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The Motivations and Uses of Instagram

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The Motivations and Uses of Instagram

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ABSTRACT

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Instagram is revolutionary in social media and networking, but little is known about the factors, social or psychological, that motivate users to become constant users on this app. A comprehensive survey was created, 277 college-aged Instagram users responded about their motivation, attitude, purpose, and primary activities regarding Instagram. The results show that Instagram users have five fundamental social and psychological motives: social interaction, archiving, self-expression, escapism, and peeking. Results showed that males were different from females in the following areas of using Instagram: create a personal space, interact with a number of people, keep in touch with friends far away, get updates on close friends and family, provide updates on life, or show off. Also, there was only one significant difference in the results of the age group: in using Instagram to keep in touch with friends far away, the 21-23 and 30+ age groups were significantly different.

I dedicate this study to my family who gave me unconditional love to encourage me to continue to the end of this degree. Basically, I would provide a special thank you and love to my husband "Abdulaziz Alwuthaynani" who has quit his job to be with me in the U.S. I am thankful for your patience, friendship, love, and kindness.

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CHAPTER 1

INTRODUCTION

In the 21st century, human communication has increased exponentially via social media networks, such as Facebook, Instagram, Snapchat, and Twitter. People usually use these platforms to connect with family and friends, news, entertainment, or to inform others about their social lives by sharing their photos or videos and putting likes or tags.

These days, apps are launched all of the time. Some of them manage to draw attention to themselves and garner hundreds of thousands of users while others do not gain any traction at all. However, once in a while there is a product that appears out of nowhere and blows the market to pieces (Sheldon & Bryant, 2016). This occurs when the product appears at the right time, in the right place and, most importantly, in the right market. The result is comparable to an explosion on the social scene. Instagram turned out to be this type of product. Within three months of its launch, Instagram had already gained a million of its users. Soon it was two million, and this upswing in numbers continued and in under a year it already had up to ten million users.

Instagram

Presently, Instagram is one of many types of social media platforms utilized. It is an easy communication tool for sharing photos and videos that was founded by Kevin Systrom and Mike Krieger on October 6, 2010. According to Instagram's team,

"Since the beginning, Kevin has focused on simplicity and inspiring creativity through solving problems with thoughtful product design. As a result, Instagram has become the home for visual storytelling for everyone from celebrities, newsrooms and brands, to

teens, musicians and anyone with a creative passion. And, Mike focuses on building products that bring out the creativity in all of us" (About Us, 2018).

It has diverse features, such as stories, filters, likes, hashtags, and tags. It contains categories, such as posts, followers, following, and direct message. Thus, the simplicity of using Instagram allows people to adapt and enjoy the app quickly.

The question is: How did Instagram succeed when other similar apps had failed? The reply from Instagram's founders, Kevin Systrom and Mike Krieger, is that it was a matter of luck; the timing of the launch fit perfectly into the development and use of smartphone camera technology. Instagram was a concept that had come right on time when the smartphone camera technology was developing and therefore allowed people to be creative (Sheldon & Bryant, 2016). Even a novice would, within a short time, be able to present a beautiful image of himself or herself with a few swipes and taps. Today, this app boasts well over 300 million daily users and an additional 500 million monthly users. This can be attributed to its aspect of simplicity. Additional technology, such as a variety of filtering abilities enabled its users to develop jaw-dropping photographs that could at times appear to have been taken by a professional photographer (Sheldon & Bryant, 2016).

Instagram, out of all of the social media platforms, is the one most likely to be continuously utilized. It's the place that people would use to create the moments that they want to remember forever. And, the fact that it now worldwide has propelled Instagram into the future (Sheldon & Bryant, 2016).

Instagram has been both a business and social medium. As a social site, it impacts people on a daily basis because people share their daily lives through uploading their photographs. For instance, hashtags allow people to find a related group through "interests," "hobbies," and

"passions". Moreover, users often encounter new photos, videos, and new people via hashtags (Instagram press, 2017). Instagram has become an undisputed avenue for business. This is because Instagram is known to have very active users who tend to check their accounts quite often. With these repeated views, companies have the advantage of having their products constantly circulated as users share their favorite brands. Also, this has become a very efficient and effective platform for musicians. They can tease their upcoming songs and receive feedback. This has made Instagram one of the biggest social sites in the world today with, perhaps, the largest number of users (Sheldon & Bryant, 2016).

Instagram is known to be a visual medium, and as such, businesses that sell products have used Instagram to showcase current products in addition to future products. Instagram is also known to be used to repost pictures from fans (Sheldon & Bryant, 2016). For example, football fans post themselves wearing certain jerseys they just bought which enables reposting of the user-generated content, which contains brand's sales and thus makes it good for business.

Rather than celebrities just sharing or showcasing their photos from some of their fans, Instagram has allowed the use of some unique hashtags that help in creating their spaces. This gives the fans a voice by allowing them to get involved by taking photos and having a comment system. They put in their comments in those sections which further shows how their involvement in these instances is valued. In fact, it is known that some of these unique hashtags have been taken advantage of by companies when they create competing hashtags (Sheldon & Bryant, 2016).

Instagram is also important that it allows the users to share their photos with other social sites like Facebook, Tumblr, and even Twitter. When a user posts a photo, there is always a choice of sharing these photos with other social networks, which causes the user to be even more

connected and engaged in his or her social sphere (Sheldon & Bryant, 2016).

However, it has to be noted that even with the popularity of Instagram and its continuing increase in the number of users, Instagram has been pointed out to be the origin of some mental health issues for young adults including the reconstruction of their own images. Instagram has been accused of encouraging narcissism. Hence, there have been cases where people have not felt appreciated enough and resorted to suicide as well as other self-destructive behaviors. Instagram has been cited as one of the leading causes of depression among young adults in the United States. But, even with the negative aspects that have been mentioned, Instagram's star seems to be shining brightly, and if it continues the way it is, it's likely to be around for a long time (Sheldon & Bryant, 2016).

In sum, the Korean study, "Pictures Speak Louder than Words: Motivations for Using Instagram", that the researcher utilized as a framework for this study, states: "Instagram users may have different reasons for sharing their photographs-displaying important moments in their lives, expressing their self-concept, and displaying personal relationships by featuring the individual with important others" (Lee, Lee, Moon, & Sung, 2015).

CHAPTER 2

LITERATURE REVIEW

Social media has arisen as a strong force in modern society, and as Facebook is fading into the background, Instagram is replacing it as the new dominant platform (Linaschke, 2011). Instagram is an application and a comparatively new type of social media. It enables photo sharing with the followers and the photos can be changed through its filters via the Internet (Duggan, 2013).

