"Instagratification": Uses and Gratification of Instagram by University Students for Interpersonal Communication

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ABSTRACT

Social networking sites offer a platform where user can convey themselves in a diversity of ways. Users upload photos, tag loved ones or friends or just simply comment on a status. Social networking sites have been on the increase recently, with photo sharing based sites like Instagram. The motivations or the gratification that these users derive from such interactions needs to be queried.

The total Participants for the study were 503 (Female =217). Participants who specified gender other than male or female were 5 in number. This study investigated the uses and gratifications of university students when they use Instagram and the interpersonal communications motives that drive them. Participants for the study were selected from the Instagram contacts of the researcher as well as from various social networking sites like Facebook, through an online survey.

The result of the study indicated that there is a strong inclination to online interaction by university students due to the amount of time they spend on the internet and on mobile devices.

Keywords: Social Networking Sites (SNS), Instagram, Uses and Gratification, Interpersonal Communication.

ÖZ

Sosyal İletişim Ağları kullanılcaların çeşitlilik içerisinde kendilerini ifade edebilecekleri platform sunuyor. Böylelikle, kullanıcılar fotoğraf yüklemek, fotoğraflardaki kişileri etikletlemek veya arkadaşlarına güzel ya da sadece basit bir durum ile ilgili yorum yapabilmektedirler. Sosyal İletişim Ağları, Instagram gibi fotoğraf paylaşım tabanlı sitelerde, son zamanlarda bir artış olmuştur.

Motivasyonları veya bu kullanıcıların etkileşim türetmek haz sorgulanan gerekiyor. Bu çalışmada toplam katılımcı sayısı 503 (Kadın = 217) tür. Katılımcılardan 5 tanesi ne kadın ne de erkek olarak cinsiyetini belirtmemiştir. Çalışmada veriler online anket yoluyla toplanmıştır,

Facebook gibi çeşitli sosyal İletişim Ağlarından Instagram kişilerden katılımcılar seçildi. Çalışmanın sonucu İnternette ve mobil cihazlarda harcadıkları zamanı miktarı nedeniyle üniversite öğrencileri tarafından online etkileşim için güçlü bir eğilim olduğu ortaya çıkarmıştır.

Anahtar Kelimeler: Sosyal Ağ Siteleri (SNS) , Instagram, Kullanımlar ve Doyumlar, Kişilerarası Iletişim.

To Dad, Mom, Caro, Ken, Jacky, Eva, Betty and Michael and My Darling Fiancée, Vicki.

ACKNOWLEDGMENTS

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Chapter 1

INTRODUCTION

Instagram was launched in the year 2000 by Kevin Systrom and Mike Krieger. According to the Instagram website, the *Instagram* application allows users to take photos from their mobile devices, subject it to a number of pre-installed filters, like changing the photo to grey scale for example, and upload it to the *Instagram* social network and other social networking platforms including *Tumblr, Twitter* and *Facebook* ("The Instagram Effect," 2012). This study will investigate the interpersonal communication gratifications sought by Instagram users together with other social network sites. This study will also highlight the relationship between computer mediated interpersonal communication provided by Instagram and other social network sites and the diminishing results in face-to-face (f-to-f) communication, if any.

1.1 Background of the Study

The Instagram websites gives an estimation of the number of users and the traffic in the network. There are roughly 430 thousand users on the Android devices wait list, for devices that are incompatible on Instagram by users and more than "100 million registered users". There are more than 575 "likes" for every second with about "16 billion photos uploaded". It also boasts of an average of about 81 comments for every second on the social network ("Instagram in Statistics ", 2012). This level of interaction

is astonishing, millions of users posting photos and commenting on others online to friends and strangers. This study evaluated the interpersonal gratification sought by the users of the social network sites by using the Uses and Gratification approach, which according to Bryant and Oliver (2008):

> include our psychological and social environment, our needs and motives to communicate, the media, our attitudes and expectations about the media, functional alternatives to using the media, our communication behavior, and the outcomes or consequences of our behavior (pg. 527)

The used and gratification approach helps to give a clear representation, as well as other theories included in this study, to explain the interpersonal communication drives that users have when engaging social networking sites (SNS).

1.2 Motivation for the Study

The main motivation, of vital importance, for the study is how social networking sites shape the daily routine of university students, the influence it holds on their interpersonal communication needs and the relationship it has to either promoting offline interaction like face-to-face communication over online computer mediated interaction.

1.3 Aim of the Study

This receptivity of college students to Instagram and how they use it for their interpersonal communication needs will be the main focus on this study. A number of social networks have since disappeared or lost popularity, with examples of *Myspace*,

but Instagram is still demanding a large market share with new users subscribing every day. It is not really premature to assume that Instagram will be around for a while.

1.4 Research Questions and Hypothesis

RQ1: Do university students interact more online on social networks than with face to face communication and in real life situations?

RQ2: Do university students on social networks create acquaintances more easily online than in face to face basis?

RQ3:. Do most university students like sharing photos of their experiences on social networks than doing so face to face?

RQ4: Are more male than female university students connected to the Instagram network?

RQ5: What motives do users of Instagram try to fulfill when posting pictures on Instagram?

RQ6: What are the university student's needs for posting photos on Instagram and social networking sites?

RQ7: How are university student demographics related to the frequency of participating on Instagram?

RQ8: What is the frequency of use of Instagram compared to other Social Networking sites among university students?

1.5 Significance of the Study

Researchers in past studies have made strides in establishing the link between interpersonal communication and social networking sites. Researchers have analyzed and concentrated on trending social network sites like Facebook and Twitter. Little or no literature is available on the interpersonal communications gratifications sought by users of Instagram and online photo sharing motives. This study investigated the uses and gratifications of Instagram by university students, why they post photos on the network and the premise behind it. The study also tried to establish if there was an inverse link between the average duration respondents spent online and the decrease in face to face communication, and tried to add to the literature of uses and gratification approaches to social networking sites.

1.6 Limitations of the Study

The study conducted by the researcher was limited the study to the sampled participant who took part in the online survey, sent by the researcher via email and also on social networking sites, including Instagram, Facebook and Twitter. The criterion for the targeted participants was enrollment in a post high school education institution of higher learning, depending on their location.

Chapter 2

LITERATURE REVIEW

The preceding section is a review of the literature and related studies associated with the media effects of social networking sites. It evaluates theories paramount to the study. The researcher evaluated four theories related to media effects.

Since the earliest introduction of social networking sites, millions of users have adopted and registered to these sites and use them on a daily basis, integrating them in their daily lives and making them habitually routine and through Boyd and Ellison (2007) definition of social networking sites as:

> web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (p. 211)

We get the impression of how social media has become integrated into our lives and how it has changed how individuals communicate with each other.

Altheide (1997) note that the mass media are important in our "everyday lives" when it comes to leisure, as they are at the center of our daily routine to accessing sources of

entertainment (p. 18). Media, especially electronic media, offers a diversity of choices to users. Social networking sites have increased in the last decade and new ones are still emerging. This study tried to illustrate how the different social networking sites constitute the daily routine of university students and the gratifications they sought to satisfy.

Pempek, Yermolayeva, and Calvert (2009) investigated college students motivations for using social media and they noted that "Social networking sites are designed to foster social interaction in a virtual environment" (p. 228). They found that the youth prefer conventional media like social networking sites, as opposed to traditional media that did not allow any "direct interaction" with their peers (p. 229). Social networking sites, like Facebook and Instagram for example, allow the users to socialize allowing for feedback amongst them, thus helping them maintain their relationships, making them an ideal choice for in maintaining their interpersonal communication.

Users of social networking sites have adopted social networking sites, allowing them to dominant a better part of their lives and this may also lead to addiction, added the fact that the annual growth of patenting of social networking sites, of "close to 20%", may affect negatively on the lives of young adults (Camden County College, 2012). That said, it is also worth noting that social networking sites have changed how and where we source our information from, with users navigating to their friends' Facebook pages and Twitter feeds for example to source for information, making them their "trusted sources of information", and also who we can influence, like on Twitter where one individual can have over "one million followers" (Gordhamer, 2013). Social media is slowly

curving new social niches from users' present external social environments without the users realizing this.

The researcher evaluated four theories related to media effects. The first theory was the Uses and Gratification approach that assumes that individuals have intentional motives in choosing a communication media and "select and use media to satisfy their felt needs or desires" (Bryant & Oliver, 2008, p. 528). The second one was the Information processing theory whose core assumptions was that information is not stoic but variable and is transmitted in a digital format from the sender through a channel to the receiver who decodes it. The Third theory was the Social Identity Model of Deindivuation Effects (SIDE) approach basically tries to explain group dynamics in both a virtual context, as with the case of Social Networking Sites (SNS) and also in a computer mediated communication setting, and also in real life situations, like face to face interaction. It tries to explain the learned behaviors acquired by the members of the group according to some social cues inherent in the group (Lee, 2004, pp. 240-248). The fourth was the Social Cognitive Theory that builds up on the theory of Social Learning that highlights how the norms, attitudes, expectations, and beliefs occur from our interaction with the environment and cultural surroundings.

