Snapping Towards Happiness: The Role Of Snap Chat Addiction And Self-Esteem As Mediators

1. Ifra Iftikhar , 2.Bushra Yasmeen , 3.Mamoor Nadeem , 4.Numan Ahmed , 5. Madiha Javed , 6. Mian Hassan Shahid Hamid

1Associate Professor Department of Mass Communication Lahore Garrison University, Lahore ifraiftikhar@lgu.edu.pk, ORCID#0000-0003-3812-8379
2Associate Professor School of Sociology Minhaj University, Lahore bushrayasmin.soc@mul.edu.pk ORCID#0000-0002-1478-6388
3M.Phil Scholar Department of Mass Communication Lahore Garrison University, Lahore mamoornadeem99@gmail.com
4M.Phil Scholar Department of Mass Communication Lahore Garrison University, Lahore numanahmad2792@gmail.com
5Lecturer Journalism Government Associate College for Women, Mustafaabad, Lahore. madeejaved@gmail.com
6M.Phil Scholar Department of Mass Communication Lahore Garrison University, Lahore. mianhassan121@gmail.com

Corresponding Author: Dr. Bushra Yasmeen, Associate Professor, School of Sociology, Minhaj University, Lahore. Email ID: bushrayasmin.soc@mul.edu.pk;

Abstract

This study examines the extent of Snapchat usage among young adults in Pakistan, aged 18-35, and how they utilize various features of the app in their daily lives. The study also investigates the mediating role of self-esteem and problematic Snapchat usage in explaining the link between Snapchat use and life satisfaction. Data was collected from young adults in Lahore, a metropolitan city in Pakistan. The study found that Snapchat is more commonly used by males, younger age groups (18-24), those with up to 12 years of education, and urban users in Pakistan. Frequent Snapchat users tend to engage more in chatting with friends, viewing spotlight reels, and maintaining streaks. However, visiting profiles is less common among frequent users. The study also highlights a positive correlation between viewing spotlight reels and saving memories. While social media use may have addictive qualities, the study found that only a small subset of the population is at risk of problematic Snapchat use. Additionally, the study suggests that excessive use of Snapchat does not necessarily improve well-being and may have both positive and negative effects on users' self-worth and happiness. The study also indicates that social status plays a significant role in determining happiness.

Keywords: SnapChat usage, problematic SnapChat use, self-esteem, life satisfaction, social media addiction

Introduction

The widespread use of social media platforms like Facebook, SnapChat, and TikTok demonstrates the importance that people place on these platforms as a means of communication in the current world. It has been stated that social media facilitate social connection, aid in relationship maintenance, and permit self-expression (Baccarella, et al., 2018). According to the "uses and gratifications" idea, people interact with media for a variety of reasons (UGT). The term "social media" encompasses all forms of online communication that promote user-generated content, such as blogs, message boards, and social networking sites. Social networking services (SNSs) let people create public profiles and connect with others through various sharing, communication, and discovery tools. People pick media and content for a number of reasons, including the satisfaction of their curiosity and want to learn, the possibility for social connection, and the enjoyment of a good tale, according to UGT (Katz, et al., 1973) . Meeting new people (Kim, et al., 2011); gratifying adolescents' need to belong (McKenna & Bargh, 1999); and being amused for the sake of passing time, relaxing, and enjoying oneself (Ellison, et al., 2006) are all gratifications in social media that UGT research has identified as being particularly sought by adolescents.

Snapchat's popularity is highest among the younger generation, specifically Gen-Z (Statista, 2018). One reason for this may be the unique characteristics of temporality and ephemerality that Snapchat offers through its technological affordances (Handyside & Ringrose, 2017). As a private communication medium, Snapchat offers an SCU from the open and public nature of other social media platforms like Facebook (Utz, et al., 2015). Additionally, With the advent of Snapchat, users are no longer hesitant to share anything online due to the app's simple interface and unique capabilities connected to the deletion of content after a specified period (Piwek & Joinson, 2016). Due to the fleeting nature of the content, the line between documentation and lived experience becomes fuzzier with Snapchat's self-destructive nature of messaging (Kamble, et al., 2021).

Users like using Snapchat because of the temporary nature of the messages, particularly as a result of the entertainment, curiosity, and even boredom that may be exchanged during conversations (Velez, 2015). Additionally, studies have demonstrated that millennials' associations with product/service businesses are strengthened as a result of the self-expression opportunities Snapchat provides (Flecha-Ortíz, et al., 2021). Users have expressed certain security and privacy issues about Snapchat due to the nature of the program, which centers on the sending and receiving of private photographs and videos (Roesner, et al., 2014). Despite this, Snapchat's unique features and technological affordances have made it a popular choice among users, especially those seeking privacy and ephemerality in their online communications.

The study aims to examine: R1: to what extent do young adults in Pakistan (those between the ages of 18 and 35) use Snapchat on a daily basis and how do they utilize Snapchat's many features—viewing profiles, keeping streaks, storing memories, watching highlight reels, and communicating with friends, among others—in their daily lives?; and, RQ2: What is the relationship between SnapChat usage, Snapchat-related issues, self-evaluation, and life satisfaction among young adults?

