## The Impact of Social Media on Artists' Creativity, Stress Level, and Self-esteem

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# The Impact of Social Media on Artists' Creativity, Stress Level, and Self-esteem

**A thesis submitted for the requirements of the degree of Master of Science in Clinical Psychology**

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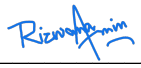
Signature: 

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**Declaration**

I hereby declare that this thesis, titled “The Impact of Social Media on Artists' Creativity, Stress Levels, and Self-esteem”, is based on my original work except for quotations and citations, which have been duly acknowledged. I also declare that the proposed dissertation has not been previously or concurrently submitted for the award of any degree at Effat University, any other University, or Institution.

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The Impact of Social Media on Artists' Creativity, Stress Level, and Self-esteem


## Abstract

Purpose: examine the impact of social media use on artists stress levels, self-esteem, and creative processes. In addition, the hypothesis of our research the artists who post their art on social media are characterized by high self-esteem and high stress levels. There is a correlation between age, self-esteem, and level of stress in artists. The artists who spend more hours on social media and have a larger number of followers are characterized by higher stress levels and higher self-esteem than the artists who spend less time on social media and have a smaller number of followers. Being present on social media impacts the creativity of artists.

Methodology: This study employed a quantitative research design using a self-constructed online questionnaire. The questionnaire was designed to examine artists' social media use and its relationship with stress levels, self-esteem, and creativity. Data were collected from 77 artists through an online survey. The questionnaire included closed-ended items measuring social media usage patterns and psychological variables. Data were analyzed using descriptive statistics, correlation analysis, and one-way ANOVA to examine relationships between the study variables. All methodological procedures were reported in the past tense.

Finding/contribution: The result indicated a significant negative correlation between hours spent on social media and self-esteem, suggesting that higher social media usage is associated with lower self-esteem. No significant relationship was found between social media use and stress levels. Age was positively correlated with self-esteem, while younger artists tended to spend more hours on social media. Differences in stress levels were observed across art types, whereas self-esteem did not significantly differ by art type, but stress showed a significant relationship between art type and stress. Furthermore, different social media platforms showed no significant impact on either stress or self-esteem. These findings highlight the influence of social media on artists, particularly on creative aspects, with both variable self-esteem and stress in different ways.



Keywords: social media, artists, stress level, self-esteem, creativity

Table of Contents

**List of figures**



**List of Tables**

# CHAPTER ONE

# INTRODUCTION

## 1.1 Background of the Problem

This research aims to investigate the impact of social media on artists' creativity, stress levels, and self-esteem.

Firstly, the importance of social media generally, statistics show that 63.9% of the global population users in 2025 (Global Social Media Statistics).

As the total number of social media users is estimated to grow to 3.29 billion users in 2022, which will be 42.3% of the world's population, social media is presented as apps through which they can receive or send content or information, such as Facebook, Instagram, and Twitter (Appel, 2019).

A recent study (Kelly, 2023) highlights the role of social media–based art activities in supporting mental well-being and creative engagement in the general population. However, most studies focus on non-artists, despite artists representing a distinct group for whom creativity is central to identity, self-esteem, and often professional life. For artists, social media is not only a space for expression but also a platform for evaluation, comparison, and audience feedback, which may influence stress, self-esteem, and creativity. Therefore, examining artists' perceptions of social media is essential. This study addresses this gap by focusing specifically on artists and exploring the relationship between social media use, creativity, and how artists see social media as a creative platform for communication. Moreover, artwork enhances mental health.

According to a recent study examining social media platforms, particularly TikTok, individual perceptions of relationships and controlling behavior suggest that exposure to coercive control does not necessarily lead to engagement, and individuals can recognize it. As a result of

the study, no strong relationship was found between exposure to social media platforms and attitudes toward coercive control (Scothome, 2025).

Nevertheless, other studies focus on investigating the role of social media on mental health. These studies found that social media increased anxiety, depression, loneliness, poor sleep quality, poor mental health indicators, thoughts of self-harm and suicide, and overall stress, while decreasing life satisfaction. However, the positive effect is the emotional support, accessing other people's experiences, access to health information, building community, also social interactions, self-expression, building new relationships (Sadagheyani,2021). These findings highlight the importance of examining the impact of social media on stress and self-esteem.

On the other hand, social media has an impact on stress levels as research shows that social media use causes stress or that stress triggers social media users, Individuals use social media to cope with stress but it is ineffective as a result of increased stress and the research focuses on three stress-coping processes (stressor, resource, coping tool) and the result shows that social media as stressors can function as stressors and can activate approval anxiety for self-presentation perfectly as editing photos and concern about people reactions as well as can activate fear of missing out, however as resources social media can cause stress in several ways, also social media can use as coping tools after stress and research focus on the effectiveness of social media as coping tools if it reduces stress. Furthermore, the effectiveness depends on how individuals use it and specific conditions; for example, seeking support from friends could be effective. Moreover, a study conducted during the COVID-19 pandemic found that using social media for informational search, as an aspect of problem-focused coping, was linked to lower stress levels. However, the presence of misleading information or negative, inappropriate responses was associated with unsuccessful coping.

At the same time, the research found that using social media before being faced with a stressor led to lower stress levels; also, recognizing social media as a source of income further contributed to reducing stress levels (Wolfers, 2022).

Moreover, the impact of social media on self-esteem has been initially researched, differences between high self-esteem and low self-esteem; however, high self-esteem is defined as experiencing bliss in life and maintaining a positive, hopeful attitude toward the future, although low self-esteem is linked with acting pessimistically, not trusting in their abilities, also negative self-view, however, results present that self-esteem could improve or reduce based on various aspects of social cognitive, such as making comparisons to content posted, may reduce self-esteem at the same time receiving likes on posted content improves self-esteem, in addition to the relationship between social networking sites including self-esteem could differ depending on individual differences and the type of social networking site used; however, there are also differences between men and women on how to build their self-esteem in various ways, moreover, men receive their self-esteem from emphasizing their unique abilities and skills compared to others however, it depends on what type of content men watch might lower or improve self-esteem such as exposure to content that shows the same skills and abilities as others might like to reduce self-esteem, although exposure to content shows they have unique abilities related to higher self-esteem. However, women's self-esteem is based on their relationships with others, as well as social media offers connections with other people, possibly being more strongly linked with self-esteem than men.

Moreover, the research found that the correlation between social networking site use and self-esteem might be different depending on gender, in addition to the type of social networking site, although results found that a higher level of social media use was associated with lower self-

esteem as well as a negative correlation between social networking use and self-esteem (Saiphoo,2019).

In addition to the impact of social media and creativity, studies present how social networks can provide content to help us be more creative. Moreover, our interactions on social media inspire new ways of thinking, as well as perspectives. Additionally, social media algorithms recommend and provide suggestions on whom we follow, what posts we might like, and what other people have similar ideas or share our hopes. However, social platforms could help us be creative. Usually, people follow the most creative content, and studies show that following this content guides individuals to generate creative ideas and think more out-of-the-box (Marcotte, 2020).

Other research focused on the "Nested Precarities of creative labor on social media" found that social media platforms generate opportunities and instability for artists. However, there are social media algorithmic changes that put pressure on artists, which also lead to stress. Additionally, social media indirectly affects artists' creativity and mental health. (Duffy, 2021).

Furthermore, regarding the impacts of using social media as artists, studies have focused on Instagram as the top preferred social media platform for artwork. The results indicate that likes and comments also play a significant role in the lives of artists, and interaction with followers has a particularly positive impact on the most liked artwork. However, increasingly, social media refers to creating art, and the main inspiration for using social media to share, sell, and build art communities. Moreover, social media offers a platform for learning about art's cultural evolution and dynamics. Social media interaction influences art centers and the public; also, the art experience continues to change (Kang, 2019).

Previous research has examined the effects of social media on depression, anxiety, and stress, finding that higher daily usage is associated with increased levels of these negative emotional states. This highlights the importance of understanding how social media impacts specific populations, such as artists, who may be particularly vulnerable to these effects (Hughes, 2018).

## 1.2 Purpose of the Study

Reasons for choosing the study needed to be conducted are important, as social media is; statistics show that 63.9% of the global population are users in 2025 (Global Social Media Statistics).

However, Instagram is the highest platform for artwork. The contribution of this study will be to see the benefit of social media on stress levels and self-esteem, and establish the benefits of social media to artists, as well as how it affects their creativity, also see mental well-being as stress levels & self-esteem.

What has been done in this area of literature shows the interaction between art and social media as to how art can be effective in managing stress, as well as how social media serves as a tool for promoting and marketing different forms of art, such as music, and how art has a benefit on mental well-being. Furthermore, research focused on seeing the impact of social media on stress levels, as some research shows that people who have high stress levels use different language, such as exhausting " and " lack of control, when developing an online reputation and developing stress. However, self-esteem and social media, as used passively, show low self-esteem.

## 1.3 Significance of the Study

For the best knowledge of the researcher, there is no published study devoted to this variable together with the impact of social media on artists' creativity, self-esteem & stress level.

What problem will address the result of the study:

- Understanding how to use social media appropriately and healthily for artists.

- Knowledge about how social media affects the mental well-being of artists, particularly regarding self-esteem, stress levels.
- Exploring how social media use impacts the creativity also artistic production of artists.
- What social media creative platform for individuals to engage in artistic activities, as well as a positive impact on mental well-being (Kelly, 2023).

**Rationale:**

The foundation of the study was conducted to be helpful for artists using social media, as well as to examine the influence of social media on self-esteem and stress levels; however, it also explores the impacts of social media on artists' creativity.

Previous research has mostly focused on these variables separately, with limited attention to how they interact with each other. Therefore, this study aims to combine these elements, social media, stress level, self-esteem, and creativity into one framework to understand their overall relationship. The study also aims to highlight both the positive and negative effects of social media on artists' psychological well-being, as well as creative expression, and to provide insights that may help artists use social media in healthier and more productive ways.

**Objectives:** The objective of this study is to assess the impact of social media on artists' creativity, self-esteem, & stress level. However, explore the relationship between these variables to better understand how social media use may influence artists' psychological well-being and creative performance

## Methodology

### Research type:

In this research, previous studies about how social media affects artists' mental health (stress, self-esteem) and creativity. Furthermore, the quantitative approach involves creating a survey with rating scales and multiple-choice questions to collect new data from the artist. As well as studying non-experimental methods because of no intervention, only observational, and collecting information.

### Research approach

The deductive approach focuses on creating a research strategy to test the hypothesis and then developing a hypothesis (or hypotheses) based on existing theory. This study follows a deductive research approach because we are testing a hypothesis based on information collected from the literature.