Studies have shown that people can be influenced by the media when they are exposed to it on a continuous basis. According to the cultivation media theory, large amounts of media intake can transform people's concept of reality (Doleck, Bazelais, & Lemay, 2017).

In Instagram, the photos are constantly changed with the view of generating more likes from the peers or followers. This feature is one of the most preferred by the users of Instagram. The feature or concept of "Likes" was particularly created for the social media realm and it enables people to indicate their approval for material that is deposited in Instagram or on any other social media platform (Hochman & Manovich, 2013). In this regard, the social media "like" is a symbol that a message or photo interested other people on social media sites. Like shows that the attention of such users was attracted by the image that they saw. The success that Instagram has enjoyed is largely attributed to the growing demand by the society to access social media.

Instagram currently has numerous active users. In a study by Duggan (2013), the researcher investigated the motivation behind the people's usage of Instagram (Duggan, 2013). The author observed that many people resort to using Instagram because it provides them with a platform where they can receive approval (Salomon, 2015). In this regard, Instagram facilitates

the development of self-esteem among the users. When peers or followers approve images of those who had posted photos, the posters get a sense of being liked. This helps to improve their self-esteem (Linaschke, 2011). The images posted on Instagram are judged based on appeal, favorability, and pleasantness and these aspects are used in the ratings of the photos that are deposited. Instagram as a form of media has a significant impact on how people perceive reality in the environment (Duggan, 2013).

Also, the way men and women use social media corresponds with their manner of communication and their styles of attaining objectives in real life. They share different things in addition to using language distinctly (Atanasova, 2016). For Instance, in order to strengthen family connections, many women incessantly take pictures of family members. According to Katrin Tiidenberg, "I consider family photos to be a part of what can be called 'snapshot photography.' What we see on Instagram also seems to fall into this realm. We could ask if Instagram is particularly suitable for the type of a practice that women have historically been responsible for," (Seligson, 2016).

On the other hand, there are many men who use Instagram as a networking business tool. Moreover, they are usually wanting to create a new relationship forms whereas women concentrate on keeping relationships (Seligson, 2016). Some men also yearn to have a personal space. For example, as Byrne, who is a writer for GQ, (2013) mentioned his first picture on his Instagram account. He posted a bottle of wine in late at night that he did not even own. This was because he just thought it was cool and wanted to follow the majority of Instagram users (Byrne, 2013).

Social cognitive theory explains how people behave as they do while they are on Instagram. Self-representation applies to the manner in which people choose to present

themselves. Inside Instagram, it is the digitally developed reality that shows social connectedness. In a study by Hochman and Manovich (2013), the impact of viewing individual's images on Instagram was investigated. The participants were shown their images or those of others. According to the results of the study, there was an important improvement in the self-esteem of the individuals after they had viewed flattering images (Hochman & Manovich, 2013). This study confirmed the observation that self-esteem is one of the reasons why people use Instagram as a social media platform. The more that people are exposed to social media platforms, the more they are likely to construct new realities concerning their images.

When the content of Instagram post portrays the self as the protagonist, it does so in an improving manner and as a consequence, it touches on the motivational processes that in turn influence the cognitive processes of the individuals (Duggan, 2013). Some people also post their images through social learning and in order to receive the reactions of others. When other people comment on the images, they get a sense of satisfaction from this experience. Inevitably, Instagram is transforming how people perceive themselves, and thus it is a tool for enhancing images. There are also those who post and use Instagram as a way of augmenting their social circles. Just like the other social media platforms such as Facebook, Instagram provides the users with an opportunity where they can develop their inner social circles (Salomon, 2015). This objective is realized through the different groups that the users in the Instagram platform adopt. The most common kinds of relationships found on Instagram are those that are in the nature of friendship where people discuss topics like fashion and cooking.

According to Simon Sinek (2016), speaking on the "Millennial and Internet Addiction", the Millennial question focuses on a generation of individuals who are entirely consumed with the internet in their lives. The Millennial generation comprises of individuals born approximately

around 1984 and after. Such individuals who fall under this category are "accused of being entitled, lazy, self-interested" and so forth. Consequently, this brings to light a multitude of growing problem facing the generation known as the Millennials as a result of the growing dependence on social media such as Facebook and Instagram" (YouTube, 2018). The preoccupation with the number of followers that users have on social media is one of the many reasons that the Millennial generation is so addicted to the internet.

The Millennial generation today tends to focus more on fostering relationships via social media rather than creating such connections in person without the use of social media. Research shows that the use of Instagram results in individuals exhibiting mental health issues as well as the individuals possessing negative feelings about themselves (YouTube, 2018).

Research undertaken showed that Instagram is considered to be the worst social platform in regard to mental health and showed that individuals who participated within social media sites, such as Instagram suffered from bullying, feelings of depression and loneliness, in addition to body image anxiety. As a result of the increase in mental health issues, Instagram chose to address the mental health issues within its community with the campaign "HereForYou" which highlighted the growing epidemic of mental health issues and also provides support for such individuals (Time, 2018).

Instagram, including other social media sites, poses a tremendous mental health risk to the young within the society. Consequently, steps need to be taken to curb the pressing this problem presented by social media.

Furthermore, Instagram is used because it provides a platform for dealing with particular common types of self-destructive behavior. For such people, Instagram offers a way of seeking counseling via the Instagram community. Additionally, the relationships in the social

environment provided by Instagram enable people to create notes subconsciously about learned

behaviors (Doleck et al., 2017). Accordingly, what is learned in Instagram is transferred into real

life situations. The learned behaviors have assumed new facades with the introduction of social

media along with Instagram because people are learning from observations they make in the

digital social environments. The subconscious learning is employed by those who are following

their icons on the social media platforms.

Research indicates that Instagram users like to develop their brands through the platform

and this is another reason for the popular growth of Instagram among the users. When people use

Instagram, the comments they receive from others gradually build up new images of brands

(Doleck et al., 2017). Many companies are utilizing Instagram professionally to grow their

revenue for their business. For instance, in 2012 Liberty Jane Clothing, doll clothes company,

launched their Instagram account and started learning how to engage with their clients. Hence,

they began to share their products' pictures via Instagram from a "behind-the-scenes"

perspective. Their purpose was to enhance their followers to see some their work environment as

well as allow follower to share their pictures (Jason, 2014).

The social identity developed through Instagram encourages the users to create various

self-images that are different from their actual personas. Such fresh identities assist the users of

Instagram to develop a sense of belonging (Duggan, 2013). This creation of new self-identities

on Instagram has coined another set of terminology. According to David P. Marshall's definition

of the term presentational media, it is "the new media culture that involves the presentation and

promotion of the self via social media" (Marshall, 2010, as cited in Chatchaiyan, 2017).

