

Supplementary material

Table S1. *Descriptive statistics for the IMQ items.*

	Item	Mean	SD	Median	Min	Max	Skewness	Kurtosis	SE
IMQ2	I use Instagram to keep an eye on what others are doing.	3.19	1.23	3	1	5	-0.20	-0.91	0.07
IMQ3	I use Instagram to keep a visual record and remember important moments of my life.	2.81	1.38	3	1	5	0.16	-1.20	0.08
IMQ5	Instagram helps me to keep in touch with meaningful people in my life.	2.88	1.23	3	1	5	-0.01	-1.03	0.07
IMQ6	I am on Instagram because that way I can stay up to date.	2.92	1.20	3	1	5	-0.03	-0.91	0.07
IMQ7	I use Instagram to escape from boredom.	3.47	1.17	4	1	5	-0.48	-0.61	0.07
IMQ8	I share content on Instagram to get attention/reactions from others.	2.32	1.24	2	1	5	0.50	-0.94	0.07
IMQ9	Instagram allows me to be up to date with what is happening in the world/my community.	3.10	1.23	3	1	5	-0.03	-0.74	0.07
IMQ10	I am on Instagram to promote my work/my business.	1.73	1.23	1	1	5	1.42	0.64	0.07
IMQ14	I post on Instagram to store my pictures.	2.32	1.37	2	1	5	0.59	-1.02	0.08
IMQ16	Using Instagram has allowed me to reconnect with people I had not seen in a while.	2.68	1.27	3	1	5	0.19	-1.17	0.07
IMQ18	I use Instagram to get away from reality for a little while.	2.65	1.17	3	1	5	0.12	-0.96	0.07
IMQ19	I enjoy the attention I get on Instagram.	2.49	1.28	2	1	5	0.31	-1.12	0.07
IMQ22	I am on Instagram to raise awareness on important matters.	1.84	1.06	1	1	5	1.16	0.54	0.06
IMQ24	I scroll through the Insta stories to see what people are up to.	3.32	1.15	3	1	5	-0.28	-0.73	0.07
IMQ25	I use Instagram as a gallery of the moments that I cherish the most	2.57	1.30	3	1	5	0.21	-1.15	0.07
IMQ26	Instagram allows me to pass the time in a fun way.	3.16	1.08	3	1	5	-0.21	-0.66	0.06
IMQ27	I use Instagram to chat, catch up with people and make plans with them.	2.61	1.26	3	1	5	0.25	-1.06	0.07
IMQ29	I use Instagram to relieve my negative emotions (stress, anxiety, etc.).	2.12	1.15	2	1	5	0.73	-0.51	0.07
IMQ30	I enjoy Instagram because I can be seen by many people.	2.05	1.21	2	1	5	0.89	-0.38	0.07
IMQ32	I share content on Instagram to promote myself.	1.87	1.18	1	1	5	1.08	-0.13	0.07
IMQ37	You can always find something Interesting happening on Instagram.	3.05	1.12	3	1	5	-0.02	-0.88	0.06
IMQ38	Instagram enables me to develop my relationships with other people.	2.46	1.15	2	1	5	0.40	-0.76	0.06
IMQ40	I use Instagram to escape my responsibilities for a while.	2.60	1.26	2	1	5	0.27	-1.06	0.07
IMQ41	I enjoy the validation I feel when I get likes, comments, or reactions to my content.	2.88	1.29	3	1	5	-0.03	-1.11	0.07
IMQ43	I share content on Instagram to enlarge my follower base.	1.96	1.22	1	1	5	1.05	-0.04	0.07
IMQ44	I share content on Instagram hoping to inspire other people.	2.17	1.30	2	1	5	0.77	-0.68	0.07
IMQ45	I use Instagram as a tool to keep a visual record and remember good and fun moments.	2.72	1.36	3	1	5	0.22	-1.15	0.08
IMQ48	I use Instagram to pass the time in between activities.	3.42	1.11	4	1	5	-0.38	-0.59	0.06
IMQ50	I use Instagram to show others how skillful I am.	1.99	1.19	2	1	5	0.94	-0.26	0.07
IMQ51	I am on Instagram to uplift and make an impact on others.	1.98	1.15	2	1	5	0.95	-0.17	0.07
IMQ52	I use Instagram to show how creative I am.	2.11	1.30	2	1	5	0.80	-0.66	0.07
IMQ53	I use Instagram to engage people to take part in important matters.	2.00	1.13	2	1	5	0.83	-0.36	0.06

Table S2. Factor loadings and communalities of the IMQ items

	F1	F2	F3	F4	F5	F6	<i>h</i> ²
I share content on Instagram hoping to inspire other people.	.809						.728
I am on Instagram to uplift and make an impact on others.	.784						.750
I share content on Instagram to promote myself.	.752						.662
I use Instagram to show how creative I am.	.711						.720
I am on Instagram to promote my work/my business.	.707						.470
I share content on Instagram to enlarge my follower base.	.670						.665
I use Instagram to engage people to take part in important matters.	.662						.651
I use Instagram to show others how skillful I am.	.645						.659
I am on Instagram to raise awareness on important matters.	.593						.482
I use Instagram to escape my responsibilities for a while.		.734					.571
I use Instagram to pass the time in between activities.		.675					.523
Instagram allows me to pass the time in a fun way.		.662					.580
I use Instagram to get away from reality for a little while.		.619					.412
I use Instagram to escape from boredom.		.594					.450
I use Instagram to relieve my negative emotions (stress, anxiety, etc.).		.567					.421
You can always find something Interesting happening on Instagram.		.553					.468
I use Instagram as a gallery of the moments that I cherish the most			.895				.806
I use Instagram to keep a visual record and remember important moments of my life.			.774				.641
I use Instagram as a tool to keep a visual record and remember good and fun moments.			.763				.707
I post on Instagram to store my pictures.			.721				.603
I use Instagram to chat, catch up with people and make plans with them.				.775			.588
Instagram enables me to develop my relationships with other people.				.757			.657
Instagram helps me to keep in touch with meaningful people in my life.				.666			.495
Using Instagram has allowed me to reconnect with people I had not seen in a while.				.660			.671
I enjoy the validation I feel when I get likes, comments, or reactions to my content.					.642		.667
I enjoy the attention I get on Instagram.					.636		.722
I share content on Instagram to get attention/reactions from others.					.602		.601
I enjoy Instagram because I can be seen by many people.					.458		.550
I am on Instagram because that way I can stay up to date.						.744	.662
I use Instagram to keep an eye on what others are doing.						.661	.499
Instagram allows me to be up to date with what's happening in the world/my community.						.552	.537
I scroll through the Insta stories to see what people are up to.						.457	.462

