

A comparative study on Instagram Addiction and Marital Quality among Middle - Aged Married Women

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Abstract

Instagram Addiction is a widely discussed topic. Middle age is a period of pre-menopause which results in hormonal, psychological and physical changes. Many people of this age group go through midlife crisis, which can result in decreased marital satisfaction. This article is a comparative study on Instagram addiction and marital quality between working and non-working middle-aged women. The age range of present sample is from 40-50 years. The participants of the study were 60 middle aged women, of whom 30 participants are working women and rest of them are non-working women, selected from urban area through purposive sampling method. Objectified body consciousness scale by Mckinley, N. M.& Hyde, J.S and the marital quality scale by A. Shah was administered to collect data. The results were obtained after necessary statistical analysis. No significant relationship was found between marital quality and Instagram addiction in case of middle-aged married women.

Keywords: Instagram addiction, Marital Quality, Middle aged women, Urban Area

1. INTRODUCTION

Instagram, a social networking platform, is essential to everyday living in today's digital world. Instagram can promote social interaction and self-expression, but Instagram addiction has raised concerns about its effects on personal relationships. One rising area of inquiry is how Instagram addiction affects marriage quality, including emotional closeness, trust, communication, and relationship pleasure. Online engagement and real-life connection become strained when spouses spend more time on screens. This raises critical issues about whether excessive Instagram usage may be damaging marital relationships and causing conflict. Understanding the psychological and relational effects of social media usage in contemporary love relationships requires studying this dynamic. A study showed that instagram addiction mediate the relationship between personality trait and relationship commitment (Satareh. Fotoohi et al,2023). Instagram addiction takes up so much of time that it effects the relationship satisfaction of couples. Umama Akhtar Peerzade et al, 2022 conducted a study on social media addiction and marital satisfaction, 50 males and 50 females took part in it. The result showed weak yet positive correlation. The social networking platforms enhance communication and connection but can

cause envy, emotional neglect, misunderstandings, and marital difficulties. Negative effects on relationships may impair satisfaction, closeness, and mental health, including anxiety, sadness, stress, and sleep disruption (Ghania Mehmood et al, 2025). S.Chattopadhyay et al, 2020 said, in the instances of marital discord, Internet addiction should be considered an etiological element. In another study it was evident that short video platform addiction had a negative effect on marital quality and satisfaction (J.Deng et al, 2024). Social media addiction is also significantly influenced by self-esteem and life satisfaction. Elevated self-esteem and diminished life satisfaction correlate with heightened social media addiction. Equitable social media engagement among married spouses is crucial for improving marital happiness and general well-being (L. Chadha et al, 2025). The findings indicated a positive correlation between romantic disengagement and Facebook addiction, whereas relationship commitment alone was unable to shield devoted couples from this addiction. Younger couples, regardless of their relationship state (committed or dating), exhibited a propensity for social networking site addiction and behaviors associated with infidelity on these platforms. Younger couples exhibited lower commitment and were more inclined to subscribe to a much higher number of social networking service accounts than their older counterparts. Dating partners, in contrast to committed couples, indicated superior quality of accessible romantic alternatives (particularly sexual options) while exhibiting no variance in their social networking site-related infidelity behaviors or relationship happiness. A significant positive correlation existed between social networking site addiction and social networking site-related infidelity behaviours, with age serving as a moderating factor in this association. Furthermore, neuroticism was associated with negative affect, and Facebook addiction partly moderated this association. Mental health status was associated with social networking site addiction, with this association being partly mediated by infidelity behaviours connected to social networking sites (I. Abbasi, 2021). In another study it was found that social media affected the marital stability of married individuals by inducing marital distraction, neglecting marriage tasks and obligations, fostering conflict between spouses, and promoting marital infidelity, among other factors (LO Adegboyega, 2022). In some other study it was evident that The use of modern media significantly reduced married women's overall happiness with their husbands' contributions to housework, which subsequently adversely impacted overall marital satisfaction (Dong Zhou et al, 2023)

No disparity in relationship satisfaction between men and women was seen among frequent Facebook users. Furthermore, consistent use of Facebook did not forecast women's relationship happiness. Nevertheless, frequent Facebook use was associated with decreased relationship satisfaction among males (J. Dayton, 2023). Some studies also revealed that cyberspace use considerably impacts intimacy and marriage satisfaction; specifically, a one-unit increase in virtual networks and satellite usage correlates with a decline in both intimacy and marital contentment. This indicates that marital pleasure diminishes due to the use of internet and satellite technology (M Shah-Siah et al, 2021)

2. Objectives

1. To determine the significant difference between working and non-working middle aged married women in case of instagram addiction.
2. To determine the significant difference between working and non-working middle aged married women in case of marital quality.
3. To determine the relationship between marital quality and instagram addiction of middle aged married women.

