

The Social Comparison Theory posits that people assess their own ability, opinions, and physical attractiveness by making a comparison with other individuals. Some would argue that glamour and celebrity lead not to upward comparison for all, but to a way of classifying oneself as part of the perceived glamorous group, thereby creating a division between 'us' and 'them', enhancing self-esteem without requiring direct social comparison. FOMO is associated with increased levels of anxiety and depression, particularly among adolescents who are more susceptible to peer influence (Shimoga et al., 2019; Lelisho et al., 2022). Social identity theory suggests that as individuals when we refer to ourselves as 'us' or 'we,' this is guided by our group memberships – social categories such as 'university student,' 'football supporter,' 'northerner,' 'Muslim,' 'woman,' 'engineer,' 'charity worker,' etc. In contrast, cyberbullying refers to the aggressive behavior that occurs within the digital theater through the use of information and communication technologies-enabled communication tools, such as social media, email, instant messaging, or chat rooms. Cyberbullying can lead to severe psychological distress, including anxiety, depression, and in extreme cases, suicidal ideation (Seabrook et al., 2016; "The Impact of Using Social Media on the Mental Health of Adolescents", SCT contends that the desire for accurate self-evaluation is one of the primary human motivations; and we do so through comparing ourselves – whether physical appearance, lifestyle, economic status, or achievements – to others. Images for the information they provide, and if advertisers are selecting and creating imagery for its value in creating aspirations, this creates a circular journey by pointing out that some consumers will want to idealized images presented online (Hou et al., 2021). – (2023). (2023). (2020; (2022). (2020). (2020).