Social Media Addiction

But nonetheless, social media may lead to social media addiction if it is used excessively and

obsessively, which can have devastating effects on all aspects of one's life. (Kuss & Griffiths, 2017). The term "Internet addiction" refers to a condition in which an individual's usage of the Internet becomes obsessive, such that he or she grows to rely on the Internet for his or her emotional well-being and suffers withdrawal symptoms when denied access. The result is an increased dependence on the Internet for basic activities. While problematic Internet use (PIU) has been identified in recent studies (Marzilli, et al., 2020; Fioravanti, et al., 2012), for the sake of this study, SnapChat addiction and PIU are considered interchangeable. One of the primary drivers of maintenance is a desire to avoid the intensified unpleasant emotions that accompany deprivation (Nader, et al., 1997). It is reasonable to suppose that the enhanced good feelings and diminished negative emotions experienced by PSCU users contribute to the development of a dependency on the substance. Those who are addicted to a substance or behavior often utilize it to keep their negative emotions at bay and so maintain their addiction.

Prior research has found evidence for the hypothesis that social and psychological demands are at the heart of problematic SNS usage (Albarashdi, 2020; Alhabash, et al., 2014; Balakrishnan & Shamim, 2013; Balcerowska, et al., 2020; Masur, et al., 2014) . The psychological advantages of sociability, amusement, and self-presentation, as found by (Balakrishnan & Shamim, 2013) contribute to heavy and unhealthy usage of social networking sites. Pathological use of SNS is also associated with the need for attention, knowledge, friendships, and fun (D'Arienzo, et al., 2019). Also, one important idea in cognitive-behavioral theories is that people avoid situations where they can be judged negatively by others. Several theories on social anxiety pointed out the impact of worrying about being judged negatively (Boute, et al., 2009; Blackwell, et al., 2017). This anxiety,

according to Weeks et al. (2005), consists of feelings of concern about the assessments of others, sadness about these unfavorable evaluations, and the anticipation that others would judge one adversely. Fear of a poor assessment is introduced as a significant reason that causes people to stay with their SNS account rather than face-to-face encounters, which can also lead to excessive use (Inderbitzen-Nolan & Walters, 2000). Similarly, Casale, et al., (2018) corroborate that worrying about what others may think has a major impact on problematic social media consumption.

Those who suffer from social media addiction are characterized by excessive preoccupation with and inability to resist the pull of their favorite platforms (Andreassen & Pallesen, 2014). To some extent, may be understood as a sort of digital technology addiction, with various conceptualizations of addiction emphasizing the pathological nature of seemingly normal and essential actions (Moreno, et al., 2021). Anxiety, sadness, a decline in subjective well-being, and worse academic performance are all possible side effects of SMA usage (Lin, et al., 2016). We will look at demographics, self-esteem, and problematic social media use, SnapChat in particular, as potential risk factors for lowering life satisfaction in this study.

Life Satisfaction and Social Media
One of the most important facets of subjective well-being, which consists of both mental and emotional dimensions, is satisfaction with one's life (Diener, et al., 1985). Satisfaction with one's life as a whole is a measure of how happy one is, and it is widely seen as being the most accurate indicator of how good one's life actually is (Huebner, et al., 2006). One popular definition of happiness is a positive assessment of one's living conditions in comparison to one's own standards or expectations (Prasoon & Chaturvedi, 2016). Hence, contentment comes from focusing on and

celebrating the good times and circumstances that one has encountered.

Too much time spent on social networking sites (SNS) has been demonstrated to have a negative effect on user satisfaction. Problems with social health, such as isolation, anxiety, and nervousness (Boursier, et al., 2020; Hunt, et al., 2018), can have a negative effect on one's quality of life. While several studies have looked at the negative effects of social media use, the processes that really cause these results are still poorly understood (Foroughi, et al., 2019). Compulsive use of social networking sites has been related to depression and other negative outcomes, including lower life satisfaction and well-being. The research is still lacking a conclusive conclusion as to whether or not heavy use affects satisfaction with life. For instance, although some studies have found that social media use can boost one's mood (Tosun & Lajunen, 2009), others have found the opposite to be true (Donnelly & Kuss, 2017; Brooks, 2015).

SnapChat usage refers to whatever a user does or interacts with while using Snapchat. Visiting a profile is one such activity, and it entails looking at someone else's SnapID, username, display name, and shared stories and posts, among other things. In addition, there is the option to keep track of one's streaks, or the number of consecutive days in which one has sent a certain user a snap. Users may keep their streaks alive and win incentives by continuing to send daily photographs. In addition, users may add their photos and videos to a personal archive called Memories. These Recollections can be saved, reworked, and revisited to form the basis for future updates or narratives. For users interested in discovering new content and artists, Snapchat's Spotlight feature highlights selected or popular stories from throughout the platform. Lastly, Snapchat's messaging function enables users to have one-on-one or group chats with pals, during which they may exchange text, photographs, videos, voice messages, and the like, as well as employ filters, lenses, and Bitmojis to spice up their exchanges.

Self-Esteem and social media

Self-esteem, as defined by MacIntyre et al. (1999), is a person's estimation of his or her own value and significance. Many researches have examined the correlation between self-esteem and expressive behavior. According to studies conducted by MacIntyre et al. (1999), those with low self-esteem are less likely to initiate conversations with others than those with higher self-esteem. This is because individuals with low self-esteem believe they have less to offer a discussion and are more vulnerable to criticism from their peers.