### Source of data

To search for articles for this study, search terms were developed, such as social media, stress level, self-esteem, creativity, and artists. The type of sampling in the research is purposive. We only selected the research articles that matched the domain of this study. The research strategy was about collecting information in the past 7 years and in the English language. this study included the research papers that were published in the past 7 years. we only selected the studies written in the English language. Google Scholar in 15 studies about the impact of social media on stress levels, self-esteem, and creativity among artists from 2018 to 2025

## 1.4 Definition of Key Terms

**Social media**

According to the American Psychological Association (n.d), social media are digital platforms for communication with peers to share your personal views on yourself and your lifestyle, as well as a strong platform for socializing with friends and family, which can influence individuals' emotional and mental well-being depending on usage frequency and purpose.

**Stress level**

The World Health Organization (2023) defines stress as a psychological state characteriz ed by tension or emotional discomfort that develops in reaction to difficult circumstances in life. And it may arise from environmental, social, or personal factors such as workload, expectations, or digital exposure.

**Self-esteem**

According to the American Psychological Association, self-esteem is a component of self-concept that reflects an individual's evaluation of their self-image, achievements, and capabilities, as well as how others perceive and respond to them (APA,2023). It also plays an essential role in how artists perceive their creativity and manage feedback or criticism online.

**Creativity**

According to the American Psychological Association**,** creativity is demonstrated through work, theories, or ideas that an individual manifests through imagination and expression (APA,

2018). Also in the artistic context, it can serve as both a coping mechanism and a form of self-expression that enhances emotional regulation.

**Artists**

According to the definition in the Cambridge Dictionary (n.d.). An artist is defined as a person who paints, draws, or engages in other forms of creative expression, such as music, dance, or other artistic performances.

Furthermore, art can be classified into three different categories: visual art, applied art, and performing art. Each category has different forms and expressions, reflecting the diversity of human creativity. As well as art means the expression of individuals as their own ideas, feelings, or expressions, as a unique way for each artist (López, 2020).

However, the Artists' phrase in this study focuses on different types of traditional, visual, graphic, plastic, decorative, performing arts, and architectural art. Traditional types, including poetry, drama, and story. the visual arts (painting, drawing, sculpture), the performing arts as dancing, theatre, music. In addition, artists may also practice modern forms of creativity, such as digital arts, photography, design, and applied arts, which reflect contemporary global artistic expressions (Britannica, 2025).

# CHAPTER TWO

# LITERATURE REVIEW

## 2.1 Review of empirical studies (organized by themes/variables)

Studies suggest that social media both reflects and influences users' stress levels through the way they communicate and engage online. According to (Guntuku, 2019), social media language reflects mental health conditions of depression and stress, as people experiencing stress use social media language to express exhaustion, lack of control, and physical pain, while non-stressed individuals post positive things, such as family time and travel trips. However, different social media platforms reveal different linguistic patterns of stress expression, as well as different geographical locations influence their expressions of stress. These studies highlight the importance of understanding how individuals, including artists, express themselves on social media through their language or daily activities, also sharing their artwork.

Nevertheless, (Karunarathne, 2025) aimed to explore the negative aspects associated the research purpose was to explore the negative aspects associated with social media use, linked to users. Including the role of self-esteem, social media dependency, and online reputation in developing stress. The data were collected through a survey questionnaire targeting social media users. The finding was that a higher level of self-esteem decreases dependence on social media, while increased dependence leads to stress due to concerns about maintaining a positive digital image. These findings relate to the current study by showing how social media use and self-esteem can influence stress levels, which is one of the variables we examine.

Furthermore, social media can also serve as a coping tool, although its effectiveness depends on context, timing, and usage patterns. The research reviewed the relationship between social media and stress from a functional perspective, showing that social media can act as stressors, as resources, and as coping tools. Moreover, a stressed person may use social media as

a coping tool, and the effectiveness depends on how well the use fits the stressful situation; for example, distraction can either reduce or increase stress depending on context.

According to the study, the efficacy of using social media as a coping tool depends on the timing, situational context, and type of social media used, such as support seeking and getting emotional support, and the communication patterns (Wolfers, 2022). It is also important to note that social media is not inherently positive or negative; its impact varies depending on how, when, and for what purpose one interacts with social media to either enhance or diminish stress levels. That study highlights the benefit of guidance to enhance the individual's use of social media, such as when, how, and what kind of social media use to get the psychological and social supports when needed, as well as problem-solving.

Therefore, Evidence indicates that social media may increase stress through unfavorable social comparisons, which negatively affect mental well-being and academic performance (Braghieri, Levy, & Makarin, 2022) shows the staggered introduction of Facebook across US colleges as a natural experiment to estimate the impact on student mental health. The study found that Facebook negatively affected students' mental health and increased the likelihood of impairments in academic performance due to their mental health problems. The negative effects were mainly observed in depression and anxiety, while no significant impact was found on eating disorders. The results suggest that these effects are largely driven by unfavorable social comparisons on Facebook. This study contributes to understanding how social media exposure can negatively affect psychological well-being, which supports exploring its impact on artists' creativity, stress, and self-esteem.

Engaging in artistic activities, whether online or offline, has been shown to reduce stress and improve mood, highlighting the potential of art for emotional regulation (Martin,2018). While

my focus is on the impacts of social media on artists, including stress level, these studies show how creative art manages stress; however, they found that in 30 of 37 studies, the clay, drawing reduced stress and anxiety, as reported positive mood changes. And the creative arts interventions for managing stress include music, dance movement, art, drama therapy, and original, simple art activities. This finding highlights how engaging in artistic practices, whether shared online or offline, can enhance artists' moderate emotional well-being.

Research demonstrates that social media can both positively and negatively influence self-esteem, depending on usage patterns, age, and individual differences, Nevertheless, (Chamsi, 2022) research found that social networking decreased self-esteem and was associated with complications such as anxiety and depression. The study was conducted on young people in the Moroccan context. The sample consisted of 200 participants to assess their self-esteem levels and time spent on social media. The results have shown that social media is a common means of communication for young people, which can lead to harmful social behaviors. This study highlights the psychological risks of social media use and supports the need to explore its broader impact on artists' self-esteem, creativity, and stress levels.

Nonetheless, (Berry, 2018) research examined participants with and without psychosis using an experimental sampling method with over 1,000 assessments of social media use. The findings showed that using social media to express feelings was associated with lower self-esteem and higher paranoia, while posting daily activities was linked to higher self-esteem and increased paranoia.

Moreover, (Saiphoo, 2019) investigated the relationship between SNS (social networking sites) use and self-esteem. The results were mixed, showing both negative and positive connections between SNS use and self-esteem, such as that self-esteem may differ by gender and the type of

SNS use. The study highlighted that negative association was generally stronger for adolescents and young adults; also, the passive SNS use, such as scrolling without interacting, tended to reduce self-esteem more than active engagement, like posting and receiving feedback. Findings were that a higher level of SNS use was related to lower levels of self-esteem. The results suggest that the impact of SNS on self-esteem is complex and influenced by individual differences and usage patterns.

On the other hand, The impact on self-esteem is particularly influenced by whether social media is used for active engagement, self-expression, or passive consumption, as well as exposure to social comparison and cyberbullying (Talawar, 2020) another research examines the relationship between social media and behavioral change, such as self-esteem. As well as social media also affects youth. Social media helps build new relationships and new knowledge, serves as a learning platform, and allows interaction with friends and family. The commonly used ones are Instagram, Facebook, Twitter, WhatsApp, YouTube, and more. While social media has become youth part of the lifestyle, it has both positive and negative influences, depending on the usage of social media, as it can have a negative impact on their mental well-being, as they may suffer from cyberbullying, causing problems with low self-esteem, sleep disturbance while individuals who spend more time on social media well be more affected such people have lower self-esteem and worry about likes and comment on their posts however, positive impacts, such as building online communities. The findings showed a significant correlation between social media and self-esteem, as most people use social platforms for positive or negative comparisons with others. Moreover, using social media to develop themselves through relationships, get information, and the study finds that individuals are not affected negatively, as they show their abilities and skills in life. The study requires that teachers and parents play an active role in guidance.

Taken together, studies show the impact of social media on self-esteem varies as both a negative and a positive influence, such as time spent on social media, getting knowledge, and communicating with family and friends. Summarily, balanced usage of social media will have a positive impact on self-esteem.

Artistic engagement, including activities shared on social media, can enhance mental well-being by reducing stress, increasing self-esteem, and fostering social connection Furthermore, (Kelly, 2023). Research shows how social media challenges provide a creative platform for individuals to engage in artistic activities, build positively impact their mental well-being as increase self-esteem, reducing stress, increase relaxation and social connections, and have a supportive network however, social media users depend on complex differences and behaviors of individual as if for entertainment or social connection and how it used as well as reduce loneliness enhance mental health

On the other hand, (Boudewihin, 2024). The study methods, qualitative through semi-structured, for both artists and music listeners to understand deeper the influence of social media more deeply, because of social media becoming an essential part of independent artists. However, social media is important for audience beliefs, which also influence music exposure behavior as important as social media strategy for communication with their public

Taken together, these studies indicate that art has a positive influence on mental well-being, serving as an effective tool for stress management and reducing symptoms of depression, pointing to the importance of increasing social interaction. Additionally, engagement in art on social media enhances mental health outcomes.

Nevertheless, another study titled “Art in the Age of Social Media: Interaction Behavior Analysis of Instagram Art Accounts” used qualitative and quantitative research methods to explore

the interaction between artists and followers. However, Instagram is the leading platform for art; the results show that the most-liked artworks were interactive also emotionally driven, often shaped by self-actualization and by social media's transformation of art creation and experience, emphasizing design, photography, and interaction with followers. That led to new visual languages and social interaction dynamics influencing the direction of art, such as interaction with followers, which has a positive impact on the most-liked artwork, as well as no correlation with creation and interaction with followers (Kang, 2019).

However, (Lammi, 2023) The study methods are a mixed-methods study combining qualitative and quantitative such as a literature review, to determine the types of content also for using social media as well as used semi-structured interview methods as outcome present artists use of social media primary Instagram function of professionally serves mainly as platform for networking however, discovery for knowledge about the exhibitions also inspiration as conclusion Instagram has role on showing and sharing artwork with people and finding inspiration as Instagram no influence on artists process as making art creation process intact. Moreover, research shows how to use Instagram for artists as a source of inspiration.

