

The Effect of Instagram Use Motives on Stress: Focusing on the Mediating Effect of Instagram Posting

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Abstract: This study investigated the relationship between Instagram usage motivation and psychological stress, specifically examining the mediating role of various Instagram posting behaviors. A survey was conducted by 'Survey Link,' a professional research company, targeting 300 adult men and women with Instagram posting experience. Data was collected from November 11 to November 13, 2024. Instagram usage motivations were categorized into four types: seeking interpersonal relationships, seeking information, seeking self-status, and seeking entertainment. Instagram postings were classified into three categories: self-pursuing postings, interactive ritual postings, and self-management postings. Results showed that information-seeking and self-status-seeking motivations were significantly associated with higher stress. Furthermore, among the different types of Instagram postings, only self-management postings significantly mediated the relationship between Instagram usage motivation and stress. These findings suggest that the impact of Instagram usage on mental health depends not only on usage time and posting behavior but, more fundamentally, on how distinct usage motivations shape these expressive behaviors.

Keywords: Instagram; Instagram Usage Motivation; Instagram Posting; Stress; Mediating Effect

1. Introduction

As of 2024, the number of social media users worldwide is estimated at approximately 5.2 billion, a figure expected to grow steadily with the introduction of various new services [1]. Among these, Instagram stands out as an image and video-centric platform, serving as a primary means for users to document their lives and interact with others. Furthermore, as of 2024, Instagram is the most widely used social networking service (SNS) in South Korea [2]. The use of Instagram extends beyond simple information sharing; it is utilized in diverse ways, such as forming and maintaining interpersonal relationships, displaying social status, and pursuing personal entertainment [3].

However, the use of Instagram does not always yield positive effects. The emergence of neologisms like 'SNS overload' and 'caffeine depression' suggests that excessive SNS use can be linked to negative emotional responses such as stress, anxiety, and depression [4]. In other words, there is growing concern that excessive SNS engagement may harm mental health, leading to issues like sleep disorders, violations of personal identity in virtual reality, interpersonal difficulties, negative feelings from social comparison, invasion of privacy, increased fatigue, and heightened stress or anxiety [5]. Yet, the impact on stress is not determined solely by the amount of time spent on SNS. The effects can differ depending on the user's motivations for using the platform [6]. In particular, the act of creating and sharing one's own posts is likely to have a more profound impact on emotional states like stress [7]. Therefore, this study analyzes the influence of Instagram usage motivations on stress and examines the mediating role of Instagram posting in this relationship.

Although much prior research has examined SNS use mainly in terms of overall use or excessive use [4, 5], less attention has been paid to how users' motivations are translated into specific posting behaviors and how this process relates to stress. Addressing this gap, the present study examines both why individuals use Instagram and how they post, thereby moving beyond a sole focus on how long they use the platform.

Crucially, while many people use Instagram on a daily basis, its psychological effects are likely to vary significantly not based on mere use, but on why and how it is used [8, 9]. This research, therefore, seeks to clarify with greater precision the complex link between social media use and mental health by comprehensively analyzing the ‘motivation-posting-stress’ relationship. Finally, we live in an era of constant connectivity, enabled by smartphones, internet networks, and advanced technologies. In this context, analyzing the impact that usage motivations and the active behavior of posting have on individual stress is a significant research endeavor, especially as Instagram is one of the most vibrant online spaces today.²

2. Literature Review

2.1 Motivations for Using Instagram

As of February 2024, Instagram is the most used Social Networking Service (SNS) in South Korea [2]. Along with its popularity, Instagram influences various aspects of our lives—including shopping, advertising, personal documentation, and entertainment—and is thus closely intertwined with our daily routines [8], [10]. Users are driven by diverse motivations to engage with the platform. Theoretically, this active audience behavior can be comprehensively explained through the framework of Uses and Gratifications Theory, which posits that individuals intentionally select and consume specific media to fulfill their psychological and social needs [11]. According to previous research, these motivations for SNS use can be categorized into several factors, such as information seeking, interpersonal relationship formation, self-expression, and entertainment [12-14]. Building on this prior work, the present study focuses on four specific motivations for Instagram use: seeking interpersonal relationships, seeking information, seeking self-status, and seeking entertainment.

