



A STUDY ON THE MEDIATING ROLES OF SOCIAL COMPARISON ORIENTATION
AND FEAR OF MISSING OUT ON YOUNG MALAYSIA USER'S SELF-ESTEEM

SAMUEL CHOONG CHEE SUM

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILMENT OF THE REQUIREMENT FOR
THE BACHELOR OF COMMUNICATION (HONS) BROADCASTING
FACULTY OF CREATIVE INDUSTRIES
UNIVERSITI TUNKU ABDUL RAHAMAN

JANUARY. 2023

ACKNOWLEDGEMENTS

It would be impossible to complete this Final Year Project without the assistance of my peers, lecturer and the Internet. I would like to give my biggest gratitude to my peers for their encouragement and contribution in completing this Final Year Project on time.

I would also like to thank my Final Year Project supervisor, for giving me guidance in completing this thesis. Thank you to every one of you, who helped by giving efforts and support.

SAMUEL CHOONG CHEE SUM

APPROVAL FOR SUBMISSION

This research paper is attached with entitled “The Mediating Roles of Social Comparison Orientation and Fear of Missing Out on Young Malaysia User’s Self Esteem” Is prepared and submitted by “Samuel Choong Chee Sum” in partial fulfilment of the requirements for the Bachelor of Communications (Hons) Broadcasting is hereby accepted

Date: _____

Supervisor
KOR ENG CHOON

Abstract

This present study was proposed to examine the possible link between social comparison orientation (SCO) and fear of missing out (FOMO) with the recent downfall in young user's self-esteem in Malaysia. The mediators in this research will be the SCO and FOMO as both jointly mediate the connection between young user's self-esteem in Malaysia, that is, young user's feeling of low self-esteem is connected with the increase in SCO and FOMO. Besides that, this research also investigates whether SCO and FOMO are significantly linked, suggesting users with high SCO will have a high chance of developing FOMO. The data will be collected from undergraduate students, aged 15 to 25, in Malaysia, through a survey method. The participants were expected to answer a three-part questionnaire. The expected result from this study would be a positive connection between SCO and FOMO, which will bring an effect to Malaysia young user self-esteem.

Keywords: Social comparison orientation (SCO), Fear of missing out (FOMO), Self-esteem

DECLARATION

I declare that the material contained in the paper is the end of the result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

Name : SAMUEL CHOONG CHEE SUM

Student ID : 19UJB04709

Signed :

Date :

TABLE OF CONTENTS

COVER PAGE.....	1
ACKNOWLEDGEMENT.....	2
DECLARATION.....	3
APPROVAL FOR SUBMISSIONS.....	4
ABSTRACT.....	5
TABLE OF CONTENTS.....	6-7

CHAPTERS:

INTRODUCTION

I. 1 Background of the Study.....	8-9
1.2 Problem Statement.....	9-10
1.3 Objectives of the Study.....	11
1.4 Research Questions.....	11
1.5 Significance of the Study.....	11-12

LITERATURE REVIEW

II. 2.1 Mindset of a Teenagers.....	12-14
2.2 Social Comparison Orientation.....	14-15
2.3 Fear of Missing Out.....	15-16
2.4 Theoretical Framework.....	17-18

METHODOLOGY

III. 3.1 Research Design.....	18-19
3.2 Participants.....	19-20
3.3 Sampling Method.....	20-21
3.4 Procedure.....	21
3.5 Instruments.....	21
3.6 Questionnaire design.....	22

FINDINGS & ANALYSIS

IV. 4.1 Participants' Demographics.....	23-25
--	--------------

4.2 The Perception & Behaviour of Respondents (Part I).....	26-31
4.3 The Perception & Behaviour of Respondents (Part II).....	31-36

ANALYSIS AND DISCUSSION

V. 5.0 Introduction.....	36
5.1 Demographic Profile.....	36-37
5.2 Perceptions & Behaviour of Respondents.....	37-39
5.3 Limitation & Recommendation.....	39-41
5.4 Conclusion.....	41

REFERENCES.....	42-44
------------------------	--------------

APPENDIX.....	45-49
----------------------	--------------

Chapter 1: Introduction

1.1 Background of the study

Teenagers between the age of 16 to 24 years old, also known as Millennials, are the first generation of the Digital Era. For millennials, social media has become a central role to them. This is because their whole life has been surrounded by a significant sociocultural change caused by the advancement of the Internet, or to be more specific the introduction of Social Networking Sites (SNSs) (Stapleton et al., 2017). Social media is popular among teenagers because it provides a platform for people to make known themselves and their opinions to the world. Social media services are providing ever more plentiful types of social information. These media allow quick access to information in real time about the activities, incidents, and discussions that take place through various social networks, such as Facebook, YouTube, Instagram, and so forth. Social media like Facebook and Instagram allows users to create their own electronic profiles in which users are allowed to share details about their lifestyle, post pictures and videos of their experiences, browse other users' profiles, and express their belief and emotions (Vogel et al., 2014). It is believed that the easier the exposure to this information, the higher the possibility for users to make a social comparison of their lives with others, sometimes they may even allow users to view others users may have a better life than themselves. Social Comparison Orientation (SCO) may take place whereby individuals will compare themselves with others in order to evaluate their actions, abilities, and opinion in contrast to others (Crusius et al, 2022). Consequently, the features

available in the SNSs nowadays can also digitally spark a phenomenon called Fear of Missing Out (FOMO), which is defined as an uncomfortable apprehension that someone might be having when the individual is missing out on something (Franchina et al., 2018). Involvement in social media may be particularly appealing for the individual who fears missing out. Hence in the present study, there is a need to further discuss the positive association of FOMO with SCO, which can bring effect to the user's self-esteem, whereby the higher the FOMO and SCO, the more negative effect on the user's self-esteem.

1.2 Problem Statement

Over the past decade, digital technologies have been continuously advancing, whereby smartphones nowadays are powerful, and versatile, and have been an essential tool for fast and easy communication among the population. A recent review of studies has suggested that there is a link between social media usage and social comparison orientation, especially among young people. The constant development of the SNSs had allowed youth to live in a complex environment as social media introduced many new challenges that may be a risk to the youth mental health (Nesi, 2020).

Many of the previous studies appeared to focus on the use of one specific social media site, for example, Facebook. However, social media users now have several sites, and teens are more likely to use platforms such as Snapchat and Instagram than Facebook. On the other hand, social media has penetrated into teenagers' lives, and they have low self-control over social media platforms. The statistics from Global Digital 2019 also show that social media users have risen by 288 million since the year 2018 (Kemp, 2019). In-depth, there are 5.11 billion individual Internet users and 3.48 billion social media users currently, and 3.26 billion people are using social media via mobile phones and tablets with an annual rise of over 10 percent (Kemp, 2019). Steinsbekk.et (2021), argued that youth in online self-

presentations only represent the "best versions" of themselves, and when young people express these idealized versions of themselves, it may affect how they perceive themselves, therefore youth who are constantly active in posting and updating their social media may increase appearance self-esteem for this reason. Another thing is that self-oriented media use also received many comments when their post is favorable, which might raise their self-esteem, however, youth who often engage in other-oriented social media behavior, on the other hand, will frequently be seeing and assessing others' ideal self-presentation (Steinsbekk et al., 2021).

Over time, visual communication like posting and commenting on others will dominate the adolescent's social media use. As a result, this could start up a platform of youths making upward social comparisons, which is bad for their self-esteem. This is because youth who compare themselves to others will feel insecure and inadequate if they did not meet certain criteria that had been set by others 'best representatives in social media, which can lead to anxiety, depression, and low self-esteem (Burnell, et al., 2019). Additionally, the social comparison may also encourage an unhealthy concentration on outward looks and monetary things rather than on inner qualities, morals, and deep connections. Young individuals could experience pressure to live up to restricted ideals of success, popularity, or attractiveness. This can cause them to feel unsatisfied, envious, or have a false sense of their own value. Eventually, social media platforms will create ideal lifestyle norms for a society that is difficult to obtain, and of which some adolescents will fall short, creating a big gap between the perceived and ideal lifestyle. According to the self-discrepancy theory, it defines that this gap between perceived and ideal lifestyle will result in poorer self-esteem for the users (Steinsbekk et al., 2021).

1.3 Research Questions and Hypotheses

Research Question 1: Does Social Comparison Orientation significantly links to FOMO?

Hypothesis 1: The higher the FOMO in a person, the higher the social comparison orientation the person will be.

Research Question 2: How does young users' self-esteem affect Social Comparison Orientation and FOMO?

Hypothesis 2: Users with high SCO and FOMO will have a higher chance of feeling low self-esteem.

1.4 Research Objectives

The first research objective of this study is to analyze whether Social Comparison Orientation significantly links to FOMO. The second research objective is to evaluate Malaysian young users' self-esteem will be affected due to Social Comparison Orientation and FOMO.