Furthermore, (Rikka, 2025) The research study impact of social media on the roles of independent artists to know how to use social media into their art as what the chances social media bring to artists communities and was the methods qualitative study as main source from musician marketing and artists branding also was the most use tools Instagram, TikTok for market music along with artists suitable for youth as different channels has own goals to determine kind of content is suitable and effective as result find social media has impact on create music including music marketing point out with artists should has teamwork to help him for advertising and study the followers preferences

Social media platforms, especially Instagram, play a significant role in shaping how artists share their work, interact with audiences, and gain inspiration, without necessarily altering the creative process (Lammi, 2023) and (Rikka, 2025) show guidance for artists to use social media platforms in greater ways, such as channels for artists to build communities and market their artwork. (Kang, 2019) Suggests that social media positively impacts artists as interactions with followers and self-actualization for sharing art.

## 2.2 Gaps in the literature

The literature analysis shows the impact of social media on stress levels and experiences, as it differs from the language they use in different geographical locations, as stressed people express exhaustion, lack of control, physical pain, as well as increased dependence on social media, which leads to stress due to concerns about maintaining a positive digital image.

Moreover, the impact of social media on self-esteem also varies; results have shown that social media is a common means of communication for young people, which can lead to harmful social behaviors but also provides opportunities for self-expression and social support.

In addition to impacting social media on self-esteem, it differs by gender and the type of social media use. Additionally, posts they shared to express feelings were associated with lower self-esteem and higher paranoia, while posting daily activities was linked to higher self-esteem and increased paranoia. Also, passive use of social media reduces self-esteem, and a dependency pattern shows the level of self-esteem as higher self-esteem decreases dependence on social platforms.

Social media impacts artists' performance, influenced by followers, type of art, and platform use, as well as the art management stress level, which also enhances social interactions,

influences creativity, and improves mood. However, social media for musicians is important to know the audience's preferences. Also, the social media platforms for artists, Instagram and TikTok, influence the direction of art by providing inspiration and knowledge.

Moreover, the topic of research was the impact of social media on artists' creativity, stress levels, and self-esteem. To the best of the researchers' knowledge, no existing study has explored the integrated relationship between social media use and these variables, highlighting a gap in the literature.

Understanding these relationships is essential for developing strategies to promote artists' mental well-being and creativity on social media platforms.

Future studies could examine how different types of artistic expression interact with social media use and whether certain platforms have stronger psychological effects than others.

Addressing this gap will contribute to a deeper understanding of how digital environments shape the psychological and creative experiences of artists.

## 2.3 Theoretical/conceptual framework

The study variables are stress level, self-esteem, artists' creativity, and social media; however, the theoretical framework is on stress.

Furthermore, Selye (1907-1982), founder of the stress theory, was the first to incorporate the term into the medical dictionary characterizing “nonspecific response of the body to any demand,” as well as he was the first to consider stress as a symptom of illness also described as a syndrome in three phase: alarm reaction, the stage of resistance, and the stage of exhaustion (Tan,

2018). Recent research shows that some people use social media to express exhaustion or physical discomfort, indicating a higher level of stress (Guntuku, 2019).

The Lazarus theory explains stress as a relationship between people and their circumstances, focusing on cognitive appraisal and coping. Primary appraisal evaluates whether a situation affects mental health, while secondary appraisal assesses resources to manage it. Stress can be harmful, threatening, or challenging, each linked to a specific emotional response coping tool, such as problem-focused or emotion-focused, as summarized by Lazarus. See individual responses depend on personal and situational factors. A recent study (Wolfers, 2022) shows that social media can act as stressors, as resources, and as coping tools.

Theoretical framework of self-esteem, William James' theory of self as distinguished from concepts of self, as written in terms related to self-worth and self-seeking. He defines self-esteem as the ratio of success to aspirations, which can grow either by increasing successes or by lowering aspirations. However, the I-self represents self-identity: “I am the same self I was yesterday. Moreover, James described the self as consisting of three aspects: the material self (body, possessions, family), the social self (felt social relationships), and the spiritual self (personal subjectivity), all of which influence self-esteem (Wozniak, 1999).

On the other hand, the theoretical framework of creativity, as Teresa Amabile (1983-2013) explains of creativity is the result of the interaction between three components: skills, relevant processes, and intrinsic motivation, with the social environment. As well as creativity is highest when people feel motivational as for passion rather than reward.

Creativity can be enhanced or reduced, depending on the social environment support, as supporting new ideas and giving feedback can increase creativity, while excessive evaluation or

social comparison can reduce creativity (Amabile, 2012). As our research focuses on seeing the impacts of social media on artists' creativity (Kelly, 2023). Shows that a social media platform enhances social support by sharing your art, builds a positive impact on their mental well-being, as it increases self-esteem, reducing stress. The recent research (Lammi, 2023) found that the creation of art remains unchanged by social media, which instead serves mainly as a source of inspiration, as a means of communication among artists with shared interests.

Moreover, the theoretical framework of social media, according to Blumler and Katz's (1974) users and gratifications theory, suggests that individuals use media to achieve personal goals, satisfy needs, and connect with others, as well as people often use media to entertain and get knowledge about sports or global information (Kuo,2025). As a recent study (Rikka,2025) shows, the impact of social media on musicians shows a benefit in marketing their art and knowing audience preferences.

According to Wozniak (1999), self-esteem is influenced by social relationships, as social media can enhance this aspect. Moreover, Kuo (2025) highlights that social media provides benefits for communication and accessing new information.

## 2.4 Research questions & hypotheses

**Research questions**

To achieve the aim of the study, the questions will be:

• What is an average image of an artist who posts their art on social media (age, gender, country, experience of art creation (number of years, type of art))?

• What is the average behavior of an artist who posts their art on social media (type of social media they use, how much time they spend on social media in general, how many followers they have, support they potentially receive, potential benefits they get)?

• What are the average self-esteem levels and stress levels in artists?

• Is there a correlation between self-esteem, level of stress, and socio-demographic characteristics of artists?

• Is there any impact on creativity (and if yes, what type) in artists who are present on social media?

**Hypotheses to be investigated**

There are several hypotheses on:

1. The artists who post their art on social media are characterized by high self-esteem and high stress levels.
2. There is a correlation between age, self-esteem, and level of stress in artists.
3. The artists who spend more hours on social media and have a larger number of followers are characterized by higher stress levels and higher self-esteem than the artists who spend less time on social media and have a smaller number of followers.
4. Being present on social media impacts the creativity of artists.

# CHAPTER THREE
# METHODOLOGY

## 3.1 Research Design

This study adopted a quantitative, non-experimental, observational research design. Data were collected from 77 artists using a semi-structured online questionnaire, which included rating scales and multiple-choice questions addressing social media usage patterns and psychological variables. The study was observational, as no intervention was applied. Statistical analyses, including descriptive statistics, correlation analysis, and one-way ANOVA, were performed to examine relationships among the study variables. As the questionnaire was self-constructed, formal reliability and validity testing were not conducted, which should be considered when interpreting the findings.

## 3.2 Participants (Population / Sample)

The target population for the online survey included artists using social media content (art includes digital and traditional media, such as clay, drawing, painting, photography, musicians, dancers, actors) etc. Furthermore, the average age was 18 and above.

Inclusion criteria: artists who regularly share their artwork on social media.

Exclusion criteria: individuals who did not share any artwork on social media or did not create any type of art.

## 3.3 Instruments/ Measures

The study consisted of 24-item questionnaires, designed to examine the study hypotheses of the study, divided into demographic information on short answers, such as age, gender, nationality, and country of residency.

Questions targeting the artistic patterns on short answer, such as art type, years of practicing, whether their art is a profession, or a hobby.

While other questions focused on social media platforms for sharing artwork, the primary platform accounts for art on multiple choices, as the choices were Instagram, TikTok, Twitter/X, YouTube, others, and amounts of followers on their account as a short answer. As well as what the average hours per day are spent on social media, in short answer, what type generally of social media use, on checkboxes: Instagram, TikTok, Twitter/X, YouTube, others.

Questions examined the influence the social media on creativity, like has your creativity changed since starting to use social media, in multiple choice as yes, no, I am not sure/ don't know then the other questions were explanations for the previous question, as let participants explain their answers if yes, no, or I am not sure/ don't know to specify the reasons on long-answer text.

Otherwise, two questions related to stress level and social media impacts on stress, such as the rate at which your stress level is nowadays on a scale from 0 as minimum to 10 as maximum

On a scale, how much social media causes you stress related to your artwork, from 0 as minimum, 10 as maximum.

Therefore, five questions to target the impacts of social media on self-esteem, such as rate your self-esteem level generally from 0 as very low. 10 very high, on scale dose seeing more likes on your artwork posts affects your self-esteem, 0 does not affect at all, 10 totally affects

On multiple choice, how do you think your self-esteem is affected by the number of likes on your artwork posts, positively or negatively, or both.

On a scale, does seeing more followers affect your self-esteem, with 0 meaning it does not affect at all, and 10 totally affects. Does seeing other people's artwork on different social media platforms influence your self-esteem, as 0 does not influence a lot, 10 influences a lot.

Questions related to the benefits participants get, such as psychological, material, social, etc., from sharing their artwork on social media were long answer texts to allowed participants to specify the benefit.

Other question to see the support system on the artist as multiple choices: if family members support your artwork shared on social media, yes, a lot, yes to some extent, sometimes yes sometimes no, no, not much, no not at all, they do not know about it. Another question is what the main sources of help and support in general are that they receive in life, in a long-answer text.

Last questions to see their feedback on the questionnaire, or any concerns they have, or any comments, as short-answer text, and some participants shared their feedback on very nice comments, like:

“I’m grateful for opportunities like this that allow creators to reflect on their journey and share their perspective. It’s inspiring to see platforms that value creativity not just as entertainment, but as a meaningful form of art and connection”.

“Social media requires effort in continuity, attracting customers, and creating content to be a successful marketing platform for art or other things. Thank you for this study. I wish you success”.

## 3.4 Procedures (Data Collection)

Quantitative data involves an online survey with rating scales, multiple-choice questions, and short answers to collect new data from the artist on their social media use and influence on creativity, stress, and self-esteem.

## 3.5 Data Analysis Plan

The data was analyzed through several sequential statistical procedures to address the research questions and hypotheses. First, descriptive statistics (mean, standard deviation, frequencies, and percentages) were calculated to summarize the characteristics of the sample and the main study variables, including stress level, artists' creativity, self-esteem, and social media platforms usage. A correlation analysis was conducted to examine the strength and direction of relationships among key variables, including social media platform usage, stress levels, and self-esteem.

Group comparisons will also be performed using a one-way ANOVA to determine whether self-esteem and stress levels differ significantly across social media usage categories. To examine the strength and direction of the relationships, including creativity with self-esteem and stress. As well as the relationship between art type and both stress and self-esteem. Finally, a linear regression analysis will be used to assess the predictive effect of the variables that showed significant correlation, and the model will identify which factors explain the variability in self-esteem. The analyses will be conducted using SPSS, with the significance level set at $p < .05$.