2.1 Use and Gratification Approach

The main assumptions of uses and gratification approach is that the "medium or message as a source of influence within the context of other possible influences" (Bryant & Oliver, 2008, p. 525). Bryant and Oliver (2008) also note that the audience is relatively active in their choice of media their use, rather than passive in that regard (p. 526). This

would explain the popularity of some social networking sites, in our example like Instagram, Facebook and twitter as compared to the declining number of users on other networks as this study revealed.

Katz et al (1974) formulated the leading arguments of this approach, which is how different individuals constantly consume a number of different media to gratify some certain needs, the reasons or motives behind the needs and the eventual consequences subsequent to the needs, motives and behavior (Katz et al, 1974 as cited in Bryant & Oliver, 2008, p. 527-528). Researchers from as early as the 1920s have been interested in the effects of new emerging media on audiences. Uses and gratifications was one of the approaches sort.

According to Krishnatray, Singh, Raghavan, and Varma (2009):

> the recurrent theme of the theory is that people consciously seek media for obtaining specific gratifications. In simple terms, the theory suggests that the choices people make when consuming media are motivated by their desire to gratify a range of needs (P. 19)

No one media source can satisfy an individual's media usage need. The lack of this wholesome media channel propels the users to seek different sources of media to satisfy certain number of needs, especially university students who may seek them either for entertainment or for information needs.

Users of social media and other media have different motives for interact with each other, and by examining interpersonal communication needs of users, we can see how these interacting motives work together to result in specific communication goals, like the sharing of photos on Instagram and according to Westmyer, DiCioccio, and Rubin (1998) we can understand how the "motives to interact with others to accomplish specific communication goals might influence [the communication] process" (p. 28)

The Uses and Gratifications Theory's main assumption is to understand the various uses and functions of mass media and needs the users and society seek to satisfy by using such media. Papacharissi and Rubin (2000), evaluated a five factor analysis for internet motives and gratifications that drive users of electronic media; "Interpersonal Utility", "Pass Time", "Information Seeking", "Convenience" and "Entertainment" (p. 186).

These generalize, in particular, what young adults seek out the internet for. In terms of entertainment, college students may utilize the internet for a number of gratifications for example watching movies or listening to music. Information seeking gratifications arise from the need to fulfill some academic endeavors maybe or just to stay current with events. The most interesting component though, is socialization motivation where individual users of electronic media seek to narrow the spatial differences to reconnect with others (Westmyer et al., 1998, pp. 28-30).

There is a considerable pool of interpersonal communications tools available for college student to keep in touch with each other. Each different tool seeks to serve a different communication need or in most instances, they can be used together. These include,

emailing, participating in Social Network, texting, tweeting (on Twitter), Instant Messaging and blogging (Read, Shah, S-O'Brien, & Woolcott, 2012, p. 491) .This would explain the drive to using social media networks, Instagram included.

Uses and gratification approach was previously used to research on mass media and till recently, on interpersonal communications like social media. Feaster (2009) notes that uses and gratification approach was:

> classically used for study of mass communication media and more recently for interpersonal communication media (e.g., telephone, email, instant messaging; henceforth referred to as *interpersonal media*), the approach has been aimed at explaining media use patterns for individuals by determining the needs or motivations that lead to media use (P. 966).

The internet has presented itself as contemporary mass communication media and the usage of social networking sites continually illicit the interest of researchers, who are currently trying to investigate the impact and effects it has on modern day society at large. This study investigated the motivations university students have in sourcing for social media sites and whether it affected their interpersonal communication needs.

Users of social media sites generally want instant gratification; the immediacy of satisfying a need, be it socializing or entertainment related as opposed to "delayed gratification" or "deferred gratification" , which Dollinger (2012) defines as "a person's ability to wait in order to obtain something that he or she wants" (p. 101).

Users of social media networks believe that their "virtual profiles" are accurate representatives of themselves, eliminating the spatial need of interpersonal communication (Ellison, Steinfield, & Lampe, 2006, p. 168). This study however found that although users spend more time online, they still preferred face-to-face interactions than online interactions for their interpersonal needs.

New research on social media, especially emerging ones, using Uses and Gratification Approach concentrate on the needs individuals try to gratify by incorporating the new media and technology. According to Vrocharidou and Efthymiou (2012), college students gratify their needs for instant communication by using computer mediated technology that allows them to interact with their peers through chat, instant messaging, email (p. 610) and in the case of Instagram, sending photos and commenting on them. College students generally fit the demography of "innovators" and "early adopters", that is, a category of users who are the first to adopt a new technology and according Rogers (2010) "their interest in new ideas leads them out of a local circle of peer networks and into more cosmopolite social relationships" (p. 364).

As Boyd and Ellison (2007), explains, by 2007, Facebook and *MySpace* were the leading social media networks, and to date, Facebook still leads by the number of registered users to the network (p. 210) and according to their company website, it has more than one billion users with active monthly accounts and approximately 81% of the user reside outside Canada and the United States.

The Facebook website also states that daily active users are about "584 million" with more than "604 million users" actively using Facebook related "mobile products" as of the end of 2012 ("About Facebook," 2012). Millions of users creating virtual profiles and interacting with each other. University students seemingly follow trends and it is the researchers assumption from the results of the stud, that they comprise of the significant number of users of social networking sites.

With the proliferation of social media networks coming up, one begs the question as to why some are more popular yet their platforms are more or less the same. From the above analysis, Facebook is leading the social networking site without a doubt. Emerging social have tried to mimic the Facebook model with less success. As Leiner and Quiring (2008) notes "Interactivity has always been described as a construct that is applicable to very different situation of media use and communication, including non-mediated communication" (p. 132). The appeal of Facebook over the networks does seem to shade light on the needs associated with the gratifications of users to engage with it, especially the drive that lead them to post photos online on other social networks like Instagram in our case.

As Stafford, Stafford, and Schkade (2004) notes "Individuals are motivated to make use of technology both by external factors such as normative influences, as well as internal factors, such as personal goals and desires" (p. 264). Social networking sites, through their constant competition and exhaustive research and development resources, have created platforms that capture users' attention and create loyalty, due to the simple fact that most of their social contacts are on these networks.

Most social media networks have however failed due to the minimal interactive features as compared to others (Bumgarner, 2007). Instagram has adopted interactivity into its platform by enabling individuals to post pictures and manipulate them, and later post them on the network and other social networking sites for example Twitter and Facebook ("Instagram in Statistics ", 2012). The acquisition of Instagram by Facebook has seen a substantial increase of the number of users to the network, (Benjamin, 2012; Metz, 2012).

2.2 Information Processing Theory

According to Massaro and Cowan (1993), information can be defined as "representations derived by a person from environmental stimulation or from processing that influences selection among alternative choices of action" and also define Information Processing Theories as "theoretical descriptions of a sequence of steps or stages through which such processing is accomplished" (p. 384). From these two definition we get the a clearer impression of how individuals communicate with one another, even on social media networks, taking environmental cues, and generating meaning.

The information processing theory, from a psychology perspective, proposes that the environment avails some information that is processed by a number of processing systems like the short term memory of the brain, attention and perception. The theory also proposes that this systematic processing of information by the human brain is closely related to how the computer processes information (McLeod, 2008).

Turvey (1977) explains that the visual processing theories, derived from the information processing theories, describe how the human brain processes visual information and notes, "visual processing theories are based on a version of realism that bears the epithet "indirect" and further redirects what it is meant by realism as "a belief in an objective world, detached from ourselves, that can be perpetually experienced" (p. 68). Online users are bombarded with information from different sources, made available by conventional internet technologies. Users of social networks need to be careful not to mix up the two realities; the day to day sensible lives they live from the virtual society or environment created by the networks.

These visual theories suggest that the human brain processes information, especially visual information through the sensory organs, that is the eyes and allowing the brain to give descriptive annotation to what is being perceived from the environment (Massaro & Cowan, 1993, p. 408).

Huitt (2003) outlines how the human brain processes information;
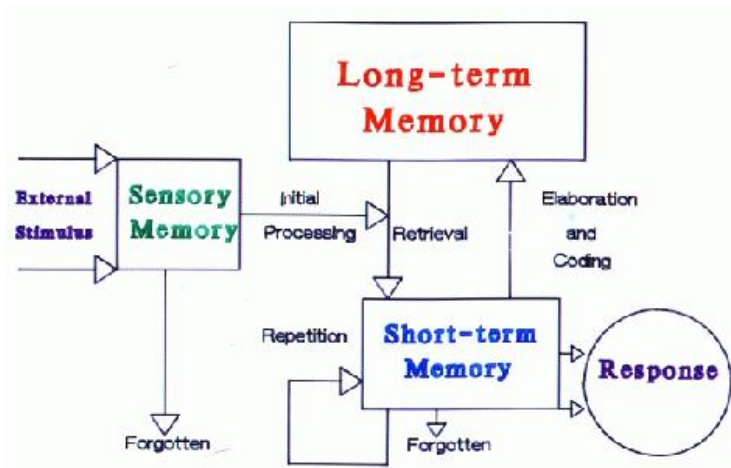
Figure 2.2 Stage Model of Information Processing (Huitt, 2003).

The environment gives some sort of stimuli, for example, light, heat, sound, cold and so on. Because the brain only understand "electrical energy", the body through special "sensory organs" transfers such stimuli to the electrical energy through a transduction processes that creates a short term memory, that lasts very briefly, for example half a second for vision. The stimulus is transmitted to the "short term memory", or "working memory" and either through repetition or organization, the information can be stored. The information in the short term memory can then be transferred to the "long-term memory" or "preconscious and unconscious memory". This memory is very easy to recall, though it may take a few minutes or even hours to retrieve it (Huitt, 2003).