1.5 Significant of Study (research gap)

This study is significant as it is able to fill the research gap about the Social Comparison Orientation significantly links to FOMO and whether it will affect the self-esteem of young users in Malaysia. Since most of the studies regarding this issue are mostly overseas, it is yet to be conducted in the Malaysian context. Hence, that is why this study is

able to fill the gap in research. On the other hand, since there is no established treatment for eliminating FOMO and Social Comparison Orientation yet, results from this study may contribute to future development for the treatment of this issue. Through this study, it should be able to depict a clearer picture and further strengthen the notion that Social Comparison Orientation and FOMO are correlated with the ability to affect users' self-esteem, therefore, it can contribute to evolving new experiments for diagnosis, therapies, and processes that could eventually aid the younger generation. Not only that, this study is able to raise awareness about Social Comparison Orientation and FOMO affecting user's self-esteem, which is seemingly increasing these days as an effect of excessive use of social media.

Chapter 2: Literature Review

2.1 The Mindset of a Teenager

In order to go more in-depth into the research of Social Comparison Orientation and Fear of Missing, we must first be familiarised with the mindset of millennials when it comes to their engaging in social media. According to the journal that was conducted by Nesi (2020), it stated that teenagers are in their development period whereby the rapid development of their brain socio-affective circuits had caused them to feel extreme sensitivity towards the information they received on social media, their driving desire for social rewards and also their vulnerability over peer evaluation (Nesi, 2020). This is when SNSs can be a problem for these young people because social media like Instagram do offer a platform for their users to navigate tasks like the ability to display their personal information publicly, and to give feedback in the form of “likes” and “views” (Nesi, 2020). In terms of young users' behavior when browsing social media, a study that conducted research on Facebook user's behavior in

2011, and had found that emerging adults are using SNSs platforms with the desire of wanting to feel accepted and a sense of belonging (Stapleton et al., 2017).

The book 'Child and Adolescent Mental Health', mentions here that in this digital era, SNSs have become many young people's platform to go when it comes to expressing themselves (Stones & Glazzard, 2020). Most of the time young people will put forward the best version of themselves in their SNS profile to show the good and positive side of themselves and their lives (Stones & Glazzard, 2020). However, this can be a problem for other users that have less attractive posts in their profile, as they will start to have an unhealthy comparison between their own lives and the idealized lives that are posted on the SNS platform, which can cause them to have low-self esteem and suffer psychological distress (Stones & Glazzard, 2020). This can be related to other research that can be said to cause users to gain a habit of either consciously or unconsciously self-evaluating and social comparison themselves with other users (Vogel et al., 2014). Lee (2014) stated in his research that some people use SNSs to view other users' posts and photos for the sole purpose of making social comparisons (Vogel et al., 2015).

Not only that, research on human behavior when browsing SNSs also conducted in this journal as it stated that basic human psychology will tend to put themselves in a comparison with others to serve as a way of fulfilling their affiliation needs, which in this case is by way of posting a picture of themselves online and stalking other users' profiles in social media (Vogel et al., 2014). In addition, Vogel et al. also mentioned in their research that every person has their own purpose and reason in engaging in social comparison and suffering their own psychological consequences, hence SCO is a way to help us to show these individual differences (Vogel et al., 2014). It explained more on the research done by Yang (2016), as he explained the 3 characteristics that people with high SCO; firstly, they always see themselves as awful and have very high self-consciousness; secondly, they are sensitive

and dependent on other people feelings and needs' thirdly, they often faced low self-esteem and always negative to themselves (Yang, 2016).

Coincidentally, some researchers have argued that appearance self-esteem is more engaged when it comes to female adolescent users compared to male adolescent users, as the female mindset works differently compared to male. One factor argument stated by Steinsbekk (2021) that studies the research on the impact of SNSs on self-esteem appearance is that women are frequently socialized to be more aware of interpersonal dynamics will cause women to adopt a habit of comparing themselves to others in order to gauge their social position or conform to societal norms. This may be particularly true in settings as women in a patriarchal country like Malaysia may experience discrimination in their job and society based on their genders, such as the glass ceiling effect and women have to match the beauty standard to get recognition in the society, etc. Besides that, societal pressure to adhere to particular beauty standards or body norms is more likely to be felt by women, such as thin and slim bodies are considered to be the ideal beauty standard set for most women, thus this causes one to pay more attention to looks and be more likely to compare oneself to others in terms of physical characteristics (Steinsbekk et al., 2021). Hence, this research will examine whether there is a relation between the different types of the gender of users that will bring an effect on an individual appearance self-esteem by social comparison in SNSs platform.

2.2 Social Comparison Orientation

In 1954, Leon Festinger introduced a theory called social comparison theory, suggesting that in the absence of objective information, people will try to obtain an accurate self-evaluation by comparing themselves to others (Burnell et al., 2019). This theory may be highly effective in today's era as social networking sites (SNS) are created into platforms that allow users to easily access the information of others and also provide them the chance to

engage in social comparison. As indicated, the contents posted by users in SNSs frequently promote a positive self-image of themselves, which in this case results in causing social comparisons among users in SNSs platforms (Vogel & Rose, 2016). According to Burnell (2019), making upward social comparisons or comparing oneself to people who are believed to be better off, may cause an individual to experience depressive, envious, or resentful emotions as these comparisons will have a detrimental impact on an individual's subjective well-being. However, not many studies have yet to be conducted to find the relationship between passive SNSs surfing, upward social comparison, and lower well-being. Many will question why people engage in social comparison, and why people compare themselves to others that are driven by motivational factors. As mentioned above, Festinger (1954) emphasized in his initial theory of social comparisons that people need to know themselves. Humans have a fundamental urge to keep their self-perceptions steady and true, thus they will be more likely to look for enlightening input on their traits and skills (Crusius et al, 2022).

2.3 Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is conceptually referred to as the feeling of extensive uneasiness one user feels when others are having rewarding experiences from which one is absent (Franchina et al., 2018). In this context, users who suffer from FOMO will have the urge to need to know what others are doing as it is omnipresent in their nature, and this fear is characterized by it. FOMO allows users to have a perception that others are having more rewarding experiences compared to them, and therefore others are better off than them, which is an act of upward social comparison. With the advancements of technologies nowadays from the World Wide Web and computer systems, users can easily connect to social networking sites. A study suspected that FOMO is intrinsically related to SNS use by users, with the study done by Przybylski and colleagues (2013) stating that FOMO is characterized

by users' low need satisfaction that drives users to continuously check SNSs to stay connected and up to date with others (Burnell et al., 2019). Moreover, the research done by Elhai, Levine, Dvorak, and Hall, also supported that FOMO has been linked to social media use and problematic smartphone use by young users (Elhai et al., 2016). From this, it shows us that social media has opened up a platform that enables users to be updated with what others are doing, and if they miss any updates from others, they might be faced with the tendency for them to experience FOMO.

Young adults are also at a higher vulnerability when it comes to feeling FOMO because they have lower self-control as the likelihood for them to behave in an impulsive manner is higher (Everton et al., 2005). There is also reason to suspect that FOMO can affect a person's depressive symptoms and cause poorer self-perceptions. Based on the definition of FOMO, the key component of FOMO is a high degree of negative affect, as it requires some anxiety (Burnell et al., 2019). Cross-sectionally, FOMO also has a small-to-moderate link that shows numerous aspects of poorer well-being for users, including lower life satisfaction, depressive and anxiety symptoms, rumination, and boredom (Burnell et al., 2019). However, there is not much research conducted to examine how FOMO may be related to the amount of SNS use and the well-being of users. One study tested the hypothesis that SNS use will increase the feelings of FOMO, which in turn has negative repercussions for users' well-being. Moreover, numerous works of literature which include FOMO in explanatory studies suggest that FOMO acts as the mediator that connects with the deficiencies in an individual's psychological needs for social engagement as there are only theoretical discussions done so far in terms of self-determination theory and the need to belong theory (Dogan, 2019).