## 3.6 Ethical Considerations

Institutional approval was obtained from the university, and participants provided their approval. Confidentiality was maintained to protect participants' personal information. Informed consent to research informs the participants about the survey's purpose of the survey and how long it takes. Questions before they start, and they have the right if they want to cut out of the survey (American Psychological Association, 2017).

# CHAPTER FOUR

# RESULTS

## 4.1 Descriptive Statistics (Demographic characteristics of the sample)

### Quantitative Finding

Table 1: Demographic characteristics of the participants

| Demographic Variable | Category/ Statistic | Frequency (n) | Percentage (%) |
|---|---|---|---|
| **Age (years)** | Mean (SD)=37(14), Median=35, Range=18-71 | ---- | ---- |
| **Gender** | Male | 27 | 35% |
| | Female | 49 | 64% |
| | Prefer not to say | 1 | 1% |
| **Nationality** | Saudi | 49 | 41% |
| | Jordanian | 3 | 3% |
| | Egyptian | 3 | 3% |
| | Palestinian | 3 | 3% |
| | Russian | 3 | 3% |
| | Lebanese | 3 | 3% |
| | Yemeni | 3 | 3% |
| | Syrian | 2 | 2% |
| | Algerian | 1 | 1% |
| | American | 1 | 1% |
| | Ethiopian | 1 | 1% |
| | Filipino | 1 | 1% |
| | Pakistani | 1 | 1% |
| | Omani | 1 | 1% |
| | Lithuanian | 1 | 1% |
| | Irish | 1 | 1% |
| **Country of residence** | Saudi Arabia | 61 | 61% |
| | Jordan | 2 | 2% |
| | Russia | 2 | 2% |
| | USA | 2 | 2% |
| | Canada | 1 | 1% |
| | Egypt | 1 | 1% |
| | Ethiopia | 1 | 1% |
| | Ireland | 1 | 1% |

| | | |
|---|---|---|
| Switzerland | 1 | 1% |
| Lithuania | 1 | 1% |
| Oman | 1 | 1% |
| Pakistan | 1 | 1% |
| Philippines | 1 | 1% |
| Qatar | 1 | 1% |

As shown in Table 1, the participants' mean age was 37 years (SD=14), ranging from 18 to 71 years. Most of the participants were female (64%), while 35% were male and 1% preferred not to disclose their gender. In terms of nationality, the majority of participants were Saudi (41%), followed by Jordanian (3%), Egyptian (3%), Palestinian (3%), Russian (3%), Lebanese (3%), Yemeni (3%), Algerian (1%), American (1%), Ethiopian (1%), Syrian (2%), Filipino (1%), Pakistani (1%), Omani (1%), Lithuanian (1%), and Irish (1%). However, most participants were residing in Saudi Arabia (61%). In contrast, participants of other nationalities represent a small proportion and may reside either in Saudi Arabia or their country of origin. This diversity in nationality is valuable for examining potential differences in the impact across various cultural backgrounds.

Table 2: Types of art practiced by participants

| **Types of art** | **Number of Participants** | **Percentage (%)** |
|---|---|---|
| Painting | 23 | 30% |
| Abstract art | 6 | 8% |
| Content creation | 6 | 8% |
| Photography | 6 | 8% |
| Crafts | 4 | 5% |
| Plastic art | 3 | 4% |
| Digital art | 3 | 4% |
| Cooking | 3 | 4% |
| Fashion design | 2 | 3% |
| Makeup | 2 | 3% |
| Music | 2 | 3% |
| Visual art | 2 | 3% |
| Writing | 2 | 3% |
| 3D Modelling | 1 | 1% |

| | | |
|---|---|---|
| Baking | 1 | 1% |
| Dancing | 1 | 1% |
| Design | 1 | 1% |
| Doting | 1 | 1% |
| Fine art | 1 | 1% |
| Fitness | 1 | 1% |
| Fixing | 1 | 1% |
| Graphic design | 1 | 1% |
| Journaling | 1 | 1% |
| Observational art | 1 | 1% |
| Poetry | 1 | 1% |
| Weaving | 1 | 1% |

Table 2 presents the distribution of participants according to the type of art they practice. As shown, painting was the most common artwork among participants, with 23 individuals representing 30% of the sample. Other frequently reported art forms include abstract art, content creation, and photography, each accounting for 8% of participants. Less common art forms, such as 3D modelling, baking, and dancing, were practiced by only 1% of the sample each. Overall, the table clarifies the diversity of artistic practices among the sample, highlighting both popular and less common types of art. Furthermore, the diversity of art types helps us as researchers to examine how different art may affect individuals' experience and engagement on social media.

Overall, the survey questionnaire shows most participants practice art as a hobby (55%), while a smaller proportion were professional artists (4%). Additionally, (41%) of the sample practiced both as a hobby and professionally.

Table 3: Years of art practice among participants

| **Variable** | **Mean** | **Median** | **Min** | **Max** | **SD** |
|---|---|---|---|---|---|
| Practicing art in years | 14 | 24 | 1 | 59 | 13.5 |

Table 3 presents descriptive statistics for participants' years of art practice, including mean, median, minimum, maximum, and standard deviation (SD).

Figure1: The primary social media account of the participant

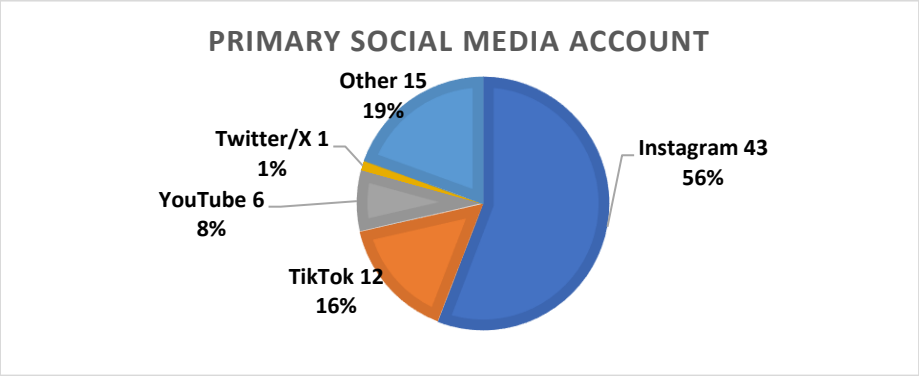



Figure 1 shows that the primary social media platforms for their art participation were Instagram (56%), Other (19%), TikTok (16%), YouTube (9%), and Twitter/X (1%). As the results show the Instagram is the highest social platform among participants.

Table 4: Descriptive statistics for "Number of Followers"

| Variable | Mean | Median | Min | Max | SD |
|---|---|---|---|---|---|
| Number of followers | 425761 | 971 | 0 | 20000000 | 2520361 |

Table 4 shows a highly skewed distribution, where most participants have fewer than 1000 followers, while a few accounts with millions of followers significantly increased the mean. As well as that, results will show that it impacts the number of followers on their artwork, creativity, self-esteem, and stress level.

## 4.2 Reliability analysis

The researcher designed the questionnaire used in this study to measure the impact of social media on artists' creativity, stress levels, and self-esteem. It consisted of 24 items covering several areas, including demographic information, such as age, gender, nationality, and country of living.

As well as art-related questions, like the type of art, frequency of practice, and whether it profession or a hobby. The impact of social media on creativity was assessed by asking participants about perceived changes in their creative process and how. However, stress levels are general stress

and stress specifically related to social media. Self-esteem was measured both generally and in relation to social media, including followers, likes, and comparison with others' art. Further questions addressed sources of support, if available, such as psychological, marital, or social. To ensure clarity and relevance, the questionnaire was reviewed and approved by the academic supervisor, confirming that the items were appropriate for measuring the intended constructs in this study.

### 4.3 Hypothesis testing

H1: The artists who post their art on social media are characterized by high self-esteem and high stress levels, while stress Min= 0, Median=6, SD= 2.5, and the average is 6. Self-esteem Min= 0, Median= 7, SD= 2.5.

H2: There is a correlation between age, self-esteem, and level of stress in artists. The linear regression was conducted to examine whether age predicts self-esteem. Results indicate that age significantly predicted self-esteem ($p=0.024$). This means that for each additional year of age, self-esteem increases by 0.047 points, and the strength of this relationship is moderate. As well as there were no significant correlations found between age and general stress ($p=0.849$).

H3: The artists who spend more hours on social media and have a larger number of followers are characterized by higher stress levels and higher self-esteem than the artists who spend less time on social media and have a smaller number of followers. To examine the hypothesis, correlation analysis was used, showing a significant negative relationship between hours spent on social media and self-esteem ($r=-0.307$, $p=0.007$). Other correlations between social media usage, number of followers, stress, and self-esteem were non-significant.

H4: Being present on social media impacts the creativity of artists. Categories for artists responses: Percentage Inspiration / Motivation 26%, No change, not sure 23%, Knowledge and learning16%, Psychological emotional impact (mixed, positive, negative) 13%, Skill development 8%, Style artistic evolution 8%, Negative time-wasting impact 4%. However, the majority of artists using social media to share their artwork change the creative process in positive aspects, with the highest percentage, 26%, social media present inspiration and motivation platforms, while 23% social media have no change in their creativity, and 4% present a social media negative time-wasting platform.

### 4.5 Themes, patterns, and relationships: Visual representations

The analysis focused on identifying patterns and relationships among the study variables to examine the impact of social media on artists.

Correlation results showed a very weak, non-significant negative relationship between self-esteem and stress level; however, hours spent on social media were significantly and negatively correlated with self-esteem, indicating that higher social media use was associated with lower self-esteem. No significant correlation was found between hours spent on social media and stress.

Age also showed a significant negative correlation with hours spent per day on social media, suggesting that younger participants spent more time on social media.

A significant positive correlation between age and self-esteem is that older participants reported higher self-esteem. However, no significant correlations were found between age and general stress.

Furthermore, descriptive statistics comparing groups as low, medium, and high social media use groups showed a significant difference in self-esteem between groups, suggesting that participants who spent more hours on social media tended to report lower self-esteem, while stress level did not significantly differ between groups, suggesting that hours spent on social media were not associated with stress levels

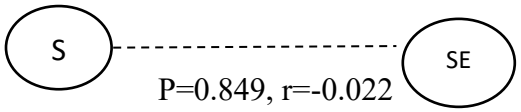
In terms of creativity-related impacts, stress levels showed slight differences across different types of impacts on creativity in artists, but no significant correlations between stress and creative changes. Self-esteem did not significantly correlate with changes in creativity.