Prior studies have shown that those with poor self-esteem are less likely to engage in interpersonal communication. Moreover, studies show that people with poor self-esteem are more likely to prefer conversing with others online over in person since they find it easier to do so (Ehrenberg, et al., 2008). As a result, people who struggle with low self-esteem are less inclined to engage in interpersonal interactions with others. Addiction to social media has been linked to lower levels of self-esteem in studies (Andreassen, et al., 2017). Social media use has been associated with upward social comparison, which can have a detrimental impact on young people (Lewallen & Behm-Morawitz, 2016). Whether or not people with lower self-esteem put in more effort online than those with higher self-esteem is not well understood. Furthermore, people who spend more time on social media report poorer levels of self-esteem, according to certain research on the correlation between the two (Vogel, et al., 2015; Hawi & Samaha, 2016).

There is a negative relationship between the users' levels of self-esteem and the frequency with which they use social networking platforms, as well as the meanings they ascribe to such uses

(Błachnio, et al., 2016). Self-esteem affects the susceptibility to social media addiction. Individuals who struggle with low self-esteem often withdraw from real-world interactions in favor of engaging in them online, where they may maintain a mask of anonymity while acting out their worst impulses. In addition, users' self-esteem will be damaged by unfavorable comments posted on social media (Andreassen & Pallesen, 2014).

In light of the reviewed research, it is clear that investigating the role of the user's self-esteem (SE) and problematic Snapchat usage (PSCU) in explaining the link between Snapchat and life satisfaction is crucial. Following this conversation, the following hypotheses were put forth:

H1: Self-esteem mediates the relationship between Snapchat activities and life satisfaction.

H2: Problematic SnapChat usage mediates the relationship between Snapchat activities and life satisfaction.

Methods
Participants

The present study comprised 301 young social media users between the ages of 18-35 years. The data was voluntarily obtained online using Google forms from selected institutions. The chosen institutions were those that were most accessible to the study team, and the participants were therefore a convenience sample. Demographic information of the total sample is presented in Table 1. Participants were asked about their Snap Chat usage frequency to establish the app's pervasiveness in their daily routines. Monthly or less often (1), weekly (2), occasionally (3), daily (4), or many times a day (5) were the choices for how often you did this (5).

Table 1: Demographic information of the sample (N = 301)

Variable	Statistics	n	Percent
Gender	Male	190	63.1
	Female	108	35.9
Age Group	18-24 years	229	76.1
	25-35 years	71	23.6
Years of Education	12 or less years	170	56.5
	12-17years	70	23.3
	more than 17 years	61	20.3
Area of Residence	Rural	110	36.5
	Urban	191	63.5
Perceived socio-economic level	Low	32	10.6
	Middle	209	69.4
	High	60	19.9
Daily SnapChat using duration	Never	37	12.3
	Less than an hour	218	72.4
	1-3 hours	23	7.6

	More than 4 hours	23	7.6

Measures
Snapchat Usage (SCU):

Snapchat usage refers to the different activities or features a user can engage in within the Snapchat app. Snapchat usage was measured by five items asking about the extent of the engagement in the activities on Snap Chat. These include: Visiting profiles, Maintaining streaks, Saving memories, Viewing spotlight reels, and , Chatting with friends. The responses were measured on five-point Likert SCUle ranged from 1=strongly disagree to 5=strongly agree. Later, the strongly disagree and disagree categories were merged into one for the sake of clarity in the bar graph, and the same was done for the agree category. Not sure option was not changed.

Problematic Snap Chat Use (PSCU)

Problematic Snap Chat Use refers to the degree to which a person feels attached or reliant on Snapchat as a part of their daily life and identity. This variable can be conceptualized as a form of technology addiction or overuse, characterized by symptoms such as withdrawal, preoccupation, and loss of control. five indicators of Snapchat dependence. The items used to measure problematic Snap Chat use on a are: Snapchat is a part of my daily interaction; I am proud to tell people that I use Snapchat; I feel out of touch when I have not used Snapchat for long; I feel I am a part of the Snapchat community; and, I will feel bad if Snapchat shuts down. The responses were measured on five-point Likert SCUle ranged from 1=strongly disagree to 5=strongly agree. Later, The strongly disagree and disagree categories were merged into one for the sake of

clarity in the bar graph, and the same was done for the agree category. Not sure option was not changed.

Life Satisfaction (LS)

Satisfaction with life is a concept that refers to an individual's enjoyment of life and psychological well-being, we used the Diener, Griffin, Larsen and Emmons (1985) developed to determine the satisfaction of life. The SCUle consists of 5 items. I have an ideal life in many ways ; My living conditions are excellent ; My life satisfies me ; So far, I have achieved the important things I want in life; and, If I had the chance to live my life again, I wouldn't change anything . The responses were measured on five-point Likert SCUle ranged from 1=strongly disagree to 5=strongly agree. Later, the strongly disagree and disagree categories were merged into one for the sake of clarity in the bar graph, and the same was done for the agree category. Not sure option was not changed.

