagram addictive behavior although female users were slightly more addicted than their male counterparts. Addictive behavior is strongly associated with fear of missing out.

Trieu and Baym (2020) defined narcissism as extreme self-love, where individuals view themselves as superior, place great importance on their own needs, and believe they are the most important of all. Narcissistic individuals tend to lack empathy, consider themselves special, feel jealous, need constant praise, seek attention from others, and struggle to handle criticism (Foroughi et al., 2022).

However, the triggering role of narcissism in the relationship between FoMO and social media addiction has received limited attention. Similarly, little research has been conducted on the contribution of the Instagram Stories feature to addictive behavior. The current researchers were interested in examining the interaction between FoMO and narcissism in triggering students' addiction to Instagram, with a particular focus on the Instagram Stories feature. Therefore, the current study entitled "Digital Attachment: How Fear of Missing Out and Narcissism Lead to Instagram Addiction" was conducted.

METHOD

This study used a quantitative approach. The dependent variable examined in this study was Instagram addiction, while the independent variables were FoMO and narcissism. Three research instruments were adopted: 1) the Instagram addiction scale adapted from the Bergen Social Media Addiction Scale (BSMAS) by Gomez et al. (2024), consisting of 28 items with a reliability value of 0,817; 2) the FoMO Scale adapted from the Single Item FoMO Scale by Riordan et al. (2020), consisting of 30 items with a reliability value of 0,852; and 3) the Narcissism Scale adapted from the Narcissistic Grandiosity Scale by Rosenthal et al. (2019), consisting of 25 items with a reliability value of

0,763. The Likert scale was employed in this research to collect data measuring behaviors, understanding, and responses from individuals or groups toward social phenomena (Sugiyono, 2020).

A purposive sampling technique was employed to recruit 100 students who met the predetermined criteria of actively using Instagram, experiencing FoMO, and exhibiting signs of narcissism. Students who actively use Instagram with high intensity are particularly relevant for exploring the relationship between fear of missing out, narcissism, and Instagram addiction. This sampling technique ensures that the collected data effectively support the aims of studies (Sugiyono, 2020).

The participants in this study were actively enrolled students from the Faculty of Forestry at X University, belonging to the 2021

and 2022 cohorts. They reported using Instagram for five hours daily. Arifin et al., (2021) argued that social media users addicted to Instagram typically spend 40 to 80 hours per week, indicating that spending five hours per day qualifies as excessive use.

The study applied multiple linear regression analysis to investigate the influence and predictive ability of the two independent variables FoMO and narcissism on the dependent variable, Instagram addiction.

RESULTS AND DISCUSSION

The empirical and hypothetical means were derived from the participants' responses to the Instagram addiction, FoMO, and narcissism scales.

Table 1. Characteristics of the Responden

Age		
	F	Percentage
18 years	6	6%
19 years	36	36%
20 years	48	48%
21 years	8	8%
22 years	2	2%
Sex		
Male	67	67%
Female	23	23%
TOTAL	100	100%

Almost half of the participants were 20 years old (48%), followed by those younger than 20 and older than 20. The majority of the

participants were male (67%), and the remainder were female.

Table 2. Empirical Mean and Hypothetical Mean

Variable	Empirical Mean	Hypothetical Mean	Status
Instagram Addiction	85,45	90	Low
FoMO	45,57	45	High
Narcissism	80,72	82,5	Low

The Instagram Addiction Scale measurement yielded an empirical mean score of 85,45 which was lower than the hypothetical mean of 90. This result places the empirical mean score for Instagram addiction in the low category. The FoMO Scale measurement yielded an empirical mean score of 45,57, which was higher than the hypothetical mean of 45. This result classifies the empirical mean score for FoMO as high. The Narcissism Scale measurement produced an empirical mean score

of 80,72 which was lower than the hypothetical mean score of 82,5. This result categorizes the empirical mean score for narcissism as low.

Students with a low level of narcissism tend to have moderate confidence and focus primarily on maintaining healthy social relationships, without being obsessed with seeking other people's approval or attention. They place greater importance on self-achievement rather than seeking excessive attention. A study by Asgher et al. (2022)

revealed that individuals with low levels of narcissism tend to exhibit introverted behaviors

and cultivate genuine personal relationships.