Indicates the stress levels for different types of art results, indicating there are significant differences, suggesting that stress differs according to the type of art.

Self-esteem for different types of art indicated no significant differences, suggesting that self-esteem did not differ according to the type of art. Self-esteem for different types of art indicated no significant differences, suggesting that self-esteem did not differ according to the type

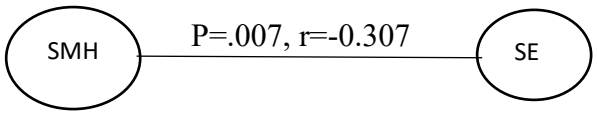
of art. The relationship between different social media platforms and stress levels is not significant, as both variables across different platforms indicate no significant differences.

Figure 2: Relationship between stress and self-esteem



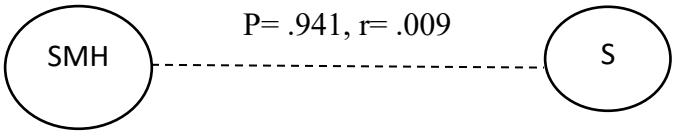

A Pearson correlation analysis was conducted to examine the relationship between general stress levels and self-esteem among artists. Results indicated no significant correlation (r=-0.022, p=0.849), suggesting that stress and self-esteem are independent in this sample

Figure 3: Relationship between hours spent on social media and self-esteem



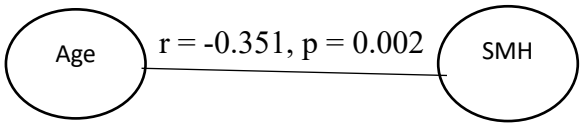

The Pearson correlation (r) was conducted to examine the relationship between the number of hours spent per day on social media and self-esteem among artists. The result revealed a significant negative correlation between the two variables (r=-0.307, p=.007). This indicates that participants who spent more time on social media tended to report lower levels of self-esteem. In other words, as the number of hours spent on social media increased, self-esteem decreased.

Figure 4: Relationship between hours spent on social media and stress




A person correlation (r) analysis was conducted to examine the relationship between hours spent per day on social media and general stress level. Results show no significant relationship between hours spent per day on social media and general stress level (r = .009, p=.941). This indicates that the amount of time participants spent on social media was not associated with their level of stress.

Figure 5: Relationship between age and hours spent on social media




Pearson correlation coefficient (r) was calculated to indicate the strength and direction of the association between variables, such as age and hours per day spent on social media. While figure shows the negative correlation between age and hours spent per day on social media (r=-0.35, p=0.002). The figure shows this correlation, with solid lines representing significant correlations.

Figure 6: Relationship between age and self-esteem

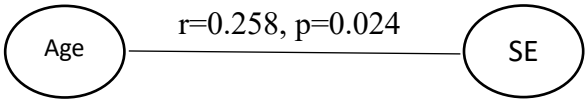



Table 5: Pearson Correlation between Age, self-esteem, and general stress

| **Variables** | **Pearson correlation (r)** | **Sig. (2-tailed)** |
|---|---|---|
| Age & Self-esteem | 0.258* | 0.024 |
| Age &General Stress | 0.005 | 0.965 |
| Self-esteem & General stress | -0.022 | 0.849 |

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

Table 5 displays the correlation between age, self-esteem, and general stress. Found a significant positive correlation between age and self-esteem (r=0.258, p=0.024). However, no significant correlations were found between age and general stress (r=0.005, p=0.849); however, no significant correlation was found between self-esteem and stress (r=-0.022, p=0.84).

Table 6: Linear Regression of Self-Esteem on Age

| Predictor | B(Unstandardized) | SE B | Beta (Standardized) | t | P |
|---|---|---|---|---|---|
| Constant | 5.167 | 0.800 | - | 6.46 | <0.001 |
| Age | 0.047 | 0.020 | 0.258 | 2.31 | 0.024 |

Note. N= sample size, B= coefficient, SE= standard error of B, β= standardized beta, t= t-value p= probability value

Table 6 shows the linear regression conducted to examine whether age predicts self-esteem. Results indicate that age significantly predicted self-esteem (B=0.047, β=0.258, t=2.31, p=0.024). This means that for each additional year of age, self-esteem increases by 0.047 points, and the strength of this relationship is moderate (β=0.258).

The ANOVA results showed significant differences in follower counts across the different self-esteem levels, with a p-value of less than .001, indicating that the groups varied from one another. However, when the relationship was tested more directly using a linear regression analysis, the model was not statistically significant (p = .092). This means that self-esteem does not directly predict the number of followers, despite differences between the groups in the ANOVA. Taken together, these findings suggest that group-level differences exist, but the relationship is not linear or strong enough to emerge as a significant predictor in the regression model. In addition, the ANOVA examining stress levels and follower counts showed no significant differences (p = .777), indicating that stress levels are not related to the number of followers.

Table 7: Self-esteem by Social Media Usage Group

| Hours per day on social media | N | Mean Self-esteem | SD |
|---|---|---|---|
| Low (1-2) | 20 | 7.00 | 2.57 |
| Medium (3-5) | 40 | 7.50 | 2.49 |
| High (6-12) | 17 | 5.35 | 2.14 |
| Total | 77 | 6.90 | 2.55 |

Note. N= number of participants, SD= standard deviation

Descriptive statistics indicate that participants in the low hours (1-2) group (n=20) had a mean self-esteem of 7.00 (SD=2.49), and the highest (6-12) group (n=17) had a mean self-esteem of

5.35 (SD=2.15). One-way ANOVA indicated a significant difference between groups, p=0.013, suggesting that participants who spent more hours on social media tended to report lower self-esteem.

Table 8: Stress by Social Media Usage Group

| **Hours per day on social media** | **N** | **Mean stress** | **SD** |
|---|---|---|---|
| Low (1-2) | 20 | 6.40 | 1.98 |
| Medium (3-5) | 40 | 5.35 | 2.75 |
| High (6-12) | 17 | 6.06 | 2.44 |
| Total | 77 | 5.78 | 2.52 |

Note. N= number of participants, SD= standard deviation

Descriptive statistics indicated that participants in the low hour group (1-2) had a mean of 6.40, the medium group (3-5) had mean=5.35, and the high group had a mean of 6.06.

One-way ANOVA showed no significant difference between groups, suggesting that hours spent on social media were not associated with stress levels.

Table 9: Descriptive statistics of stress levels by type of creativity

| Creativity change type | N | Mean stress | SD |
|---|---|---|---|
| Inspiration/Motivation | 20 | 5.55 | 1.98 |
| Knowledge/Learning | 12 | 6.25 | 2.73 |
| Negative/Time-wasting | 3 | 4.67 | 2.08 |
| No Change/ No Sure | 18 | 5.17 | 2.87 |
| Psychological/Mixed | 7 | 7.43 | 1.81 |
| Psychological/Positive | 2 | 7.50 | .707 |
| Psychological/Negative | 1 | 7.00 | . |
| Skill Development | 8 | 5.36 | 3.46 |
| Style/Artistic Evolution | 6 | 5.83 | 2.40 |

Note. N= number of participants, SD= standard deviation

The table indicates statistics for general stress levels across participants. The perceived creative impact is presented in Table 9. Participants' subjective responses on how social media changes their creativity, and we divided them into categories as inspiration/motivation (n=20) (SD=1.98), knowledge/learning (n=12) (SD=2.73), negative/time-wasting (n=3) (SD=2.08), no change/ no sure (n=18) (SD=2.87), psychological/emotional impact (mixed) (n=7) (SD=1.81),

psychological/emotional impact (positive) (n=2) (SD=.707), psychological/emotional impact (negative) (n=1) (SD=.), skill development (n=8) (SD=3.46), and style/artistic evolution (n=6) (SD=2.40). These results suggest that stress levels vary slightly across different types of impacts on creativity in artists, with limited variability observed for positive and negative effects due to the sample size. While no significant correlation between stress and creative change (p=.26).

Table 10: Descriptive statistics for self-esteem levels across creativity impact categories

| **Creativity impact category** | **N** | **Mean** | **SD** |
|---|---|---|---|
| Inspiration/Motivation | 20 | 6.80 | 2.44 |
| Knowledge and learning | 12 | 7.83 | 2.04 |
| Negative / Time-wasting impact | 3 | 5.33 | 2.52 |
| No change/ No | 18 | 7.29 | 2.73 |
| Psychological/ Emotional impact (mixed) | 7 | 7.14 | 2.27 |
| Psychological/ emotional impact (negative) | 1 | 6.00 | - |
| Psychological /emotional impact (positive) | 2 | 7.50 | 3.54 |
| Skill development | 8 | 6.50 | 2.51 |
| Style/ artistic evolution | 6 | 4.67 | 3.33 |
| Total | 77 | 6.90 | 2.56 |

Note. N= number of participants, SD= standard deviation

Table 10 presents the descriptive statistics for self-esteem levels across participants who perceived creative impacts. Participants were categorized based on how social media affected their creativity. Artists' responses, such as inspiration /motivation (n=20, SD=2.44), knowledge and learning (n= 12, SD= 2.04), negative time wasting (n= 3, SD= 2.52), no change/ not sure (n=18, SD=2.73), psychological emotional impact (mixed) (n=7, SD=2.27), psychological emotional impact (negative) (n=1), psychological impact (positive) (n=2, SD=3.54), skill development (n=8, SD=2.51), and style artistic evolution (n=6, SD=3.33). These results indicate that self-esteem

levels varied across different creation impact categories, with the highest mean observed in the knowledge/learning group and the lowest in the style artistic evolution. Limited variability is noted in categories with a very small sample size. No significant correlation between creative change and self-esteem.

Table 11: Pearson correlations between hours spent on social media, number of followers, self-esteem, and stress levels

| Variable 1 | Variable 2 | Pearson Correlation (r) | Sig (2-tailed) |
|---|---|---|---|
| Hours/day on social media | Number of followers | 0.188 | 0.102 |
| Hours/day on social media | Self-esteem level | -0.307 | 0.007* |
| Hours/day on social media | General stress level | 0.009 | 0.941 |
| Number of followers | Self-esteem level | -0.194 | 0.092 |
| Number of followers | General stress level | -0.047 | 0.68 |

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

The correlation analysis showed a significant negative correlation between hours spent on social media and self-esteem (r=-0.307, p=0.007). Results show negative correlations between some variables, such as the number of followers and self-esteem, and the number of followers with stress level. Other correlations between social media usage, number of followers, stress, and self-esteem were non-significant.