Self-Esteem (SE)

The Rosenberg Self-Esteem SCUle (RSES), a four-point Likert-type SCUle with 5 questions, was used to evaluate self-esteem (Rosenberg, 1965). Respondents scored statements such as " on the whole, I am satisfied with myself"; I feel I possess a variety of positive traits" and "I surely feel useless at times" on a SCUle ranging from 1 (strongly agree) to 4 (strongly disagree), with no natural 0 or neutral point. Low RSES scores link with lower self-esteem, and high RSES values connect with better self-esteem.

Table 2: Frequency of Snapchat use across various demographic groups

Snapchat use Demographics	Not at all	Less than 4 hours	More than 4 hours

Gender	Male	26	9%	150	50%	14	5%
	Female	10	3%	89	30%	9	3%
Age Group	18-24 years	31	10%	181	60%	17	6%
	25-35 years	6	2%	59	20%	6	2%
Years of Education	Up to 12 years	26	9%	136	45%	8	3%
	14-18 years	11	4%	105	35%	15	5%
Perceived Social Status	Low	7	2%	21	7%	4	1%
	Middle	23	8%	178	59%	8	3%
	High	7	2%	42	14%	11	4%
Background	Rural	19	6%	85	28%	6	2%
	Urban	18	6%	156	52%	17	6%

According to the data, out of the 301 individuals surveyed in Pakistan, 12.3% reported not using Snapchat at all, 80.1% reported using it less than 4 hours per day, and 7.6% reported using it for more than 4 hours per day. Therefore, it can be concluded that the majority of individuals in Pakistan who use Snapchat, use it for less than 4 hours per day. The table 2 presents data on the usage of Snapchat across various demographic groups based on the amount of time spent on the app. It shows that the usage of Snapchat is highest among males, 18–24-year-olds, those with up to 12 years of education, those with middle perceived social status, and urban users. In terms of gender, Snapchat usage is lower among females than males, with most female users (89%) using the app for less than 4 hours. The 25-35 age group uses Snapchat less frequently compared to the 18-24 age group, with only 20% using the app for less than 4 hours and 2% using it for more than 4 hours. Meanwhile, users with 14-18 years of education also use Snapchat frequently, with 35% using the app for less than 4 hours and 5% using it for more than 4 hours. Furthermore, those with high perceived social

status use Snapchat less frequently compared to those with middle and low perceived social status. Finally, rural users use Snapchat less frequently compared to urban users, with only 28% using the app for less than 4 hours and 2% using it for more than 4 hours.

Snap Chat Usage (SCU)

The graph (Figure 1) presents the percentage of respondents who disagreed, were unsure, or agreed with five different activities related to Snapchat use. The first activity, "Visit profiles," had 46.8% of respondents disagreeing, 28.9% being unsure, and 24.3% agreeing. This suggests that just under a quarter of the sample regularly visits profiles on Snapchat. The second activity, "Maintain streaks," had 49.5% of respondents disagreeing, 20.6% being unsure, and 29.9% agreeing. This suggests that just under a third of the sample actively maintains streaks on Snapchat. The third activity, "Save memories," had 37.2% of respondents disagreeing, 30.9% being unsure, and 31.9% agreeing. This suggests that just over a third of the sample regularly saves memories on Snapchat. The fourth activity, "View spotlight reels," had 59.5% of respondents

disagreeing, 23.6% being unsure, and 16.9% agreeing. This suggests that only a small portion of the sample regularly views the spotlight reels on Snapchat. The fifth activity, "Chat with friends," had 47.5% of respondents disagreeing, 25.2% being unsure, and 27.2% agreeing. This suggests that just over a quarter of the sample regularly chats with friends on Snapchat.
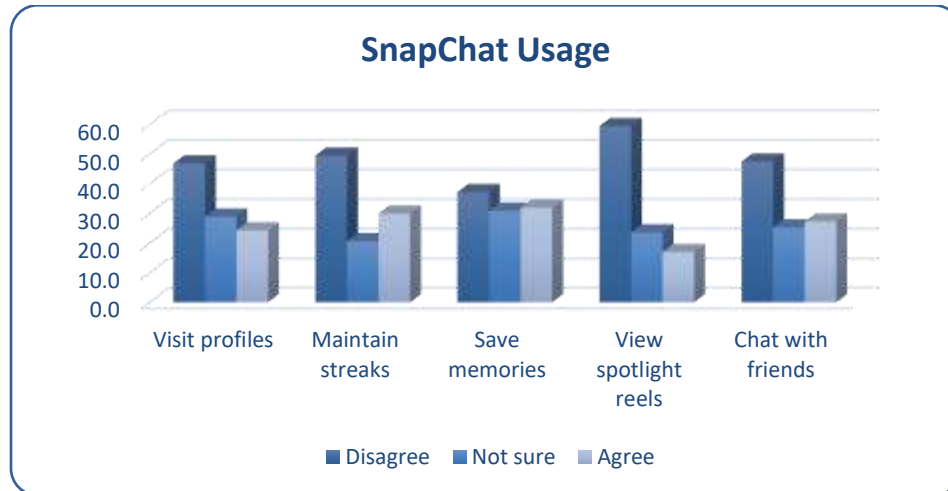

Figure 1: Percentage of SnapChat Usage

Snapchat usage frequency (SUF) and Snapchat Usage (SCU)

Table 3 presents the results of a correlation analysis examining the relationship between Snapchat Use Frequency (SUF) and Snapchat Usage (SCU). The analysis indicates a positive correlation between SUF and each of the five SCU variables: Visit profiles, maintain streaks, save memories, View spotlight reels, and Chat with friends. All these correlations are statistically significant, with p-values less than 0.01 or 0.05, depending on the variable.