2.3 Social Identity Model of Deindivuation Effects (SIDE) Approach

Most individuals are drawn to a social group and have an eager sense of belonging. The theories or approaches of Deindivuation, among them, the Social Identity Model of Deindividuation effects (SIDE) and as Lee (2004), explains, it is "defined as a psychological state involving identity loss or decreased self-awareness" that may allow users especially in a computer mediated environment like on social networks where there is some level of "technologically induced anonymity", individuals are more free and self-expressive (p. 235).

According to Li (2010), the paper, "A Theory of Human Motivation" authored by Abraham Maslow's (1943), highlights the hierarchical levels of human needs. One of the needs that Abraham Maslow poses is the need of love, affection, and belongingness (p. 4). This need has been interpreted as the insatiable desire for sexual satisfaction but it can be construed to represent one of a human longing for emotional connection other

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than sexual fulfillment (Reid, 2008, p. 18). Some users of social media engage with these networks in the hopes of finding comradery and friendship. Some users have a sizeable number of friends on this networks that they seldom ever communicate with, while others find this as the only avenue to communicate with their social circles.

The Social Identity Model of Deindividuation effects (SIDE), according to Bargh and McKenna (2004), the theory states that computer mediated communication by definition is not "socially impoverished", that people having an outlook from a self to other perspective is important to them (p. 582). Studies curried out in the 1970's showed that the mere awareness of belonging to a perceived group produced certain group behaviors (Reicher, Spears, & Postmes, 1995; van Zomeren, Postmes, & Spears, 2008).

Reicher et al. (1995) conducted a series of tests to establish "intergroup" behaviors among people of different social backgrounds and how they responded to various social "contexts". They established that deindividuation was different for all these experimental situations (pp. 175-180).

van Zomeren et al. (2008) investigated the positive aspect of inter group by exploring the "social identity theory" that proposes that "people generally strive for and benefit from positive social identities associated with their membership groups" (p. 507). In their findings, they identifies three "socio-psychological perspectives" that appeared to explain "collective action" by individuals in a group. These were "Attitudes toward collective action, collective action intentions or tendencies, and actual behavioral measures of collective action" (p. 522).

Individuation was however likely to happen through some social cues, in our case like photos being posted in social networking sites, but the lack thereof, resulted in the absence of deindividuation (University of Twente, 2012). Instagram users post photos on their profiles and share them with their circle of friends or publicly. They solicit reactions from their friends and also comment on other user's photos as the study suggested.

Interpersonal communication activities like instant messaging and online chatting constitute the most in online activities in the virtual space of the internet and according to Kim (2009) it is suggested that one impact of computer mediated communication is that it overcome any social and cultural disparities, leading to societal equality. The SIDE model, however disputes the idea that people belonging to a virtual shared group, choose to ignore other members' socio-demographical backgrounds and these differences are diminished leading to a more homogenized group whose members more or less share the same traits. Social networking sites constitute people of varying socio-demographical backgrounds, but the cohesion among them is remarkable. Activities like photo sharing and tagging facilitate this closeness, and this in the SIDE model is referred to "depersonalization" (p. 88).

Social networking sites like Instagram that allows the pictorial representation of individuals in the network, if you may, reduces any misconstrued notions and conflict thus reinforcing any intergroup bonds. In computer mediated communication, the absence of "non-verbal cues" in including "gestures and facial expressions" creates pliability of one's self-representation and anonymity in an online virtual community as

in social networking sites. Given this anonymity of social cues in computer mediated communication, any cue given out during communication, for example if gender is kept salient, the communicator may identify each other as a stereotypical representation of a different gender (Kim, 2009, p. 89).

The SIDE theory proposes that electronic communication through computer mediated communication does eliminate individualistic differences like race, gender and so forth. Also it increases delineation between groups on planes ranging from bias, through stereotyping (Postmes, Spears, & Lea, 2002, p. 4). In an experiment, Postmes et al. (2002) chose participants from diverse nationalities and the participants were either introduced or undefined creating an individuated condition and depersonalized condition respectively. The participants were given a variety of topics to discuss in an online chat application. The results showed depersonalization elicited intergroup differentiation in international inter-grouping discussions via a computer mediated system. "Depersonalization" of group memberships however increased the with decrease salient attributes like "sex" of the members leading to stereotyping (Postmes et al., 2002, pp. 9-10). Social networking sites allow individuals to either divulge their sex or keep it hidden. Instagram allows users to have user profiles where they can upload their pictures to display, maybe for easier identification by their friends. Individuals who keep both this two identifiers hidden may make it for them to be identified.

Other researchers investigating the SIDE model have yielded the same results when testing for depersonalization and individuated components (Douglas & McGarty, 2002; Tanis & Postmes, 2005; M. A. Tanis, 2003; Williams, Cheung, & Choi, 2000).

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Martin Tanis and Postmes (2005) tested for "inter-group trust" which is undoubtedly important in interpersonal relations among members of a social group, like SNS networks. The level of interpersonal interaction is dependant in some part to the level of trust between individuals communicating (pp. 415-416). Individuals on SNS feel more secure sharing personal information or experiences or photos too, if they feel a certain level of trust in the network.

Lea, Spears, and Groot (2001) investigated whether anonymous online interactions caused or reduced gender discrimination, where factors like race, class or nationality are perceived to be less relevant and found that where visual anonymity was present in a group, "anonymity significantly increased attraction to the group" (p. 532). SNS users prefer an environment where they feel safe and situations where attributes like anonymity exists, users are more expressive.

According Lea et al. (2001), the SIDE model proposes that when "individuation" could not be reached, as in anonymous internet interactions within some members of a group, the individuals behavior were prone to gender stereotypes (p. 1246). Interpersonal interaction on the Instagram network is obviously not anonymous. Users post photos and have an online profile as well, not unless the users goes to great length to conceal their identities, it is very much straight forward to ones attributes on the network. The level of interaction also demands a certain level of awareness these attributes (p. 1250).

Martinn Tanis (2003) uses an approach to determine whether social cues can be isolated in CMC, and investigated individually and thereby proposed that "social presence can be

conceived as the degree of interpersonal contact a medium allows, closely related to notions of 'intimacy' and 'immediacy'" (p. 5). Personal perception between users dictates the level of interaction in computer mediated communication and though it has reduced time and space constraints, there are still variable of it that do cause reduction of interpersonal interaction like "discrimination" and "favoritism" among members of the same group to outsiders (p. 82).

2.4 Social Cognitive Theory

This theory builds up on the theory of Social Learning that stated that "norms, attitudes, expectations, and beliefs arise from an interaction with the cultural or social environment around an individual" and in 1963 Albert Bandura and Richard Walters further expounded the social learning theory by focusing on observational learning as a natural occurrence (Springer, 2013).

Due the significant role of the mass media in society, Bandura (2001) notes that "understanding the psychosocial mechanisms through which symbolic communication influences human thought, affect, and action is of considerable import" (p. 265). Scholars try and evaluate both the negative and positive impacts the mass media on the society at large. Social media also falls in the category. Researchers and the society at large need a clearer picture of the reach of social media.

Albert Bandura, proposed that in light of self and society, an individual's perspective in the form of "cognitive, affective, and biological events, behavioral patterns, and environmental" actions all operated as a cooperation of determinants that affected each

other bi-directionally. Human nature is volatile and is formed from a wide range of observational experiences and a variety of forms limited only within our biology. According to him, this theory is instituted in an "agentic" perspective, that human beings are "self-organizing, proactive, self-reflecting, and self-regulating, not just reactive organisms shaped and shepherded by environmental events or inner forces" (Bandura, 2001, p. 266).
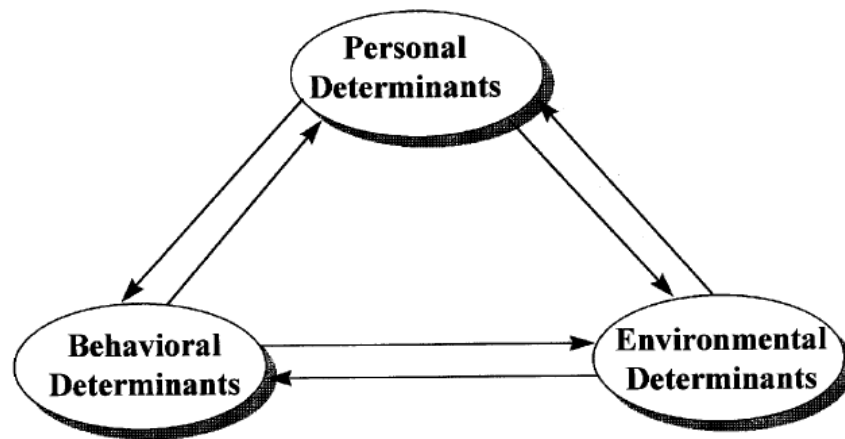
Figure 2.2 Schematization of Triadic Reciprocal Causation in the Causal Model of Social Cognitive Theory (Bandura, 2001, p. 266)

According to Bandura (2001), the model represents the intrinsic nature of how we human beings are able to process information and retain it through a verity of cognitive, "evaluative self-regulation, reflective self-consciousness, and symbolic communication" processes (p. 266). In SNS, where individuals relate and communicate back and forth. The model and the theory helps us to determine and understand how online interactions and relationships are maintained.