With the groups that are created, Instagram users choose the groups that they believe best

defined them and at that point, they join with a view of expressing themselves through clothing

and other features that can be performed on the Instagram. The average time taken by the ardent

Instagram user is about ten hours a day. This means that the person will spend some time

checking on the new posts, reactions, and comments on the Instagram pages (Hochman &

Manovich, 2013). The time users spend on Instagram is distributed for different functions that

the social media site offers. Overall, the users of Instagram find many desirable features, and this

prompts them to use this social media platform in connecting to the various objectives of

Instagram's world. Due to its features, that Instagram is a popular social media site, second only

to Facebook.

Theoretical Foundation

Social media is fast-becoming an important feature of modern society. To thoroughly

understand a person's relationships and attitudes concerning this communication model, it is

important to study the theories that will expose the psychology and motivations behind the use of

social media. There have been many popular theories that have been developed that concern

social media use. However, the ones that are perceived relevant for this study are cultivation

theory, uses and gratifications/personality theory, and third-person effect theory.

Cultivation Theory

Social media has quickly found a way to the centers of all social interactions today. The

fact is that the level with which social media has penetrated the average life is unmeasurable.

This can be seen on different platforms, which show how entrenched people's daily lifestyles are

with social media. Various online sites such as Facebook, YouTube, Twitter, Telegram, and

Instagram have become popular with the masses as they provide proper substitutes to the existing

mainstream media options. This popularity has had its effects on the different sections of the

population with users divided on their level of use with the various levels ranked as both heavy

users and light users (Duffett, 2015). The influence these platforms have on the users remains marked as the sources to different social attitudes and perspectives. Such alignment borrows from Cultivation Theory (Gerbner, 1969). The paper discusses the effect of Instagram as a social platform has on its users concerning the attitudes and perspectives shared among the user members in relation to the Cultivation theory.

Gerbner, as the theorist behind its relevance, developed Cultivation Theory as an idea in mass media journalism (Hermann, 2016). Gerbner argued that media as a platform had a significant influence on the emancipation of social attitudes and perceptions among the populace. As such, a society that is media informed through mass sources that include television tends to draw much of their beliefs from the media sources they pay attention to on a daily basis (Hermann, 2016).

The media, as the primary source of information for Gerbner, argued that they remain responsible for cultivating views and perspectives in the minds of their audiences. Because of much reliance on media as a source of information, the theory points out that the users treat all data assembled from the press as truths and are relevantly compliant with the media theories that are in existence (Russell, Schau, & Crockett, 2013). The constant reliance on media as a source of information ensures that, due to numerous conflicting ideologies, many versions of single stories exist, and this influence is demonstrated by the manner in which it affects the rationality in views as exhibited by the users (Hermann, 2016). This conduit of communication between the media and society, without question has a significant strong impact on the people involved.

Instagram as a social platform continues to attract more users globally. It is in the interest of users that this study discusses effects of Instagram on them. Different social aspects, such as racial diversity, fitness, fashion, music, and lifestyles continue to exist and are promoted within

the frameworks of social media platforms such as Instagram (Hetsroni, Sheaffer, Ben Zion, & Rosenboim, 2014). Instagram provides an avenue through which users share various life stories publicly for their followers' audiences (Hermann, 2016). Such created circles unknowingly are drawn into believing in "Insta-stories" as the truth about their hosts. Instagram as a platform creates a single media source where the number of posted photos moves about 80 million on a daily basis with about 400 million active users as the audience to the sharing of life happenings online. The impact of such depiction of the society through imagery in photos continues to cultivate ideas in the minds of users through edited pictures by distorting and expounding reality (Duffett, 2015). However, followers have continued to believe in such media representation as depicted in social media sources, an example being Instagram.

The relevance of Instagram's influence on the users' anchors centers on the ability of the posted media that is on the platform to shape the continued ideology in public. Such cultivation in beliefs and attitudes among the media followers remains relevant to the outlined dimensions of the cultivation theory by Gerbner. As such, heavy Instagram users following topics of fashion, celebrity lifestyle, and health issues showcase the tendencies of adopting such ideas in their life either knowingly or unintentionally (Goldstraw & Keegan, 2016). The idea culminates from the aspect of trending stories and posts. Evidently, the popular posts capture with them various social aspects in different topics. For example, as an illustration of celebrity lifestyle, on Instagram, Beyoncé, Ariana Grande, and Kim Kardashian hold the top three accounts, possibly because they are all known for sharing sexy photos representing the ideal woman (Duggan, 2013).

As the content of Instagram gains momentum and attention from the public, it becomes interesting to note how it consistently shapes public fads and perceptions. It is possible to spot Instagram users experimenting with fashion designs they come across on Instagram posts or

changing their lifestyle and health habits to assimilate certain trends they come across on internet platforms (Goldstraw & Keegan, 2016). The shift in self-reliance and judgment via social media has been a result of the cultivation effect that media has on users. Instagram has the continued invasive impact similar to television's impact in Gerbner's Cultivation Theory. The internet users' perceptions and attitudes grow conforming to their belief in media platforms including Instagram.

The studies conducted on cultivation effects of social media platforms such as Instagram and Facebook continue to support the findings of Gerbner; that heavy users of media increasingly believe in the "world's reality" created by media (Goldstraw & Keegan, 2016). Their continued and prolonged use of Instagram as a platform of sharing and retrieving information induces in their minds a media-tailored paradigm that goes on from the first order of general beliefs to second order that imparts in them attitudes heavily borrowed from social media.

Uses and Gratifications Theory

The uses and gratifications/personality theory created by Katz in 1974 is informed by five main assumptions:

1) communication behavior, including media selection and use, is goal-directed, purposeful, motivated; 2) people make their own decisions concerning selection and use of communication vehicles to satisfy felt needs or desires; 3) a host of social and psychological factors mediate people's communication behavior; 4) the media competes with other forms of communication (i.e. functional alternatives) for selection, attention, and use to gratify our needs or wants; 5) people are typically more influential than the media in a relationship, but not always (Papacharissi, n.d., p. 139).

When observing the use of social media, the above-mentioned assumptions should be

considered when determining its psychological influence on a person who chooses to interact with this form of media.

So, the first main assumption is communication behavior according to the uses and gratifications/personality theory by Katz as discussed in Rubin and Windahl (1982) that referred to it as goal-directed, motivated, and purposeful with regard to media selection and its uses to individuals across the globe. In the present times, the Internet as a communication system has a combination of interpersonal and mass communications' elements. However, Littlejohn (2002) argues that the Internet distinctively leads to supplementary dimensions in reference to uses and gratifications approach including socialization and learning, which have been regarded as significant stimulus by Internet users. According to Katz, Blumler, and Gurevitch (1974), the personal involvement with regard to communication behavior is viewed as the potential for individual control as well as power (Bryant, & Oliver, 2009). Also, it can be advantageous to continuing individual relationships which have been recognized as a new motivation characteristic to internet uses.