Table 3: Correlations Analysis of Snapchat Use Frequency (SUF) with Snapchat Usage (SCU)

	SUF	SCU1	SCU2	SCU3	SCU4	SCU5
Snapchat Use Frequency	1					
Visit profiles	.132*	1				
Maintain streaks	.188**	.516**	1			
Save memories	.198**	.510**	.571**	1		
View spotlight reels	.231**	.506**	.455**	.473**	1	

| Chat with friends | .199** | .597** | .635** | .584** | .527** | 1 |

* Correlation is significant at the 0.05 level (2-tailed).
** Correlation is significant at the 0.01 level (2-tailed).

These results in Table 3 suggest that there is a positive association between Snapchat use frequency and various Snap Chat usage, particularly viewing spotlight reels and chatting with friends. The strongest positive correlation was found between SUF and viewing spotlight reels (r = 0.231**, p < 0.01), followed by chatting with friends (r = 0.199**, p < 0.01) while Visit profiles has the weakest positive correlation (r = 0.132*, p < 0.05).This suggests that individuals who use Snapchat more frequently are more likely to engage in chatting with their friends through the app.

Moreover, the analysis reveals that there are strong positive correlations between several pairs of SCU variables. For instance, maintaining streaks is significantly related to chatting (r = 0.635**, p < 0.01), as well as viewing spotlight reels (r = 0.473**, p < 0.01) and saving memories (r = 0.510**, p < 0.01). Additionally, there is a strong positive correlation between chatting and viewing spotlight reels (r = 0.527**, p < 0.01) and saving memories (r = 0.584**, p < 0.01). It is noteworthy that View spotlight reels has a stronger correlation with SUF than Chat with friends, contrary to what might be expected.

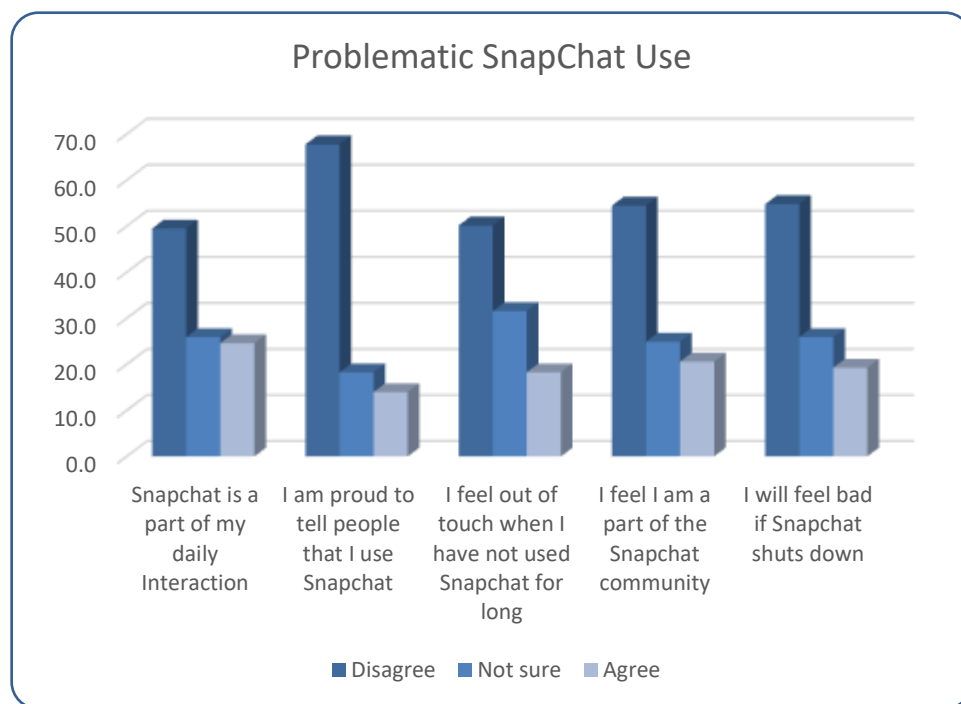**Problematic Snapchat Use (PSCU)**

Figure 2: Percentage Graph of Problematic Snapchat Use Indicators

The first indicator, "Snapchat is a part of my daily interaction," had 49.5% of respondents disagreeing, 25.9% being unsure, and 24.6%

agreeing. This suggests that approximately a quarter of the sample sees Snapchat as an integral part of their daily routine. The second indicator, "I am proud to tell people that I use Snapchat," had 67.8% of respondents disagreeing, 18.3% being unsure, and 14.0% agreeing. This suggests that most of the sample did not perceive Snapchat use as something to be proud of. The third indicator, "I feel out of touch when I have not used Snapchat for long," had 50.2% of respondents disagreeing, 31.6% being unsure, and 18.3% agreeing. This suggests that

approximately a fifth of the sample may exhibit signs of Snapchat dependence, such as feeling disconnected or out of touch when not using the app for an extended period. The fourth indicator, "I feel I am a part of the Snapchat community," had 54.5% of respondents disagreeing, 24.9% being unsure, and 20.6% agreeing. This suggests that while some individuals may identify strongly with the Snapchat community, the majority of the sample did not feel a part of it. The fifth indicator, "I will feel bad if Snapchat shuts down," had 54.8% of respondents disagreeing, 25.9% being unsure, and 19.3% agreeing. This suggests that while some individuals may exhibit signs of emotional attachment to the app, most of the sample did not seem to have a strong emotional connection to it.