Note. Extraction method: Principal Axis Factoring. Rotation method: Oblimin with Kaiser normalization. Rotation converged in 10 iterations. Factor 1 = Social Impact Seeking, Factor 2 = Emotional Escape Seeking, Factor 3 = Souvenir Keeping, Factor 4 = Social Connection Seeking, Factor 5 = Attention Seeking, Factor 6 = Information Seeking. *h*² = communalities

Table S3. *Correlations between IMQ and IUPQ dimensions*

	1	2	3	4	5	6	7	8	9	10	11	12
1. IMQ - Social Impact Seeking	-	.271**	.567**	.471**	.682**	.243**	.327**	.324**	-.407**	.623**	.388**	.305**
2. IMQ - Emotional Escape Seeking		-	.289**	.272**	.376**	.528**	.624**	.395**	.160**	.366**	.467**	.491**
3. IMQ - Souvenir Keeping			-	.492**	.538**	.329**	.331**	.212**	-.328**	.483**	.326**	.263**
4. IMQ - Social Connection Seeking				-	.430**	.376**	.320**	.295**	-.256**	.389**	.436**	.260**
5. IMQ - Attention Seeking					-	.385**	.390**	.443**	-.257**	.730**	.488**	.459**
6. IMQ - Information Seeking						-	.436**	.302**	.163**	.338**	.331**	.387**
7. IUPQ - Loss of Control							-	.444**	.067	.501**	.563**	.563**
8. IUPQ - Anxious Posting								-	.125*	.548**	.612**	.702**
9. IUPQ - Passive Use									-	-.179**	.006	.131*
10. IUPQ - Social Approval										-	.469**	.509**
11. IUPQ - Feelings of Discomfort											-	.575**
12. IUPQ - Self-deprecating Comparison												-

Note. ** $p < 0.01$, * $p < 0.05$

Table S4. *Descriptive statistics for the IUPQ items.*

	Item	<i>M</i>	<i>SD</i>	<i>Me</i>	<i>Min</i>	<i>Max</i>	<i>Skewness</i>	<i>Kurtosis</i>	<i>SE</i>
IUPQ1	I feel like I'm on Instagram more than I should.	2.83	1.23	3	1	5	0.11	-0.98	0.07
IUPQ2	Instagram is an essential part of my daily life.	2.55	1.22	3	1	5	0.26	-0.94	0.07
IUPQ3	When I get likes or comments on a post, I feel happy and uplifted.	3.32	1.21	3	1	5	-0.35	-0.80	0.07
IUPQ4	I put a lot of effort into crafting beautiful posts and stories for my followers.	2.30	1.24	2	1	5	0.64	-0.64	0.07
IUPQ6	I do not post stuff on Instagram, but I watch other people's content.	3.15	1.26	3	1	5	-0.22	-1.02	0.07
IUPQ8	I wish I could control the time I spend on Instagram better.	2.64	1.36	3	1	5	0.30	-1.15	0.08
IUPQ9	I open Instagram many times during the day to see what is new.	3.28	1.23	3	1	5	-0.27	-0.94	0.07
IUPQ11	I edit my videos and pictures so they look good on Instagram.	2.73	1.42	3	1	5	0.22	-1.28	0.08
IUPQ13	I spend time mindlessly scrolling on Instagram.	3.02	1.10	3	1	5	0.01	-0.73	0.06
IUPQ14	I check other people's posts and stories to feel better about myself.	1.96	0.96	2	1	4	0.57	-0.81	0.05
IUPQ15	I wish I could spend less time on Instagram and more time living the present moment.	2.68	1.36	3	1	5	0.28	-1.10	0.08
IUPQ16	Opening Instagram and checking stories has become like a reflex (something I do automatically)	3.09	1.34	3	1	5	-0.13	-1.14	0.08
IUPQ17	When I post something on Instagram, I am afraid of being judged.	2.59	1.27	3	1	5	0.35	-0.91	0.07
IUPQ21	I wish I could have the life of some of the people on Instagram.	2.84	1.21	3	1	5	0.04	-0.89	0.07
IUPQ22	My relationships are suffering due to my Instagram addiction.	1.39	0.78	1	1	4	2.00	3.15	0.04
IUPQ23	I open Instagram in between activities automatically.	2.84	1.17	3	1	5	0.05	-0.91	0.07
IUPQ24	I tend to get anxious after posting something on Instagram because I fear people will not like it.	2.30	1.27	2	1	5	0.63	-0.69	0.07
IUPQ25	I refrain from posting something others may not like.	2.45	1.23	2	1	5	0.35	-0.97	0.07
IUPQ27	I enjoy checking out content on Instagram but I don't like sharing content myself.	3.20	1.16	3	1	5	-0.11	-0.78	0.07
IUPQ28	I can't help but compare myself to others on Instagram.	2.66	1.23	3	1	5	0.24	-0.95	0.07
IUPQ29	I am procrastinating due to hanging out on Instagram too much.	2.50	1.22	2	1	5	0.35	-0.91	0.07
IUPQ30	While being on Instagram, I lose track of time.	2.59	1.21	3	1	5	0.32	-0.81	0.07
IUPQ31	When I post something on Instagram, I feel insecure and tense, waiting to see people's reactions.	2.41	1.23	2	1	5	0.45	-0.84	0.07
IUPQ33	If someone comments or reacts to my stories, I will answer them back.	3.43	1.14	4	1	5	-0.62	-0.35	0.06
IUPQ34	I would probably watch stories or posts on Instagram without liking or reacting to them.	3.48	0.99	4	1	5	-0.58	0.07	0.06
IUPQ35	Some of the content I see on Instagram makes me feel bad about myself.	2.38	1.16	2	1	5	0.45	-0.78	0.07
IUPQ37	I feel a need to enter Instagram and see what is happening.	2.59	1.11	3	1	5	0.14	-0.80	0.06
IUPQ38	I feel disappointed when the content I create does not get the reactions I expect.	2.51	1.22	2	1	5	0.31	-0.92	0.07
IUPQ39	I remove a post or a story when they don't get the reaction I expect.	1.79	1.07	1	1	5	1.20	0.37	0.06
IUPQ41	I check stories and posts, but I hardly react, like or comment them.	3.20	1.04	3	1	5	-0.18	-0.57	0.06
IUPQ42	I get annoyed when I can't access Instagram for any reason.	2.07	1.08	2	1	5	0.83	0.02	0.06
IUPQ44	Being on Instagram gives me mixed feelings.	2.75	1.23	3	1	5	0.11	-0.97	0.07
IUPQ45	When I share something on Instagram, I tend to feel vulnerable and exposed.	2.40	1.22	2	1	5	0.43	-0.80	0.07
IUPQ46	I get excited when my posts and stories receive likes and reactions.	3.29	1.23	3	1	5	-0.37	-0.79	0.07
IUPQ47	I believe the bar set by the influencers on Instagram is too high for me to achieve.	2.94	1.44	3	1	5	-0.02	-1.36	0.08
IUPQ49	When I see certain posts or stories on Instagram, I feel envious.	2.43	1.10	2	1	5	0.27	-0.79	0.06
IUPQ52	If I am not on Instagram, I feel disconnected from others.	2.01	1.01	2	1	5	0.71	-0.31	0.06