Here, Albert Bandura and Richard Walters bring the concept of "Symbolic Modeling" where individuals evaluate interactions by cross-checking those with previously learned

experiences and make judgment calls. However, if ones beliefs are faulted, the decisions arising from their evaluations may be negative or even catastrophic (Bandura, 2001, p. 269).

There must be a clear understand of the behavioral aspect of human psychology if in order to investigate the motives of individual interaction in SNS sites, and also their motives towards interpersonal communication. Albert Bandura notes that the deficiency to consider factors that determine human behavior "psychosocial" elements is detriment to associate it in "social policy initiatives" (Bandura, 2009, pp. 504-505). His most important work is presumably in the field of "Human Agency", an ideology where communication processes are instigated and initialized by a human element. According to him, human agency operates on a number of key features through functional and phenomenal consciousness. Human agency, when it comes to human interaction in the communication process is deliberate and intentional, with desired outcomes from the interactions (Bandura, 1989, pp. 1181-1182).

Eder (2007) looked at the evolutionary collaboration human beings developed in their efforts of socialization and tries to give rationalized explanation of the societal link. This approach investigates the classification of the fundamentals of the figurative world within which individuals imagine the world they live in (p. 390), more less like the virtual community created users of social networking sites including Facebook and Instagram.

2.5 Interpersonal Communication

According to Peter (1999), interpersonal communications can have a variety of assumptions depending on the context in question and the audience or participants in the process and also the medium or channels of communication. Interpersonal communication involves the face-to-face interaction between individuals (p. 19-20). The interaction can also be mediated, that is, a medium might link the two or more parties as in the case of a telephone call or chatting on video (p. 55) or it can go a step further to refer to interaction between users in a social media context.

As Peter (1999) explains, "Interpersonal communication does not simply involve the exchange of messages. It essentially involves the creation and exchange of meaning" (p. 24). The participants engaging in interpersonal communication bring with them into the interaction, their cultural conditioning and how they assimilate and receive communication during the interaction may be affected by this factor, either positively or negatively. Peter (1999) gives us an elaborate model of interpersonal communication:
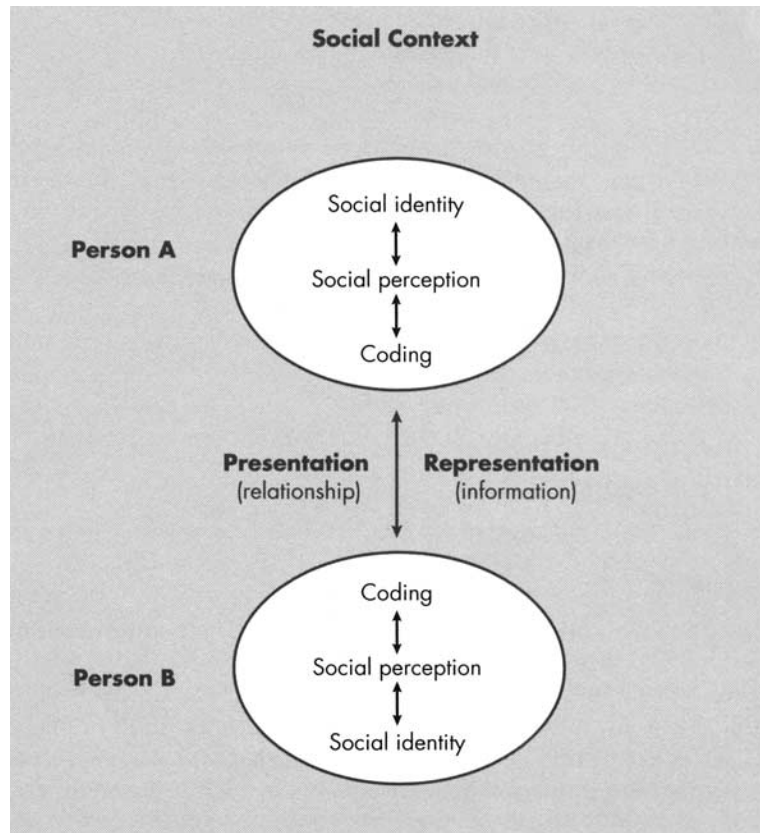
Figure 2.3 Hartley's Model of Interpersonal Communication (Peter, 1999, p. 33)

According to Peter (1999) the "social context" or "time and the place influenced the actions and reactions" defines the type of relationship that the two individuals or their social status (p. 34). The "Social identities" or "Social perception" defines what the two individual's perception of themselves and on the other individual respectively. The "codes" here means the "particular way of expressing a message which has a special meaning to a certain audience" (p. 35), and this codes are learned behaviors that individuals pick up from society.

The final components of this model are "Representation" which refers to "some statement about the world around us" and "Presentation" that refers to how we portray

"information in a particular way, which will then define our relationship with the other person" (Peter, 1999, p. 35).

This model illustrates all the important fundamentals of interpersonal communication. All aspects if interpersonal communication may not be fully captured in the model and communication scholars may criticize the model. The model still offers sufficient representation of the process.

For any meaningful exchange of information to take place in interpersonal communication, one party has to instigate the process of exchange. In a SNS setting, users may send a message to the other party, comment on posts, or directly mention them in the networks. According to Step and Finucane (2002), "Communication motivation has proved to be a central mediating concept in interpersonal and mediated settings" and "within this framework, the person, as a goal-directed choice-maker, is at the center of the communication transaction" (p. 94). The main focus of this study was to determine the communication motivations that students have when it came to interpersonal communication across a mediated channel like social networking sites.

Dainton and Zelley (2010) highlight the models of interpersonal communication. They define Interpersonal communications "includes those messages that occur between two, interdependent persons…offered to initiate, define, maintain, or further a relationship". They emphasize four theories of interpersonal communications, that is; Dialectical perspective, systems perspective, Social exchange theory and Politeness approach (p. 51).

According to Dainton and Zelley (2010) "Systems Perspective" approaches are a series of theories that share a collective concepts and assumptions and its core assumption is that communication is the way by which systems are created and sustained. Also this approach provide both "macro and micro approaches" to studying inter-relationships communications. Its centers on the communication between groups of interacting individuals and on communication patterns are present to sustain "homeostasis and achieve systemic goals". It also considers the influences of larger "suprasystems" as well as co-systems and it theoretically a perceived as the description of interpersonal communication, rather than as providing specific hypothesized principles (pp. 51-58).

Dainton and Zelley (2010) also highlight the "The Politeness theory" explains how individuals manage their own and others individuals identities through interaction, primarily, incorporating a variety of politeness tactics. The theory tries to determine when, why, and how interpersonal interaction is created in the presence or lack of politeness. The theory's key assumptions are that individuals are focused on "maintaining face" and that human beings are rational and goal oriented when making communication decisions. The theory emphasizes the maintaining appearances, especially in thwarting or inappropriate situations by employing a series of "strategies" (p. 58).

Dainton and Zelley (2010) also expound on the "Social exchange theory" that evaluates "relationship maintenance" by individuals. It investigates when and why individuals maintain some relationships but at the same time end others. It also takes into consideration how satisfied an individual will be with the maintained relationships. It is

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an exchange approach to social relationships based on the association of rewards and costs. It looks at the individuals' personal relationships in terms of costs against benefits (p. 63).

The theory argues that the relationship between individuals as a function of comparing benefits achieved against the costs to attain such "rewards". Another assumption, which is related to the preceding theory states that individuals strive make the most of the rewards and gains while decreasing the costs and this is referred to as the "minimax principle". Finally, individuals are selfish and so tend pursue their own interests first. This theory tries explains and predict individual's choice in "maintaining some relationships". The individuals weigh the benefits and implications associated with maintaining relationships while also considering alternatives against their expectations (Dainton & Zelley, 2010, p. 64).

Another theory set forward by Dainton and Zelley (2010) is the "Dialectical perspective" and this approach sensitizes the dynamic nature o relationships and that it is unlikely for a relationship to maintain a degree of satisfaction and that individuals in the relationship continually develop their relationships by maintaining a chain of opposing, yet essential, conflicts or contradictions. Four core assumptions guide this approach: "praxis, change, contradiction, and totality". Praxis suggests that relationship paths are neither moving in a unified direction nor repetitive or cyclic but became more or less intimate over time. Therefore relational partners act and react while their relationship's paths swivels, going forward in time and in effect transforming reality. The second assumption is "change or motion", and assumes that that the only assurance in

relationships is that they are bound to change. Thus it is misconstrued to assume that a relationship can be maintained but in real sense, they are sustained. Thirdly, the approach assumes that interaction are fixed in exclusive, but mutually negating oppositions where both partners have contrasting and self interest needs. The approach holds that the relationships are sustained depending on the partners' communication usage in managing the current contradictions. The fourth assumption, totality, stresses co-dependence between relationship partners and it acknowledges that the lack of interdependence may result in the lack of a relationship (p. 66).

