

Research Paper

Assessing Social Support, Self-Esteem, Achievement Motivation among Instagram-based Artists: A Correlational Study

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ABSTRACT

This study examines the psychological dynamics of self-esteem, social support, and achievement motivation among artists, with a particular focus on Instagram influencers. Self-esteem, the subjective evaluation of one's worth, plays a pivotal role in shaping artists' perceptions of themselves and their work. Social support networks, both online and offline, provide artists with emotional, practical, and informational support, influencing their resilience in the face of digital pressures. Additionally, achievement motivation drives artists' pursuit of success in the competitive realm of social media. Through empirical analysis and synthesis of existing research, this study aims to elucidate these psychological mechanisms and provide insights into fostering a supportive environment for artists, especially Instagram influencers.

Keywords: *Self-Esteem, Social Support, Achievement Motivation, Artists, Instagram Influencers, Digital Pressures, Psychological Dynamics*

Social media platforms are becoming an essential part of everyday life in the modern digital age, changing the way people see themselves and communicate with others. Of these social media sites, Instagram is one of the most vibrant because it allows people—especially influencers and artists—to develop their online personas, share their artistic creations, and interact with a global audience. among this regard, it is vital to investigate psychological variables including self-worth, social support, and desire for accomplishment among artists, with an emphasis on Instagram influencers.

Self-esteem, which may be described as an individual's subjective assessment of their own value and potential, is a significant factor in determining their psychological health and behavior. Self-esteem is a fundamental component of artistic activities for them, since their work frequently combines personal expression and identification. Examining how artists view themselves on Instagram, a platform that makes approval and criticism easily available, offers important insights into the mechanics of self-esteem in the age of digital media.

Additionally, social support—which includes both practical and emotional help from family, friends, and online communities—acts as a buffer against the obstacles that artists may

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encounter in their professional lives. Comprehending the types & sources of social assistance that artists have access to, especially in the distinct environment of Instagram, might help illuminate how online networks promote adaptability and development. Moreover, a key factor in determining the productivity and success of artists is accomplishment motivation, or the desire to establish and meet goals. Instagram is a great place to study how artists' desire for validation and recognition affects their creative output and career goals because of its focus on metrics like likes, comments, and followers.

Although these psychological variables have been studied in a variety of settings, there are still few thorough studies that concentrate only on artists, particularly those that work in the Instagram influencing space. Through exploring the relationship among this particular group between self-worth, social support, and drive for accomplishment, the dissertation seeks to advance the understanding of the mental factors influencing artists' lives in the digital era.

This research aims to bridge the knowledge gap between theory and practice in light of Instagram's growing popularity as an environment for artistic expression as well as promotion. The insights gained from this endeavor will inform interventions and strategies that support artists in managing the challenges of online engagement while promoting their mental health and career advancement. This dissertation aims to make a significant addition to the disciplines of digital media studies and psychology by investigating the multifaceted relationships between artists' self-esteem, peer support, and success motivation.

THEORETICAL FRAMEWORK

Social media platforms have completely changed how artists interact with their audience and craft in recent years, providing previously unheard-of chances for networking, visibility, and self-promotion. In the realm of art, Instagram in particular has become a powerful force, giving creators of all stripes a place to exhibit their work, interact with other artists, and build fan groups. Artists in this digital age, particularly influencers, must negotiate a complicated web of psychological forces that mold their experiences and results. The three main factors that affect an artist's sense of self, resiliency, and success are accomplishment motivation, social support, and self-esteem. This study aims to evaluate how self-worth, social support, and success motivation interact among artists, with an emphasis on Instagram influencers.

Self-esteem among Instagram Influencers

The fast feedback loop that social networking platforms like Instagram offer—in which influencers get approval and criticism in the form of comments, likes, and shares—is one of its distinguishing characteristics. These measurements act as gauges of influencers' popularity and success, affecting how they feel about themselves and how good they are.

Social Support Networks of Instagram Influencers

Influencers who are in the cutthroat world of social media influence frequently find comfort and support in their peers—other artists who are aware of the particular difficulties and demands faced by the sector. Influencers get together to share information, resources, and encouragement, whether through official partnerships, unofficial exchanges, or networks of mutual support.

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Achievement Motivation in Instagram Influencers

Self Determination Theory places a strong emphasis on the role that relatedness, autonomy, and competence play in determining behavior. Intrinsically driven Instagram influencers could create material for the sake of real interest and enthusiasm rather than for outside benefits like money or notoriety.

REVIEW OF LITERATURE

The results showed that pleasant interactions with their audience, such comments & direct messages, that show them friendship and support, are what drive influencers to share material. Negative effects on mental health were also mentioned, though. Influencers also discussed their own motives for sharing their life online, like a desire to uplift and assist others. (Eastin, 2020)

Instagram influencers with a large number of followers are perceived as more popular, which contributes to their higher likeability, according to two experimental investigations. Collaborating with influencers that have large followings may not be the greatest marketing strategy for promoting divergent items since it diminishes the perceived distinctiveness of the brand and, in turn, the attitudes associated with it. (Hudders, 2017)

The viewpoints of communication experts and influencers were the main emphasis of the first study stream. The second stream focused on influencers' usage of content tactics in sponsored postings. The attraction of influencers & the effectiveness of their paid recommendations were the main topics of the third study stream. The openness of this deceptive marketing strategy was the subject of several investigations in the third stream. The study ends with recommendations for further research as well as consequences for public policy and commercial practices. (Sanghvi, 2022)

In South Korea, a two-wave internet-based poll of female consumers of smartphones aged 20–39 was carried out (N = 1,064 at Wave 1 & 782 at Wave 2). After accounting for envy in the first wave, a path analysis showed that all four variables that were independent had an indirect effect on envy in the second wave via social comparison (Wave 1). The results broadened the application of the theory of social comparison while providing a feminist critique of influencers' self-representation. (Chae, 2018)

Social Media Influencers have a critical role in improving their physical and mental wellness while giving their audience insightful fitness advice by skillfully overcoming these challenges. (Shaharom, 2023)

METHODOLOGY

Objective

- To explore the relationship between self-esteem and social support among Instagram influencers.
- To investigate the relationship between self-esteem and achievement motivation.
- To examine the relationship between social support and achievement motivation among Instagram influencers.