The second assumption made was (2) that people make their own decisions concerning selection and use of communication vehicles to satisfy felt needs or desires. Littlejohn (2002) in his study noted that the personality theory or approach for this case puts more emphasis on individual motives as well as self-professed needs and wants. Nevertheless, Katz, Blumler, and Gurevitch (1974) clarified that people use the same communication systems disparately, working towards diverse ends. Therefore, different individual based needs and wants through the same media usage may satisfy diverse needs to different personalities at a given time. (Bryant et al., 2009).

The presence of different individuals having diverse needs and wants results in the third

assumption (3) that a host of social and psychological factors mediate people's communication behavior in reference to attaining their desires from time to time. These factors include the individual's background, the social situation and basic needs or requirements as per individual category. In addition, one's experiences on certain issues, the interests and desires attached to a particular activity, and finally an individual's education level as it significantly relates to one's communication behavior. Despite the internet media accommodating divergent people's ideas, it is the issue of what an individual wants to achieve while meeting his or her needs that determines communication behavior. Luo (2002) argued that one can state his or her gratifications and motives through different media and attain desired outcomes.

The fourth assumption is (4) that the media compete with other forms of communication (i.e. functional alternatives) for selection, attention, and use to gratify our needs or wants. It is clear from the findings of Rubin and Windahl's (1982) study that the strength of media reliance globally relies on how much individual's perceptions weigh towards meeting their set goals and objectives. In order to meet their goals, people look for alternative means, which are available because of the demands from the wide range of individual needs and wants. In regard to the individual objective of self and social understanding, the use of traditional and educational learning materials for knowing oneself and learning about the world has been utilized as an alternative means. For instance, going to the movies and otherwise socializing with friends and relatives is used in most cases to achieve solitary and social needs. Littlejohn (2002) also argued that the use of one medium can be used to satisfy more than one objective or goal, but without limitations to using other means.

Nevertheless, the uses and gratifications theory with the backing of Elihu Katz (1974), Rubin, and Windahl (1982) points out the fifth assumption (5) that people are typically more

influential than the media in a relationship, but not always. In comparison to other traditional based media, the internet is widely used by a diversity of communication participants, but the theory also suggests of other ways that people can engage in attaining their goals regardless of particular individuals. Users are not concerned about who is in charge, but in satisfying their needs.

Third-person Effect Theory

Third-Person Effect Theory (Davison, 1983) suggests that individuals tend to expect mass media to have a strong effect on others rather than themselves. When considering the use of social media and the psychology behind its use, there are many things that one should bear in mind. To begin with, the first issue of the third-person that should be considered is the extent to which the social media has an effect on an individual. Secondly, it has been determined to what extent social media influences the individual. Finally, it should be determined how far people's perceptions of themselves and others have an impact on how far social media entities can manipulate their point of view concerning a particular issue (Conners, 2005).

It should be noted that a person's perception of the impact of a television program or other media could be seriously flawed. When Alex Haley's "Roots" aired in January 1977, people predicted incorrectly that whites would have a "greater tolerance and sympathy," while it was felt that the blacks would become "angry, bitter, and hostile" after watching the television series (Conner, 2005, p. 5). On the other hand, it was discovered that both whites and blacks were saddened by the events depicted in the series, and the emotions, which were expected, they did not experience (Conner, 2005, p. 5).

Furthermore, principles of the third person effect theory also come into play when one considers recent events and the role of social media in government policy. The use of Twitter in

matters related to politics and governance, for instance, has been placed in the forefront by the current U.S. President, Donald Trump. Trump was under the impression that the use of Twitter would allow him to circumvent the media. However, his perceptions seemed to be flawed as the American public is of the view that his use of Twitter is "'inappropriate,'" "'insulting,'" and "'dangerous'" (Shen, 2017, para. 2).

Therefore, based on the information that is provided on the above-mentioned theories, several questions must be formulated: how do users want their needs to be gratified when using social media? If social media does meet their needs, what are the cases that indicate that it does that? When perceptions about the social media are flawed, and what can be done to connect reality with those perceptions? To provide a baseline understanding of Instagram users, the following research questions are proposed:

RQ1: What are the underlying psychological and social motives for using Instagram?

RQ2: What are the relationships between identified motivations and attitudes toward and intention to use Instagram?

CHAPTER 3

METHOD

To examine the motivation and the uses of Instagram's users, an online questionnaire was used to further investigate participants' involvement. In this study, each participant took a survey to indicate their level of agreement and engagements to the motivations of participating in Instagram. Moreover, participants were asked to answer two demographics questions as the independent variables in this study.

Sample and Participants

The applicable sample is composed of respondents who use Instagram. After the survey was IRB approved, Dr. Susan Waters, in East Tennessee States University Department of Media & Communication requested from Dr. Cecilia McIntosh, Dean of Graduate Studies and provost and Vice President of Academic Affairs, to administer the survey to the entire East Tennessee State University student body. When the respondents went to the survey, they were first taken to an informed consent letter, which briefly describes how taking the survey was voluntary, the reasoning behind why the survey was being administered, and any mandatory information required. Taking part in this study took approximately five minutes and involved completing a web survey.

The data is secure and is being password protected. Only the principal investigator, her advisor and the ETSU IRB have access to the data. Although all reasonable precautions have been taken, there are no guarantees that can be made concerning the interception of data sent via the internet by any third parties. Only summarized data will be presented in publications.

The respondents of the survey received no incentives or gifts (e.g., bonus points or class credit, money, etc.). The findings were beneficial to the mass communication profession and

educators to help them understand the connection between the motivations and uses of Instagram

and the demographic, age and gender, of user and his/her motivation when s(he) uses Instagram.

The university IRB process had been completed and approval was given for this study. The

survey was voluntary and anonymous for the participants who had the choice to take it.

This particular study involved adults, ranging in age from 18 to 30+ in the U.S. The

period of this survey had the same duration as the Koreans' study (Lee et al., 2015), which was

three weeks. This data has been collected from those who responded voluntarily to the online

Qualtrics survey that had 34 multiple choice questions. The survey got total of 351 responses,

but after cleaning the data, the total responses were 277. The participants were 18-years-old or

older. The final sample consisted of 182 females and 92 males.

Instagram originated in the U.S., however it is used globally. For this study, I compared

the surveys' results between Korean people and American people with regard to their usage of

Instagram and examined the similarities and differences between them.

Measures

The participants were selected by sending out the survey to the entire East Tennessee

State University student body, male and female who were at least 18 years of age. The Lee et al.,

study (2015) provided the questions for the qualitative survey tool. A 5-point scale of 1 =

strongly agree to 5 = strongly disagree was used to measure the motivations and the uses of the

Instagram with a total of 34 questions.