Social networking sites offer the "mediated" approach to interpersonal communication where it creates a bridge between them, cutting spatial differences. Baym, Zhang, and Lin (2004) note that socialization is the most widely use of the internet and they retain, contrary studies supporting an anti-social nature of internet use (p. 300) and by assessing the daily internet usage of university students and what forms of mediated communications channels they used to interact with one another, found that emails accounted for "72.79%", chat "19.85%" and instant messaging "7.35%" (p. 305). This study was conducted in 2004 before SNS gained favorability. As the study reflects, the major online of online interaction is across SNS. Social network sites facilitate and maintain interpersonal relationships through various media readily available, according to the presence of the users.

The internet should be seen as a major driving force, integrated into normal life, than it being abstract from it, but Kraut et al. (1998) suggests that the duration an individual spends online should nonetheless be used to reinforce relationships through quality face-

to-face interactions and they argue that, whether the internet may have adverse effects or otherwise normally depends on:

> the balance of strong and weak network ties that people maintain. Strong ties are relationships associated with frequent contact, deep feelings of affection and obligation, and application to a broad content domain, whereas weak ties are relationships with superficial and easily broken bonds, infrequent contact, and narrow focus (p. 1019)

Interpersonal media technologies have improved drastically through time. Everybody is seeking efficient ways to stay in touch. Touch screen mobile handsets and other portable communication devices integrated with the latest cutting-edge technologies are available, offering seamless communication capabilities to those who wield them. Thus, computer mediated interpersonal communication is as available as the technological capabilities of the devices and the possessive competences of the users. Hwang (2011) also notes that "the mobile phone with the pervasiveness within a short time frame has become an efficient mediated interpersonal communication tool and instant messenger (IM) is now being used as one of the common communication tools on the Internet" (p. 925).

Instagram is technological dependant. Not all mobile devices support the platform, with those devices having the capabilities to take advantage of what Instagram has to offer, solely depend on the user's technical expertise. These interpersonal media have undoubtedly become extensions of us and as Hwang (2011) notes "that communication adaptability or communication competence can help efficiently perform mediated

communication" (p. 927). Users of Instagram and other social media networks, as mentioned previously participate in social media networks for their social interaction component as most of their friends are connected to these networks.

The act of taking photos from their mobile devices and posting them with comments in most occasions is ritualistic. Almost like a second nature to most users. The average time spent on interacting on social media networks with peers is even more than what they normally spend on one on one communication according to the results of this study.

According to Ellison et al. (2006) "The accuracy of the Facebook profile is important when considering who students see as the potential audience for their profiles" (p. 168). University students post photos that portray them in a more positive light to their friends on SNS, with majority of them posting photos of special events to boost their social status.

According to Graham, Barbato and Perse (1993) the "relationship level has been an important concept in communication research because it signals the level of intimacy between two people. More intimate relationships are characterized by greater breadth and depth of self-disclosure" (p. 174). As most individuals are more expressive through interpersonal communication than face to face interactions, the frequency that these individual users of social networking sites depends on the how close the individuals are on an intimate level. Users posting pictures on Instagram, to initiate dialogue is just an extension of the interpersonal interaction.

Westmyer et al. (1998), accordingly states that, "when the goal is to communicate interpersonally, we expect most people to choose a face-to-face channel instead of a mediated functional alternative. However, the mediated channels might work just as well and be seen as just as appropriate as the face-to-face route" (p. 28). By examining the rudimentary motives, in regards to interpersonal communications needs by social media users, we are able to understand the choices they make in the channels they use to interact, in our case, Instagram. According to Schutz (1966), individuals' posses the need of interaction with other individuals because they require affection, inclusion and control (as cited in Westmyer, DiCioccio, & Rubin, 1998, p. 28).

The communication context also plays a major role in gratifying the interpersonal communication need. According to Westmyer et al. (1998):

> motives for communicating are not independent of context; it is important to identify why we communicate, who we communicate with, and how we choose to communicate our motives. Why, who, and how are equally significant, equally dependent, and equally represented in the communication interaction (p. 29).

In social media networks, context is also important. The "context" of interaction is a virtual one. In Instagram for example, close contacts normally always "like" posts by each other. The use of social media networks is also dependant on gender of the user. Studies have shown comparison to the frequencies and the use of internet and technology along gender lines. Moses (2013) found that "women are five times as likely as men to use Pinterest", and also, women utilize SNS more than men (Moses, 2013). In

an article by "Marketing to Women: Addressing Women and Women's Sensibilities (2012)" highlighted that "although women are more open about sharing their opinions and personal beliefs [on SNS], they guard their privacy more carefully than men do". Women are generally restrictive in the amount of personal information they put on the internet. Rose et al. (2012) investigated the perception users have of female and male users on Facebook according to the profile pictures they upload and asked respondents to rate if the pictures were "Attractive", "Sexy", "Sentimental" and other attributes (p. 596-605).

The study will try and see whether there is a significant disparity between the genders and the frequency they interact on social media networks like Instagram.

Users of Instagram, with any social media networks as mentioned above have a select circle of peers they frequently communicate with on the channel. Posting pictures fuels this virtual relationship. In turn, browsing through other users in their circle and either commenting or liking their posts reinforces their relationships. Graham, Barbato, and Perse (1993) refer to Rubin and Rubin (1985) who stated that "mediated and interpersonal communication needs should be examined as equals rather than as functional alternatives to one another" (as cited in Graham, Barbato & Perse, 1993, p. 172). That is the needs users try to fulfill from f-to-f communication are similar with the ones they also seek to gratify through the social media.

Technological development on mobile technology also helps facilitate interpersonal communication between users and devices with Instagram. According to Petrič, Petrovčič, and Vehovar (2011):

> with the rapid diffusion and the continuing development of mobile phone and Internet services, these technologies have been adopted by a large part of the population, thus playing an ever more important role as media for everyday interpersonal communication in contemporary societies" (p. 117).

The study evaluated the various motives for use of social media networks and in our case, Instagram by college students. It is equally vital to evaluate the motives behind the use of some media from among the numerous ones available, which is the basic foundation of uses and gratification approach. The study will explore the reasons behind the selection of Instagram from other available social media networks.

2.6 Computer Mediated Communication and Interpersonal Communication

According Hampton, Sessions, & Her (2010), findings from the "US General Social Surveys (GSS) in 2005" indicate that individuals have became less socially overt and their main socialization networks have became even dismal and less varied owing to internet and mobile technology (p. 130). They refer to this term as "privatism; reduced socialization with diverse others outside the home in exchange for intensive interactions with similar others in the home" (p. 131). The internet and other media devices have

allowed users to maintain their relationships with others from the comfort of their homes, if you may. Instagram allows users to constantly keep updated to their friends' activities from wherever they are, as long as there is internet connection.

Internet technology and especially social network sites reduce spatiality due to their global reach. This in turn makes individuals to isolate themselves from local, physical relationships, weaken traditional forms of solidarity and comradery and face to face communication. Hampton, Sessions, and Her (2010) also note that according to their findings that, "people today are no more likely than they were in 1985 to report that they have no one with whom they discuss important matters" (p. 140). The internet and SNS have conditioned people to lose touch with reality and prefer communicating in a virtual computer mediated communication plane.

However according to Boase, Horrigan, Wellman, and Rainie (2006) in their study, discovered that heavy online users generally have a much larger social network and tend to have more contact with members of their social networks (pp. 3-4). They argue that "email is more capable than in-person or phone communication of facilitating regular contact with large networks" (p. iii) because the more the online contact one has the more difficult it is to maintain contact with all of them thus, they find it easier to communicate with a selected few they have constant contact with.

The individuals with whom the heavy internet users have close contact and communicate with are also heavy internet users. Di Gennaro and Dutton (2007) argued that "possibility of forming new social relationships highlights the power of the Internet to reconfigure people's social networks in meaningful ways, by allowing Internet users

to meet new people and make friends whom they would not otherwise have met" (p. 592). This study evaluated the likelihood that users of SNS have met all or few of their online friends in those networks and found that some users have not met a number of their online friends.

Litt (2012) refers to the phenomena of ''imagined audience'', as the "the mental conceptualization of the people with whom we are communicating, our audience. It is one of the most fundamental attributes of being human" (p. 331). Users of social media use, as cited previously, tend to already have a picture, if you may, of the individual(s) they are communication with interpersonally through computer mediated technologies like social media networks. They deem this representation as an adequate representation, than conventional face to face communication.

The concept of computer mediated technology is slightly different from face-to-face communication as it limits the level of "synchronicity to communicate" (University of Twente, 2013). Thurlow, Lengel, and Tomic (2004), define the concept of computer mediated communication as a process of human interaction and communication among individuals in a specific "context", involving various processes that "media for a variety of purposes" (p. 15).

Thurlow et al. (2004) also defines computer mediated communication human interaction through the instrumentality of a computer. The most fundamental framework of communication in itself is "dynamic", "transactional", "multifunctional" and most essential, "multimodal". Interpersonal communication through a mediated computer medium posses all this features (p. 18).

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Social networking sites exist in a computer mediated communication setting. Users access such networks with the assistant of a variety of electronic devices that support online interactivity like computers and mobile phones. University students are major consumers of this electronic media as this study suggested with them spending an average of about 4 to 6 hours daily on the internet.