First, the motivation for seeking interpersonal relationships refers to the desire to enhance communication, maintain close relationships, and form new ones [12]. Instagram, the focus of this study, maximizes interaction through features like comments, likes, and story reactions [15]. Users who prioritize such interactions and relationships use Instagram to stay connected with friends and family, and also to communicate with influencers. Second, the motivation for seeking information involves using Instagram to acquire information of interest, stay updated on the latest trends, and pursue knowledge [16]. The platform provides diverse information through functions such as hashtag searches, recommendation algorithms, influencer content, feeds, and stories, which users can actively explore. Third, the motivation for seeking self-status is the desire to elevate one’s social standing, receive recognition from others, and expand personal influence through Instagram [12]. People have a natural desire to express and reveal themselves, and in turn, seek validation for it [17]. Instagram facilitates this by providing a platform to showcase one’s life through feeds and stories in a constantly connected environment. Fourth, the motivation for seeking entertainment is defined as using Instagram for the simple purpose of enjoyment [13]. The platform offers easily accessible entertainment through short, intuitive content like Stories and Reels, allowing users to consume this content to relieve stress and lift their mood [18, 19].

As such, the motivations for using Instagram encompass a wide range of purposes beyond simple information sharing, including forming interpersonal relationships, self-expression, and fulfilling entertainment functions. The motivations examined in this study—seeking interpersonal relationships, information, self-status, and entertainment—are closely linked to users’ behavioral patterns and psychological responses. Consequently, these motivations may lead to variations in individual stress levels, a key aspect of mental health. This study, therefore, aims to analyze the impact of these usage motivations on user stress and to investigate the potential mediating effect of Instagram posting in this process.

2.2 The Effect of Motivations for Using Instagram on Stress

Stress is a complex physical and psychological phenomenon experienced when an individual’s capacity to cope with or handle events in their surroundings is diminished—in other words, when demands exceed their available resources [20]. Such stress can be triggered by various factors, including social, relational, personality, and economic elements. Instagram, the focus of this study, is an online platform that connects users, allowing them to manage their self-presentation, express themselves, and form relationships with others [17]. In the digital sphere, this process is closely aligned with the conceptual framework of ‘SNS fatigue’, a state of cognitive and emotional exhaustion triggered by the technological and relational demands of the platform [21, 22]. For this reason, when using Instagram, individuals are influenced by various factors that can have both positive and negative associations with stress. While using an SNS like Instagram can help alleviate stress

through fun and enjoyment, it can also exacerbate it through mechanisms like social comparison, feelings of relative deprivation, or addiction [23].

Specifically, a connection can be established between stress and the four previously discussed motivations for using Instagram. First, the motivation for seeking interpersonal relationships warrants attention. Instagram allows users to experience communication and social support through real-time interactions, responses such as likes and comments, and direct messaging (DM) features. However, managing relationships on an SNS like Instagram can also become a burden. These interactions can transcend simple communication and introduce elements of comparison and competition, potentially acting as a source of stress [24, 25].

Next, in the case of the information-seeking motivation, users may derive satisfaction from proactively navigating their feeds to acquire desired information and curating content they deem credible. However, information provided on Instagram, like other SNS platforms, is often unverified. This increases the likelihood of exposure to false information or exaggerated content, which can lead to information overload and fatigue [21], [26].

Next is the motivation for seeking self-status. Users with a strong motivation to seek self-status tend to post content that impressively presents their lifestyle or emphasizes their expertise, wealth, or social standing. For example, they often share photos of overseas travel, luxury goods, or work achievements to portray themselves in a positive light. In this process, users become preoccupied with managing their image, which is highly likely to lead to SNS fatigue and stress stemming from social comparison [21]. Specifically, behaviors like impression management, aimed at appearing more favorable to others, can be directly linked to stress [27].

Finally, there is the motivation for seeking entertainment. Like *Homo Ludens*, or “Man the Player,” humans have historically pursued amusement and play [28]. This pursuit is known to help reduce stress and support mental health [29]. Consequently, the pleasant emotions gained from seeking entertainment have a positive impact on stress relief. On the other hand, excessive consumption of entertaining content can lead to decreased attention and lower productivity, and may also create a psychological burden due to the feeling of wasted time [30]. To summarize, while seeking entertainment for amusement can serve to alleviate stress, it can also act as a stressor due to excessive immersion or time-wasting.

Accordingly, this study aims to identify which of the motivations for using Instagram has the most significant impact on either reducing or increasing stress. Through this investigation, we intend to propose methods for users to engage with Instagram in a healthier manner. The hypothesis for this is as follows:

Hypothesis 1. Motivations for using Instagram will have a significant effect on stress.