2.4 Theoretical Framework

The theoretical framework we will be using in this research will be the social comparison orientation and also the self-determination theory. According to Festinger (1954), he expanded on his theory of social comparison to include the concept of capacities as he also emphasized that people should pay attention to others in order to satisfy their own desire to learn about themselves (Crusius et al, 2022). This includes learning how their views relate to those of others as well as learning what their capacities allow them to do (Crusius et al, 2022). From a traditional explanation, the social comparison orientation theory explains why people compare themselves to others because they are driven by some motivational factors (Crusius et al, 2022). As mentioned above, Festinger (1954) emphasized people's need to know themselves in his initial theory of social comparisons (Crusius et al, 2022). He proposed that people have a fundamental urge to keep their self-perceptions steady and true (Crusius et al, 2022). They should therefore be more likely to look for insightful comments regarding their traits and skills (Crusius et al, 2022). Festinger suggested that for these evaluations, people should primarily rely on objective norms (Crusius et al, 2022), thus, social comparison orientation explains that individuals in order to satisfy their own self-esteem will look for something to compare and look down to, which is a downward social comparison; or will look for something to thrive and work up to, which is an upward social comparison. In the context of self-determination theory, users' psychological needs limitations increase FOMO's sensitivity to things; this responsiveness contributes to the satisfaction of users' psychological needs from the use of social media. Besides that, it is proven that FOMO manifests mostly in situations among peers and closed ones, specifically in a situation whereby people who missed a social event with their friends are more likely to experience higher FOMO (Rifkin et al., 2015). A recent study also suggested that FOMO is a trait that may have neural roots in the brain systems as the study showed that there was an activation in the human left temporal-

parietal junction which can act as the indicator of the need for affiliation by the participants of social exclusion (Lai et al., 2016). SNSs services that have self-presentational and communicative functions such as Facebook, Instagram, and Twitter which enables the posting of status, and sharing photos of one's current activity from anywhere and anytime makes it possible to always keep up with what others are doing and inform others about your own rewarding experiences (Reer et al., 2019). Thus, this conclusion has led to it being consistent with the relatedness domain in the self-determination theory whereby, the lack of people's connection to others; in other words loneliness, will lead to FOMO. As noted the link between FOMO and users' well-being is well established. However, investigations of FOMO correlated with SCO have yet to be researched. Hence, this present study will examine if FOMO and SCO are correlated with one another, which in turn will also reduce a person's self-esteem.

Chapter 3: Methodology

3.1 Research Design

A research design is the outline of the research process, including questions about the research topic and data analysis. This is a cross-sectional and correlational study that seeks to evaluate the relationship between Social Comparison Orientation significant links to FOMO and whether it will bring affect to Malaysian young users' self-esteem. By using the snowball sampling method, a total of 50 respondents, a mixture of secondary and tertiary school students, with the age of 15 to 25 years old will be selected as the target sample of this research.

The quantitative research method has been applied in this research study to analyze and gather information regarding the relationship between Social Comparison Orientation significant links to FOMO and whether it will bring affect to Malaysian young users' self-esteem. By only using surveys, polls, and questionnaires as well as through the application of statistical, mathematical, and computational techniques, quantitative research is a type of research strategy that collects and analyses numerical quantifiable data to explain a particular phenomenon (Apuke, 2017). With this quantitative method, the research data analysis will discover new patterns and averages, make hypotheses, evaluate potential linkages, and generalize findings to larger populations using data obtained from large samples that are processed and analyzed (Apuke, 2017). This quantitative research study will use the survey format as its approach to obtaining primary data from the target sample. Every responder has given their consent, participated voluntarily, and maintained anonymity in this research. The collected data will then be analyzed using Google Forms.

3.2 Participants

The targeted sample of this research are millennials users in Malaysia, which are students from secondary school and tertiary schools in Malaysia. The defined population is all respondents who must be active and consist of at least 1 Social Networking Site (SNSs), between the age of 15 to 25 years old. The excluded population is respondents does not possess any SNSs accounts, respondents who are under age 15 or over 25 years old, and respondents that are not from Malaysia. The main reason we chose this age group is because of what Nesi (2020) stated in his study that teenagers or millennials are at the stage where they will be sensitive to their surroundings, hence from the argument of (Steinsbekk et al., 2021), teenagers will look for someplace where they feel they can be accepted. This allows them to crave social rewards such as 'likes' or 'comments'. The age group from 15 to 25 is

also in a position whereby they are highly extensive in media exposure and active on social media platforms. Additionally, having a well-defined demographic for this research helps in recognizing the targeted sample's behavior and motives when utilizing social media and how we can comprehend their approach in order to have pertinent and accurate data. All respondents must agree to their consent before being able to participate in the research survey.

3.3 Sampling Method

A sampling method in research is a must to apply in this research as it will ease the work of collecting data in a large population. Sampling is a known strategy that is often used by researchers on assisting them to choose a targeted sample of participants from a large population in the research or a subset of the target population from whom the researchers will gather data (Simkus, 2023). Probability sampling and non-probability sampling are the two kinds of sampling techniques; probability sampling uses random selection to help researchers draw strong and accurate statistical conclusions for the research hypotheses; in contrast, non-probability sampling uses non-random selection primarily for the convenience of data collection since there is no set selection process (Simkus, 2023).

For this research study, we will be using snowball sampling or also known as chain-referral sampling as our sampling method in collecting data. Snowball sampling is a non-probability sampling method, that enlists present research participants to assist in the recruitment of future study participants (Simkus, 2023). This sampling method works like a rolling snowball, thus the name "snowball" sampling, as the sample is not chosen at random but rather by the researchers or other participants, not every person in the population has an equal chance of being chosen for the study (Simkus, 2023). For our research case, our Google Form questionnaire survey link will be shared to our targeted respondents, and they will be asked to continue to spread the link to others that also met the respondent criteria until

enough respondents are gained. Hence, the number of respondents for this questionnaire increases just like a snowball increasing in size.

3.4 Procedure

After deciding and determining our desired population, we choose the most appropriate sampling method to recruit our target sample. Using a cluster sampling method, we will only gather the responses from the respondents that meet the criteria (between the ages 15-25, Malaysian, consist of social media account), collected and inserted in our data. A total of 50 millennial Malaysian users are set as the target sample, with a mixture of ages between 15 to 25, without the restriction of gender, race, and ethnicity. A research design is carefully detailed and analyzed. The survey is then evaluated and analyzed carefully to ensure the data collected are reliable and valid. Prior to the conduct of the study, a consent form will be posted on the first page for respondents to agree before conducting the survey questions. The survey will be then administered and analyzed through Google form pie chart and bar graph.

3.5 Instruments

Consisting research instruments for this study are essential as it helps to gather, quantify, and evaluate information that is pertinent to the study. In this research instruments used for the quantitative approach, we will be using in the form of survey questionnaires via Google Forms. Within this questionnaire, a set number of questions will be set into 4 sections; Acknowledgement and Title, Demographic, Perception and Behaviour (part 1), and Perception and Behaviour (part 2), in order to achieve our research's objectives. The questions will be a mixture of multiple choices as well as checkboxes for participants to

choose from. The data collected from the questionnaire will later be analyzed in the format of pie charts, graphs, and calculated percentages.

3.6 Questionnaire design

The questionnaires are designed according to the research objectives are:

- 1) To analyze whether Social Comparison Orientation significantly links to FOMO,
- 2) To evaluate Malaysian young users' self-esteem will be affected due to Social Comparison Orientation and FOMO.

There are a total of 25 questions in the survey questionnaire, which is distributed into 4 sections (Acknowledgement and Title Section, Demographic, Perception and Behaviour (part 1), and Perception and Behaviour (part 2)). Section 1 will be the Title of the survey question with a brief description of the research topic as well as the agreement of consent in conducting the survey questionnaire, section 2 will be questioning the respondents' demographics, section 3 is the perception and behavior part 1, where it will question the online behavior of the respondent, and lastly, section 4 will be questioned that goes more in-depth of the respondent online behavior and what they think influencing this behavior.

There are a few types of selection-based questions and rating-based questions consist inside this survey questionnaire. First, is the simple multiple-choice questions where respondents were required to select the listed answers in the questionnaire. Secondly, there are also some rating-based questions, where respondents are given a Likert scale of 1-5 to select the level of agreement that best describes their thoughts on or opinion of each statement.; 1 being strongly disagreed and 5 being strongly agree.

Chapter 4: Findings and Analysis

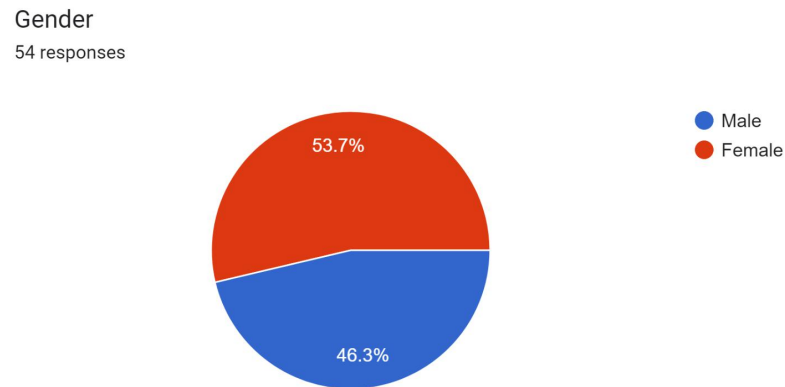


Figure 1.1

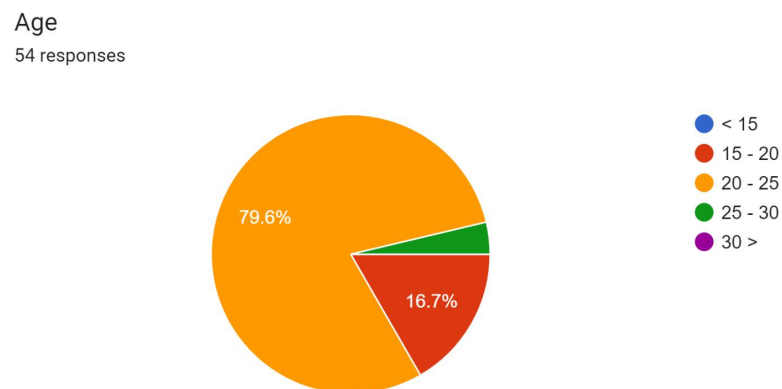


Figure 1.2

4.1. Participants' Demographics

From the survey data we collected, there are a total of 54 respondents participated in this survey. In this Demographic section, the survey questions are structured to identify the respondent's gender, age, ethnicity, and education level. These four aspects are important to the research as it helps to provide the data of the respondent background as our research objectives require us to analyze the mindset of millennials. Thus, analyzing the respondent's