Table S5. Factor loadings and communalities of the IUPQ items

	F1	F2	F3	F4	F5	F6	<i>h</i> ²
I feel like I'm on Instagram more than I should.	.827						.734
I wish I could control the time I spend on Instagram better.	.820						.661
I wish I could spend less time on Instagram and more time living the present moment.	.763						.638
I am procrastinating due to hanging out on Instagram too much.	.757						.686
While being on Instagram, I lose track of time.	.743						.614
I open Instagram many times during the day to see what is new.	.695						.663
I open Instagram in between activities automatically.	.688						.641
I spend time mindlessly scrolling on Instagram.	.637						.518
Opening Instagram and checking stories has become like a reflex (something I do automatically)	.599						.647
Instagram is an essential part of my daily life.	.524						.526
I feel a need to enter Instagram and see what is happening.	.495						.590
I tend to get anxious after posting something on Instagram because I fear people will not like it.		.691					.769
When I post something on Instagram, I feel insecure and tense, waiting to see people's reactions.		.657					.751
When I post something on Instagram, I am afraid of being judged.		.642					.673
When I share something on Instagram, I tend to feel vulnerable and exposed.		.614					.666
I refrain from posting something others may not like.		.606					.590
I enjoy checking out content on Instagram but I don't like sharing content myself.			.735				.607
I do not post stuff on Instagram, but I watch other people's content.			.595				.392
I would probably watch stories or posts on Instagram without liking or reacting to them.			.451				.336
I check stories and posts, but I hardly react, like or comment them.			.449				.206
I get excited when my posts and stories receive likes and reactions.				.789			.758
When I get likes or comments on a post, I feel happy and uplifted.				.709			.635
I edit my videos and pictures so they look good on Instagram.				.452			.424
If someone comments or reacts to my stories, I will answer them back.				.452			.297
I put a lot of effort into crafting beautiful posts and stories for my followers.				.431			.521
I feel disappointed when the content I create does not get the reactions I expect.				.403			.608
My relationships are suffering due to my Instagram addiction.					.642		.481
If I am not on Instagram, I feel disconnected from others.					.530		.432
I get annoyed when I can't access Instagram for any reason.					.520		.446
I remove a post or a story when they don't get the reaction I expect.					.512		.512
I check other people's posts and stories to feel better about myself.					.507		.365
When I see certain posts or stories on Instagram, I feel envious.						.884	.736
Some of the content I see on Instagram makes me feel bad about myself.						.777	.687
I can't help but compare myself to others on Instagram.						.733	.661
I wish I could have the life of some of the people on Instagram.						.715	.493
Being on Instagram gives me mixed feelings.						.453	.479
I believe the bar set by the influencers on Instagram is too high for me to achieve.						.430	.410

Note: Extraction method: Principal Axis Factoring. Rotation method: Oblimin with Kaiser normalization. Rotation converged in 12 iterations. Factor 1 = Loss of control, Factor 2 = Anxious Posting, Factor 3 = Passive use, Factor 4 = Social Approval, Factor 5 = Feelings of Discomfort, Factor 6 = Self-deprecating Comparison. *h*² = communalities