2.3 The Effect of Motivations for Using Instagram on Stress, Mediated by Instagram Posting

The act of uploading user-generated contents to Instagram, encompassing images, videos, and text, can be defined as “posting” [10], [17]. Moreover, the types of posting found on Instagram can be classified into three main categories, based on the perspective presented in *The Presentation of Self in Everyday Life* by Erving Goffman and the research of Hyunmi Jang [31, 32].

First is self-pursuing posting. This refers to the act of honestly expressing one’s thoughts and feelings and revealing oneself on SNS [32]. In other words, it is the act of expressing oneself to others through photos, text, or videos. Second is interactive ritual posting. This involves actions on SNS such as asking after others’ well-being or expressing concern, comfort, congratulations, or gratitude. To put it differently, it is a way of posting that demonstrates one is a good person by being courteous to others in an online environment [17]. Third is self-management posting. This refers to posts made to appear cool or pretty in the SNS space [17]. That is, it is posting that positively manages and maintains one’s image on social media. As outlined, posting behavior on Instagram can be broadly divided into these three types, and based on previous research, it can be predicted that they are related to Instagram usage motivations and stress.

As reviewed in previous studies, motivations for using Instagram are linked to an individual’s psychological state and desires, which can ultimately affect their stress levels. In a similar vein, one study found that the act of self-expression, such as writing on a blog, enhances an individual’s psychological well-being [33]. However, if posting becomes excessively focused on self-management or self-revelation, it may elicit negative reactions or indifference from others, leading to stress as a result of their responses [25], [34].

Synthesizing these points, Instagram posting can potentially act as a mediating variable between usage motivations and stress, exerting either a positive or negative influence. This suggests that a user’s motivations

and their style of posting can be key determinants in determining their stress levels. Based on this, the following hypotheses can be derived:

Hypothesis 2. Motivations for using Instagram will have a significant effect on Instagram posting.

Hypothesis 3. Instagram posting will have a significant effect on stress.

Hypothesis 4. Instagram posting will mediate the relationship between motivations for using Instagram and stress.

3. Methods

3.1 Sample

To test the four preceding hypotheses, an online survey was administered through ‘Survey Link,’ a professional research company. The survey targeted adult men and women in South Korea who have consistently used Instagram for three months or more. The sample was collected over a three-day period, from November 11 to November 13, 2024. It was specified at the beginning of the questionnaire that “posting” includes the creation of feeds, stories, and reels. A total of 300 complete responses were collected and utilized for the analysis ($N = 300$; 150 male, 150 female; M age = 42.19).

3.2 Measures

To measure Instagram usage motivations, the 18-item SNS Usage Motivation Scale, which was validated by Su-jeong Hong based on Jeong-hwa Choi’s research, was utilized [16], [35]. Specifically, Hong’s study examined the effects of SNS usage motivation and network types on online civic participation, focusing on young adults in their 20s and 30s. Although the original scale was validated within a specific younger demographic, the items reflect foundational psychological drivers of social media engagement—such as interpersonal relationship and information seeking—that transcend specific age groups. Given that Instagram has rapidly evolved into a mainstream platform widely utilized across all adult generations, adapting this comprehensive scale to a broader adult population was deemed theoretically and practically appropriate for capturing generalized user motivations. In accordance with previous studies, this scale was divided into four sub-dimensions: ‘seeking interpersonal relationships,’ ‘seeking information,’ ‘seeking self-status,’ and ‘seeking entertainment’ [16], [35]. The subscales comprised 7 items for seeking interpersonal relationships ($M = 3.33$, $SD = 0.66$, $\alpha = .86$), 4 items for seeking information ($M = 3.67$, $SD = 0.64$, $\alpha = .77$), 4 items for seeking self-status ($M = 3.07$, $SD = 0.80$, $\alpha = .81$), and 3 items for seeking entertainment ($M = 3.56$, $SD = 0.72$, $\alpha = .79$). Stress was assessed using 12 items from the Perceived Stress Scale (PSS) ($M = 3.35$, $SD = 0.51$, $\alpha = .82$) [36, 37]. Six of the twelve stress items were positively framed and subsequently reverse-coded for analysis. To measure Instagram posting, a 16-item scale was constructed by synthesizing three previous studies [32, 33], [38]. First, 4 items were developed for self-pursuing posting ($M = 3.65$, $SD = 0.58$, $\alpha = .66$). Second, 6 items were developed for interactive ritual posting ($M = 3.31$, $SD = 0.73$, $\alpha = .86$). Third, 6 items were developed for self-management posting ($M = 3.12$, $SD = 0.67$, $\alpha = .81$). All items were measured on a 5-point Likert-type scale (1 = *Not at all true*, 5 = *Very true*). The validity of the scale was first examined using exploratory factor analysis, after which its reliability was verified.