Table 12: Descriptive statistics of self-esteem by type of art

| Type of art | N | Mean | SD |
|---|---|---|---|
| 3D Modeling | 1 | 7 | - |
| Abstract Art | 6 | 7.66 | 1.75 |
| Baking | 1 | 6 | - |
| Content Creation | 6 | 6.83 | 3.06 |
| Cooking | 3 | 6.33 | 2.51 |
| Crafts | 4 | 5.75 | 2.63 |
| Dancing | 1 | 6 | - |
| Design | 1 | 5 | - |
| Digital Art | 3 | 5 | .00 |

| | | | |
|---|---|---|---|
| Doting | 1 | 10 | - |
| Fashion Design | 2 | 4.00 | - |
| Fine Art | 1 | 10 | - |
| Fitness | 1 | 10 | - |
| Graphic Design | 1 | 6.00 | - |
| Fixing | 1 | 5 | - |
| Journaling | 1 | 5 | - |
| Makeup | 2 | 9.00 | 1.41 |
| Music | 2 | 4.00 | 2.82 |
| Observational Art | 1 | .00 | - |
| Painting | 23 | 7.30 | 2.32 |
| Photography | 6 | 7.67 | 1.63 |
| Plastic Art | 3 | 6.33 | 4.72 |
| Poetry | 1 | 10 | - |
| Weaving | 1 | 3.00 | - |
| Visual Art | 2 | 10 | .00 |
| Writing | 2 | 8.50 | 2.12 |

Note. N= number of participants, SD= standard deviation

Table 12 indicates the self-esteem for different types of art. Fine art and fitness showed the highest self-esteem, although these categories had very small sample sizes. Painting, with a larger sample (n=23), also had a high average of self-esteem (M=7.30, SD=2.32). A one-way ANOVA was conducted to examine the differences in self-esteem among art types. Results indicated no significant differences, suggesting that self-esteem did not differ according to the type of art (P=.112).

Table 13: Descriptive statistics of stress level by type of art

| **Type of art** | **N** | **Mean** | **SD** |
|---|---|---|---|
| 3D Modeling | 1 | 10 | - |
| Abstract Art | 6 | 6.33 | 2.50 |
| Baking | 1 | 8.00 | - |
| Content Creation | 6 | 5.00 | 1.41 |
| Cooking | 3 | 3.33 | 1.52 |
| Crafts | 4 | 6.25 | 2.21 |
| Dancing | 1 | 1.00 | - |

| | | | |
|---|---|---|---|
| Design | 1 | 8.00 | - |
| Digital Art | 3 | 6.33 | 1.52 |
| Doting | 1 | 4.00 | - |
| Fashion Design | 2 | 3.50 | .70 |
| Fine Art | 1 | 7.00 | - |
| Fitness | 1 | 8.00 | - |
| Fixing | 1 | 5.00 | - |
| Graphic Design | 1 | 7.00 | - |
| Journaling | 1 | 10.00 | - |
| Makeup | 2 | 6.50 | 2.12 |
| Music | 2 | 8.50 | .70 |
| Observational Art | 1 | 8.00 | - |
| Painting | 23 | 6.57 | 2.29 |
| Photography | 6 | 2.67 | 2.73 |
| Plastic Art | 3 | 3.00 | 1.00 |
| Poetry | 1 | 5.00 | - |
| Weaving | 1 | 7.00 | - |
| Visual Art | 2 | 3.50 | 2.12 |
| Writing | 2 | 7.50 | 2.51 |

Note. N= number of participants, SD= standard deviation

Table 13 indicates the stress levels for different types of art. 3D Modeling and journaling represent the highest stress level, although these categories had very small sample sizes. Painting, with a larger sample (n=23), also had an average level of stress (M=6.57, SD=2.29). A one-way ANOVA was conducted to examine the differences in stress among art types. Results indicated there are significant differences, suggesting that stress differs according to the type of art (P=.008).

An ANOVA was conducted to examine whether perceived benefits from sharing artwork on social media affected self-esteem and general stress levels. Result indicated no significant difference across groups: for self-esteem, p=0.22, and for general stress, p=0.82.

These findings suggest that different types of benefits perceived from sharing artwork do not significantly influence self-esteem or stress levels among artists.

In addition to gender differences with no significant association with stress (p=.851) (Female, Mean=5.89, Male, Mean=5.55), coupled with the self-esteem variable not significantly associated with gender (p=.050) (Female, Mean=6.95, Male, Mean=6.85).

Therefore, ANOVA one-way examines whether nationality differences exist in stress level and self-esteem. The self-esteem results indicate there are no differences in stress or self-esteem by nationality (self-esteem, p=.98; stress level, p=.14). These findings show no significant differences between nationality for both variables, stress level, and self-esteem.

Table 14: Descriptive statistics of self-esteem across different social media platforms

| **Primary social media account** | **N** | **Mean (Self-esteem)** | **SD** |
|---|---|---|---|
| Instagram | 43 | 6.81 | 2.57 |
| Other | 15 | 7.20 | 2.88 |
| TikTok | 12 | 6.67 | 1.92 |
| YouTube | 6 | 6.67 | 3.37 |
| Twitter/X | 1 | 10 | - |

Note. N= number of participants, SD= standard deviation

Table 14 shows the ANOVA examination between different social media platforms and self-esteem with a large sample on Instagram, with a mean of 6.81. The results indicate no significant relationship between different social media platforms and self-esteem, with p=.78.

Table 15: Descriptive statistics of stress level across different social media platforms

| **Primary social media account** | **N** | **Mean (Self-esteem)** | **SD** |
|---|---|---|---|
| Instagram | 43 | 5.88 | 2.57 |
| Other | 15 | 6.20 | 2.88 |
| TikTok | 12 | 4.83 | 1.92 |
| YouTube | 6 | 6.00 | 3.37 |
| Twitter/X | 1 | 5 | 0.00 |

Note. N= number of participants, SD= standard deviation

Table 15 shows the ANOVA examination between different social media platforms and stress level with a large sample on Instagram, with a mean of 5.88. The results indicate no significant relationship between different social media platforms and stress, with p=.68.

Table 16: correlation between years of art practices on self-esteem and stress

| **Variable 1** | **Variable 2** | **Person correlation (r)** | **Sig** |
|---|---|---|---|
| Practicing years | General stress | 0.059 | 0.61 |
| Practicing years | Self-esteem | 0.12 | 0.27 |
| Practicing in years | Hours per day on social media | -0.14 | 0.20 |
| General stress | Hours per day on social media | 0.009 | .941 |
| Self-esteem | Hours per day on social media | -0.30 | 0.007 |

As Table 16 shows, correlation analysis showed that hours spent on social media were significantly negatively correlated with self-esteem (r=-0.30, p=0.007); a negative but not significantly correlated relationship was observed between practicing for years and hours spent on social media (r=-0.14, p=0.20), and no significant correlations were observed between practicing for years, general stress, and self-esteem.

## 4.6 Thematic or categorical findings

Figure 7: Statistics of the average hours individuals spend on social media per day

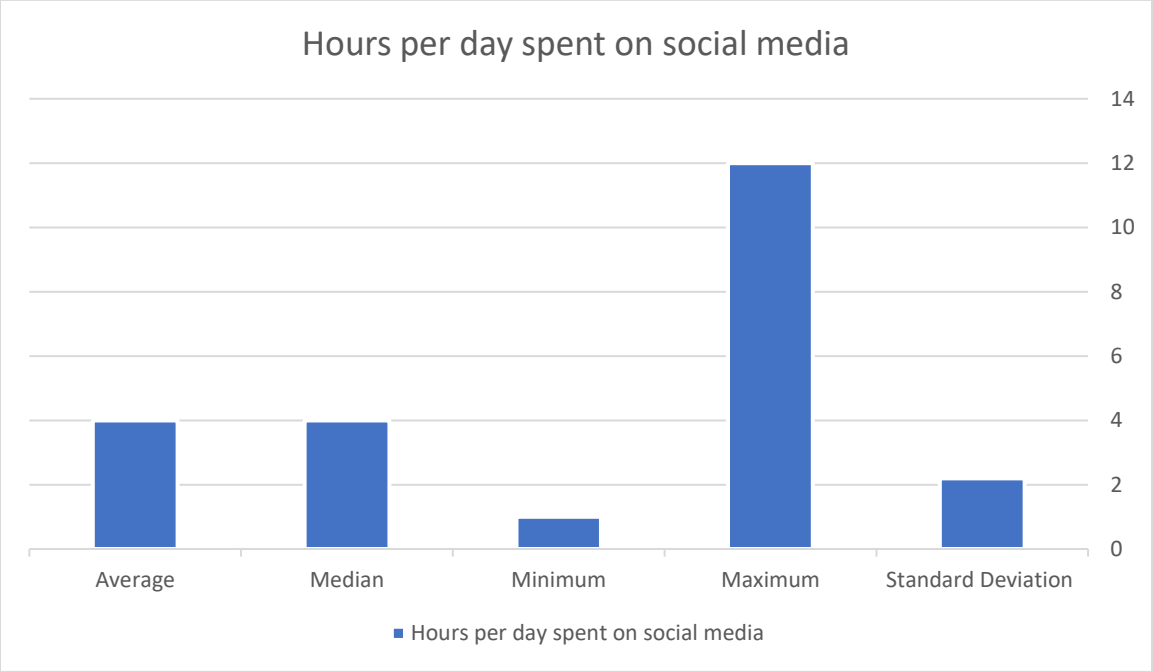



Figure 7 shows the descriptive statistics for the average hours that participants spend on social media per day. The average and median were both 4 hours, with a minimum of 1 hour and a maximum of 12 hours per day. The standard deviation (2.2) indicates a moderate variation in social media usage among participants

Furthermore, participants subjectively show that creativity has changed since using social media, with 64% saying yes, they have seen their creativity change, 29% saying they don't know if it has changed or not, and 8% saying it has not changed. That reflects how social media affects an artist's creativity.

Table 17: Distribution of artists' responses regarding how social media changed their creativity

| **Categories for artists responses** | **Percentage** |
|---|---|
| Inspiration / Motivation | 26% |
| No change, not sure | 23% |
| Knowledge and learning | 16% |

| | |
|---|---|
| Psychological emotional impact (mixed, positive, negative) | 13% |
| Skill development | 8% |
| Style artistic evolution | 8% |
| Negative time-wasting impact | 4% |

Table 17 demonstrates artists' responses on how social media impacts their creativity, whether positive or negative, and the response to their answers was 26% social media has inspired and motivated them, as well as 23% social media has not changed their creativity, while 16% social media has given knowledge and learning. The psychological and emotional impacts as mixed, 9%, positive 3%, and negative 1%. However, 8% social media influence on developing their skills also impacts 8% on the artist's style evolution. That points out the impacts of social media on creativity, as the results of our survey questionnaire show that the highest percentage of artists find social media inspires and motivates them, some artists find no change, or they are not sure if social media influences their creativity or not at all, while some artists say social media gives knowledge. Furthermore, artists on the same percentage see social media as a way for them to evolve their art style and give them new skills. That gives us some insight into how social media affects creativity at different points in an artist's career.

