Characteristic	Influencer Illness	Social media addiction	Internet addiction
Focus of the addiction	Individual influencers, parasocial relationship	Platform in general (e.g., Instagram, TikTok)	Internet as a whole (e.g., gaming, surfing, chats)
Type of attachment	Emotional, cognitive, identity-related	Usage behavior, habit	Compensation, escapism
Key characteristic	Overidentification, distortion of reality, uncritical acceptance	Loss of control, distortion of time	Withdrawal symptoms, neglect of other areas of life
Motivational structure	Belonging, self-esteem, idealization	Entertainment, recognition, boredom	Escape, self-regulation, thrill seeking
Relationship dimension	Relationship to media role models (one-sided, illusory)	Virtual interaction with community	Often anonymous or game-related
Causal trigger	Strategic staging, algorithmic reinforcement	Stimulus overload, reward mechanisms	Availability, lack of social control