An exploratory factor analysis (EFA) using principal component analysis with varimax rotation was conducted to verify the construct validity of the measurement scales. Items with a factor loading of less than 0.55 were excluded from the analysis.

First, regarding the Instagram usage motivations, the first item of ‘seeking self-status’ failed to meet the threshold and was subsequently eliminated. For the remaining items, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was robust at .893, and Bartlett’s test of sphericity was statistically significant ($p < .001$). Based on the Kaiser criterion (eigenvalue > 1.0), four distinct factors emerged, cumulatively accounting for 61.819% of the total variance.

Second, validity verification was performed on the 14 items of the stress scale, consisting of 7 negative and 7 positive statements. The positive statements were reverse-coded prior to analysis. During the process, the 7th negative item and the 1st positive item were eliminated due to low factor loadings. The remaining items were structured into two factors representing negative and positive emotional responses to stress, respectively. The KMO measure was acceptable at .859, and the cumulative variance explained by the two factors was 54.194%.

Finally, the construct validity of Instagram posting types was evaluated. Following the same purification criteria, the 3rd, 4th, and 7th items of self-pursuing posting, along with the 7th item of self-management posting, were removed due to insufficient factor loadings. For the final remaining items, the KMO measure was highly appropriate at .878. Three distinct factors were extracted based on an eigenvalue greater than 1.0, with a cumulative variance explained of 56.192%. In addition, other variables were also measured, including gender, age, duration of Instagram use, and follower count.

4. Results

The results of the Pearson correlation analysis are presented in Table 1. The gender variable was dummy-coded (0 and 1), designating females as the reference category. Statistically significant correlations were found between the primary study variables and several other variables, including follower count, frequency of Instagram access, posting frequency, age, and gender. Therefore, these variables were included as control variables in the subsequent multiple regression and mediation analyses. All statistical procedures were conducted using SPSS version 27.0, and the mediation analysis was conducted using Model 4 of the PROCESS macro [39].

Table 1. Correlation Analysis

Variables	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Seeking Interpersonal Relationships	1													
Information Seeking	.510**	1												
Self-Status Seeking	.602**	.372**	1											
Entertainment Seeking	.492**	.418**	.341**	1										
Stress	.397**	.395**	.401**	.306**	1									
Self-Pursuing Posting	.360**	.383**	.260**	.332**	.236**	1								
Interactive Ritual Posting	.651**	.452**	.493**	.348**	.336**	.360**	1							
Self-Management Posting	.547**	.290**	.622**	.344**	.389**	.264**	.528**	1						
Follower Count	.118*	.130*	.123*	.122*	-.038	.224**	.133*	.097	1					
Duration of Use	.018	.023	-.111	.128*	-.047	.082	-.048	-.004	.114*	1				
Daily Access Frequency	.117*	.144*	.057	.191**	.005	.108	-.001	.154**	.120*	.097	1			
Weekly Posting Frequency	.267**	.150**	.169**	.159**	.065	.217**	.251**	.148*	.162**	-.022	.192**	1		
Age	-.050	-.037	-.047	-.173**	.014	-.045	.137*	-.182**	-.091	-.137*	-.231**	.086	1	
Gender	-.136*	.005	-.107	-.022	.058	-.115*	-.170**	-.066	-.097	.024	.006	-.187**	-.241**	1

$n=300$ * $p < .05$, ** $p < .01$

The relationship between Instagram usage motivations and stress is shown in Table 2. Among the four types of Instagram usage motivations, only information seeking and self-status seeking were significantly associated with higher stress. This finding provides partial support for Hypothesis 1.