Table S6. Descriptive statistics for all the variables of the study by language

	English			French			Spanish			Total		
	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>
IMQ - Social Impact Seeking	1418	18.13	7.93	1826	14.7	6.4	3040	18.5	8.0	6284	17.32	7.76
IMQ - Emotional Scape Seeking	1418	21.99	6.03	1826	20.6	5.4	3040	22.3	6.1	6284	21.75	5.95
IMQ - Souvenir Keeping	1418	11.92	4.91	1826	10.3	4.6	3040	10.4	4.5	6284	10.70	4.69
IMQ - Social Connection Seeking	1418	11.02	4.06	1826	9.8	3.9	3040	10.2	4.1	6284	10.26	4.05
IMQ - Attention Seeking	1418	9.92	4.24	1826	8.8	3.7	3040	9.1	4.1	6284	9.22	4.05
IMQ - Information Seeking	1418	12.75	3.65	1826	12.3	3.5	3040	12.3	3.9	6284	12.40	3.73
IUPQ - Loss of control	1337	30.82	9.47	1406	35.9	8.6	2372	31.2	9.5	5115	32.37	9.49
IUPQ – Anxious Posting	1337	13.31	5.35	1406	11.5	5.4	2372	11.4	5.2	5115	11.90	5.35
IUPQ - Passive Use	1337	12.86	3.61	1406	14.0	3.5	2372	13.2	3.4	5115	13.32	3.52
IUPQ - Social Approval	1337	17.37	5.20	1406	17.2	5.1	2372	15.8	5.2	5115	16.59	5.19
IUPQ - Feelings of Discomfort	1337	9.70	3.64	1406	8.6	2.9	2372	8.8	3.6	5115	8.99	3.44
IUPQ - Self-Deprecating Comparison	1337	17.36	5.63	1406	16.0	5.4	2372	14.5	5.3	5115	15.65	5.55
Compulsive Internet Use	1368	14.11	4.19	1577	12.9	3.8	2700	13.5	4.1	5645	13.47	4.09
Self Consciousness	1369	20.73	4.62	1575	20.8	4.4	2695	20.2	4.1	5639	20.48	4.31
Insight	1358	30.36	7.02	1573	31.1	6.9	2648	31.2	6.8	5579	30.99	6.87
FoMo	1295	25.95	8.38	1332	25.5	7.0	2225	21.4	7.7	4852	23.74	8.00
Comparison Orientation	1290	34.02	6.30	1314	34.0	7.1	2211	31.0	7.4	4815	32.62	7.23
Loneliness	1308	16.56	4.85	1330	14.6	4.7	2235	15.9	4.9	4873	15.74	4.90
Anxiety	1303	12.68	4.87	1329	11.6	4.4	2229	12.2	4.9	4861	12.15	4.79
Depression	1290	13.68	5.34	1330	12.6	5.2	2223	13.2	5.6	4843	13.15	5.44
Stress	1300	14.86	4.89	1331	14.2	5.0	2236	15.0	5.2	4867	14.74	5.04
Life Satisfaction	1310	21.60	6.66	1315	23.8	6.8	2230	22.0	6.7	4855	22.38	6.78

Table S7. Correlations between the IMQ and the IUPQ subscales and other relevant variables by language

	Age				Gender				Self-esteem			
	English	French	Spanish	Total	English	French	Spanish	Total	English	French	Spanish	Total
IMQ - Social Impact Seeking	-.051	-.115**	.029	-.093**	.119**	-.072**	.122**	.028*	.129**	.095**	.066**	.144**
IMQ - Emotional Scape Seeking	-.025	-.110**	-.158**	-.150**	.146**	.100**	.074**	.060**	-.073**	-.128**	-.114**	-.060**
IMQ - Souvenir Keeping	.013	-.035	.053**	-.007	.229**	.037	.099**	.111**	.077**	.008	.084**	.053**
IMQ - Social Connection Seeking	-.101**	-.228**	-.053**	-.136**	.133**	-.049*	-.001	.008	.049	.033	.070**	.060**
IMQ - Attention Seeking	-.008	-.101**	-.015	-.058**	.129**	-.110**	.031	.020	.055*	.023	-.044*	-.001
IMQ - Information Seeking	-.083**	-.139**	-.153**	-.138**	.146**	.045	.030	.059**	-.038	-.041	-.055**	-.046**
IUPQ - Loss of control	.053	-.065*	-.102**	.027	.087**	.124**	.104**	.147**	-.083**	-.083**	-.155**	-.169**
IUPQ - Anxious Posting	-.046	-.233**	-.141**	-.169**	.156**	.015	.121**	.105**	-.314**	-.165**	-.296**	-.260**
IUPQ- Passive Use	.028	.074**	-.120**	.011	-.020	.054*	-.014	.018	-.227**	-.110**	-.144**	-.173**
IUPQ - Social Approval	.001	-.181**	-.006	-.033*	.180**	-.043	.115**	.124**	-.042	.019	-.108**	-.095**
IUPQ - Feelings of Discomfort	-.058*	-.150**	-.147**	-.151**	.043	.061*	.051*	.048**	-.104**	-.124**	-.192**	-.150**
IUPQ - Self Deprecating Comparison	-.031	-.145**	-.123**	-.111**	.217**	.077**	.149**	.171**	-.382**	-.260**	-.340**	-.355**

*p<0.05; **p<0.01

Note: Spearman correlations. P values adjusted using the false discovery rate procedure. Only complete cases were considered for each analysis, so for the English sample, $n = 1290-1418$, for the French sample, $n = 1314-1826$, for the Spanish sample, $n = 2211- 3040$ and for the total sample, $n = 4815-6284$

Table S7. Correlations between the IMQ and the IUPQ subscales and other relevant variables by language (continued)

	Compulsive Internet Use				Self Consciousness				Insight			
	English	French	Spanish	Total	English	French	Spanish	Total	English	French	Spanish	Total
IMQ - Social Impact Seeking	.147**	.144**	.136**	.153**	.153**	.136**	.225**	.162**	-.130**	-.017	-.035	-.054**
IMQ - Emotional Scape Seeking	.342**	.481**	.390**	.407**	.314**	.298**	.347**	.309**	-.071**	-.190**	-.162**	-.148**
IMQ - Souvenir Keeping	.073**	.126**	.088**	.105**	.144**	.182**	.189**	.176**	-.024	-.035	-.026	-.035**
IMQ - Social Connection Seeking	.146**	.173**	.130**	.156**	.187**	.199**	.253**	.218**	-.054*	-.080**	-.031	-.054**
IMQ - Attention Seeking	.249**	.281**	.282**	.279**	.290**	.367**	.370**	.346**	-.120**	-.086**	-.131**	-.120**
IMQ - Information Seeking	.210**	.319**	.285**	.280**	.333**	.334**	.337**	.334**	-.031	-.121**	-.092**	-.088**
IUPQ - Loss of control	.474**	.578**	.514**	.481**	.267**	.252**	.286**	.274**	-.148**	-.215**	-.245**	-.201**
IUPQ - Anxious Posting	.380**	.359**	.428**	.406**	.451**	.404**	.383**	.409**	-.296**	-.299**	-.327**	-.318**
IUPQ- Passive Use	.188**	.063*	.220**	.154**	.117**	-.016	.101**	.077**	-.053	-.059*	-.121**	-.083**
IUPQ - Social Approval	.329**	.332**	.328**	.327**	.377**	.414**	.382**	.395**	-.128**	-.115**	-.131**	-.130**
IUPQ - Feelings of Discomfort	.373**	.508**	.443**	.448**	.240**	.293**	.286**	.278**	-.262**	-.267**	-.310**	-.289**
IUPQ - Self Deprecating Comparison	.404**	.406**	.461**	.430**	.454**	.408**	.348**	.398**	-.265**	-.328**	-.343**	-.321**