Snapchat usage frequency (SUF) and Problematic Snapchat Use (PSCU)

Table 4 shows significant positive correlations between Snapchat use frequency (SUF) and passion for Snapchat as measured by the PSCU1 to PSCU5 variables. The correlation coefficients indicate that higher SUF is associated with higher dependence for Snapchat. Specifically, the strongest correlations were found between SUF and feeling a part of the Snapchat community (PSCU3; $r = .533$, $p < .01$), feeling out of touch when not using Snapchat for long periods (PSCU4; $r = .519$, $p < .01$), and being proud to tell people that one uses Snapchat (PSCU2; $r = .562$, $p < .01$). There was also a significant positive correlation between feeling bad if Snapchat shuts down (PSCU5) and SUF ($r = .475$, $p < .01$). The correlation between Snapchat being a part of daily Interaction (PSCU1) and SUF was also significant ($r = .254$, $p < .01$), but slightly weaker compared to the other variables. These findings provide evidence that higher Snapchat use frequency is associated with stronger emotional dependence on Snapchat among users.

Table 4: Correlation between Snap Chat Use and Problematic Snap Chat Use

Items	SUF	PSCU 1	PSCU 2	PSCU 3	PSCU 4	PSCU 5
Snapchat Use Frequency	1					
Snapchat is a part of my daily Interaction	.254**	1				
I am proud to tell people that I use Snapchat	.257**	.562**	1			
I feel out of touch when I have not used Snapchat for long	.271**	.539**	.519**	1		
I feel I am a part of the Snapchat community	.224**	.609**	.667**	.533**	1	
I will feel bad if Snapchat shuts down	.199**	.609**	.496**	.663**	.475**	1

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

Correlation among the Latent Variables

Snap Chat usage, problematic Snapchat usage, self-evaluation, and life satisfaction were averaged. Table 5 provides information on the means, standard deviations (SD), Cronbach's alpha (α), and correlation coefficients between four study variables: Snapchat Usage (SCU), Problematic Snapchat Use (PSCU), self-esteem (SE), and life satisfaction (LS). The Cronbach's alpha values indicate high internal consistency reliability for all variables, with values ranging from .83 to .87. This suggests that the measures used to assess these constructs are reliable and consistent. A mean score of (12.1) indicates that people engage moderately in Snapchat activities. Nonetheless, with a mean score of problematic Snapchat usage (13.0), users reported a significant number of issues with Snapchat. It has been shown that excessive usage of social media can have a harmful impact on mental health, namely by raising anxiety and depression symptoms. Furthermore, participants' mean self-esteem scores (13.8) are above average. Positivity about self-esteem is correlated with life satisfaction and other good mental health outcomes.

The correlation coefficients show the strength and direction of the relationship between pairs of variables. SCU has a positive correlation with SCD (r = .76**) and with SE (r = .52**), meaning that higher levels of SnapChat usage are associated with higher levels of Problematic Snapchat use and higher levels of self-esteem. Similarly, SCD has a positive correlation with SE (r = .48**) and LS (r = .49**), indicating that higher levels of PSCU are associated with higher levels of self-esteem and life satisfaction. SE has a positive correlation with LS (r = .66**), indicating that higher levels of self-esteem are associated with higher levels of life satisfaction.

Table 5: Descriptive statistics and bivariate correlations among Latent variables

	Mean	SD	α	SCU	PSCU	SE	LS
Snapchat Usage (SCU)	12.1	4.5	.87	1			
Problematic Snapchat Use (PSCU)	13.0	4.8	.85	.76**	1		
Self Esteem (SE)	13.8	4.8	.83	.52**	.48**	1	
Life Satisfaction (LS)	14.0	4.5	.87	.55**	.49**	.66**	1

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

Mediation Analysis

The study assessed the mediating role of self-esteem (SE) and Problematic Snapchat Use (PSCU)of the user on the association between the SnapChat Activities (SCU)and life satisfaction (LS) using Hayes mediation model 4 in SPSS. The results revealed a significant indirect impact of SCU on LS through SE (b= .25, t= 6.75, p < .001), supporting H1. The study found no significant indirect impact of on SCI through PSCU, thus H2 not supported. Furthermore, the direct effect of SCU on LS in presence of the mediators was also found significant (b= .25, t=3.76, p <.05). Hence, self-esteem partially mediates the relationship between Snap Chat usage and life satisfaction with life. However, snapchat problematic uses have no significant impact on satisfaction with life. Additionally,

social status was found a significant covariate affecting life satisfaction but had no significant association with self-esteem and problematic SnapChat use. Moreover, age and gender were found to be insignificant covariate affecting life satisfaction. Mediation summary is presented in Table 3.