The constant need and hunger for individuals to keep in constant communication with one another has led to technological developments that allow individuals to communicate to multiple individuals simultaneously and this is the main idea of social networking sites including Instagram and Facebook.

2.7 Face-To-Face (F-To-F) Vs. Computer Mediated Communication

According to Litt (2012) when individual converse on a face-to-face basis, they mostly depend on what they can perceive under that context and not rely on an imaginative transposition of the person(s) they are communicating with. However, they note that the "characteristic of social media platforms have altered the size, composition, boundaries, accessibility, and cue availability of our communication partners during everyday interactions making it nearly impossible to determine the actual audience" (p. 332). More and more individuals are turning to SNS to communicate with one another and share experiences to. They have dependant on it as a medium of contact with the outside world. University students, due to the nature of their academic lifestyle, consider SNS as their main avenue for intepersnonal communication as the study shows.

Kraut et al. (1998) note that excessive and pathological consumption of the internet and media develops an anti-social trend. Individuals tend to decrease the duration spent on face to face communication social interaction, the resultant effects being "loneliness" and "depression" (pp. 1025-1027).

Instagram user post pictures for a majority of purposes but the common denominator is the inherent human need for social interaction and a social inclusion, where social media networks offer such an escape to a realm of anonymity and flamboyance and as Caplan (2005) notes "in order to increase their perceived self-presentational ability and to decrease social risk, people with social-control skill deficits are likely to seek out communicative channels (such as CMC) that minimize potential costs and enhance their limited abilities" (p. 724). SNS users present their best when it comes to interactions by posting photos reflecting some favorable aspects about themselves.

2.8 Motivations for Sharing Photos on SNS

Instagram allows users to take photos from mobile devices and subject it to any number of personalized effects and post it on the social network site or other SNS (Instagram, 2013). Users have different motives when it comes to posting, tagging or commenting on photos posted on social networking sites.

House, Davis, Takhteyev, Ames, and Finn (2004) note that "social relationships" can be a reflection of photos which also support maintenance and construction of such social relationships, through the photography process, content and how they are incorporated (p. 1). They give the following recommendations for future technologies in that utilize

digital photos in their platforms, they suggest that "creation of a trustworthy and enduring data repository" for storing photos will "ease the fears" of the users have concerns of data loss in the event that their devices malfunctions (p. 8). Instagram offers this feature and most SNS, where users post photos and can retrieve and even share them at their convenience. This feature has made SNS like Instagram popular and could explain the significant number of users in the network.

As stated previously, Instagram is purely a photo-based social network in which the main mode of interaction is posting and commenting on photos among others. This study sought to find the correlation between the interpersonal communication needs of users of Instagram and the various motives behind their interaction with the social networking site and the motives they have when sharing photos on SNS.

Ames and Naaman (2007) evaluated at the motives of users when posting photos on Flicker and a companion mobile phone application called "ZoneTag". The application allowed users with camera enabled phone to upload pictures on the Flicker network and also comment on photos of other users. Flicker was the pioneering social networking site that allowed the "annotation" or commenting and tagging of pictures, on the social network with the aid of compatible mobile phone applications, like "ZoneTag" (p. 971). They found that users generally posted photos on Flicker purely for the "retrieval" and "archival motive", that is, to have a collective location where they can access their photos and the identified this as the "Self/Organization: Search and Retrieval" motive. The other motivation was the interpersonal communication need, where individuals posted photos to get public approval or the "Social/Organization: Public Search and

Photo Pools". The final categorization in the motivations of the users when posting

photos was the "Social/Communication: Context and Signaling" where they shared

intimate details about the photos and themselves and the motivations they had when

posting the pictures (p. 976). They summarized their findings on the figure below:

Figure 2.4. A Taxonomy of Tagging Motivations in ZoneTag/Flickr (Ames & Naaman, 2007, p. 976).

Lehavot (2009) gives a critical analysis of the repercussions of posting text, photos

included, on social media, by university students. The author gives a hypothetical case

where an interview selecting candidates for a position, decides to "Google" them and

navigating to their social network site, comes across an obscene photo of one candidate.

The interviewer uses this to reject the applicant (p. 130). Anything posted on social

network sites, depending on the "privacy" settings set by the user, becomes part of the

public domain, readily accessible by anyone online.

Caution should be exercised, especially by university students in disclosing their

information and photos as well in the publish domain of social networking sites. As

Murphey (2010) note that GEO tags "which are embedded in photos and videos taken with GPS-equipped smartphones and digital cameras" embed information aabout the exact location where the photo was taken, posing a security risk as individuals with ill motives can deduce your current location (Murphey, 2010). SNS users especially on Instagram that allows users to directly upload photos once taken from their GPS (global setalite positioning) enabled phones need to take needed precautions to what they display to the world.

House et al. (2004) from their findings have formulated a cost effective and efficient system in determining the technological need of mobile application users whose main motivation is posting pictures on social media networks. They have painstakingly worked on models explaining why individuals post photos online and have discovered the motives guiding current user actions, making sure users satisfy the same enduring motives (pp. 5-9).

Shim, Lee, and Park (2008) take a critical look at computer mediated communication and they challenge the theory's approach that users can create a favorable environment over a mediated computer interface that can replicate normal face-to-face interaction. Their study analyzed college students' photo use in a South Korean college of the social network "Cyworld8" which had an estimated "20 million users" as of the year 2007. In their findings, they discovered that the students shared photos on the social network more than short text messages, with the photos posted being either of them or including "friends and photos of their daily activities" (pp. 493-497), more or less what users on Instagram adopted when they also share and comment on photos.

Walther, Slovacek, and Tidwell (2001) looked at social presence theory that set the precedence of theories of the effects of new medium. The authors explain the "Hyperpersonal Communicative Framework" that explains the ways computer mediated communication users experience familiarity, emotional attachment and interpersonal assessment of people in their social circles that may exceed those of face-to-face activities (p. 105).

The studies highlighted by the researcher in this chapter outline the tenets of interpersonal communication and the role computer mediated communication plays in the users' efforts in satisfying their communication needs. The study will focus on the gratifications and motives university students have when they initiate the communication processes in a SNS setting.

The subsequent chapters outline the research methodology for the study and an analysis of the same followed by conclusions and recommendation by researcher.

Chapter 3

RESEARCH METHODOLOGY

The previous chapters highlight background and related research in the field of interpersonal communication motives that lead to the adoption of social networking sites alongside computer mediated communication motives. The researcher was able to establish a theoretical framework and considerations necessary to conduct the research were derived.

3.1 Research Design

This quantitative research was conducted by the use of an online based survey. The first sub-section was used to collect demographical data of the respondents. The researcher collected demographical data including the gender of the participants, the age and their nationality.

The second subsection was used to identify the social media networks that participants frequently used. The researcher collected information related to their online activity. The participants responded on the duration of time they spent each day on the internet and the social networking sites they have accounts with and the duration they spent each day on social network sites (SNS) and the network they used most often in day.

The third section included of the survey involved the incorporation of Likart Scale based questions. The purpose of which is to measure the range of their agreement or disagreement of a subject matter related to the questions, capturing the variability of their feelings. Respondents were required to respond to mostly behavioral questions related to their online activity and their interaction with other users across the social networking sites they are connected to.

The data obtained from the online survey was passed through IBM SPSS statistical software to test the hypothesis and analysis. The data was exported to Excel spreadsheets and imported to the statistical software.

The researcher used the online survey as a research tool to get data for the study because of the nature of its convenience. Participants of the study are assumed to be mobile and fairly consistent with their routines. The online survey can be filled at their convenience and through a channel they are familiar with, and which is tested in the study; computer mediated communication.

The online survey was distributed for a period of 2 months with the researcher sending reminders to the participants on the researcher's Facebook page and Instagram account.

3.2 Research Sample and Population

The Researcher had an initial target of 500 participants for the study. Participants in the study were selected through non-probabilistic snow-ball sampling technique. The

targeted participants were students in pursuing a program in a post high school institution in a university or college were users of social networking sites.

The researcher sent participants an email containing a link to the online survey. The researcher also sent the link and shared it on various social networking sites that included Facebook, Twitter and Instagram and encouraged them to share the link on their online profiles for visibility.

The online survey was facilitated by an online survey host (www.surveymonkey.com) which collected the responses and analyzed and presented the data using bar graphs and statistical tables.

3.3 Research Instruments

Participants filled out an online based survey to gauge the frequency of their use of Instagram and the needs that they sought to gratify through the use of Instagram. The data acquired was processed with qualitative statistical software to investigate the hypothesis and research questions for the study. The researcher used IBM SPSS statistical analytical software to analyze the data and test hypothesis in the study.

3.4 Research Procedure

The frequency benchmark for the study as regards to the aggregate time spent on social media was pre-identified by a pilot survey was provided by the participants the total duration they spent on social media networks and thereafter, an average was determined from the data. The data provided gave insight to the behavioral use of Instagram and

other social media networking sites and explored the gratifications sought in using the said social networking sites.

The researcher distributed the online survey to a series of online contacts both form is email accounts and also social networking sites he is connected to. The main advantage of using the online survey is that participants could fill it out at their own pace under familiar surroundings to give a more accurate response to the questions asked. This also ensured that the participants are, presumably actively engaged on the internet.