*p<0.05; **p<0.01

Note: Spearman correlations. P values adjusted using the false discovery rate procedure. Only complete cases were considered for each analysis, so for the English sample, $n = 1290-1418$, for the French sample, $n = 1314-1826$, for the Spanish sample, $n = 2211- 3040$ and for the total sample, $n = 4815-6284$

Table S7. Correlations between the IMQ and the IUPQ subscales and other relevant variables by language (continued)

	FoMo				Comparison Orientation				Loneliness			
	English	French	Spanish	Total	English	French	Spanish	Total	English	French	Spanish	Total
IMQ - Social Impact Seeking	.291**	.186**	.292**	.210**	.055*	.080**	.120**	.059**	.078**	.065*	-.008	.064**
IMQ - Emotional Scape Seeking	.309**	.350**	.382**	.308**	.308**	.362**	.270**	.271**	.096**	.244**	.167**	.183**
IMQ - Souvenir Keeping	.227**	.267**	.226**	.244**	.169**	.106**	.090**	.123**	-.073**	-.025	-.099**	-.053**
IMQ - Social Connection Seeking	.269**	.240**	.316**	.275**	.176**	.151**	.172**	.163**	.015	.069*	-.063**	.010
IMQ - Attention Seeking	.424**	.391**	.491**	.437**	.243**	.280**	.297**	.277**	.076**	.110**	.087**	.102**
IMQ - Information Seeking	.357**	.383**	.427**	.384**	.298**	.331**	.273**	.291**	.011	.063*	.087**	.069**
IUPQ - Loss of control	.461**	.426**	.507**	.471**	.331**	.347**	.359**	.358**	.198**	.156**	.258**	.171**
IUPQ - Anxious Posting	.537**	.447**	.571**	.532**	.416**	.466**	.449**	.447**	.380**	.353**	.380**	.381**
IUPQ- Passive Use	.062*	-.053	.095**	.055**	.199**	.053	.190**	.160**	.214**	.059*	.249**	.165**
IUPQ - Social Approval	.506**	.455**	.526**	.516**	.366**	.339**	.358**	.374**	.164**	.173**	.175**	.166**
IUPQ - Feelings of Discomfort	.537**	.496**	.615**	.560**	.231**	.388**	.379**	.348**	.286**	.295**	.364**	.334**
IUPQ - Self Deprecating Comparison	.581**	.493**	.611**	.593**	.515**	.512**	.508**	.527**	.401**	.384**	.437**	.404**

*p<0.05; **p<0.01

Note: Spearman correlations. P values adjusted using the false discovery rate procedure. Only complete cases were considered for each analysis, so for the English sample, $n = 1290-1418$, for the French sample, $n = 1314-1826$, for the Spanish sample, $n = 2211- 3040$ and for the total sample, $n = 4815-6284$

Table S7. Correlations between the IMQ and the IUPQ subscales and other relevant variables by language (continued)

	Anxiety				Depression				Stress				Life Satisfaction			
	English	French	Spanish	Total	English	French	Spanish	Total	English	French	Spanish	Total	English	French	Spanish	Total
IMQ - Social Impact Seeking	.270**	.067*	.107**	.150**	.168**	.077**	.066**	.107**	.239**	.079**	.101**	.143**	.075**	-.009	.121**	.041**
IMQ – Emot. Scape Seek.	.144**	.283**	.204**	.214**	.149**	.298**	.209**	.223**	.198**	.307**	.263**	.264**	.006	-.192**	-.028	-.080**
IMQ - Souvenir Keeping	.102**	.041	-.003	.050**	.015	.019	-.040	.004	.121**	.045	.012	.056**	.173**	.038	.184**	.125**
IMQ – Soc. Conn. Seeking	.150**	.139**	.045*	.106**	.098**	.080**	.005	.060**	.145**	.085**	.046*	.086**	.067*	-.008	.165**	.076**
IMQ - Attention Seeking	.168**	.103**	.143**	.147**	.139**	.128**	.143**	.145**	.196**	.138**	.166**	.170**	.059*	-.061*	.021	-.001
IMQ - Information Seeking	.064*	.146**	.100**	.106**	.048	.114**	.087**	.089**	.123**	.132**	.147**	.138**	.119**	-.043	.084**	.051**
IUPQ - Loss of control	.213**	.179**	.268**	.206**	.264**	.253**	.293**	.248**	.295**	.255**	.308**	.264**	-.057*	-.096**	-.071**	-.038**
IUPQ - Anxious Posting	.375**	.345**	.353**	.366**	.393**	.343**	.348**	.366**	.385**	.320**	.340**	.348**	-.199**	-.222**	-.185**	-.205**
IUPQ- Passive Use	.061*	.064*	.176**	.103**	.164**	.061*	.198**	.140**	.103**	.052	.189**	.120**	-.105**	-.029	-.127**	-.077**
IUPQ - Social Approval	.233**	.175**	.182**	.195**	.211**	.155**	.188**	.186**	.277**	.190**	.196**	.210**	.016	-.083**	.006	-.009
IUPQ – Feels. of Discomfort	.358**	.288**	.363**	.347**	.323**	.330**	.343**	.341**	.343**	.301**	.337**	.330**	-.095**	-.179**	-.144**	-.152**
IUPQ – Self-Deprec. Comp.	.350**	.373**	.367**	.364**	.410**	.433**	.409**	.413**	.423**	.413**	.388**	.390**	-.201**	-.318**	-.287**	-.261**