Table 3. Categories of Scores of the Instagram Addiction Scale

Intervals of Tendency	Score	Category	F	Percentage
$X \geq 90 + 1,5(18)$	≥ 107	Very High	1	1%
$90 + 0,5(18) < X < 90 + 1,5(18)$	99-107	High	40	40%
$90 - 0,5(18) < X < 90 + 0,5(18)$	81-98	Moderate	27	27%
$90 - 1,5(18) < X < 90 - 0,5(18)$	63-80	Low	30	30%
$X \leq 90 - 1,5(18)$	≤ 63	Very Low	2	2%
Total			100	100%

Table 3 shows that 40% of the participants had high levels of Instagram addiction, followed

by 30% with low levels, 27% with moderate levels, 2% with very low levels, and 1% with very high levels

Table 4. Categories of Scores of the FoMO Scale

Intervals of Tendency	Score	Category	F	Percentage
$X \geq 45 + 1,5(9)$	≥ 59	Very High	17	17%
$45 + 0,5(9) < X < 45 + 1,5(9)$	50-59	High	36	36%
$45 - 0,5(9) < X < 45 + 0,5(9)$	41-49	Moderate	29	29%
$45 - 1,5(9) < X < 45 - 0,5(9)$	32-40	Low	16	16%
$X \leq 45 - 1,5(9)$	≤ 32	Very Low	2	2%
Total			100	100%

Table 4 shows that 36% of the participants had high levels of FoMO, followed by 29% with low levels, 17% with very high levels, 16% with low levels, and 2% with very low levels. A study by Moore and Craciun (2021) revealed that

individuals with poor self-control tend to be more vulnerable to the social pressure of staying constantly connected and following the latest trends, while those with good self-control are better able to resist such pressure.

Table 5. Categorization of Scores of the Narcissism Scale

Intervals of Tendency	Score	Category	F	Percentage
$X \geq 82,5 + 1,5(16,5)$	≥ 107	Very High	0	0%
$82,5 + 0,5(16,5) < X < 82,5 + 1,5(16,5)$	91-107	High	45	45%
$82,5 - 0,5(16,5) < X < 82,5 + 0,5(16,5)$	74-90	Moderate	28	28%
$82,5 - 1,5(16,5) < X < 82,5 - 0,5(16,5)$	58-73	Low	20	20%
$X \leq 90 - 1,5(16,5)$	≤ 58	Very Low	12	12%
Total			100	100%

Table 5 shows that 45% of participants had high levels of narcissism, followed by 28% with moderate levels, 20% with low levels, and 12% with very low levels. Prior to data analysis and hypothetical testing, assumption tests, including a normality test and a linearity test, were conducted. The results of the assumption tests are presented below.

1. Normality Test

The normality test aims to determine whether there is a significant difference between the observed frequencies and the expected theoretical frequencies. One way to perform a normality test is by comparing the Shapiro-Wilk p-value to the 0,05significance level (5%). The rule is as follows: if $p > 0,05$, the data are normally distributed; if $p < 0,05$, the data are not normally distributed (Dungus, 2024).

Table 6. Results of Normality Test

Variable	z	P	Description
Instagram Addiction	0,094	0,160	Normal
FoMO	0,094	0,149	Normal
Narcissism	0,0938	0,014	Not Normal

Table 6 shows that the p-values for Instagram addiction and FoMO were 0,160 and 0,149 respectively; both of which are higher than 0,05. These results suggest that the data for both variables are normally distributed. The narcissism variable, however, is not normally distributed, as its p-value was 0,014, which is lower than 0,05. Parametric tests can be used for variables with a normal distribution, while non-parametric tests are required for variables, such as narcissism, that do not follow a normal distribution.

Table 7. Results of Linearity Test

Variable	F-count	F-table	P	Description
Instagram Addiction-FoMO	1,343	3,21	0,240	Linear
Instagram Addiction-Narcissism	1,691	3,21	0,114	Linear

Table 7 shows that the F-count and F-table values for the relationship between Instagram addiction and FoMO were 1,343 and 3,21 respectively, with the p-value of 0,240, which was greater than 0,05. These results suggest that there is a linear relationship between the two variables. Similarly, there is a linear relationship between Instagram addiction and narcissism, as the F-count and F-table values were 1,691 and

2. Linearity Test

A linearity test aims to determine if there is a linear relationship between dependent variables and independent variables (Dungus, 2024). The rule is as follows: if the deviation from linearity shows a p-value greater than 0,05 and the F-count value is lower than the F-table value at a 5% significance level (0,05), the relationship between the variables is considered linear (Dungus, 2024).

3,21 respectively; both of which are greater than 0,05. These results indicate that a change in one variable leads to a consistent, proportional change in the other variable.