Chapter 4

ANALYSIS AND FINDINGS

This section is an analysis of the data received from the online survey. The final data was exported to IBM SPSS and computations and analysis were made possible.

4.1 Reliability Test for Scaled Items Using Cronbach's Alpha

This section is an analysis of the data received from the online survey. The final data was exported to IBM SPSS and computations and analysis were made possible.

An online survey provided served by Survey Monkey (TM) was used to collect the data, procedures aforementioned. The researcher established that, from the data collected, there were missing values when input in the statistical software. The IBM SPSS statistical software has a number of preinstalled tools to remedy this (The complete data from the online survey is located on Appendix 1 of this study).

For the missing values, the researcher used the "Little's Missing Completely at Random (MCAR) Test" to ensure that the missing data values were indeed random. The results of this (a. Little's MCAR test: Chi-Square = 1472.796, DF = 1202, Sig. = .000) established that the missing values were indeed random. The researcher was able to have a complete data set for the analysis.

The researcher conducted the *Cronbach's Alpha* on the scaled items using the statistical software to test for their reliability and the results are as follow;

Table 4.1. Reliability Test for Scaled Items Using *Cronbach's Alpha* Test in IBM SPSS.

Cronbach's Alpha	N of Items
.802	17

The *Cronbach's Alpha* was .802 and this is desirable because an initial figure of $< .74$ is usually accepted.

4.2 Participants Demographic Variables Analysis

The total Participants for the study were 503 (Female =217). Participants who specified gender other than male or female were 5 in number (1%).

Table 4.2. The Participants' Gender Distribution in the Study.

	Frequency	%	Valid %	Cumulative %
Female	217	43.1%	43.1	43.1
Male	281	55.9%	55.9	99.0
Other	5	1.0%	1.0	100.0
Total	503	100%	100.0	

From the data obtained, 503 participants for the study, majority of the belonged to the 25 to 34 years grouping with 47.5% followed closely by the 18 to 24 age group with 41% of the total participants. There was only 9 participants who were under 18 years f age representing 1.8% of the total participants and 4 participants belonging to the 45 to 54 years and 55 to 64 years groupings each, representing 0.8% of the participants each.

Table 4.3. The Participants' Ages Distribution in the Study.

	Frequency	%	Valid %	Cumulative %
under 18	9	1.8%	1.8	1.8
18 to 24	206	41.0%	41.0	42.7
25 to 34	239	47.5%	47.5	90.3
35 to 44	41	8.2%	8.2	98.4
45 to 54	4	.8%	.8	99.2
55 to 64	4	.8%	.8	100.0%
Total	503	100.0%	100.0%	

Greater part of the participants was undergraduate scholars, representing 52% of the total participants. Graduate students represented 25% of the participants, college diploma participants and postgraduate participants represented 7.4% and 15.5% of the total participants respectively.

Table 4.4 The Participants' Education Level.

	Frequency	%	Valid %	Cumulative %
college diploma	37	7.4	7.4	7.4
Undergraduate	262	52.1	52.1	59.4
Graduate	126	25.0	25.0	84.5
Post Graduate	78	15.5	15.5	100.0
Total	503	100.0	100.0	

The researcher wanted to establish the duration the participants spent online on the internet. From the data, he established that majority of the participants spend an average of 4 to 6 hours (34.4%) daily on the internet. 20.3% of the participants spend an average of 2 to 4 hours online, 8.2% spend less than 2 hours, 21.1% spend between 6 to 8 hours and 16.1% spend more than 8 hours daily.

4.3 Participants Social Networking Sites Utilization Analysis

The researcher also investigated the Social Networking Sites that the participants were connected to. 94% of the participants had Facebook accounts. 59% had "Google-plus" accounts, 64% had "Twitter" accounts and 12.3% of had "Foursquare" accounts. Facebook was the leading social networking sites and followed by Twitter.

42% of the participants had Instagram accounts.

Table 4.5 Participants Instagram Accounts

	Frequency	%	Valid %	Cumulative %
Yes	213	42.3%	42.3	42.3
No	290	57.7%	57.7	100.0
Total	503	100%	100.0	

Table 4.6 Participants Connected to Facebook

	Frequency	%	Valid %	Cumulative %
Yes	474	94.2%	94.2	94.2
No	29	5.8%	5.8	100.0
Total	503	100.0%	100.0	

Table 4.7 Participants Connected to Google-Plus

	Frequency	%	Valid %	Cumulative %
Yes	300	59.6%	59.6	59.6
No	203	40.4%	40.4	100.0
Total	503	100.0%	100.0	

Table 4.8 Participants Connected to Twitter

	Frequency	%	Valid Percent	Cumulative %
Yes	323	64.2%	64.2	64.2
No	180	35.8%	35.8	100.0
Total	503	100.0%	100.0	

Table 4.9 Participants Connected to Foursquare

	Frequency	%	Valid %	Cumulative %
Yes	62	12.3%	12.3	12.3
No	441	87.7%	87.7	100.0
Total	503	100.0%	100.0	

The researcher also sought to establish the average time in hours participants spend daily on social network sites. It is of importance to this particular study because the researcher was comparing the duration online and on social network sites, for that matter, plus whether the participants find it as a favorable alternative to face-to-face communications.

Table 4.10 Duration Spent Online on Social Networking Sites in a Day by Participants

	Frequency	%	Valid %	Cumulative %
below 2 hours	136	27.0%	27.0	27.0
2 to 4 hours	168	33.4%	33.4	60.4
4 to 6 hours	121	24.1%	24.1	84.5
6 to 8 hours	49	9.7%	9.7	94.2
More than 8 hours	29	5.8%	5.8	100.0
Total	503	100.0%	100.0	

It was established that about 33.4% of the participants spend an average of 2 to 4 hours each day on social networking sites. 27% of the participants spend less than 2 hours, 24.1% spend between 4 to 6 hours and 9.7% spend between 6 to 8 hours each day. 5.8% however, spend more than 8 hours each day on social networking sites.

When asked which social network sites they participated in often on a daily occurrence, Facebook was still leading with 86.7% of the respondents.

Table 4.11 Frequency of Participants who Use Facebook the Most Daily

	Frequency	Percent	Valid %	Cumulative %
Yes	436	86.7%	86.7	86.7
No	67	13.3%	13.3	100.0
Total	503	100.0%	100.0	

Whether the participants knew or had previous contact with, friends on social networks, was sought to be established by the researcher.

Table 4.12 Participants' Number of "Friends" on Social Networking Sites That They Have Met

	Frequency	%	Valid %	Cumulative %
All of them	64	12.7%	12.7%	12.7
Most of them	256	50.9%	50.9%	63.6
About half of them	93	18.5%	18.5%	82.1
A few of them	90	17.9%	17.9%	100.0
Total	503	100.0%	100.0	

50% of the participants have met most of their friends on social networking sites. Only 12.7% have met all of the participants, 18.5% have met half of them and 17.9% have met just a few of them.

4.4 Analysis of Likert Scale Questions

The researcher asked the participants a series of questions to gauge the level of favorability to a number of factors. A 5 point Likert scale approach was used in the determination of and measuring the interpersonal communication motives of users on Instagram and other social networking sites in general. The ranged from five Strongly Disagree to Strongly Agree. An option for neutrality was be include with the option neither agree nor disagree.

The researcher asked the participants how likely they were to post photos on social networking sites.

Table 4.13 How Likely Participants Were to Post Photos on Social
Networking Sites

	Frequency	%	Valid %	Cumulative %
very Likely	86	17.1%	17.1	17.1
Likely	199	39.6%	39.6	56.7
Neutral	137	27.2%	27.2	83.9
Unlikely	60	11.9%	11.9	95.8
Very Unlikely	21	4.2%	4.2	100.0
Total	503	100.0%	100.0	

39.6% of the participants said they would likely post pictures on social networking sites, 27% were undecided, 17.1% said they were very likely to do so and 4.2% said they were very unlikely to post photos on social networking sites. It can be established that on average, by the cumulative percentile, 56.7% of the participants would post photos on social networking sites.

Participants were asked if they posted photos for friends to see them (Table 4.14). 56% of the participants agreed with the declaration and 16.7% of the participants strongly agreed with it. 17.1% were unsure, with 7% and 3.2% strongly disagreeing and disagreeing with the statement respectively.

Table 4.14 Participants who post Photos for Friends to see Them

	Frequency	%	Valid %	Cumulative %
Strongly Disagree	35	7.0%	7.0	7.0
Disagree	16	3.2%	3.2	10.1
Neither Agree or Disagree	86	17.1%	17.1	27.2
Agree	282	56.1%	56.1	83.3
Strongly Agree	84	16.7%	16.7	100.0
Total	503	100.0%	100.0	

The researcher inquired of the participants to whether they posted Photos on social networking sites so that their friends can comment on them, 30.4% of the participants were unsure, 38.2% agreed and 9.3% strongly agreed with this 8.9% of the participants strongly disagreed with it while 13.1% disagreed with it.

Table 4.15 Participants who Post Photos for Friends to Comment on.