Scale items for the usage of Instagram were derived from online scholarly articles, books,

and the survey on Qualtrics that contained 34 multiple-choice questions. Qualtrics survey

platform is a private research software company that allows users to do various types of online

data collection and analysis. Qualtrics software automatically makes the survey confidential by

selecting specific tools. In the Survey Options tab on the Qualtrics homepage, the following items were selected for survey protection: Prevent Ballot Box Stuffing (to keep people from taking this survey more than once), Prevent Indexing (a tag was added to the survey to prevent search engines from indexing it), and Secure Participants' Files (files uploaded as responses could only be viewed by users with permission to view responses).

The survey platform did not collect IP addresses. The consent form at the beginning of the survey explained that taking the survey was voluntary. There was no possibility of coercion or undue influence. The survey was written by a person that has CITI training.

Twenty of the questions were measured along five dimensions to determine the uses of Instagram. The five dimensions were Social interaction, Archiving, Self-expression, Escapism, and Peeking. The rest of the questions were to measure the specific demographics of each participant to get an accurate percentage about them.

"Instagram usage variables were operationalized by asking respondents to examine (a) how often they logged on to Instagram per day, (b) how long they had been using Instagram, (c) how long they stayed on their account per visit, (d) what was the primary device that they used to log on to Instagram, (e) how many followers on Instagram do they have, (f) Instagram accounts that they do follow, (g) approximate number of total pictures and videos that they have uploaded to their Instagram accounts" (Lee et al., 2015).

Besides that, for descriptive purposes, the respondents were asked about the types of relationships that they experienced on Instagram and how they felt about their relationships on it. They also were asked about their main activities on Instagram and what concerned them the most about it on Instagram, such as likes, followers, tags, hashtags, direct messages, or mentions.

On the next stage of the survey, the usage on Instagram is discussed. The respondents

were asked a list of additional reasons for their using Instagram such as, do you use Instagram to:

1.   Escape from reality,

2.   Forget about troubles,

3.   Avoid loneliness,

4.   Browse photos related to your interests,

5.   Browse daily lives of celebrities,

6.   Record daily events through photos,

7.   Create your personal space,

8.   Record your traces (e.g., trip) via photo-map,

9.   Do personal blogging,

10.   Take fancy photos and save them online,

11.   Update photos and videos with various filters applied,

12.   Interact with a number of people,

13.   Maintain a good relationship with others (for networking),

14.   Communicate with friends and family,

15.   Keep in touch with friends far away,

16.   Get updates on close friends and family,

17.   Provide your life's update,

18.   Be noticed by others,

19.   Share your personal information with others,

20.   Express your actual self (who you really are), and

21.   Show off.

The last stage was asking on the respondents' demographics, which were their age and gender.

The researcher and her advisor used SPSS and MANOVA to analyze the collected data. SPSS is a vastly used program for statistical analysis and social science. The program allows any level of researcher to complete their own statistical analysis. Other features of the program include data management and date documentation. The base software includes statistics such as Descriptive statistics, Bivariate statistics, Prediction for numerical outcomes, and Prediction for identifying groups. Command syntax is a language featured within the SPSS program that assists in simplifying tasks, reproducibility, and handling complex data manipulations and analyses.

Multivariate analysis of variance (MANOVA) was conducted to analyze the motivations and the uses of Instagram. SPSS software was used to conduct the MANOVA.

The independent variables are sex with three levels: male, female, and other; age with five levels: 18-20, 21-23, 24-26, 27-29, and 30+ who used Instagram based on the time, zero-10 minutes, 11-20 minutes, 21-30 minutes, 31-40 minutes, and 41+, they log on Instagram, per day or the time, 0-4 minutes, 5-9 minutes, 10-14, 15-19, and 20+ minutes, they stay on their Instagram account per visit. On the other hand, there were 20 dependent variables questions measured along five dimensions to determine the motivations and the uses of Instagram.

In this study, the researchers focused on the relationship between gender, age of participant, and type and frequency of usage of Instagram as well as the similarities and the differences between Korean and Americans Instagram's users. Data was collected in compliance with the research guidelines set by the East Tennessee State University Institutional Review Board. The subsequent section will present an analysis of the data gathered using SPSS.

CHAPTER 4

RESULTS

This study examined the motivations and uses of Instagram by students at East Tennessee State University who may or may not use Instagram based on the five dimensions mentioned in the methods section of this paper and measured by 34 questions administered by the primary researcher. This section included demographic results from the data, results from analysis of two research questions presented, and the similarities and differences between Korean users and American users, as well as a summary of the findings.

The sample population for this study included 351 East Tennessee State University students. As I mentioned previously, there were 277 responses after clearing the data. The students were asked to answer questions that were relating to the motivations and uses of Instagram and demographic questions, such as gender and age.

The survey was set up in hopes of collecting at least 200 completed surveys. Thus, 351 surveys were completed in the analysis, and 92 (33.21%) were male and 182 (65.70%) were female. Among the 277 valid surveys, 20 (7.19%) of the participants surveyed were between the ages of 18-20, 46 (16.55%) participants were between the ages of 21-23, 67 (24.10%) were age 24-26, 53 (19.06%) were between the ages of 27-29, and 92 (33.09%) were age 30 or older. 207 (64.69%) of the participants self-reported that they spend zero-10 minutes per day using Instagram, 61 (19.06%) participants claimed they spend 11-20 minutes per day using Instagram, 30 (9.38%) said they spend 21-30 minutes per day using Instagram, 11 (3.44%) participants surveyed spend 31-40 minutes per day using Instagram, and 11 (3.44%) participants used Instagram for 41 or more per day.

Multivariate analysis of variance (MANOVA) was conducted to analyze the motivations

and uses of Instagram. SPSS software was used to conduct the MANOVA.

The independent variables were gender with three levels: male, female, and other; age with five levels: 18-20, 21-23, 24-26, 27-29, or 30 or older; which participant logged on to Instagram per day based on five levels: zero-ten minutes, 11-12 minutes, 21-30 minutes, 31-40 minutes, or 41 minutes and more; which participant has been using Instagram based on five levels: under a year, 1-2 years, 3-4 years, 5-6 years, or 7 years and more; which participant stayed on his/her account per visit based on five levels: zero-four minutes, 5-9 minutes, 10-14 minutes, 15-19 minutes, or 20 minutes and more, which device that participants use to log on to Instagram based on three choices: computer, smartphone, or tablet; as well as the followers do participants have based on five levels: under 100, 100-199, 200-299, 300-399, or 400 and more; accounts that participants follow based on five levels: under 100, 100-199, 200-299, 300-399, or 400 and more; the number of pictures and videos that participants uploaded based on five levels: under 100, 100-199, 200-299, 300-399, or 400 and more. For this study, we only analyzed the gender and age variables. For publication, we will analyze all independent variables.