Table 2. The Effect of Instagram Usage Motivations on Stress

Variable	Unstandardized Coefficients		Standardized Coefficients	t(p)
	B	SE	β	
(Constant)	1.391	0.242		5.759***
Interpersonal Relationships (Motivation)	0.101	0.056	0.130	1.800
Information Seeking (Motivation)	0.175	0.048	0.221	3.654***
Self-Status Seeking (Motivation)	0.152	0.040	0.237	3.748***
Entertainment Seeking (Motivation)	0.076	0.043	0.107	1.772
Gender (Control)	0.107	0.054	0.105	1.975*
Age (Control)	0.003	0.003	0.066	1.215
Access Frequency (Control)	-0.006	0.007	-0.046	-0.854
Posting Frequency (Control)	-0.003	0.008	-0.022	-0.399
Follower Count (Control)	-4.676E-05	0.000	-0.099	-1.909
F(p)	12.254***			
R ² / adj. R ²	0.276 / 0.253			
Durbin-Watson	1.792			

* $p < .05$ ** $p < .01$ *** $p < .001$

Next, regarding the relationship between Instagram usage motivations and posting, the results varied by posting type. For self-pursuing posting, only information seeking ($\beta = .23, t = 3.688, p < .001$) and entertainment seeking ($\beta = .14, t = 2.264, p < .05$) were significant predictors. For interactive ritual posting, significant associations were found for interpersonal relationship seeking ($\beta = .46, t = 7.708, p < .001$), information seeking ($\beta = .15, t = 3.015, p < .01$), and self-status seeking ($\beta = .14, t = 2.596, p < .05$). Finally, for self-management posting, only interpersonal relationship seeking ($\beta = .26, t = 4.113, p < .001$) and self-status seeking ($\beta = .46, t = 8.426, p < .001$) were significant predictors. These findings provide partial support for Hypothesis 2.

The subsequent analysis of the relationship between Instagram posting and stress is presented in Table 3. All three types of Instagram posting—self-pursuing, interactive ritual, and self-management—were significantly associated with higher stress. Consequently, Hypothesis 3 was fully supported.

Table 3. The Effect of Instagram Posting on Stress

Variable	Unstandardized Coefficients		Standardized Coefficients	t(p)
	B	SE	β	
(Constant)	1.497	0.270		5.548***
Self-Pursuing Posting	0.130	0.051	0.147	2.549*
Interactive Ritual Posting	0.104	0.048	0.147	2.179*
Self-Management Posting	0.236	0.049	0.310	4.785***
Gender (Control)	0.130	0.056	0.127	2.311*
Age (Control)	0.003	0.003	0.073	1.256
Access Frequency (Control)	-0.004	0.007	-0.029	-0.521
Posting Frequency (Control)	-0.002	0.008	-0.012	-0.208
Follower Count (Control)	-4.537E-05	0.000	-0.096	-1.763
F(p)	10.014***			
R ² / adj. R ²	0.216 / 0.194			
Durbin-Watson	1.893			

* $p < .05$ ** $p < .01$ *** $p < .001$

To determine whether Instagram posting significantly mediates the relationship between usage motivations and stress, an analysis was conducted using Model 4 of the PROCESS macro. Since the significance of the individual paths was already verified through multiple regression, the PROCESS macro analysis focused solely on testing the significance of the indirect effect of the mediator. Among the three posting types, self-pursuing and interactive ritual posting did not significantly mediate the effect of usage motivations on stress; only self-management posting demonstrated a significant mediating effect. The four Instagram usage motivations were entered into a single model simultaneously, and the resulting total, direct, and indirect effects are presented in Table 4.

A closer examination of the effects for each motivation revealed the following. For seeking interpersonal relationships, a significant indirect effect was observed in the absence of significant total and direct effects, indicating the presence of mediation. For seeking information, while the total and direct effects were significant, the indirect effect was not. For seeking self-status, the total, direct, and indirect effects were all statistically significant, confirming its role as a significant mediator. For seeking entertainment, none of the total, direct, or indirect effects reached statistical significance. Collectively, these results provide partial support for Hypothesis 4.

Table 4. The Mediating Effect of Self-Management Posting on the Relationship Between Instagram Usage Motivations and Stress