After conducting the assumption tests, a full regression model was performed with all three variables included simultaneously. The results are presented in the table below.

Table 8. Results of the Full Model of Regression Analysis

Variable	F-count	F-table	R ²	P
Instagram Addiction (Y) FoMO (X1) Narcissism (X2)	45,708	3,21	0,675	0,000

Table 8 shows that the F-count is greater than the F-table with a p-value less than 0,05 indicating that FoMO and narcissism significantly influence Instagram addiction. The F value is 45,708, R² = 0,675, and p = 0,000.

These results suggest that the main hypothesis of this research is supported, demonstrating the influence of FoMO and narcissism on Instagram addiction. The results of the stepwise regression analysis are presented in the table below.

Table 9. Results of the Stepwise Regression Analysis

Variable	Beta	T-count	T-table	p
FoMO (X1) Instagram Addiction (Y)	0,570	5,880	2,014	0,000
Narcissism (X2) Instagram Addiction (Y)	0,384	3,959	2,014	0,000

Table 9 shows that the t-count is greater than the t-table with the p-value less than 0,05. These results suggest that there a significant positive influence of FoMO on Instagram addiction. The beta coefficient value (β) is 0,570, t-count = 0,880, and $p = 0,000$ ($p < 0,05$). These results suggest that the major hypothesis of this study is supported, demonstrating the influence of FoMO on Instagram addiction. Narcissism and Instagram addiction were found to have a significant positive correlation, as the t count is greater than the t-table with the beta coefficient value of 0,384, the t-count of 3,3959, and the p-value of 0,000 ($p < 0,05$). These results suggest that the minor hypothesis of this study is supported, demonstrating the influence of narcissism on Instagram addiction.

The current study differs from previous research by specifically focusing on the role of narcissism in triggering Instagram addiction, a topic that has not been widely explored. Numerous studies have attempted to explain the relationship between FoMO and social media addiction without exploring the interaction between FoMO and narcissism. The current study determined the contribution of the Instagram Stories feature to addictive behavior; a social-media-related topic that remains largely uninvestigated.

This study found a significant influence of FoMO and narcissism on Instagram addiction. The influence contribution (R^2) of 0,675 indicates that 67,5% of the variation in Instagram addiction can be explained by narcissism and FoMO. This result signifies that FoMO and narcissism have a strong influence on Instagram addiction.

The findings of this study are aligned with those obtained by Adeyanju et al., 2021 that FoMO and narcissism are the contributing factors of addiction to Instagram. The relationship between FoMO and Instagram addiction is largely influenced by social activities. Ershad and Aghajani (2019) argued that individuals experience FoMO due to a fear of missing important information about those around them and an urge to stay connected and updated on the activities of those closest to them.

A study by Adorjan and Ricciardelli (2021) found that female students are more likely to experience FoMO, as they tend to be more active on Instagram. FoMO often leads to narcissistic behavior, as one of its characteristics is the tendency to showcase oneself by sharing

videos or photos of personal activities (Ismail, 2023).

The results showed that the participants, who were the students from the Faculty of Forestry, had low levels of Instagram addiction. Individuals with low levels of social media addiction are more likely to have good self-control (Landesman et al., 2024; Throuvala et al., 2019)

The results of analysis demonstrate that FoMO has a significant positive correlation with Instagram addiction, suggesting that the major hypothesis of this study is supported that the FoMO influences Instagram addiction. These findings are in consistent those found by Pekpazar et al. (2021) that FoMO and Instagram addiction reciprocally influence each other, with high levels of FoMO exacerbating social media addiction

Social media addiction is influenced by various factors; one of which is the time spent on social media. The longer time spent on social media, the greater the likelihood of developing addiction, which can lead to FoMO and narcissistic behavior (Islami, 2020).

CONCLUSION AND SUGGESTIONS

The results showed that FoMO and narcissism have a significant influence on Instagram addiction. Individually, both FoMO and narcissism demonstrate a significant influence, with higher levels of FoMO or narcissism leading greater addiction to Instagram, and vice versa. Thus, these two variables, both individually and simultaneously, play an important role in influencing social media addiction.

These results suggest a need to develop a program aimed at preventing social media addiction, focusing on time management and raising awareness of the impacts of social media addiction on FoMO and narcissism. Further research should explore practical interventions aimed at reducing the impacts of FoMO and narcissism, as well as examine the effectiveness of programs designed to enhance self-control in social media use.

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