Last independent variables were the types of relationships that participants experienced on Instagram based on five levels: extremely social, somewhat social, neither social nor business, somewhat business-oriented, extremely business-oriented and which their feeling about their relationship on Instagram based on five levels: extremely pleasant, somewhat pleasant, neither pleasant nor unpleasant, somewhat unpleasant, extremely unpleasant. For this study, we only analyzed the gender and age variables. For publication, we will analyze all independent variables.

RQ1: What are the underlying psychological and social motives for using Instagram?

The dependent variables are the 20 questions measured along five dimensions to determine the motivations and uses of Instagram. The five dimensions were Social interaction, Archiving, Self-expression, Escapism, and Peeking and they explained 2% of the total variance.

To answer the first research question, of the 20 variables on the difference between males and females' motivations of using Instagram, one was found to be extensively related to females using Instagram significantly more than males. A one-way multivariate analysis of variance was conducted to ascertain the difference between males and females' motivations of using Instagram on the twenty dependent variables. The multivariate test results illustrated the differences discovered among the first research question, Wilks's Lambda = $F(2, 34) = 1.04$, $P < .05$, $\eta2 = .01$. The means and standard deviations of significant results demonstrated the difference between males and females' motivations of using Instagram and are presented in Table 1.

Table 1

Group Means and Standard Deviations for the Difference Between Males and Females'

Motivations of using Instagram

Gender Dimensions	Mean	SD
Escapism:		
You use Instagram to escape from reality		
Male	3.15	1.41
Female	3.18	1.29
You use Instagram to forget about problems		
Male	3.51	1.22
Female	3.45	1.34
You use Instagram to avoid loneliness		
Male	3.09	1.47
Female	3.03	1.28
Peeking:		
Do you use Instagram to browse photos related to your interests		
Male	2.10	.98
Female	1.85	1.00

Do you use Instagram to browse daily lives of celebrities		
Male	3.17	1.36
Female	3.25	1.37
Archiving:		
You use Instagram to record daily events through photos		
Male	3.23	1.26
Female	2.96	1.28
You use Instagram to create your personal space*		
Male	2.86	1.25
Female	2.61	1.21
You use Instagram to record your travels (e.g., trip) via photomap		
Male	2.48	1.27
Female	2.88	1.47
You use Instagram to do personal blogging		
Male	3.12	1.29
Female	3.26	1.35
You use Instagram to take fancy photos and save them online		

Male	2.72	1.14
Female	2.86	1.35
You use Instagram to update photos and videos with various filters applied		
Male	2.89	1.25
Female	2.89	1.29
Social interaction:		
You use Instagram to interact with a number of people*		
Male	2.58	1.14
Female	2.64	1.29
You use Instagram to maintain a good relationship with others (for networking)		
Male	2.53	1.18
Female	2.56	1.24
Do you use Instagram to communicate with friends and family		
Male	2.41	1.25
Female	2.34	1.20
Do you use Instagram to keep in touch with friends far away*		
Male	2.02	.99
Female	2.16	1.20

Do you use Instagram to get updates on close friends and family*		
Male	2.26	1.19
Female	2.30	1.27
Self-expression:		
Do you use Instagram to provide your update on your life*		
Male	2.86	1.27
Female	2.68	1.24
Do you use Instagram to be noticed by others		
Male	2.89	1.31
Female	3.00	1.39
Do you use Instagram to share your personal information with others		
Male	3.30	1.24
Female	3.63	1.29
Do you use Instagram to express your actual self (who you really are)		
Male	2.78	1.23
Female	2.86	1.29
Do you use Instagram to show off*		

Male	3.23	1.29
Female	3.60	1.36

Note: *Mean of the male gender differs significantly from means of the female gender at p<.05.

Total Respondents: 277

There were 92 (33.21%) male and 182 (65.70%) female responses. When defining the differences between gender and motivations of using Instagram, the female mean was significantly higher for most questions than the male mean

The last research question was considered:

RQ2: What are the relationships between identified motivations and attitudes toward and intention to use Instagram?

To answer this question, a one-way multivariate analysis of variance was conducted to determine the difference in the age groups' motivations of using Instagram on the twenty dependent variables. The multivariate test results illustrated the differences discovered among the second research question, Wilks's Lambda = $F_{(2, 34)}$ = 1.04, $P < .05$, $\eta2$ = .01. The means and standard deviations of significant results to ascertain the difference between the age groups' motivations of using Instagram are presented in Table 2.

Table 2

Group Means and Standard Deviations for the difference the age groups' motivations of using

Instagram

Gender Dimensions	Mean	SD
Escapism:		
You use Instagram to escape from reality		
18-20	3.20	1.32
21-23	3.15	1.26
24-26	3.18	1.27
27-29	3.25	1.24
30+	3.15	1.48
You use Instagram to forget about problems		
18-20	3.55	1.36
21-23	3.43	1.28
24-26	3.36	1.32
27-29	3.51	1.33
30+	3.54	1.28
You use Instagram to avoid loneliness		

18-20	3.25	1.41
21-23	3.33	1.33
24-26	3.13	1.36
27-29	2.79	1.18
30+	2.98	1.40
Peeking:		
Do you use Instagram to browse photos related to your interests		
18-20	2.05	1.19
21-23	1.87	1.02
24-26	1.76	.97
27-29	1.98	1.01
30+	2.07	1.01
Do you use Instagram to browse daily lives of celebrities		
18-20	3.35	1.57
21-23	3.35	1.34
24-26	2.94	1.39
27-29	3.26	1.30
30+	3.33	1.34
Archiving:		

You use Instagram to record daily events through photos		
18-20	3.10	1.02
21-23	3.17	1.29
24-26	3.01	1.33
27-29	2.92	1.34
30+	3.10	1.26
You use Instagram to create your personal space		
18-20	2.15	1.09
21-23	2.78	1.25
24-26	2.66	1.25
27-29	2.58	1.29
30+	2.91	1.19
You use Instagram to record your travels (e.g., trip) via photomap		
18-20	2.25	1.33
21-23	2.78	1.50
24-26	2.70	1.49
27-29	2.58	1.26
30+	2.97	1.42
You use Instagram to do personal blogging		