Table 18: Statistics for stress on participants

| Variable | Average | Median | Min | Max | SD |
|---|---|---|---|---|---|
| General stress level nowadays | 6 | 6 | 0 | 10 | 2.5 |
| How much social media cause you stress related to your artwork | 4 | 4 | 0 | 10 | 2.5 |

Table 18 shows the descriptive statistics for the average stress level between participants, with a generally average stress level of 6 and a maximum of 10. While the stress level related to social media's impact on artwork had an average of 4, and a maximum of 10. Those

statistics guide us to know the impact of social media on stress levels separately and with artists' artwork.

Table 19: Descriptive statistics for self-esteem and related variables

| Variable | Average | Median | Min | Max | SD |
|---|---|---|---|---|---|
| Self-esteem level | 7 | 7 | 0 | 10 | 2.5 |
| Seeing "likes" on your artwork posts affects your self-esteem | 5 | 5 | 0 | 10 | 3.2 |
| The number of followers affects your self-esteem | 4 | 5 | 0 | 10 | 3.5 |
| Seeing other people's artwork on different social media influences self-esteem | 4 | 5 | 0 | 10 | 2.8 |

Table 19 provides results indicating that participants generally reported a high level of self-esteem (Median=7), while social media factors such as likes on their artwork (Median=5), number of followers (Median=5), and seeing other people's artwork on social media (Median=5) influenced self-esteem. The variety of results on the impact of social media on self-esteem shows different effects, both generally and specifically, on artists.

Overall, the impact of social media on self-esteem as affected by the number of likes on artwork posts was reported as 51% positively affected, 47% both positively and negatively affected, and 3% negatively affected. These findings suggest that an artist's self-esteem is influenced by audience engagement with their art posts. This highlights the dual impact of social media, which has both a source of validation, with 51% of audience engagements having positive impacts on their self-esteem, and a potential stressor, with 47% having both positive and negative impacts on their self-esteem.

Figure 8: Benefit from sharing artwork on social media platforms

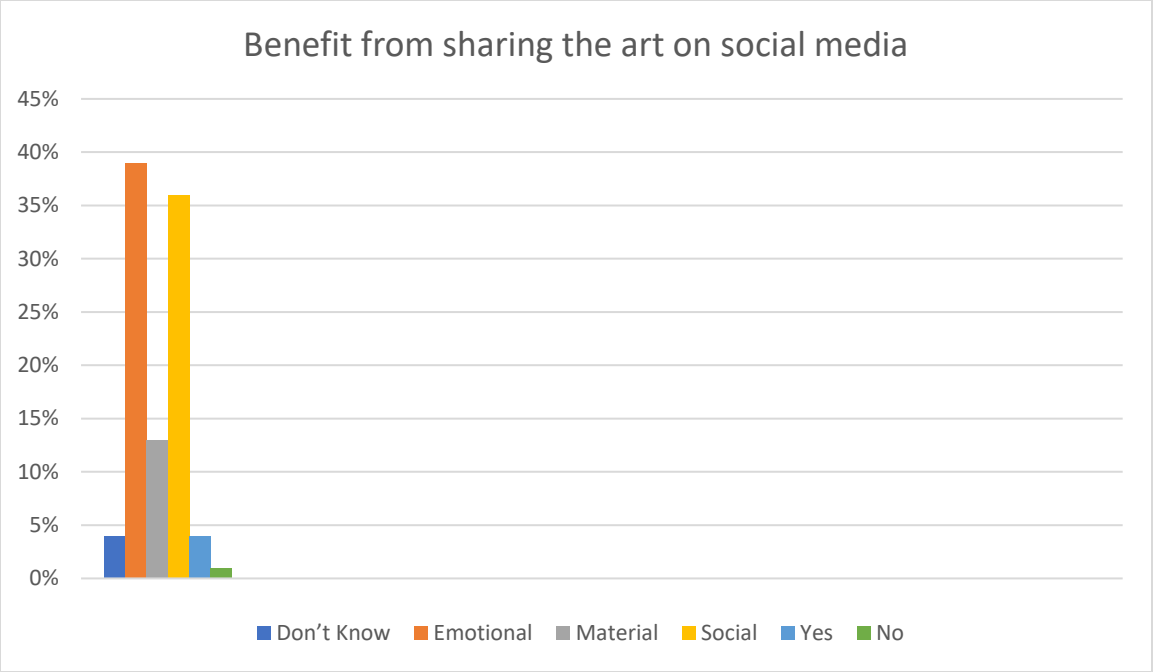



Figure 8 shows the variety of benefits among artists using social media, such as emotional benefits, which have the highest percentage (39%), (36%) have social benefits, (13%) have material benefits, (4%) don't know if they get benefits or not, (4%) answered 'yes', indicating they benefit in general, and 1% they do not receive any benefits. This highlights how the type of benefit gained from sharing artwork affects individuals differently.

Nevertheless, the number of supportive families among participants with their artwork shared on social media, 39% answered yes, a lot of support they get from their families, 23% answered sometimes yes, sometimes no, 21% yes to some extent, receiving some family support, 6% no not much of support they get as well as 6% of the families don't know about their social media accounts, 4% said no, they do not receive any support from their family. This highlights the kinds of support artists receive from their families. At the same time, this will examine the different impacts on their creativity, stress, and self-esteem depending on the type of family support they receive.

Table 20: Main sources of help and support among participants

| Sources of help and support | Family | Friends | Myself | No | Material | Emotions | God | Art Classes | Followers | Don't Know |
|---|---|---|---|---|---|---|---|---|---|---|
| | 38% | 18% | 16% | 8% | 6% | 6% | 5% | 1% | 1% | 2% |

Table 20 shows the different sources of support, with the highest percentage (38%), family support was the main source among participants, 18% reported friends, as source of help and support, 16% mentioned themselves as their source, 8% they do not receive support or help, 6% reported marital sources of help, 6% reported emotional sources of support, 5% God is considered their source, 1% main sources were Art classes, followers and 2% don't know if they have source or not. That indicates the different sources and helps participants receive, as well as reveals different impacts on artists' artwork due to the sources and the help they get.

## 4.7 Effect size calculations

The survey was distributed from October 10 to November 5 through various online channels, including social media platforms, emails sent to artists, art centers, and personal networks of artists' friends. The survey targeted only artists who actively use social media for sharing their artwork. The exact number of artists who received the survey invitations is unknown. The total of 77 responses was collected and included in the analysis. This sample size was sufficient to conduct the plan analysis, including correlation, group comparisons, and regression. Effect sizes will be calculated to complement the significance testing and to quantify the strength of observed relationships.

## 4.8 Heterogeneity test

A heterogeneity test was conducted to examine whether the variability in self-esteem and stress levels differed across groups of artists based on social media usage. Results indicated no significant heterogeneity, suggesting that the variability across groups was relatively consistent

## 4.9 Subgroup Analyses

The subgroup analyses were conducted to examine differences in self-esteem and stress levels across categories of social media usage, which were derived from participants' survey responses

However, categories on the survey questionnaire type of art include artists into Painting, Abstract art, content creation, photography, Crafts, Plastic art, Digital art, Cooking, Fashion, design, Makeup, Music, Visual art, Writing, 3D Modelling, Baking, Dancing, Design, Doting Fine art, Fitness, Fixing, Graphic design Journaling Observational art, Poetry, Weaving. Those categories are subgroups from artists' responses to collect data clearly and examine the different types of art, with stress, also with self-esteem.

Therefore, categorize artists into groups from their responses to the change in creativity from using social media platforms.

The group was categorized from the artists' responses: Inspiration / Motivation change, not sure, Knowledge and learning, Psychological emotional impact (mixed, positive, negative), Skill development.

Style artistic evolution, Negative time-wasting impact. The subgroups were conducted based on their answers, purpose to clarify data and examine the influence of social media, stress, and self-esteem. While some artists find that social media has a mixed impact, with both positive and negative emotions.

“Yes, it has influenced me psychologically through both negative and positive comments to improve my performance”.

“It has both yes and no, yes because it inspires me in every aspect + encouraging to improvements. No, because social media is a time thief that cause delay and limits the Artwork regarding on the distractions.”

On the other hand, some artists find social media evolution in their artistic style.

“I have tried new styles of music on my YouTube tried different types of content for my YouTube channel”.

“Since using social media, I have developed a more futuristic way of thinking. I also became more passionate about details, and I started to love unusual, out-of-the-box, and eye-catching ideas from the very first glance”.

“My style in painting and drawing changed”.

Another category was made of benefits participants get from sharing their artwork, emotional benefits, material benefits, don’t know if they get benefits or not, or no, they do not take any benefits from sharing their artwork. The subgroups were made to clarify the data.

As well as what the main sources of help are: family, friends, God, myself, no, and material for clear data.

# CHAPTER FIVE
# DISCUSSION

## 5.1 Summary of findings

The research examines the impact of social media on artist creativity, stress levels, and self-esteem.

The quantitative analysis indicates that the artists spend an average of 4 hours per day on social media.

64% of artists consider social media changes their creativity, mainly in terms of inspiration/motivation (26%) and knowledge/learning (16%).

The majority of artists practice art as a hobby (55%), while a smaller proportion were professional artists (4%). Additionally, (41%) of the sample practiced both as a hobby and professionally.

Furthermore, stress levels among artists were moderate (Mean=6) but did not significantly correlate with social media use.

However, self-esteem levels among artists were generally high (Median=7), while engagement metrics such as likes and followers influenced self-esteem moderately, as likes on their artwork (Median=5), number of followers (Median=5), and seeing other people's artwork on social media (Median=5). Also, the results show there's no significant correlation between stress and self-esteem.

Therefore, correlation analysis revealed a significant negative relationship between hours spent on social media and self-esteem ($r=-0.307$, $p=0.007$), while other relationships with stress were not significant, as well as age positively predicted self-esteem ($b=0.047$, $p=0.024$), while other relationships with stress not significant.

On the other hand, stress levels for different types of art. Indicated with significant differences, suggesting that stress differs according to the type of art (P=.008), while on self-esteem, no significant differences; self-esteem did not differ according to the type of art.

The average years of practicing art (Mean=14) were not significantly correlated with stress or self-esteem.

The benefits of sharing art on social media include a variety of benefits, such as emotional benefits, which have the highest percentage (39%), (36%) have social benefits (13%), and material benefits (4%). This highlights how the type of benefit gained from sharing artwork affects individuals differently. findings suggest that the type of benefit perceived from sharing artwork does not significantly influence self-esteem or stress levels among artists.