*p<0.05; **p<0.01

Note: Spearman correlations. P values adjusted using the false discovery rate procedure. Only complete cases were considered for each analysis, so for the English sample, $n = 1290-1418$, for the French sample, $n = 1314-1826$, for the Spanish sample, $n = 2211- 3040$ and for the total sample, $n = 4815-6284$

Instagram motives questionnaire – IMO (English version)

Please indicate to what extent these statements describe you:

<i>Does not describe me</i>	<i>Describes me slightly well</i>	<i>Describes me moderately well</i>	<i>Describes me very well</i>	<i>Describes me extremely well</i>
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

1. I share content on Instagram hoping to inspire other people.
2. I use Instagram to escape my responsibilities for a while.
3. I use Instagram as a gallery of the moments that I cherish the most
4. I use Instagram to chat, catch up with people and make plans with them.
5. Instagram allows me to be up to date with what's happening around me and in the world.
6. I enjoy the validation I feel when I get likes, comments, or reactions to my content.
7. I am on Instagram to uplift and make an impact on others.
8. I use Instagram to pass the time in between activities.
9. I use Instagram to keep a visual record and remember important moments of my life.
10. Instagram enables me to develop my relationships with other people.
11. I enjoy the attention I get on Instagram.
12. I am on Instagram because that way I can stay up to date.
13. I share content on Instagram to promote myself.
14. Instagram allows me to pass the time in a fun way.
15. I use Instagram as a tool to keep a visual record and remember good and fun moments.
16. I use Instagram to engage people to take part in important matters.
17. I use Instagram to get away from reality for a little while.
18. Instagram helps me to keep in touch with meaningful people in my life.
19. I use Instagram to show how creative I am.
20. I use Instagram to escape boredom.
21. I scroll through the Insta stories to see what people are up to.
22. I use Instagram to show others how skillful I am.
23. I use Instagram to relieve my negative emotions (stress, anxiety, etc.).
24. I post on Instagram to store my pictures.
25. I am on Instagram to promote my work/my business.
26. Using Instagram has allowed me to reconnect with people I had not seen in a while.
27. I share content on Instagram to get attention/reactions from others.
28. I think there is always something Interesting happening on Instagram.
29. I use Instagram to keep an eye on what others are doing.
30. I share content on Instagram to enlarge my follower base.
31. I enjoy Instagram because I can be seen by many people.
32. I am on Instagram to raise awareness on important matters.

Instagram uses and patterns questionnaire – IUPO (English version)

Please state the frequency in which these statements apply to you:

<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Often</i>	<i>Always</i>
1	2	3	4	5

1. I feel like I'm on Instagram more than I should.
2. I tend to get anxious after posting something on Instagram because I fear people will not like it.
3. I get excited when my posts and stories receive likes and reactions.
4. My relationships are suffering due to my Instagram addiction.
5. I wish I could control the time I spend on Instagram better.
6. When I see certain posts or stories on Instagram, I feel envious.
7. When I get likes or comments on a post, I feel happy and uplifted.
8. I wish I could spend less time on Instagram and more time living the present moment.
9. When I post something on Instagram, I feel insecure and tense, waiting to see people's reactions.
10. I enjoy checking out content on Instagram, but I don't like sharing content myself.
11. If I am not on Instagram, I feel disconnected from others.
12. I am procrastinating due to hanging out on Instagram too much.
13. Some of the content I see on Instagram makes me feel bad about myself.
14. I edit my videos and pictures so they look good on Instagram.
15. While being on Instagram, I lose track of time.
16. When I post something on Instagram, I am afraid of being judged.
17. I do not post stuff on Instagram, but I watch other people's content.
18. I spend time mindlessly scrolling on Instagram.
19. If someone comments or reacts to my stories, I will answer them back.
20. I get annoyed when I can not access Instagram for any reason.
21. I can't help but compare myself to others on Instagram.
22. Opening Instagram and checking stories has become like a reflex (something I do automatically)
23. When I share something on Instagram, I tend to feel vulnerable and exposed.
24. I would probably watch stories or posts on Instagram without liking or reacting to them.
25. Instagram is an essential part of my daily life.
26. I put a lot of effort into crafting beautiful posts and stories for my followers.
27. I remove a post or a story when they don't get the reaction I expect.
28. I wish I could have the life of some of the people on Instagram.
29. I feel a need to enter Instagram and see what is happening.
30. I feel disappointed when the content I create does not get the reactions I expect.
31. Being on Instagram gives me mixed feelings.
32. I open Instagram many times during the day to see what is new.
33. I refrain from posting something others may not like.
34. I check stories and posts, but I hardly react, like, or comment on them.
35. I open Instagram in between activities automatically.
36. I believe the bar set by the influencers on Instagram is too high for me to achieve.
37. I check other people's posts and stories to feel better about myself.