gender and age will bring benefit and impact to our later discussion. In this research, we do not have any restrictions for the respondent's gender as we will be targeting both males and females to analyze for our research. Based on Figure 1.1, 53.7% of the respondents are female and 46.3 % of the respondents are male, which is almost a completely balanced group of respondents in terms of gender. However, 2 male respondents are over the age restriction for our targeted sample, hence we will remove those 2 male respondents' data, and finalize our final data of 29 female and 23 male respondents. From the above methodology stated, we had set our targeted sample for this research are young Malaysian users between the age of 15-25. According to Figure 1.2, the pie chart shows that 97.3 %, which is only 52 out of the 54 respondents had met the criteria of users between the age of 15- 25 years old, thus 2 respondent's data will not be valid to our research, hence it will be taken off from our data.

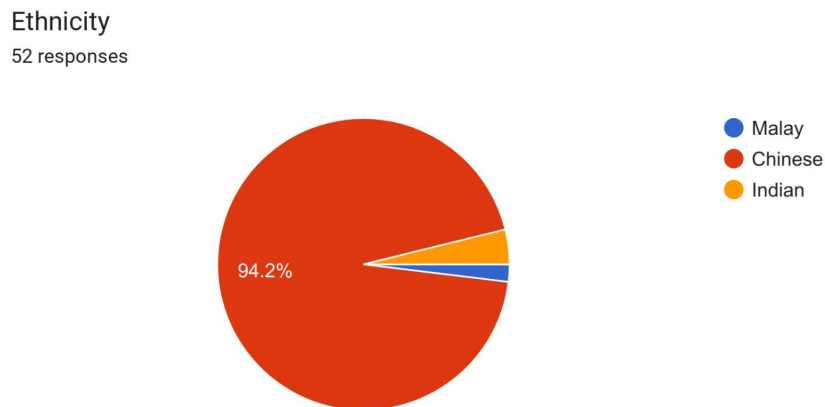


Figure 1.3

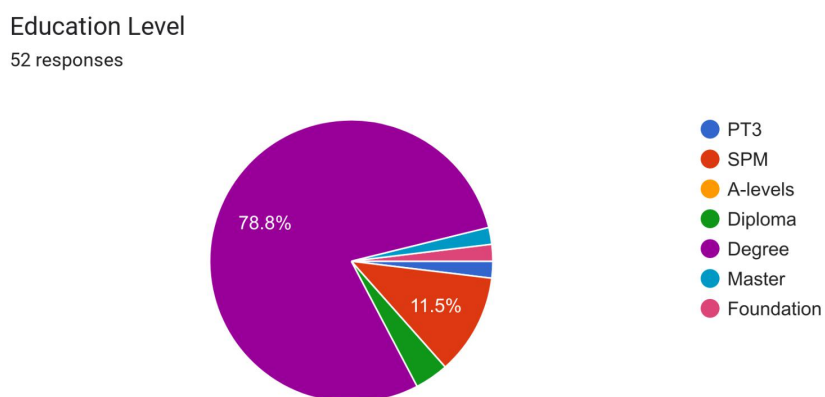


Figure 1.4

After eliminating the 2 respondents that did not meet our targeted sample criteria, Figure 1.3 and 1.4 shows the updated data of the valid respondents only. In Figure 1.3, 45 respondents are currently in tertiary school, which consist of 78.8%, which is 41 of the respondents are in their degree, 3.8%, which is 2 of the respondent is in their diploma, and both foundation and master consist of 1.9%, 1 respondent in their foundation and master respectively. 11.1% are in their SPM Chinese Malaysians, which is 49 participants. On top of that, from Figure 1.4, we can analyze that most of the respondents who answered the survey are Chinese race, with the percentage of 94.2% being Chinese respondents, whereas only 2 respondents are Indian race and 1 respondent is Malay race.

Do you own a social media account?
52 responses

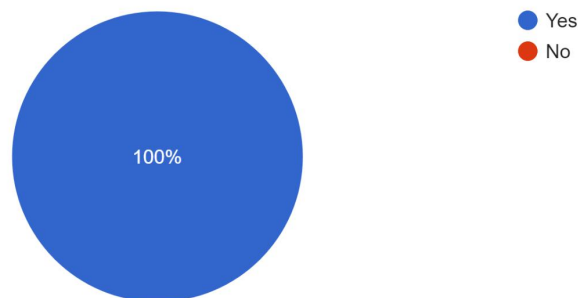


Figure 1.5

Which type of social media do you most use?
52 responses

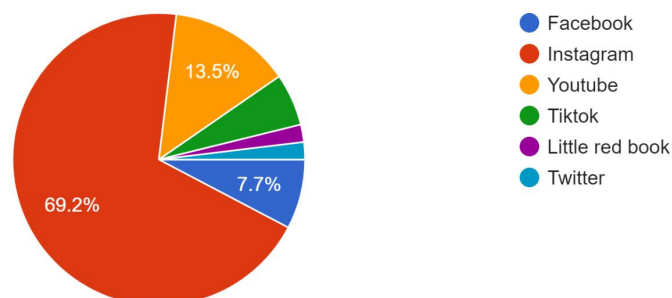


Figure 1.6

4.2. The Perception & Behaviour of Respondents (Part I)

Moving on to Section B. The Perception and Behaviour (part 1), from Figure 1.5, all respondent's data are valid to be analyzed as 100% of the respondents who participate in this survey consisted and owned a social media account. In Figure 1.6, the pie chart shows the percentages of social media platforms that the respondents are most widely active and use by them. From the pie chart, Instagram is the most widely used social media by the respondents at 69.2%, which is a total of 36 respondents. Right below Instagram, Youtube is the second most used SNSs platform by the respondents with a percentage of 13.5%, and right after that Facebook placed the third most used SNSs platform with 7.7%, while other social media like Tiktok, Little red book, and Twitter combined with a total of only 9.6% of the respondents using them more frequently than Instagram, Youtube and Facebook.

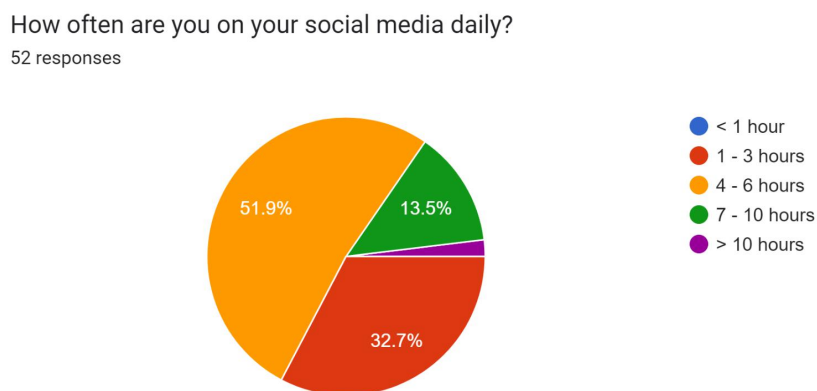


Figure 1.7

What activity do you usually do when browsing social media?

52 responses

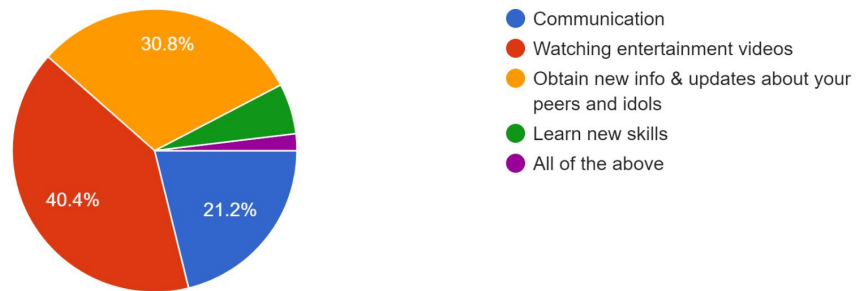


Figure 1.8

When do you usually access your social media account?