Moreover, the primary social media platforms for their art participation were Instagram (56%), Other (19%), TikTok (16%), YouTube (9%), and Twitter/X (1%). As the results show the Instagram highest social platform for artists to share their art associated with (Kang, 2019), as Instagram the highest art platform. The results indicate no significant relationship between different social media platforms and self-esteem or stress.

## 5.2 Interpretation of results

Results indicate that social media platforms impact artists' creativity, stress levels, and self-esteem in different ways.

However, 43 artists use Instagram, which was the highest platform in our sample, aligning with previous research (Lammi, 2023). Instagram provides inspiration and engagement with the audience, mainly as a platform for networking, discovery, and knowledge. As associated with our

sample, 20 artists find social media inspiration/ motivation, 12 artists gain knowledge and learning, 8 improve their skills, and a few noted positive psychological changes, supporting the idea that social media can positively influence artistic development.

The stress level of participants averages level 6, with no significant correlation with social media, such as there was no significant relationship between hours spent on social media and stress participants were hobby artists, not professionals, while the stress level with self-esteem is not significant as well. Indicating that social media among artists' participants is not considered as stress according to a relevant study. The lack of correlation between social media use and stress may reflect the hobbyist nature of most participants, who use social media primarily for inspiration rather than performance evaluation or professional pressure (Wolfers,2022). Social media could be a resource or a distraction, either reducing or increasing stress depending on context.

The self-esteem variable was generally high in the study sample, with an average of 7 out of 10 for their self-esteem levels; therefore, the results indicate that there was a negative correlation between hours spent on social media per day and self-esteem ($r=-0.307$, $p=0.007$), associated higher level of self-esteem less spent hours on social media, together with (Saiphoo,2019) Findings were that a higher level of SNS (social networking sites) use was connected with lower levels of self-esteem. Additionally, suggest that the impact of SNS on self-esteem is complex and influenced by individual differences and usage patterns. However, age was positively correlated with self-esteem ($r=0.258$, $p=0.024$), reflecting that experience and maturity contribute to higher confidence.

Besides, the benefits of sharing artwork online were mostly emotional and social benefits that participants reported, rather than material benefits, as reported by Kelly (2023), indicating that a social media user has a supportive network or connection, which reduces loneliness and enhances mental health. Therefore, no significant relationship between different social media platforms with

both variables, stress level and self-esteem, indicating that the small sample size of different platforms does not enable us to see the differences.

Moreover, results suggest that social media provides benefits as a social and emotional support. The emotional and social benefits of sharing artwork online likely provide psychological support, enhancing well-being and potentially buffering against negative effects of social comparison. Social media changes artists' creativity in different ways artists reported increased creativity through exposure to diverse artworks, feedback from followers, and access to tutorials, suggesting that social media acts as a platform for artistic growth and peer learning as artistic evaluation “My version of photography changed on good ways as the get new ideas” also some of participant’s finds psychological impact mixed “Yes, it evolved from simple comedy to more cinematic, story-driven content that blends humor, culture, and emotion” .

## 5.3 Relation to Literature and Theoretical Framework

In rational with the existing literature, the findings of this study follow a pattern already noted in previous research (Saiphoo,2019), indicating a higher level of self-esteem associated with fewer hours on social media, which is aligned with a negative correlation found in the present sample.

Therefore, (Braghieri, Levy, & Makarin, 2022) not consistent with our findings, this suggests that social media, particularly Facebook, negatively affected students' mental health and increased the likelihood of impairments in academic performance due to their mental health problems; results suggest that these effects are largely driven by unfavorable social comparisons

on Facebook. As our research results on artists differ, social media hours on a day do not affect stress levels.

Moreover, (Karunarathne, 2025) shows aimed to explore the negative aspects associated the research purpose was to explore the negative aspects associated with social media use, linked to users. Including the role of self-esteem, social media dependency, and online reputation in developing stress. The finding was that a higher level of self-esteem decreases dependence on social media, which is associated with our sample, while increased dependence leads to stress due to concerns about maintaining a positive digital image, which differs from our sample result, as social media hours are not significantly correlated with stress.

This trend is understood through an online environment that often exposes idolized images and achievements, associated with the social comparison theory, in which individuals compare themselves to others, including social media platforms.

## 5.4 Implications (Theoretical, clinical, practical, policy)

Findings show several implications. Clinically, High social media use is associated with lower self-esteem; also, older artists indicate higher self-esteem. Point out the need for mental health professionals to support artists in managing online exposure and maintaining psychological well-being.

Practically, artists use social media as an inspiring/motivational platform, a knowledge-gaining, and skill-developing platform.

Policy-wise, social media is influencing people positively and negatively, depending on how and when used as an inspiration platform or as a comparison platform. These findings suggest

that artists can benefit from social media as a tool for creative development and social support, but excessive time online may negatively affect self-esteem, highlighting the importance of mindful engagement.

## 5.6 Limitations of the study

The research limitation was the sample size, as only 77 artists participated in the survey. Additionally, the number of participants varied across different art types and social media platforms; diversity was limited, with most participants from Saudi Arabia, reducing the generalizability of the findings to artists from other regions or cultural backgrounds. These factors should be considered when interpreting the result. The absence of significant differences across platforms may be due to the small number of participants using platforms other than Instagram, limiting statistical power to detect nuanced effects.

## 5.7 Recommendations for future research

Larger and more diverse as future studies should include more participants across different art types, social media platforms and, culture backgrounds to increases generalizability, longitudinal design conducting studies over time could examine deeper investigate with artists as target artists they don't using social media then make them use and compare their facility and creativity, experimental or mixed method design incorporating experimental design or qualitative interviews could provide to understand how social media impacts their creativity, focuses on a specific social media platform to investigate platforms separately to understand each different platform's influence on artists' creations and psychological factors, including more psychological variables such as depression, anxiety, or coping strategies, to explore more on the psychological impact of social media on artists

## 5.8 Conclusion

The study results revealed some interesting observations. The conclusion is summarized by the research questions.

An average image of an artist who posts their art on social media, an average age of 37, gender mostly female (49 and 27 males), 61 of participants live in the KSA, the average years of practicing art was 14 years, on the sample mostly consists of participants with their art type.

The artists mostly use Instagram, spend an average of 4 hours per day, and have an average of fewer than 1000 followers. They mostly receive support from their families. From posting their art on social media, the artists get potential benefits such as emotional and social value.

The average self-esteem level of the artists is 7 out of 10, which indicates a high level of self-esteem. The average stress level of the sample is 6 out of 10, which shows that the sample is characterized by a mid-rate level of stress.

This study found that higher levels of self-esteem are associated with fewer hours on social media, as well as older artists spending fewer hours on social media. There are no significant correlations between social media hours and stress levels among artists. The different art types do not correlate with self-esteem but are significantly correlated with stress level.

There is an impact on the creativity of the majority of artists from being present on social media. The artists mostly mention that they get extra motivation and inspiration, also they increase and widen their knowledge, and are able to develop their skills.

The results obtained represent some interesting aspects that require further research. The results might be used in the practice of psychologists in counselling, psychoeducation, and diagnostics. The results are useful for artists and/or individuals who show interest in art in general.

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# Appendix A

## Research Questionnaire

SURVEY QUESTIONNAIRE

Please, answer the following questions:

1. What is your age (in years)?

2. What is your gender? (make options: “Male”, “Female”, “Do not want to answer”)

3. What is your nationality?

4. In which country do you live?

5. What type of art do you create?

6. How long have you been practicing it (in years)?

7. Is art your profession or hobby? (make options: profession, hobby, profession & hobby)

8. What is your primary social media account for art (specify the platform or social net)?

9. How many followers do you have on your social media account (write exact or approximate amount)?

10. On average, how many hours per day do you spend on social media?

11. What type generally of social media do you use?

12. Has your creativity changed since you starting using social media? (make options: “Yes”, “No”, “I am not sure / Don’t know”)

13. If in the previous question you answered “Yes”, please, specify how it changed.
If you answered “No”, please, specify the reason why it did not.
If you replied “I am not sure / Do not know”, please, leave a comment why you chose this answer.

14. On a scale from 0 to 10, where 0 is minimum and 10 is maximum, please rate your general stress level nowadays.

15. On a scale from 0 to 10, where 0 is minimum and 10 is maximum, how much does social media cause you stress related to your artwork?

16. On a scale from 0 to 10, where 0 is “very low” and 10 is “very high”, please rate your self-esteem level in general.

17. On a scale from 0 to 10, where 0 is “does not affect at all” and 10 is “totally affects”, how much does seeing more ‘likes’ on your artwork posts affect your self-esteem?

18. How do you think your self-esteem is affected by the number of likes on your artwork posts? Is it a positive, negative or balanced (positive and negative together) affect? (make options: positive, negative, balanced)

19. On a scale from 0 to 10, where 0 is “does not affect at all” and 10 is “totally affects”, to what extent does having more followers affect your self-esteem?

20. On a scale from 0 to 10, where 0 is “does not influence at all” and 10 is “influences a lot”, to what extent does seeing other people’s artwork on different social media influence your self-esteem?

21. Do you get any benefit (any type of benefit: psychological, material, social, etc.) from sharing your artwork on social media? If yes, specify.

22. Does your family or any of your family members support your artwork shared on social media? (make options: “Yes, a lot”, “Yes, to some extent”, “Sometimes yes, sometimes no”, “No, not much”, “No, not at all”, “They do not know about it”)

23. Who / What are the main sources of help and support in general that you receive in life?

24. If you have any comments, please, share with me. Thank you!

# Appendix B

## Ethics Approval Form

معهد البحوث والاستشارات
Research & Consultancy Institute

**Notification of Research Ethics Approval**

To whom it may concern,

The Research Ethics Committee of Effat University, and according with the University's Research Ethics Guidelines, has decided to grant approval for the study as follows

| | |
|---|---|
| **Research team** | Jumana Mohamed Lary & Dr. Ekaterina A. Burina |
| **Decision number** | **RCI_REC/26.August.2025/7.1.Exp.62** |
| **Research title** | The Impact of Social Media on Artists' Creativity, Stress Level, and Self-esteem |
| **Duration of approval** | One Academic Semester |

The Research Ethics Committee has varied adherence to the following Principles:

- The research process will result in no harm or discomfort for the participants.
- All precautions were taken to guarantee participants' safety, and their rights were respected
- No harm will be generated to the used facilities.

The information will be used by the research team for research purposes only.

Your cooperation is much appreciated,

Dean of Graduate Studies and Research

Prof. Mady A. Mohamed