Instagram motives questionnaire – IMO (Spanish version)

Por favor indica en qué medida las siguientes frases te describen/te representan o no:

<i>No me describe</i> 1	<i>Me describe un poco</i> 2	<i>Me describe moderadamente</i> 3	<i>Me describe bastante bien</i> 4	<i>Me describe extremadamente bien</i> 5
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1. Comparto contenido en Instagram para inspirar a otros.
2. Instagram me permite escapar por un momento de mis responsabilidades.
3. Instagram es como una galería de los momentos que más valoro.
4. Uso Instagram para hablar y ponerme al día con otras personas y hacer planes con ellas.
5. Instagram me permite estar al tanto de lo que está pasando a mi alrededor y en el mundo.
6. Disfruto la validación que siento cuando recibo un like, comentarios o reacciones a mi contenido.
7. Estoy en Instagram para apoyar y generar un impacto en los demás.
8. Uso Instagram para pasar el tiempo entre una actividad y otra.
9. Uso Instagram para mantener un registro visual y recordar momentos importantes de mi vida.
10. Instagram me permite desarrollar mis relaciones con otras personas.
11. Disfruto la atención que recibo en Instagram.
12. Estoy en Instagram porque así puedo mantenerme al día.
13. Comparto contenido en Instagram para promoverme a mí mismo/a.
14. Instagram me permite pasar el tiempo de forma divertida.
15. Uso Instagram como herramienta para mantener un registro visual y recordar momentos lindos y divertidos.
16. Uso Instagram para incentivar a las personas a que participen en asuntos importantes.
17. Uso Instagram para alejarme de la realidad por unos instantes.
18. Instagram me permite mantenerme en contacto con personas significativas en mi vida.
19. Uso Instagram para mostrar cuan creativo/a soy.
20. Uso Instagram para escaparme del aburrimiento.
21. Me la paso chequeando los stories de Instagram para ver en qué está la gente.
22. Uso Instagram para mostrar mis habilidades.
23. Uso Instagram para aliviar mis emociones negativas (estrés, ansiedad, etc).
24. Posteo en Instagram para guardar mis fotos.
25. Estoy en Instagram para promover mi trabajo/ mi empresa.
26. Usar Instagram me ha permitido reconectarme con personas que no había visto en un buen tiempo.
27. Comparto contenido en Instagram para obtener atención/reacciones de otros.
28. Creo que siempre puedes encontrar algo interesante pasando en Instagram.
29. Uso Instagram para estar al tanto de lo que hacen los demás.
30. Comparto contenido en Instagram para tener más seguidores.
31. Disfruto estar en Instagram porque así puedo ser visto/a por más personas.
32. Estoy en Instagram para crear consciencia sobre asuntos importantes.

Instagram uses and patterns questionnaire – IUPO (Spanish version)

Indica la frecuencia en la que las siguientes frases se aplican a tu caso particular:

- | <i>Nunca</i>
1 | <i>Rara vez</i>
2 | <i>A veces</i>
3 | <i>Con frecuencia</i>
4 | <i>Siempre</i>
5 |
|-------------------|----------------------|---------------------|----------------------------|---------------------|
|-------------------|----------------------|---------------------|----------------------------|---------------------|
1. Siento que paso más tiempo en Instagram del que debería.
 2. Tiendo a ponerme ansioso luego de postear algo en Instagram porque temo que no le guste a la gente.
 3. Me entusiasmo cuando mis posts y mis historias reciben “likes” y reacciones.
 4. Mis relaciones están sufriendo por culpa de mi adicción a Instagram.
 5. Me gustaría poder controlar mejor el tiempo que paso en Instagram.
 6. Cuando veo ciertos posts o stories en Instagram, me da envidia.
 7. Cuando recibo un “me gusta” o comentarios en un post, me siento feliz y motivado.
 8. Me gustaría pasar menos tiempo en Instagram y más tiempo viviendo el momento presente.
 9. Cuando posteo algo en Instagram, me siento tenso e inseguro esperando a ver las reacciones de la gente.
 10. Disfruto chequeando contenido en Instagram, pero no me gusta compartir contenido por mi cuenta.
 11. Si no estoy en Instagram me siento desconectado de los demás.
 12. Estoy procrastinando por pasar mucho el rato en Instagram.
 13. Parte del contenido que veo en Instagram me hace sentir mal conmigo mismo/a.
 14. Edito mis fotos y videos para que se venan bien en Instagram.
 15. Mientras estoy en Instagram, pierdo la noción del tiempo.
 16. Cuando posteo algo en Instagram, me da miedo ser juzgado.
 17. No posteo cosas en Instagram, pero si veo el contenido de otras personas.
 18. Me la paso “escrolleando” inconscientemente en Instagram.
 19. Si alguien comenta o reacciona a mis historias, le contesto o reacciono de vuelta.
 20. Me fastidio cuando no puedo entrar a Instagram por algún motivo.
 21. No puedo evitarlo, pero tiendo a compararme con otros en Instagram.
 22. Abrir el Insta y chequear las historias se ha vuelto una especie de reflejo (algo que hago en automático).
 23. Cuando comparto algo en Instagram, tiendo a sentirme vulnerable y expuesto.
 24. Es probable que vea posts e historias en Instagram sin darles “like” o reaccionar a ellos.
 25. Instagram es una parte esencial de mi vida cotidiana.
 26. Me esfuerzo para crear posts e historias hermosos para mis seguidores.
 27. Elimino un post o una historia cuando no obtienen las reacciones que espero.
 28. Me gustaría poder tener la vida que tienen algunas personas en Instagram.
 29. Siento la necesidad de entrar a Instagram para ver qué está pasando.
 30. Me siento decepcionado cuando el contenido que creo no tiene las reacciones que espero.
 31. Estar en Instagram me produce sentimientos encontrados.
 32. Abro Instagram varias veces al día para ver qué novedades encuentro.
 33. Evito postear algo que pueda no gustarles a otros.
 34. Chequeo posts e historias, pero casi no reacciono, o les doy “like” o las comento.
 35. Abro Instagram entre actividades de manera automática.
 36. Creo que la vaya que han puesto los influencers en Instagram es muy difícil de alcanzar.
 37. Reviso los posts y las historias de otras personas para sentirme mejor conmigo mismo.

Instagram motives questionnaire – IMO (French version)

Dans quelle mesure les déclarations suivantes vous décrivent-elles ?