Total effect (SCU ---->LS)	Direct effect (SCU --->LS)	Relationship	Indirect effect	Confidence interval		t-statistics	Conclusion
				Lower bound	Upper bound		
.54 (.000)	.25 (.000)	H1: SnapChat Usage -> Self-Esteem -> Life Satisfaction	.25	.18	.33	6.74	Partial mediation
		H2: SnapChat Usage -> Problematic SnapChat Use -> Life Satisfaction	.038	-.081	.152	.063	No Mediation

Discussion

The answer to the key research question posed by this study that how young adults in Pakistan (those between the ages of 18 and 35) use Snapchat daily and how do they utilize Snapchat's many features—viewing profiles, keeping streaks, storing memories, watching highlight reels, and communicating with friends, among others—in their daily lives? is answered as follows:

The findings reveal that Snapchat usage varies across demographic groups. Males and younger adults aged 18-24 years use Snapchat more than females and adults aged 25-35 years. Moreover, individuals with higher perceived social status and those living in urban areas use Snapchat more than those with lower perceived social status and those living in rural areas. Frequent Snapchat users tend to engage more in chatting with friends, viewing spotlight reels, and maintaining streaks. However, visiting profiles is less common among frequent users. The study also highlights a positive correlation between viewing spotlight reels and saving memories. The results are consistent with the previous research (Grieve, 2017; Andreassen & Pallesen, 2014).

The findings indicate Snapchatters' habits. It shows that they prefer streaks to personal profiles. This may be because streaks are a great way to stay in contact with network friends (Bayer, et al., 2016). Several research studies have found that Snapchat users love posting snaps since most of them are hilarious (Utz, et al., 2015; Roesner, et al., 2014). The vast number of Snapchat users who regularly store memories may suggest that this function is a popular method to capture life. people like the platform's ability to store and revisit their favorite memories. Researchers have explained it as cognitive processing relies heavily on the ability to see things. Images play a significant role in many people's most meaningful recollections (Greenberg & Knowlton, 2014; Sheldon & Bryant, 2016). One of the most potent types of

remembering, known as "flashbulb memory," is typically visual in nature, and involves recalling the scene one was in when they heard some very significant or emotionally impactful news (Brewer & Pani, 1996). On the other hand, the data shows that only a small portion of the sample regularly views the spotlight reels on Snapchat, which suggests that this feature may not be as popular among users. The fact that slightly more than a quarter of the sample routinely communicates with friends on Snapchat shows the significance of the platform's messaging functions (Katz & Crocker, 2015; Bayer, et al., 2016). Therefore, the findings suggest that different Snapchat activities have varying levels of popularity among users. Some activities, such as maintaining streaks and saving memories, may be more common, while others, such as viewing spotlight reels, may not be as popular. These findings could be useful for researchers and marketers who are interested in understanding the ways in which people use Snapchat and how these usage patterns may influence user behavior and engagement.

There were significant relationships between how often people use Snapchat and five different kinds of content consumption on the platform. To begin, there is a correlation between using Snapchat and all five of these behaviors. It was discovered, however, that chatting with friends was the most popular activity, while profile watching ranked at the bottom. Spending time with friends is more valuable than scrolling through Snapchat highlights. Finally, those who use Snapchat are more inclined to streak and to save memories.

Problematic Snapchat use appears to be positively associated with Snapchat usage, suggesting that more regular use is associated with more frequent and severe disorders. Because to the low percentage of proud Snapchat users, it appears that many people do not consider the app to be acceptable for public consumption. While

roughly half of respondents agreed that Snapchat is part of their daily interaction, the majority of respondents disagreed with the other indicators of Problematic Snapchat use, such as feeling out of touch when not using the app for a long time, feeling like a part of the Snapchat community, and feeling bad if Snapchat shuts down. While the results suggest that Snapchat addiction is present among certain people, the great majority of those surveyed did not have any strong positive feelings towards the app.

RQ2: What is the relationship between Snap Chat usage, Snapchat-related issues, self-evaluation, and life satisfaction among young adults?

The data shows that, users participate in Snapchat activities at a moderate level, as shown by the mean score. A variety of problems with Snapchat are reflected in even somewhat problematic Snap Chat use. What this means is that evidence demonstrates that an excessive amount of time spent on social media can negatively affect mental health, namely by increasing feelings of anxiety and despair. In addition, individuals had higher-than-average levels of self-esteem, which is connected with greater happiness. As can be seen, the median life satisfaction level among young individuals is rather high.

The results of the bivariate correlation analysis show that regular Snapchat use, problematic Snapchat use, self-esteem, and life satisfaction are all positively related. Particularly, problematic Snapchat usage, self-esteem, and life satisfaction all increase as Snapchat usage increases. This validates the findings of previous research indicating that social media use may have both positive and negative impacts on mental health (Haddad, et al., 2021; Lin, et al., 2021).