18-20	3.45	1.23
21-23	3.24	1.39
24-26	3.19	1.29
27-29	2.87	1.37
30+	3.36	1.32
You use Instagram to take fancy photos and save them online		
18-20	2.90	1.29
21-23	2.80	1.26
24-26	2.55	1.22
27-29	2.74	1.21
30+	3.05	1.36
You use Instagram to update photos and videos with various filters applied		
18-20	3.10	1.29
21-23	2.98	1.29
24-26	2.67	1.27
27-29	2.68	1.27
30+	3.11	1.25
Social interaction:		
You use Instagram to interact with a number of people		

	18-20	2.50	1.47
	21-23	2.46	1.22
	24-26	2.63	1.23
	27-29	2.64	1.16
	30+	2.77	1.30
You use Instagram to maintain a good relationship with others (for networking)			
	18-20	2.85	1.27
	21-23	2.17	1.06
	24-26	2.58	1.32
	27-29	2.53	1.14
	30+	2.67	1.26
Do you use Instagram to communicate with friends and family			
	18-20	2.40	1.23
	21-23	2.33	1.19
	24-26	2.52	1.17
	27-29	2.11	1.16
	30+	2.44	1.30
Do you use Instagram to keep in touch with friends far away*			

18-20	1.85	.99
21-23	1.72	.78
24-26	2.15	1.28
27-29	2.00	1.00
30+	2.45	1.23
Do you use Instagram to get updates on close friends and family		
18-20	2.15	1.30
21-23	2.26	1.26
24-26	2.42	1.22
27-29	2.21	1.23
30+	2.33	1.30
Self-expression:		
Do you use Instagram to provide your update on your life		
18-20	2.80	1.28
21-23	2.83	1.25
24-26	2.81	1.26
27-29	2.60	1.32
30+	2.76	1.24
Do you use Instagram to be noticed by others		

18-20	3.40	1.14
21-23	2.67	1.45
24-26	2.88	1.32
27-29	2.92	1.39
30+	3.12	1.37
Do you use Instagram to share your personal information with others		
18-20	3.90	1.17
21-23	3.04	1.25
24-26	3.48	1.31
27-29	3.60	1.26
30+	3.68	1.26
Do you use Instagram to express your actual self (who you really are)		
18-20	3.15	1.23
21-23	2.61	1.34
24-26	2.69	1.28
27-29	2.66	1.14
30+	3.13	1.27
Do you use Instagram to show off		

18-20	3.40	1.54
21-23	3.22	1.28
24-26	3.28	1.49
27-29	3.66	1.26
30+	3.68	1.26

In this study, the researcher used the Bonferroni post hoc test because there were five age groups. Among the 277 surveys, 20 (7.19%) of the participants surveyed were between the age of 18-20, 46 (16.55%) participants were between the age of 21-23, 67 (24.10%) were age 24-26, 53 (19.06%) they were between the age of 27-29, and 92 (33.09%) they were age 30 or older. Table 3 shows the mean and standard deviations of these significant differences in these areas.

Table 3 *Group Means and Standard Deviations for Disclosure Dimensions by Demographics*

Gender Dimensions:	Mean	SD
Female		
You use Instagram to create your personal space*	2.61	1.21
You use Instagram to interact with a number of people*	2.64	1.29
You use Instagram to keep in touch with friends far away*	2.16	1.20
You use Instagram to get updates on close friends and family*	2.30	1.27
You use Instagram to provide your update on your life*	2.68	1.24
You use Instagram to show off*	3.60	1.36
Male		
You use Instagram to create your personal space*	2.86	1.25
You use Instagram to interact with a number of people*	2.58	1.14
You use Instagram to keep in touch with friends far away*	2.02	.99
You use Instagram to get updates on close friends and family*	2.26	1.19
You use Instagram to provide your update on your life*	2.86	1.27
You use Instagram to show off*	3.23	1.29
Age: You use Instagram to keep in touch with friends far away* 21-23 30+	1.72 2.45	.78 1.23

CHAPTER 5

DISCUSSION

Exploration of Findings

Instagram is revolutionary in social media and networking, but little is known about the factors, social or psychological, that motivate users to become obsessive about this app. This study was designed to discover the respondent's catalyst for using Instagram and his or her common uses of the application. A comprehensive survey was created, and 277 college-aged Instagram users responded about their motivation, attitude, purpose, and primary activities regarding Instagram. The results show that Instagram users have five fundamental social and psychological motives: social interaction, archiving, self-expression, escapism, and peeking.

According to the survey's results, there were significant differences between female and male respondents. For instance, results showed that males were different from females in the following areas of using Instagram: creating a personal space, interacting with a number of people, keeping in touch with friends far away, getting updates on close friends and family, providing updates on life, or showing off. Whereas, there was only one significant difference in the results of the age group in using Instagram: keeping in touch with friends far away, the 21-23 and 30+ age groups were significantly different.

The results of the archiving factor showed that males are significantly more involved in using Instagram to create their personal space than females. Therefore, the researcher asked a variety of male colleagues how they saw this result when the study expected females would be more interested in using Instagram to create their personal space than males would. Some assumptions were made about this result. The first assumption is that males might be more concerned about customizing their social communities. The second assumption is that they might

want to show their talents and receive feedback about their presentations. The last assumption is that they might want to imitate others by having Instagram accounts.

The results of the social interaction factor demonstrated that females, by a much larger margin, utilized Instagram to interact with a number of people, to keep in touch with friends far away, and to get updates on close friends and family than males did. The researcher assumed that females might have a need for friends and family members' perspectives and in addition, females might desire photographs to illustrate their narratives. This result is related directly to a quote found from Katrin Tiidenberg, "I consider family photos to be a part of what can be called 'snapshot photography.' What we see on Instagram also seems to fall into this realm. We could ask if Instagram is particularly suitable for the type of a practice that women have historically been responsible for," (Seligson, 2016).

The self-expression factor results showed that males used Instagram to provide updates on their lives more than females. They might be hoping that by updating their Instagram accounts continuously, it would spark other people's interests. And this would allow them to gain numerous followers, which could cause a company to become interested enough to pay them to advertise on their accounts. This is an example of the Cultivation Theory where it is apparent that users are constantly posting their life stories publicly for their followers to see (Hermann, 2016). As a consequence, Instagram could provide a second source of income. The result of the self-expression factor would prove what Seligson said previously (2016), "Studies also show that when men do open social media accounts to network, they're more often looking to form new relationships, while women are more focused on sustaining existing ones." On the other hand, females used Instagram to show off more than males. This may be because females possibly consider universal recognition as one of the highest achievements in life.

Also, there was only one significant difference in the results of the age group: in using Instagram to keep in touch with friends far away, the 21-23 and 30+ age groups were significantly different. The 30+ age group wanted to keep in touch with friends far away significantly more than the 21-23 age group. This older age group difference is somewhat supported by Waters and Ackerman's (2011) Facebook research that found users of Facebook use the social medium for disclosing to distant friends more than to close friends. It seemed that in the 30+ age group there might have been a realization about the importance of maintaining their long-distance relationships more than there was with young adults.