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Hypothesis

- There will be negative relationship between self-esteem and social support among Instagram influencers.
- There will be positive relationship between self-esteem and achievement motivation.
- There will be negative relationship between social support and achievement motivation among Instagram influencers.

Tools

- **Self Esteem Scale:** The Rosenberg Self-Esteem Scale (RSS) is a 10-item instrument that may be used to measure self-esteem. In reverse order, the following are the results for questions marked with an asterisk (*): strongly disagree (SD) = 3, agree (A) = 0, disagree (D) = 2. The scoring method incorporates each and every one of these answers. After the scores of each of the ten components are switched around, the final score is determined.
- **Social Support Scale:** A 12-item survey called the Multidimensional Scale of Perceived Social Support (MSPSS) assesses an individual's perceptions of support from three different social networks: family, friends, and significant others. A strong disagreement of 0 and a strong agreement of 5 constitute the MSPSS's 5-point Likert scale. The potential range for the total score, which is determined by summing the scores for each 12 items, is 12-84.
- **Achievement Motivation Scale:** The overall score on the Achievement Motivation Scale (AMS) ranges from 0 to 40. Higher achievement motivation levels are indicated by higher scores.

Sample

A total of 120 individuals, both male and female, will be selected from the sample using purposeful sampling. People between the ages of 18 and 35 make up the bulk of the sample.

Research Design

This study uses a correlational design, which aims to examine the relationship between self-esteem, social support, and achievement motivation among Instagram-based Artists.

Data Analysis

Table 1: Descriptive statistics of all variables

	Self Esteem	Social Support	Achievement Motivation Scale
Mean	22.19424	5.005995	37.23022
Standard Deviation	3.115826	1.388598	7.372409
N	120	120	120

Table 2: Pearson correlation analysis of relationship between self-esteem and social support among Instagram influencers.

	Self Esteem	Social Support
Self Esteem	1	
Social Support	0.04481	1

***. Correlation is significant at the 0.01 level (2-tailed).*

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Table 3: Pearson correlation analysis of relationship between self-esteem and Achievement Motivation among Instagram influencers.

	Self Esteem	Achievement Motivation
Self Esteem	1	
Achievement Motivation Scale	-0.06694	1

***.* Correlation is significant at the 0.01 level (2-tailed).

Table 4: Pearson correlation analysis of relationship between social support and Achievement Motivation among Instagram influencers.

	Social Support	Achievement Motivation
Social Support	1	
Achievement Motivation	0.29987	1

***.* Correlation is significant at the 0.01 level (2-tailed).

RESULTS AND DISCUSSION

The findings of the correlation analyses explain us a lot about how self-esteem, social support, as well as achievement motivation are connected among creative Instagram stars. The results indicate a weak but favorable relationship between self-esteem & social support, as a starting point for the correlation. The data supports the idea that Instagram influencers who have better levels of self-esteem also tend to report higher amounts of social support from their networks, which defies the initial assumption that the two are negatively correlated. People who have a solid grasp of their own value may find it easier to surround themselves with positive influences.

The data show a negative relationship between accomplishment motivation and self-esteem, so let's move on to it. This data reveals that creative Instagram influencers' success drive tends to decline with rising self-esteem. At first look, this finding seems contradictory. However, it suggests that people who have a strong sense of self-worth may not feel the need to constantly seek approval or success from others. Rather than seeking approval from others or material success, this may point to an innate need to express oneself creatively.

Lastly, there is a beneficial association between achievement motivation and social support. When Instagram influencers feel more love and support from their followers, they're even more motivated to achieve their goals. This provides more evidence that influencers might benefit from having a social network that encourages and supports them in their endeavors. This research shows that influencers benefit greatly from having supportive social networks that they can lean on in times of need.

In general, these results offer significant understandings of the psychological dynamics among artistic sector Instagram influencers. They provide insight into the ways in which influencers' self-perception, interpersonal connections, and achievement motivation are shaped by the complex interaction of self-esteem, social support, & achievement motivation. By delving into these dynamics, we may better understand how to assist and empower influencers as they face the obstacles of the digital world and strive for personal growth and creative satisfaction.

Instead, then trying to achieve impossible standards, encourage influential people to be themselves and accept themselves just as they are. Promoting different body ideals, speaking

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up about mental health, and sharing personal experiences of hardship and accomplishment are all ways to accomplish this goal. Instagram artists or influencers who make up a large portion of the sample might introduce sampling bias into the study. Since not all artists use Instagram and similar sites, this could not be a fair representation of the art world as a whole. Individuals outside of the art world may not be able to use the study's findings as a generalization. Instagram stars may only reflect a small segment of the population, and their traits might not apply to other types of artists or people.

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Conflict of Interest

The author(s) declared no conflict of interest.

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