52 responses

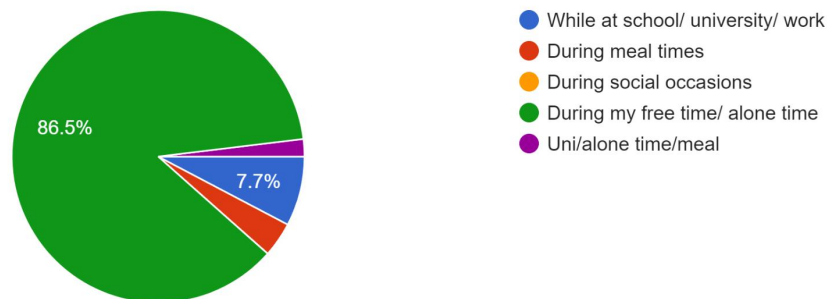


Figure 1.9

Figure 1.7, Figure 1.8, and Figure 1.9 are pie chart data structured to analyze the online habit and behavior of the respondents, which is to determine the hours respondents spent browsing social media daily and also the activities that they are seeking when browsing these SNSs platforms. First, we will analyze Figure 1.7. From this pie chart, we can analyze all respondents are active and using social media as none of the respondents spent less than 1 hour daily browsing social media, on top of that most of the respondents are determined to be quite active on social media as 51.9% of the respondents spent 4 to 6 hours of their time daily browsing social media, while 13.5% of the respondents spent 7-10 hours on social media, and

1.9% of the respondents are over 10 hours on social media. Figure 1.8 shows the percentages of respondents' social media activities. Watching entertainment videos leads this pie chart with the highest percentage of 40.4%, with a total of 21 respondents, followed by the social media activity of obtaining updates and information of the respondent's peers and idols with a total percentage of 30.8%, which is 16 respondents. While 11 of the 52 respondents, 21.2%, use social media for communication purposes and 5.8% seek to learn new skills from social media. Figure 1.9 analyze the respondent's online behavior of the time period of them sought to go online on social media. The pie chart shows a great portion of the respondents will go online during their free time and alone time, as it consists of a total percentage of 86.5%, which will be 45 out of the 52 respondents, while 7.7% of the respondents have their answer as them accessing social media when they are at their classes in university or work, and 5.7 of the respondents prefer browsing their social media account during their meal time.

On a regular day, how often do you post pictures, comments, and stories on your social media?
52 responses

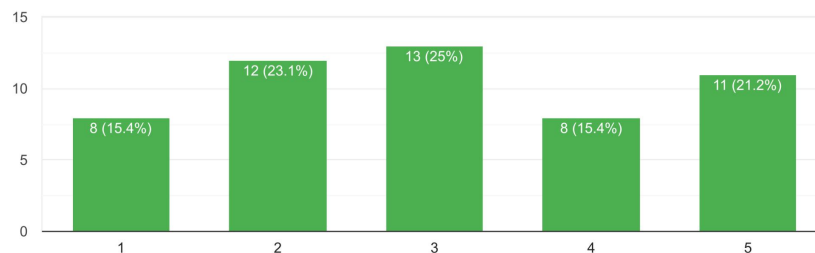


Figure 1.10

Do you enjoy posting about your experiences and lifestyle on social media?
52 responses

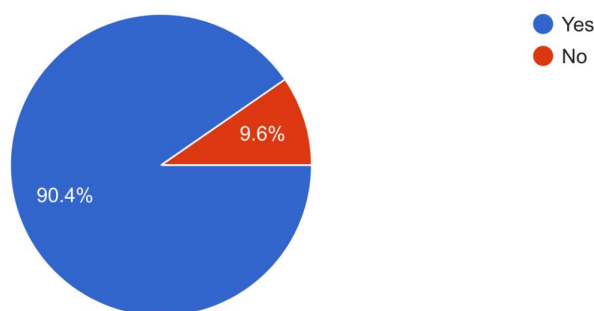


Figure 1.11

Figure 1.10 is a bar chart that shows the Likert scale of 1-5 of how often the respondents post pictures or stories, comment and react ‘like’ on social media, with 1 being extremely not often and 5 being extremely often. From this bar graph, we can see an almost well balanced on both sides of the Likert scale as respondents that had answered not often and extremely not often have a total of 38.5%, which is just slightly higher than respondents that answered often and extremely often with 36.6%. While there are also 25% of the respondents answered neutral to this question. From Figure 1.11, we can analyze that most respondents who took part in this survey enjoy posting their experiences and lifestyle on their social media as almost all of the respondents a total of 90.4% answered they enjoy posting their life online, and only 5 out of the 52 respondents stated they don’t enjoy posting their life online in their social media account.

How many friends do you have on your social media, that you know in person?
52 responses

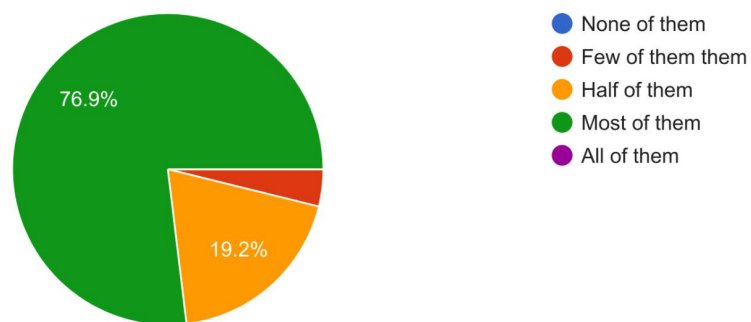


Figure 1.12

How many celebrities do you follow on social media?
52 responses

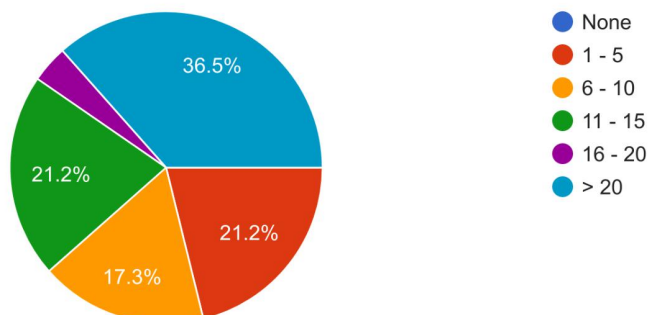


Figure 1.13

As for the people the respondents followed on their social media accounts, Figure 1.12 and Figure 1.13 shows the data of it. According to Figure 1.12, the pie chart shows the percentages of friends that the respondents followed on their social media accounts, that they actually knew in person. From the reading, 76.9% of the respondents knew most of their followers, followed by 19.2% of the respondents who knew half of their followers, while with a small percentage of 3.8% knew only a few of them. There are no respondents that have not known any of their followers as well as knew all of their followers in their social media accounts. According to Figure 1.13, the majority of the respondents have at least followed over 20 celebrities in their social media accounts with a total of 36.5%, while a well-balanced score of 21.2% of the respondents follows 1 to 5 celebrities and 11 to 15 celebrities, and 17.3% of the respondents followed 6-10 celebrities in their social media, whereas 3.8% followed 16-20 celebrities. Moreover, from this pie chart, we can also analyze that all of the respondents have at least followed a celebrity on their social media as none of the respondents answered that they did not follow any celebrity online.

Do you have a different personality when you are on your social media compared to your real life?
52 responses

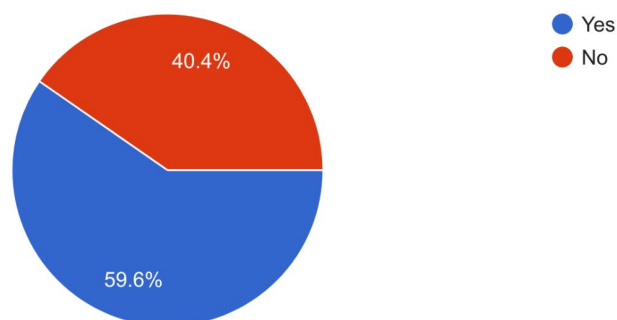


Figure 1.14

Has social media brought an effect on your mental health before?
52 responses

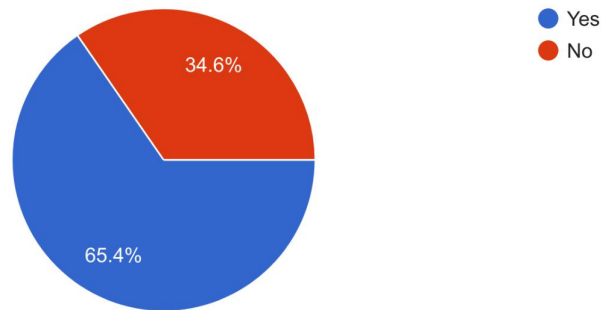


Figure 1.15

Have you ever felt low self-esteem after browsing social media?
52 responses

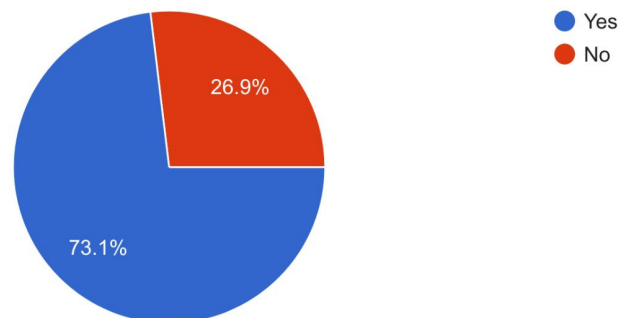


Figure 1.16

4.3. The Perception & Behaviour of Respondents (Part II)

For this subsection, the survey questions will go more in-depth into the perception and online behavior of the respondent. The first 3 questions in this section are structured to relate to social media impacting the respondents to further analyze the respondent's online behavior and the impactfulness of social media on the respondent's life as can be seen from above Figure 1.14, Figure 1.15, and Figure 1.16. In Figure 1.14, 31 out of the 52 respondents said