<i>Ne me décrit pas</i>	<i>Me décrit légèrement</i>	<i>Me décrit moyennement</i>	<i>Me décrit très bien</i>	<i>Me décrit extrêmement bien</i>
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

1. Je partage du contenu sur Instagram en espérant inspirer d'autres personnes.
2. J'utilise Instagram pour fuir mes responsabilités un moment.
3. J'utilise Instagram comme une galerie des moments que je chéris le plus.
4. J'utilise Instagram pour discuter, prendre des nouvelles des gens et planifier des choses avec eux.
5. Instagram me permet d'être à jour sur ce qui arrive autour de moi et dans le monde.
6. J'apprécie la validation ressentie quand j'obtiens des likes, des commentaires ou des réactions à mon contenu.
7. Je suis sur Instagram pour égayer les gens et les toucher.
8. J'utilise Instagram pour passer le temps entre deux activités.
9. J'utilise Instagram pour garder une trace visuelle et me remémorer les moments importants de ma vie.
10. Instagram me permet de développer mes relations sociales.
11. J'apprécie l'attention que je reçois sur Instagram.
12. Je suis sur Instagram parce que cela me permet de rester à jour.
13. Je partage du contenu sur Instagram pour me promouvoir.
14. Instagram me permet de passer le temps de façon fun.
15. J'utilise Instagram comme un outil pour garder une trace visuelle et me remémorer de bons moments.
16. J'utilise Instagram pour inciter les gens à prendre part à des questions importantes.
17. J'utilise Instagram pour échapper à la réalité le temps d'un instant.
18. Instagram m'aide à rester en contact avec des personnes importantes pour moi.
19. J'utilise Instagram pour montrer à quel point je suis créatif.
20. J'utilise Instagram pour échapper à l'ennui.
21. Je scroll les stories Instagram pour voir ce que font les gens.
22. J'utilise Instagram pour montrer aux autres à quel point je suis compétent.
23. J'utilise Instagram pour soulager mes émotions négatives (stress, anxiété, etc.).
24. Je poste sur Instagram pour stocker mes photos.
25. Je suis sur Instagram pour promouvoir mon travail / mon entreprise.
26. Utiliser Instagram m'a permis de renouer avec des personnes que je n'avais pas vues depuis un moment.
27. Je partage du contenu sur Instagram pour attirer l'attention / les réactions des autres.
28. On peut toujours trouver quelque chose d'intéressant qui se passe sur Instagram.
29. J'utilise Instagram pour garder un œil sur ce que font les autres.
30. Je partage du contenu sur Instagram pour augmenter mon nombre d'abonnés.
31. J'apprécie Instagram car je peux être vu(e) par beaucoup de monde.
32. Je suis sur Instagram pour sensibiliser les autres à des sujets importants.

Instagram uses and patterns questionnaire – IUPO (French version)

Veillez indiquer à quelle fréquence les déclarations suivantes s'appliquent à vous:

<i>Jamais</i>	<i>Rarement</i>	<i>Parfois</i>	<i>Souvent</i>	<i>Toujours</i>
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>

1. J'ai l'impression que je suis sur Instagram plus que je ne devrais.
2. J'ai tendance à être anxieux(se) après avoir posté quelque chose sur Instagram parce que j'ai peur que les gens ne l'apprécient pas.
3. Je suis enthousiasmé(e) lorsque mes posts et mes stories reçoivent des likes et des réactions.
4. Mes relations souffrent de mon addiction à Instagram.
5. J'aimerais mieux contrôler le temps que je passe sur Instagram.
6. Quand je vois certains posts ou stories sur Instagram, je me sens envieux(se).
7. Lorsque je reçois des likes ou des commentaires sur un post, je me sens heureux(se) et égayé(e).
8. J'aimerais pouvoir passer moins de temps sur Instagram et plus de temps à vivre dans l'instant présent.
9. Lorsque je publie quelque chose sur Instagram, je me sens peu sûr de moi et tendu, attendant de voir les réactions des gens.
10. J'aime consommer du contenu sur Instagram, mais je n'aime pas partager du contenu moi-même.
11. Quand je ne suis pas sur Instagram, je me sens déconnecté des autres.
12. Je procrastine parce que je traîne trop sur Instagram.
13. Il arrive que le contenu que je vois sur Instagram me fasse me sentir mal dans ma peau.
14. J'édite mes vidéos et mes photos pour qu'elles aient l'air bien sur Instagram.
15. En étant sur Instagram, je perds la notion du temps.
16. Quand je poste quelque chose sur Instagram, j'ai peur d'être jugé(e).
17. Je ne poste pas de contenu sur Instagram, mais je regarde celui des autres.
18. Je passe du temps à scroller sans réfléchir sur Instagram.
19. Si quelqu'un commente ou réagit à mes stories, je réponds en retour.
20. Ça m'ennuie de ne pas pouvoir accéder à Instagram, pour quelque raison que ce soit.
21. Je ne peux m'empêcher de me comparer aux autres sur Instagram.
22. Ouvrir Instagram et checker les stories est devenu une sorte de réflexe (je le fais automatiquement).
23. Lorsque je partage quelque chose sur Instagram, j'ai tendance à me sentir vulnérable et exposé.
24. J'ai tendance à regarder des stories ou des posts sur Instagram sans les liker ou y réagir.
25. Instagram est une partie essentielle de ma vie quotidienne.
26. Je fais beaucoup d'efforts pour créer de beaux posts et stories pour mes followers.
27. Je supprime un post ou une story lorsque la réaction attendue n'est pas obtenue.
28. J'aimerais pouvoir avoir la vie de certaines personnes sur Instagram.
29. Je ressens le besoin d'ouvrir Instagram et de voir ce qu'il s'y passe.
30. Je suis déçu(e) lorsque le contenu que je crée n'obtient pas les réactions attendues.
31. J'éprouve des sentiments mitigés lorsque je suis sur Instagram.
32. J'ouvre plusieurs fois Instagram au cours de la journée pour voir ce qu'il y a de nouveau.
33. Je m'abstiens de publier quelque chose que les autres pourraient ne pas aimer.
34. Je check les stories et les publications, mais je ne réagis, n'aime ou ne commente pratiquement jamais.
35. J'ouvre Instagram entre deux activités de façon automatique.
36. J'ai l'impression que la barre fixée par les influenceurs sur Instagram est trop haute pour que je puisse l'atteindre.
37. Je regarde les posts et les stories des autres pour me sentir mieux dans ma peau.