Snap Chat activities and self-esteem show a somewhat favorable association. Those who use Snap Chat more often also tend to have more positive views of them. It is consistent with numerous studies that have concluded that there are positive outcomes associated with social media use including, possibilities for self-disclosure to expand, as do the individual's sense of safety in trying out new personas and interacting with others, as well as their sense of self-worth and social support (Best, et al., 2014; Pittman & Reich, 2016).

The favorable correlation between problematic Snapchat usage and both self-esteem and life satisfaction are also somewhat unexpected. These results may be explained, at least in part, by the fact that people whose Snapchat use is more problematic tend to care more about presenting a favorable picture of themselves on the app (Wilcox & Stephen, 2013; Yang & Zhang, 2022). Further study is needed to fully understand the connection between negative social media use and its effects on mental health. Several studies have found that persons who have higher self-esteem also report better levels of life satisfaction, so it makes sense that the two are significantly linked. Those who place a high value on themselves are more likely to be happy, according to the findings of this study, highlighting the significance of encouraging a healthy self-perception.

An intriguing positive association exists between PSCU and SCU, showing that heavy Snap Chat users also likely to have high PSCU levels. A possible explanation could be that Social media provides a way for those who suffer from social anxiety to connect with others (Blackwell, et al., 2017) and feel supported (Kandell, 1998). The personality trait of narcissism has also been studied in relation to social networking sites, and there is evidence to suggest that it is associated to addiction to SNS (Andreassen, et al., 2017). In this context, users

are looking for more visibility in hopes of attracting a significant following and therefore, a larger number of likes (La Barbera, et al., 2009). Negative associations were found between the amount of time people spend on social media and their levels of satisfaction with life. Longstreet and Brooks (2017) conducted research to better understand the role that happiness plays in people's lives. When happiness rises, so does the desire to spend time glued to a screen. Moreover, addiction to social media reduces as contentment improves. Considering these findings, it appears that social media is frequently substituted for genuine expressions of joy (D'Arienzo, et al., 2019).

The results of mediation analysis supported H1 that is, Self-esteem mediates the relationship between Snapchat activities and life satisfaction.. however, the fourth hypothesis H2 was not supported by the results. Mediation analysis reveals that self-esteem partially mediates the relationship between Snap Chat activities and life satisfaction suggest that individuals who engage in SnapChat activities may experience a boost in their self-esteem, which in turn leads to greater life satisfaction. This finding aligns with previous research indicating that social media use can have both positive and negative effects on self-esteem and psychological well-being. The lack of significant indirect impact of Snap Chat problematic use on life satisfaction suggests that individuals' problematic SnapChat use does not contribute to their overall satisfaction with life. The social status as a significant covariate affecting life satisfaction is consistent with the previous research which suggests that individuals' socioeconomic status may play a role in their overall satisfaction with life (Diener, et al., 2018).

Conclusion
The study found that Snapchat is predominantly used by males, 18-24-year-olds, those with up to

12 years of education, and urban users in Pakistan. Frequent Snapchat users tend to engage more in chatting with friends, viewing spotlight reels, and maintaining streaks. Meanwhile, visiting profiles is less common among frequent users. The study also highlights a strong positive correlation between viewing spotlight reels and saving memories. Furthermore, data revealed that a significant proportion engages in Snapchat use, but most do not consider it a valuable habit. While some users experience withdrawal symptoms when they reduce their app use, only a small subset of the population appears to be at risk of problematic use. The study also examined the popularity of different Snapchat features, with some activities being more common than others. The study suggests that social media use may have addictive qualities, as evidenced by the strong link between Snapchat use and problematic use. However, most participants did not view their Snapchat use as something to be proud of and did not feel a strong emotional connection to the service. Therefore, the findings imply that most users do not become dependent on the app. Using Snapchat may have both positive and negative effects on users' self-worth and happiness. While it may boost self-esteem and, consequently, happiness i.e., satisfaction with life, excessive use does not necessarily improve well-being. Furthermore, the study indicates that social status plays a significant role in determining happiness.

Limitations

While the study provides valuable insight into the complex relationship between Snapchat activities, self-esteem, and life satisfaction, it has some limitations. For instance, it used a cross-sectional design and a limited sample size. Therefore, future research using larger, more diverse samples and longitudinal designs is needed to replicate these findings and gain a deeper understanding of the potential effects of

Snapchat use on individuals' psychological well-being.

Implications

The study suggests that social media use, specifically Snapchat, can have both positive and negative effects on mental health and life satisfaction. These effects are influenced by factors such as social status and self-esteem. The research emphasizes the potential hazards of problematic Snapchat use and the need for further exploration of this issue. Furthermore, it highlights the importance of promoting positive self-perception to enhance mental health and overall happiness. Overall, the implications of this research underscore the need for a comprehensive and nuanced approach to understanding the impact of social media use on mental health and well-being. This calls for further research and interventions aimed at mitigating the potential risks and maximizing the benefits of social media use.

AUTHOR CONTRIBUTION

II: Conceptualization, Introduction, Methodology, Data Analysis, Results, Writing – Original draft preparation.
BY: Analysis, Discussion, Critical Evaluation, Referencing, Final Editing Revising.
MN: Review of literature, Data entry, discussion the manuscript.
NA: Review Literature, Data Collection, Data entry, Referencing.
MJ: Review Literature, Data Collection, Data entry, Referencing.

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