that they have different personalities online compared to them offline. While in Figure 1.15, 34 of the respondents agreed that social media indeed will bring affect to a user's mental health. Besides that, in Figure 1.16, 38 respondents stated that they had experienced low self-esteem from browsing their social media.

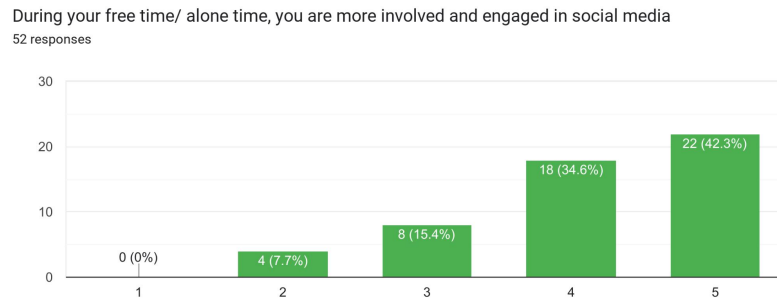


Figure 1.17

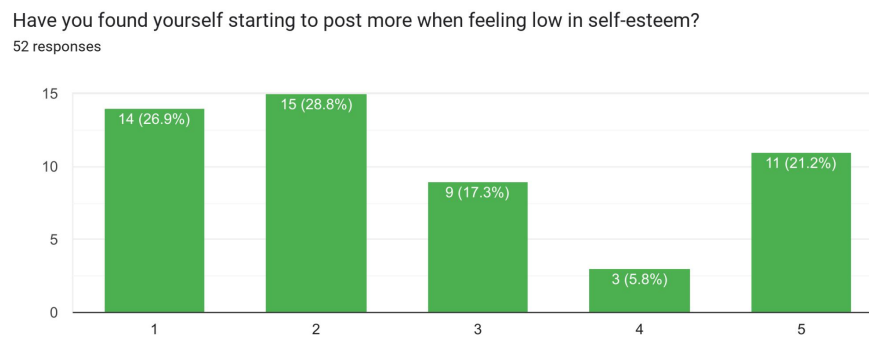


Figure 1.18

Moving on to Figure 1.17 and Figure 1.18 shows the data of both the bar graphs that investigate the user's behavior when feeling low self-esteem and how they will utilize social media to cope with their self-esteem. From Figure 1.17, we can analyze that most of the respondents will engage more in posting pictures or stories, commenting on other users' posts, and reacting 'like', during their free time. This can be seen from the bar graph as there is

42.3% say they extremely agree with this statement, meanwhile, 34.6% stated they agree that they will be more active on social media when they are free. Only 4 respondents did not agree with this, whereas no respondents answered that they extremely disagree with this statement. The next survey question is about whether respondents will post more on social media when they feel low self-esteem. Figure 1.18 shows that there are more respondents who answer that they will not post more due to low self-esteem on social media, as 29 respondents, which is a total of 55.7%, combined with respondents that answered disagree and extremely disagree. Only 14 respondents agree with this statement, which is only 27% of the respondents will post more on social media when they feel low self-esteem.

Have you found yourself starting to follow the lifestyle of the celebrities you follow on social media?
52 responses

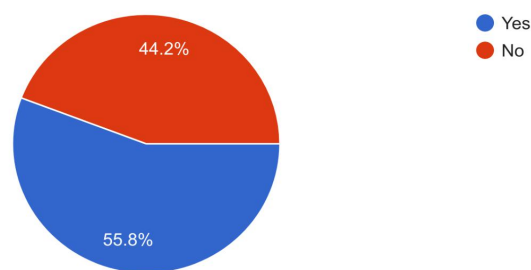


Figure 1.19

Have you ever compared your life to another user's life on social media?
52 responses

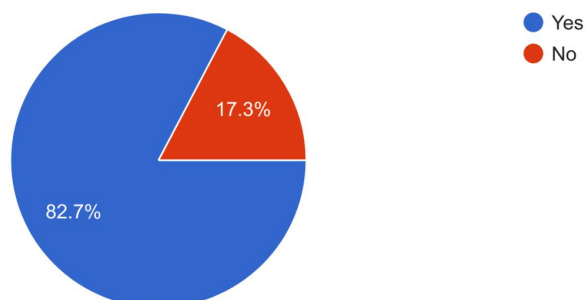


Figure 1.20

The next 2 questions are more to analyze the respondent's social comparing orientation behavior on social media in which the questions are structured to find out if the respondents will try to compare and then copy the lifestyle of other users that with better lifestyles than them. In this case, 55.8%, which is more than half of the respondents have started to follow the lifestyle of the celebrities that they followed on social media, hence from this data we can analyze that the majority of respondents will take note of the lifestyle of these celebrities and will start to follow their lifestyle. Carry on in Figure 1.20, there are even more respondents who agreed that they will start comparing their social life to another user's life on social media, as there is as many as 82.7% of the respondents stated yes to this question, leaving only 17.3% of the respondents who do not agree to this statement.

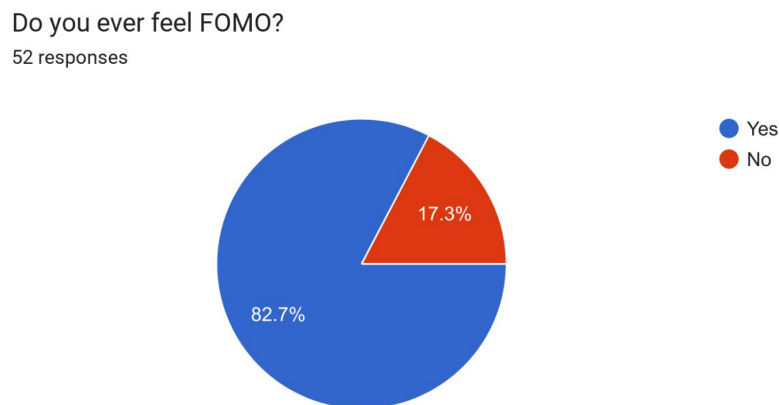


Figure 1.21

Your social media usage is higher when you feeling FOMO compared to your normal days
52 responses

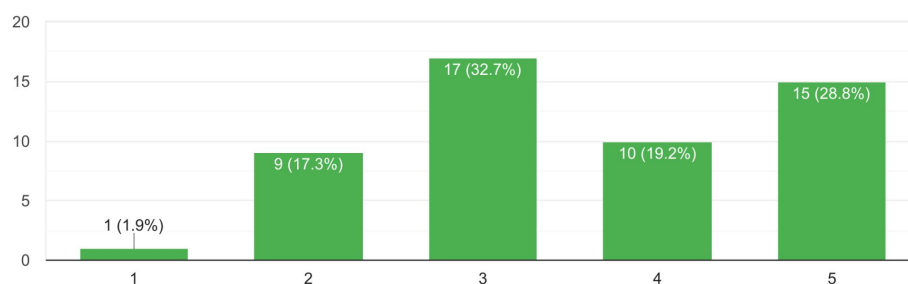


Figure 1.22

Do you agree that seeing your friend's posts on social media somehow makes you feel more FOMO?

52 responses

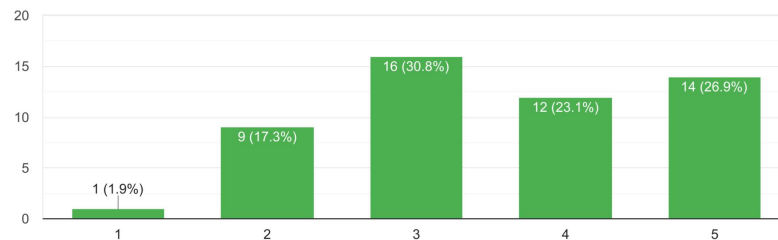


Figure 1.23

Do you believe FOMO has a part in this?