3. Methodology

The aim of the study is to find out the significant difference between instagram addiction and marital quality among middle aged married women.

Site and Populations

The sample consists of 60 middle aged married women (30 working & 30 non-working). was selected through purposive sampling from Kolkata, west bengal. The age range was 40-50 years.

Tools and Scales

1. The Instagram Addiction Scale

The instagram addiction scale was developed by by Sholeh, A., & Rusdi, A (2019). It has 42 items. The options ranging from “Strongly Disagree” to “ Strongly Agree” The reliability of this scale is 0.90

2. Marital quality Scale

The Marital Quality scale (MQS) is a multidimensional scale developed by Shah, Anisha (1995) which has 50 items. The scale had 28 positively worded items and 22 negatively worded items. The options ranges from “Usually” to “never”. The reliability of the scale is 0.91

4. Results

After necessary calculations the results were obtained. From the table 1 which denotes instagram addiction , the t score for middle aged married working women was 1.045 , df was 58 and for the middle aged married non-working women the t score was 1.045 , df was 53.985. From table 2 which denotes the marital quality , for working middle aged married women, the mean was 85.25333 the t score was 0.617 on the other hand for non - working middle aged married women the mean was 76.1333 and the t score was 0.617 here the mean of non -working women in case of marital quality was lesser than working middle aged married women.

5. Discussions and Conclusions

From table 1 that denotes instagram addiction , it can be seen that the middle aged married working women's df was 58 and the p value was significant on 0.300 level. In the case of middle aged married non-working women the df was 53.985 and the p value was significant on 0.301 level. The t score was 1.045 and the f was 8.314. which means no significant differences were found between working and non-working women in case of instagram addiction this was supported by D E Litan,2025. From the table 2 which denotes Marital quality it was seen for working middle aged married women the mean was 85.2333 , SD was 75.08555 and the p value was found to be significant on 0.540 level. In case of non-working middle aged married women the mean was 76.1333, SD was 29.77587 and the p value was found to be significant on 0.541 level. The t value was 0.617 and the df was 58 for both of the groups. The mean of working middle aged married women was higher than non-working middle aged married women. A woman's self-esteem and psychological well-being may be improved by the pursuit of paid work, which in turn has a favorable impact on the level of contentment she experiences in her marriage.

According to the findings of a research that compared working women to women who did not have jobs, working women reported improved marital adjustment and subjective well-being. This included higher scores on measures of general health, life satisfaction, and self-esteem, as well as lower scores on measures of despair, insecurity, and anxiety (JNBS,2017)

From the table 3 that denotes the relationship between instagram addiction and marital quality for middle aged married women it can be seen that the mean for marital quality was 80.6833, SD was 56.81534, for instagram addiction the mean was 77.2167 and SD was 20.40363 the pearson's correlation was 0.120 and the p value was significant at 0.360 which means the null hypothesis was accepted. It is possible that a significant number of married women in their middle years have devised a rational strategy for incorporating Instagram into their life. When it comes to their use, they could establish limits to ensure that it does not disrupt the relationships that take place inside the marriage. Because of this well-balanced integration, they are able to reap the advantages of social media without sacrificing the integrity of their marriage bond.

1. No significant difference was found between working and non working middle aged married women in case of instagram addiction
2. No significant difference was found between working and non working middle aged married women in case of marital quality. But the mean for marital quality in case of working middle aged married women was higher.
3. No relationship was found between marital quality and instagram addiction of middle aged married women.

6. Contribution

1. This study can provide a guide path for future researches
2. This study can contribute in counselling psychology
3. This study can contribute in social psychology

Conflicts of Interest

No conflict of interest

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Appendixes

Table 1 (Instagram Addiction)

Group	F	t	df	Significance
Middle Aged Married Working women	8.314	1.045	58	0.300
Middlde Aged Married Non-working women	8.314	1.045	53.985	0.301

Table 2 (Marital Quality)

Group	Mean	SD	t	df	Significance
Middle Aged Married Working women	85.2333	75.08555	0.617	58	0.540
Middlde Aged Married Non-working women	76.1333	29.77587	0.617	58	0.541

Table 3 (Instagram Addiction and marital quality for middle-aged married women)

Group	Mean	SD	N
Marital Quality	80.6833	56.81534	60
Instagram Addiction	77.2167	20.40363	60

	Marital Quality	Instagram Addiction
MQ Pearson's correlation	1	0.120
Significance		0.360
N		60
Instagram Addiction Pearson's correlation	0.120	1
Significance	0.360	
N	60	60