Variable	Effect	Effect	SE	Boot SE	t	95% CI			
						LL	UL	Boot LL	Boot UL
Interpersonal Relationships	Total effect	0.101	0.056	-	1.800	-0.009	0.211	-	-
	Direct effect	0.061	0.057	-	1.068	-0.051	0.172	-	-
	Indirect effect	0.040	-	0.020	-	-	-	0.009	0.086
Seeking Information	Total effect	0.175	0.048	-	3.654***	0.081	0.270	-	-
	Direct effect	0.182	0.047	-	3.844***	0.089	0.275	-	-
	Indirect effect	-0.007	-	0.011	-	-	-	-0.033	0.012
Seeking Self-Status	Total effect	0.152	0.040	-	3.748***	0.072	0.231	-	-
	Direct effect	0.092	0.044	-	2.073*	0.005	0.180	-	-
	Indirect effect	0.059	-	0.025	-	-	-	0.014	0.112
Seeking Entertainment	Total effect	0.076	0.043	-	1.772	-0.008	0.161	-	-
	Direct effect	0.070	0.042	-	1.640	-0.014	0.153	-	-
	Indirect effect	0.007	0.009	-	-	-	-	-0.010	0.025

* $p < .05$ ** $p < .01$ *** $p < .001$ / Bootstrap samples = 5,000

5. Discussion

Although this study provides an empirical analysis of the mediating role of Instagram posting in the link between usage motivations and stress, several limitations should be noted. First, the study's focus on a specific social networking service, Instagram, restricts the generalizability of the findings. It is likely that users' psychological motivations and behavioral patterns differ across SNS platforms, making it difficult to directly apply these results to users of other platforms such as Facebook, X, and TikTok. Second, this study employed a quantitative methodology to test hypotheses based on empirical data. However, the lack of complementary qualitative study may limit its ability to uncover the in-depth relationships between variables. Consequently, there are challenges in capturing the subjective experiences and contextual meanings of users. Third, the

relatively low reliability of ‘self-pursuing posting’ compared to other variables can also be considered a limitation of this study. Lastly, future research could strengthen the IT-related dimension of this topic by combining self-report surveys with platform log data or, where ethically and technically feasible, API-based behavioral data. Automated content analysis and machine-learning approaches could also be used to examine posting patterns and explore the prediction of stress-related outcomes

Despite these limitations, this study has the following implications. First, while much of the existing research has shown that longer SNS usage time is associated with increased stress [4, 5], this study empirically demonstrates that user motivations and posting types are also crucial factors. The significant relationship between stress and the motivations for information seeking and self-status seeking suggests that the burdens of information overload and self-display are likely contributors to stress. This means that while Instagram serves functions related to personal identity, social relationships, and information acquisition, it can simultaneously impose a psychological burden. These results show that for modern users, the psychological effects of SNS can vary depending on their active participation and expression, not just passive consumption.

Second, the mediation analysis revealed that only self-management posting had a statistically significant mediating effect. This can be interpreted as a result of self-management posting being aimed at image management and ideal self-presentation, going beyond simple information sharing. In particular, users motivated by seeking interpersonal relationships and self-status are conscious of their online identity [12], and in this process, self-management posting is highly likely to function as a psychological burden and a stressor. In contrast, self-pursuing and interactive ritual postings, which carry a relatively lower burden of evaluation from others, did not show a significant relationship with increased stress. This suggests that stress levels can vary depending on the nature of the posting act itself. This finding emphasizes that the regulation of posting style is a particularly important variable in stress management strategies for SNS use.

Third, the findings offer practical implications for digital well-being education. Rather than focusing only on reducing time spent on Instagram, educational and counseling programs could help users recognize how information-seeking, self-status-seeking, and self-management posting may be associated with psychological burden and encourage more reflective posting practices.

6. Conclusions

The findings of this study can be summarized as follows:

- **Regarding Hypothesis 1**, the analysis showed that only information seeking and self-status seeking were significantly associated with higher stress. This indicates that these motivations were more strongly related to stress than interpersonal relationship seeking or entertainment seeking.
- **Regarding Hypothesis 2**, the associations with posting varied by type. For self-pursuing posting, information seeking and entertainment seeking were significant positive predictors. For interactive ritual posting, the motivations of seeking interpersonal relationships, information, and self-status were significant positive predictors. Lastly, for self-management posting, only the motivations for seeking interpersonal relationships and self-status were significantly positive predictors.
- **Regarding Hypothesis 3**, all three types of posting were significantly associated with higher stress. Notably, self-management posting showed the strongest association. This suggests that posting to manage one’s image and appear favorable is more strongly related to stress than posting to express oneself or build relationships.
- **Regarding Hypothesis 4**, a statistically significant mediating effect was found only for self-management posting. Specifically, This study discovered that self-management posting significantly mediated the relationship between two motivations—seeking interpersonal relationships and seeking self-status—and stress.

Conflicts of Interest: The authors declare no conflict of interest.

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