52 responses

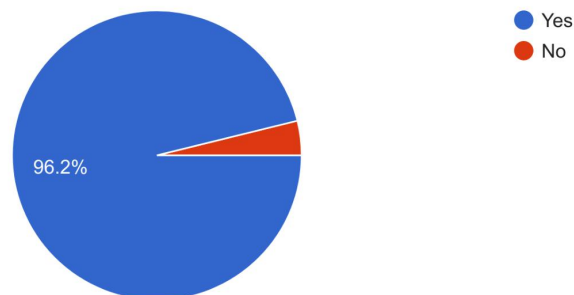


Figure 1.24

Going into our last 4 questions in this survey, those questions were structured to determine whether the respondents will feel the feeling of Fear Of Missing Out (FOMO), after witnessing other users such as friends or celebrities posting their lifestyles on social media. In Figure 1.21, 43 respondents agreed that they had experienced FOMO before. Based on Figure 1.22, 25 respondents agreed that their social media usage will increase, as their FOMO increases, while only 10 respondents disagree with this argument. Coincidentally, in Figure 1.23, there are also only 10 respondents that say otherwise that they

do not feel FOMO according to seeing their friend's posts on social media, but, there are 50% of the respondents agreed with this statement and stated that FOMO will take place for them when seeing their friends posting on social media that without having them in it. Lastly, 96.2% of the respondents agreed that FOMO has a play in this issue of social comparison in social media, while only 2 respondents did not think that way.

Chapter 5: Discussion and Conclusion

5.0 Introduction

This study is conducted to find if there is a core relation between SCO and FOMO, which will bring affect to Malaysian young users' self-esteem. According to the research hypothesis that had been mentioned in the above chapter, we predicted that the Malaysian young user will be affected by social media as social media will allow users to socially compare one another with the elements of SCO and FOMO involved in this process. Nowadays social media has been continuously advancing and it allows users to access features like commenting, reacting 'likes', posting pictures or stories, and even accessing other users' profiles is available in the platform. This has allowed users on social media to freely post their lifestyles and experiences on social media as well as browse other users of their lifestyles and experiences. Hence, this can also cause users to start downward social comparison and upward social comparison on this platform, to cope with their self-esteem. There had been a lot of researchers that had done their study on this matter, however, it is yet to establish a complete conclusion to this matter.

5.1. Demographic Profile

According to the survey and the questionnaire were structured, all demographics such as gender, age, race, and educational level are all taken into consideration. The main reason for this is that we are trying to collect data that match our research objective of targeting the millennial group only as they are the most active and suitable to be researched on. This study was able to achieve our research objective of targeting millennials and young adult users as the majority of them that answered the survey are in this age group of 15-25, while those who are not within the age group of millennials are eliminated from our data. This is to ensure that our study is accurate and only collects data on social comparison behavior in social media from respondents between the ages of 15-25. Nevertheless, the data analysis above, also shows the data of respondents that the majority of them had felt low self-esteem before from browsing social media and had been social compared with peers and celebrities on social media, coincidentally, most of the respondents who answered the survey appear to be female. According to the research that was done by Steinsbekk (2021), mentioned in his study on human mindset, female users are more likely to be socially compared with their peers or even celebrities compared to male users, as the gender of women is more naturally socialize and they are made to be more sensitive of their social position and social norms that's surrounding them, hence there are very aware of the interpersonal dynamics that allows women users to act downward or upward social comparison on social media to cope with their self-esteem. Unfortunately, according to Figure 1.4, the races of the respondents that participated in our survey, 94.2% are Chinese and only 4 of the respondents are different races, hence we cannot get accurate data for users for all races in this matter, and had left a big gap and imbalance data to research on whether race has a play in this matter.

5.2. Perceptions & Behaviour of Respondents

In this section, we will discuss the data analysis collected by the 52 respondents of their perception and behavior, and then relate it to our research hypothesis. From our research objectives, we had to analyze whether Social Comparison Orientation significantly links to FOMO and also to evaluate whether Malaysian young users' self-esteem will be affected by these two factors, Social Comparison Orientation and FOMO. Hence, from the above data analysis in Figure 1.17, we are able to investigate that young users will tend to post more on their social media when they feel lonely. Apart from that, in Figure 1.12, respondents answered that they knew most of the peers that they follow online, which means that they are socially connected with most of their followers and know them in person. However, in Figure 1.20, many respondents agreed that they did social comparison on social media before. Hence, from all of the data we collected, we are able to argue that young users in Malaysia will socially compare themselves with their followers, especially their peers, according to the loneliness they feel when they are alone as shown in Figure 1.9 that respondents are most active on social media when they are in their free and alone time. This can be supported by other data we collected in Figure 1.21, Figure 1.22, Figure 1.23, and Figure 1.24, stating that respondents agreed that FOMO is involved in this matter. Based on Figure 1.23, the majority of the respondents agreed that they will feel FOMO when seeing their peers post pictures and have a more rewarding experience without them in it. In this context, we can argue that young users when they are not doing anything and feeling FOMO, will have the tendency in needing to know what their peers or followers are doing as it is omnipresent in their nature, and by seeing their followers or their peers having a more rewarding experience than them or better off without them in it, then a possibly downward social comparison may occur in this situation, where users to order to cope with their self-esteem that had been decreased by their FOMO, thus they will look for other users that will have less rewarding experiences and compare with them. This will act as a defense mechanism to the user's self-esteem, which

will also cause an unhealthy comparison in social media. This is also because young users are at the age and mindset of needing to feel a sense of belonging and craving for social rewards, hence social media play an important role in their mental health and self-esteem. This statement can be proved in Figure 1.11 as the pie chart shows that users in the millennial age group enjoy posting their life experiences on their social media. Hence, because social media users are mostly users around the age of millennials, thus it creates a platform for users to show off their life experiences, and eventually this will cause users to have a higher possibility to socially compare with one another and also lead them to need to socially compare in order for them to feel good about themselves after knowing others had less rewarding experiences than them. Apart from that, our data also shows that respondents agreed with our argument of users follow celebrities to upward social comparison. This statement can be proved by Figure 1.13 and Figure 1.19 as the respondents stated that they all followed 1 or more celebrities on their social media and the majority of them started to follow these celebrities' lifestyles after following them and seeing their posts. Matter of fact, we can argue that young users will follow celebrities to upward social compare as most celebrities have more rewarding experiences than us, thus upward social compare by comparing our current status to a much higher and rewarding status of celebrities can be a driving force for users to thrive and work towards to achieve the same lifestyle of the celebrities they followed online. This is also supported by Festinger's (1954) social comparison theory, as it describes people will have an innate drive of comparing themselves to others when there is an absence of objective information. There had also been many researchers that argue that upward social comparison plays a significant role in SNSs as it can harm a person. For example, if a person passively browsing others' content on SNSs, this may trigger upward social comparisons, which may harm the person's well-being. However, one of our research hypotheses of stating

users in low esteem will tend to post more was proved wrong as in Figure 1.18, most of the respondents disagreed with our statement of users post more when they feel low self-esteem.

5.2 Limitations and Recommendations

There will always be some obstacles or limitations faced while conducting research which will affect the methodology of this study that cause some of our research data not as accurate. As a researcher, we should always identify these limitations to ensure that in the future research will proceed with a more desirable outcome. For this paper, one of the things that shows inaccurate data and limitations is the gender of the respondents we manage to collect the data from are mostly Chinese and only 4 of the respondents are from another race. From this, we cannot manage to collect well-balanced data from all three races as Malaysia is a mixed-race country, thus it is only accurate and fair to collect balance data from all three main races. Hence, for future research on this matter, we should collect a balance data from each race to be able to prove that race does not affect or have a aprt in this issue. Another limitation that this research paper faced is the sample size to be only 52 respondents which is valid and can be analyzed on. This is because most of the data results from the pie charts and bar graphs are just slightly edges from one another due to the small sample size, thus in order to get more accuracy and more credibility in our research data, we first must expand our sample size to ensure that one result has a significant gap compares to the other result so that we can able to analyze more accurately. The last limitation of this research is the inaccuracy of the Google Forms that were used as our survey questionnaire platform. In Google Forms, respondents are able to submit their responses and answer the survey without any limitations, hence the data is not really accurate. Apart from that, since this research uses a snowball

method, hence our data is spread around randomly and may cause other respondents that do not meet our target sample criteria to answer the survey, which allows us to collect inaccurate data in this research. In that case, we should use a more credible survey platform such as Qualtrics CoreXM, which specializes in analyzing data in a more professional method. By using this platform, it can enhance our research data reliability and credibility.