The Uses and Gratifications Theory supported the results of this research. This study found that males and females were both using Instagram but were achieving their different needs. According to Katz, Blumler, and Gurevitch (1974), people use the same communication systems disparately, working towards diverse ends.

Comparing the Results of the Korean Study with the Results of This Study

There were differences and similarities between the two studies. First of all, the largest difference was the lack of disparity between age and sex in the Korean study. In contrast, the result in this American study showed significant statistical differences regarding age and gender. After that, the similar result that appeared in both studies was the strong social interaction factor.

Limitations and Future Directions of Study

Limitations

This study has several limitations. The first limitation is the medium sample size of Instagram's users could have been larger. "The instrument used (i.e., the survey) was not empirically backed by several studies, but rather just one" (Waters & Ackerman, 2011, p. 111). The second limitation is "the subjects were limited to a sample of college students. While the majority of [Instagram] users may fit into this age range, the inherent limitations on external validity are still present" (Waters & Ackerman, 2011).

Future Directions

Future researchers could try to discover new motivations for the usage of Instagram. They could test how other personality motivators relate to Instagram use. Future studies should also be able to include Instagram users from other countries, as this study covered the usage of Instagram among users in the United States as compared to Korean users in this study.

Conclusion

Use of Instagram is increasing very rapidly, and the possibilities for continued growth are endless. This research aims to discover the motivations behind this growth by examining the reasons behind the usage of Instagram and discovering if there was any motivation of different age groups. Additionally, the researchers discovered the comparison and contrast between the gender differences that exist when we study the motivations and uses of Instagram.

Two-hundred-and seventy-seven East Tennessee State University students chose to participate in a survey about their motivations and uses of Instagram including 182 females and 92 males. Results showed that motivations and uses of male participants were significantly higher than female participants in the following areas of using Instagram: creating a personal

space and providing updates on life while females were superior to males in these areas: interacting with a number of people, keeping in touch with friends far away, getting updates on close friends and family, and showing off.

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APPENDIX

INSTAGRAM SURVEY

351 Responders:

Q1 - How often do you log on to Instagram per day?

1/ (0-10 minutes) = 64.69%= 207

Q2 - How long have you been using Instagram?

3/ (3-4 years) = 35.02% =111

4/ (5-6 years) = 35.02% =111

Q3 - How long do you stay on your account per visit?

1/ (0-4 minutes) =25.40% =80

Q4 - What is your primary device that you use to log on to Instagram?

2/ Smartphone= 96.47% = 301

Q5 - How many followers on Instagram do you have?

1/ (under 100) = 33.12% = 103

Q6 - How many Instagram accounts do you follow?

1/ (under 100) =28.71% =89

Q7 - Approximately how many total pictures and videos have you uploaded?

1/ (under 100) =59.28% =182

Q8 - What types of relationships do you experience on Instagram?

2/ (Somewhat social) =41.91% = 127

Q9 - How do you feel about your relationships on Instagram?

2/ (Somewhat pleasant) = 40.27% =120

Q10 - Your main activity on Instagram is to

1/ (Check followers' feeds) = 38.98% =115

Q11 - You are most concerned about

1/ (Likes) =36.77% =107

Q12 - You use Instagram to escape from reality

2/ (Somewhat agree) =26.37% =77

Q13 - You use Instagram to forget about problems

5/ (Strongly disagree) =30.21% =87

Q14 - You use Instagram to avoid loneliness

3/ (Neither agree nor disagree) =25.52% =74

Q15 - Do you use Instagram to browse photos related to your interests?

1/ (Strongly agree) =39.45% =114

Q16 - Do you use Instagram to browse daily lives of celebrities?

2/ (Somewhat agree) =26.04% =75

Q17 - You use Instagram to record daily events through photos

2/ (Somewhat agree) =30.56% =88

Q18 - You use Instagram to create your personal space

2/ (Somewhat agree) =31.34% =89

Q19 - You use Instagram to record your travels (e.g., trip) via photomap

2/ (Somewhat agree) =33.33% =95

Q20 - You use Instagram to do personal blogging

2/ (Somewhat agree) =26.15% =74

Q21 - You use Instagram to take fancy photos and save them online

2/ (Somewhat agree) =36.52% =103

Q22 - You use Instagram to update photos and videos with various filters applied

2/ (Somewhat agree) =32.98% =93

Q23 - You use Instagram to interact with a number of people

2/ (Somewhat agree) =37.37% =105

Q24 - You use Instagram to maintain a good relationship with others (for networking)

2/ (Somewhat agree) =35.00% =98

Q25 - Do you use Instagram to communicate with friends and family?

2/ (Somewhat agree) =38.57% =108

Q26 - Do you use Instagram to keep in touch with friends far away?

2/ (Somewhat agree) =40.50% =113

Q27 - Do you use Instagram to get updates on close friends and family?

2/ (Somewhat agree) =36.43% =102

Q28 - Do you use Instagram to provide updates on your life?

2/ (Somewhat agree) =37.77% =105

Q29 - Do you use Instagram to be noticed by others?

2/ (Somewhat agree) =28.62% =79

Q30 - Do you use Instagram to share your personal information with others?

5/ (Strongly disagree) =29.96% =83

Q31 - Do you use Instagram to express your actual self (who you really are)?

2/ (Somewhat agree) =32.61% =90

Q32 - Do you use Instagram to show off?

5/ (Strongly disagree) =33.57% =93

Q33 - What is your age?

5/ (30+) 33.09% =92

Q34 - What gender are you?

2/ Female 65.70% =182

VITA

REHAB ALTHOBAITI

Education:	Bachelor of Science in Mass Communications
	Minor: Public Relations
	Umm Al-Qura University, Mecca, Saudi Arabia, 2012
	ELS Language Center, Johnson City, TN, USA
	Completed level 112, 2016
	East Tennessee State University, Johnson City, TN, USA
	M.A. Brand & Media Strategy, 2018
Professional Experience:	Film Producer 2011
	Umm Al-Qura University, Mecca, Saudi Arabia, which was five-minute documentary that encouraged people to start their own business
Volunteer Activities and Community Involvement	

2008 – 2011

   o Volunteered at Orphanage House in Mecca, part of the Ministry of Social Affairs and participated in raising money, time, and care to ensure children felt loved and cared for at Orphanage House.

2011-2012

   o Founding member of Leadership Club, which was designed to target young women and give them a more diverse skill set and provided secretarial work for the club.

   o Decorated and designed curtains and other décor for a meeting room.

   o Member of the Student Theater Club and participated in William. Shakespeare Show

   o Writer for The Student Newspaper at Adwaa Umm Alqura.