5.3 Conclusion

This study has brought more understanding and most importantly it helps to bring more awareness to the issue of Malaysian young users' self-esteem being affected by FOMO and social comparison. This is because there had not been any research conducted that analyze Malaysian users on this matter, thus this research will be the first to be conducted that focuses more on users in Malaysia. From the result, it has shown that the low self-esteem issues caused by FOMO and loneliness, which lead to users socially comparing with one another on social media are true and happening in Malaysia. From the data we collected from our survey, we successfully proved and achieve our research hypothesis as young Malaysian users feel low self-esteem and social comparison with other users are caused by FOMO and social comparison orientation. This is because, in the millennial age, social media means everything to them as it is part of their life, not to mention that teenager's mindsets are structured to crave a sense of belonging and acceptance, coincidentally social rewards are one of the factors that can give teenagers a sense of acceptance by the followers that follow on their social media, thus young users will thrive in this platform. However, if they are not given the social rewards they expected, their self-esteem will be decreased, thus in order to cope with the low self-esteem they feel, they will look for other users with lower reward experiences to downward social compare them as an act of defense mechanism.

Unfortunately, there are too many limitations that we faced in this research that were not able

to produce accurate data, hence it is only fair to further research on this matter to further prove this issue and produce a more desirable outcome in future research. Without further ado, this study can still be used as a base point for the researcher in expanding further discussion for future use in research on young Malaysian users' self-esteem affected by FOMO and social comparison orientation.

References

- Apuke, O.D. (2017) “Quantitative research methods : A synopsis approach,” *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(11), pp. 40–47.
<https://doi.org/10.12816/0040336>.
- Burnell, K. *et al.* (2019) “Passive social networking site use and well-being: The mediating roles of social comparison and the fear of missing out,” *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 13(3). <https://doi.org/10.5817/cp2019-3-5>.
- Crusius, J. *et al.* (2022). Social comparison: A review of theory, research, and applications. In D. Chadee (Ed.), *Theories of social psychology* (2 ed., pp. 165-187). Wiley.
- Dogan, V. (2019) “Why do people experience the fear of missing out (FOMO)? exposing the link between the self and the Fomo through self-construal,” *Journal of Cross-Cultural Psychology*, 50(4), pp. 524–538. <https://doi.org/10.1177/0022022119839145>.
- Elhai, J.D. *et al.* (2016) “Fear of missing out, need for touch, anxiety and depression are related to problematic smartphone use,” *Computers in Human Behavior*, 63, pp. 509–516.
<https://doi.org/10.1016/j.chb.2016.05.079>.

- Everton, W.J., Mastrangelo, P.M. and Jolton, J.A. (2005) "Personality correlates of employees' personal use of work computers," *CyberPsychology & Behavior*, 8(2), pp. 143–153. <https://doi.org/10.1089/cpb.2005.8.143>.
- Franchina, V. *et al.* (2018) "Fear of missing out as a predictor of problematic social media use and phubbing behavior among Flemish adolescents," *International Journal of Environmental Research and Public Health*, 15(10), p. 2319. <https://doi.org/10.3390/ijerph15102319>.
- Rifkin, J *et al.* (2015) ,"*Fomo: How the Fear of Missing Out Leads to Missing Out*", in NA - Advances in Consumer Research Volume 43, eds. Kristin Diehl , Carolyn Yoon, and , Duluth, MN : Association for Consumer Research, Pages: 244-248.
- Kemp, S. (2019) *Digital 2019: Global Digital Overview - DataReportal – global digital insights, DataReportal*. DataReportal – Global Digital Insights. <https://datareportal.com/reports/digital-2019-global-digital-overview>
- Lai, C. *et al.* (2016) "Fear of missing out (FOMO) is associated with activation of the right middle temporal gyrus during inclusion social cue," *Computers in Human Behavior*, 61, pp. 516–521. <https://doi.org/10.1016/j.chb.2016.03.072>.
- Simkus, J. (2023) *Snowball sampling method: Definition, Method & Examples, Simply Psychology*. <https://www.simplypsychology.org/snowball-sampling.html>.
- Stapleton, P. *et al.* (2017) "Generation validation: The role of social comparison in use of Instagram among emerging adults," *Cyberpsychology, Behavior, and Social Networking*, 20(3), pp. 142–149. <https://doi.org/10.1089/cyber.2016.0444>.

- Steinsbekk, S. *et al.* (2021) “The impact of social media use on appearance self-esteem from childhood to adolescence – a 3-wave community study,” *Computers in Human Behavior*, 114, p. 106528. Available at: <https://doi.org/10.1016/j.chb.2020.106528>.
- Reer, F., Tang, W.Y. and Quandt, T. (2019) “Psychosocial well-being and social media engagement: The mediating roles of social comparison orientation and fear of missing out,” *New Media & Society*, 21(7), pp. 1486–1505.
<https://doi.org/10.1177/1461444818823719>.
- Stones, S. and Glazzard, J. (2020) “Chapter 2 : Social Media and Young People's Mental Health,” in *Selected topics in Child and Adolescent Mental Health*. London: IntechOpen, pp. 7–20.
- Nesi, J. (2020) “The impact of social media on Youth Mental Health,” *North Carolina Medical Journal*, 81(2), pp. 116–121. <https://doi.org/10.18043/ncm.81.2.116>.
- Vogel, E.A. *et al.* (2014) “Social comparison, social media, and self-esteem.,” *Psychology of Popular Media Culture*, 3(4), pp. 206–222. <https://doi.org/10.1037/ppm0000047>.
- Vogel, E.A. and Rose, J.P. (2016) “Self-reflection and interpersonal connection: Making the most of self-presentation on social media.,” *Translational Issues in Psychological Science*, 2(3), pp. 294–302. <https://doi.org/10.1037/tps0000076>.
- Yang, C.-chen (2016) “Instagram use, loneliness, and social comparison orientation: Interact and browse on social media, but don't compare,” *Cyberpsychology, Behavior, and Social Networking*, 19(12), pp. 703–708. <https://doi.org/10.1089/cyber.2016.0201>.

Appendix

Sample Questions

Section A: Demographic

1. Gender: Male/ Female/ Others
2. Age: 15-20/ 20-25/ 25-30
3. Education Level: PT3/ SPM/ Diploma/ Degree/ Master/ PHD
4. Ethnicity: Malay/ Chinese/ Indian/ Others

Section B: Perception & Behavior (Part 1)

- Do you own a social media account?
 - a. Yes
 - b. No
- Which type of social media do you most use?
 - a. Facebook
 - b. Instagram
 - c. Youtube
 - d. Tiktok

- How often are you on your social media daily?
 - a. < an hour
 - b. 1-3 hours
 - c. 4-6 hours
 - d. 7-10 hours
 - e. > 10 hours

- What activity do you usually do when browsing social media?
 - a. Communication
 - b. Watching entertainment videos
 - c. Obtain new info & updates about your peers and idols
 - d. Learn new skills

- When do you usually access your social media account?
 - a. While at school/ university/ work
 - b. During meal times
 - c. During social occasions
 - d. During my free time/ alone time

- On a regular day, how many times do you post pictures, comments, stories on your social media?
 - a. Extremely often
 - b. Very often
 - c. Moderately often
 - d. Slightly often
 - e. Not often at all

- Do you enjoy posting about your experiences and lifestyle on social media?
 - a. Yes

- b. No
- How many friends do you have on your social media, that you know them in person?
 - a. None of them
 - b. Few of them
 - c. About half of them
 - d. Most of them
 - e. All of them

- How many celebrities do you follow on social media?
 - a. < 1
 - b. 1-5
 - c. 6-10
 - d. 11-15
 - e. 16-20
 - f. >20

Section B: Perception & Behavior (Part 2)

- Do you have a different personality when you are on your social media compared to your real life?
 - a. Yes
 - b. No

- Has social media brought an effect to your mental health before?
 - a. Yes
 - b. No

- Have you ever felt low self-esteem after browsing social media?
 - a. Yes
 - b. No
- During your free time/ alone time, you are more involved and engaged in social media
 - a. Strongly agree
 - b. Slightly agree
 - c. Moderate
 - d. Slightly disagree
 - e. Strongly disagree
- Have you found yourself starting to post more when feeling low in self-esteem?
 - a. Strongly agree
 - b. Slightly agree
 - c. Moderate
 - d. Slightly disagree
 - e. Strongly disagree
- Have you found yourself starting to follow the lifestyle of the celebrities you followed on social media?
 - a. Yes
 - b. No
- Have you ever compared your life to another user's life on social media?
 - a. Yes
 - b. No
- Do you ever feel FOMO?
 - a. Yes
 - b. No

- Your social media usage is higher when you feeling FOMO compared to your normal days
 - a. Strongly agree
 - b. Slightly agree
 - c. Moderate
 - d. Slightly disagree
 - e. Strongly disagree

- Do you agree that seeing your friend's posts on social media somehow makes you feel more FOMO?
 - a. Strongly agree
 - b. Slightly agree
 - c. Moderate
 - d. Slightly disagree
 - e. Strongly disagree

- Do you believe FOMO has a part in this?
 - a. Yes
 - b. No