	Frequency	%	Valid %	Cumulative %
Strongly Disagree	45	8.9%	8.9	8.9
Disagree	66	13.1%	13.1	22.1
Neither Agree or Disagree	153	30.4%	30.4	52.5
Agree	192	38.2%	38.2	90.7
Strongly Agree	47	9.3%	9.3	100.0
Total	503	100.0%	100.0	

Table 4.16 Participants who Post Photos on Social Network Sites Because They Just Love Posting Them

	Frequency	%	Valid %	Cumulative %
Strongly Disagree	74	14.7%	14.7	14.7
Disagree	82	16.3%	16.3	31.0
Neither Agree or Disagree	142	28.2%	28.2	59.2
Agree	150	29.8%	29.8	89.1
Strongly Agree	55	10.9%	10.9	100.0
Total	503	100.0%	100.0	

29.8% of the total participants of the study agreed with the statement that they post pictures on social networking sites because they just love posting them. 28.2% neither agreed, nor disagreed with this statement. 10.9% of the participants strongly agreed with the statement, while 14.7% and 16.3% strongly disagreed and disagreed respectively.

Table 4.17 Participants who Post Photos Because They Want
Feedback From Their Friends

	Frequency	%	Valid %	Cumulative %
Agree	503	100.0%	100.0	100.0

All respondents agreed that they do post pictures on social networking sites to get
feedback from their friends. This is an amazing observation, as with previous data, most
participants suggested that they would seldom post their photos online, but they
generally post them to get feedback from their friends.

Table 4.18 Participants who Post Photos on Social Network Sites Because They
Want to be More Popular

	Frequency	%	Valid %	Cumulative %
Strongly Disagree	158	31.4%	31.4	31.4
Disagree	139	27.6%	27.6	59.0
Neither Agree or Disagree	123	24.5%	24.5	83.5
Agree	58	11.5%	11.5	95.0
Strongly Agree	25	5.0%	5.0	100.0
Total	503	100.0%	100.0	

The bulk of participants had reserved reactions on the statement of whether they post
photos on social media sites because they want to be more popular (Standard Deviation
= 1.17). 31.4% strongly disagreed, 27.6% of the participants disagreed with the
statement and 24.5% neither agreed nor disagreed with it. 11.5% however agreed and
5% strongly agreed.

Table 4.19 Participants who Post Photos to Share Special Moments

	Frequency	%	Valid %	Cumulative %
Strongly Disagree	32	6.4%	6.4	6.4
Disagree	23	4.6%	4.6	10.9
Neither Agree or Disagree	71	14.1%	14.1	25.0
Agree	237	47.1%	47.1	72.2
Strongly Agree	140	27.8%	27.8	100.0
Total	503	100.0%	100.0	

Table 4.18 highlights the participants' views of whether they posted photos on social media networks to share special moments. 47.1% agreed with the statement and 27.8% strongly agreed with it. 14.1% neither agreed nor disagreed and 6.4% and 4.6% strongly disagreed and disagreed respectively.

Table 4.20 Participants who Posted Photos on Social Networks Because They Thought it was fun

		Frequency	%	Valid %	Cumulative %
Valid	Strongly Disagree	41	8.2%	8.2	8.2
	Disagree	22	4.4%	4.4	12.5
	Neither Agree or Disagree	106	21.1%	21.1	33.6
	Agree	227	45.1%	45.1	78.7
	Strongly Agree	107	21.3%	21.3	100.0
	Total	503	100.0%	100.0	

When inquired upon if they found posting photos online as a fun activity, 45.1% of the participants agreed and 21.3% of the participants strongly agreed. 21.1% neither agreed nor disagreed. 8.2% and 4.4% strongly agreed and disagreed respectively.

The participants were required to rate a series of statements. First statement, was whether they would post personal photos of themselves online.

Table 4.21 Participants' Views When Asked if They Would Post Personal Photos of Themselves Online.

	Frequency	%	Valid %	Cumulative %
Strongly Disagree	67	13.3%	13.3	13.3
Disagree	59	11.7%	11.7	25.0
Neither Agree or Disagree	103	20.5%	20.5	45.5
Agree	218	43.3%	43.3	88.9
Strongly Agree	56	11.1%	11.1	100.0
Total	503	100.0%	100.0	

43.3% of the participants agreed with the statement and 11.1% strongly agreeing. 20.5% neither agreed nor disagreed with whether they would post photos online. 13.3% and 11.7% strongly disagreed and disagreed.

36.8% of the participants agreed that they desired having their photos online in one location, hence maybe the need to post them on social networking sites. 34.4% of the participants neither agreed nor disagreed with the statement, 11.1% disagreed and 8.5% strongly disagreed.

Table 4.22. Participants' Views When Asked if They Love Having Their Photos Online in one Place.

		Frequency	%	Valid %	Cumulative %
Valid	Strongly Disagree	43	8.5%	8.5	8.5
	Disagree	56	11.1%	11.1	19.7
	Neither Agree or Disagree	173	34.4%	34.4	54.1
	Agree	185	36.8%	36.8	90.9
	Strongly Agree	46	9.1%	9.1	100.0
	Total	503	100.0%	100.0	

Participants were subsequently asked whether the photos posted by them online were only meant for their friends to see and 42.5% of the respondents agreed. 27.6% strongly agreed and 18.5% neither agreed nor disagreed with the statement. 4.6% strongly disagreed while 6.8% disagreed. We can therefore safely deduce that a majority of the participants prefer posting photos online so that their friends might see them.

Table 4.23 Participants Post Photos for Only Friends to see.

	Frequency	%	Valid %	Cumulative %
Strongly Disagree	23	4.6%	4.6	4.6
Disagree	34	6.8%	6.8	11.3
Neither Agree or Disagree	93	18.5%	18.5	29.8
Agree	214	42.5%	42.5	72.4
Strongly Agree	139	27.6%	27.6	100.0
Total	503	100.0%	100.0	

Posting photos online as we have deduced from table 4.21, by participants was for the friends to see. The other interactive feature of social network sites that allow photo

sharing is that users can "tag" friends on the same photos. This act offers a degree of intimacy as friends' tagged feel included in the conversation. When asked if the loved being tagged by their friends on the photos they posted online, 37% of the participants neither agreed nor disagreed with the statement. 26.8% agreed with the statement with 6.6% strongly agreeing. 18.5% disagreed and 11.1% strongly disagreed.

Table 4.24. Participants who Loved Being Tagged on Photos by Their Friends Online

	Frequency	%	Valid %	Cumulative %
Strongly Disagree	56	11.1%	11.1	11.1
Disagree	93	18.5%	18.5	29.6
Neither Agree or Disagree	186	37.0%	37.0	66.6
Agree	135	26.8%	26.8	93.4
Strongly Agree	33	6.6%	6.6	100.0
Total	503	100.0%	100.0	

One of the aspects that this study sought to investigate was whether computer mediated communication, social media interaction included, had any effect on face-to-face interaction or communication. The participants were asked if the preferred interacting with people online than face to face communication. 30.2% participants of this study disagreed with the statement while 21.9% strongly disagreed. 23.5% neither agreed nor disagreed with the statement. 17.7% agreed and 6.8% strongly agreed. From the initial responses, we can make the assumption that majority of the participants do not prefer f-to-f as compared to computer mediated communication.

Table 4.25. Participants who Preferred Interacting With People Online Than Face to Face

	Frequency	%	Valid %	Cumulative %
Strongly Disagree	110	21.9%	21.9	21.9
Disagree	152	30.2%	30.2	52.1
Neither Agree or Disagree	118	23.5%	23.5	75.5
Agree	89	17.7%	17.7	93.2
Strongly Agree	34	6.8%	6.8	100.0
Total	503	100.0%	100.0	

The researcher investigated the socialization aspect of social networking sites and asked participants whether it was easier to make friends on social network sites than face-to-face communication. 26.5% of the participants strongly disagreed with the stamen, 25.4% disagreed and 20.5% of the participants neither agreed nor disagreed with the statement. 20.3% and 7.6% of the participants agreed and strongly agreed with the statement.

Table 4.26. Participants who Made Friends More on Social Networks than Face to Face

	Frequency	%	Valid %	Cumulative %
Strongly Disagree	132	26.2%	26.2	26.2
Disagree	128	25.4%	25.4	51.7
Neither Agree or Disagree	103	20.5%	20.5	72.2
Agree	102	20.3%	20.3	92.4
Strongly Agree	38	7.6%	7.6	100.0
Total	503	100.0%	100.0	

From the responses, it was noted that the participants belonged to two or more social network sites. The researcher wanted to establish the favorability of posting photos on Instagram than the other social networking sites. The participants were asked if they prefer posting pictures on Instagram than Facebook. Both networks have almost similar characteristics in terms of user interactivity, the only and major difference between them is that users on the Instagram network can only post photos and comment on other users photos. Facebook however offers users of a wholesome virtual environment where they can not only post photos, videos, comments and tag other users, but until recently, users can now even have live video chatting.

Participants strongly disagreed with the statement that they prefer posting photos on Instagram than on Facebook were 39%, while 24.1% disagreed. 18.1% neither agreed nor disagreed with the statement. 10.1% and 8.7% agreed and strongly agreed with the statement respectively.

Table 4.27. Participants who Preferred Posting Photos on Instagram Than Facebook

	Frequency	%	Valid %	Cumulative %
Strongly Disagree	196	39.0%	39.0	39.0
Disagree	121	24.1%	24.1	63.0
Neither Agree or Disagree	91	18.1%	18.1	81.1
Agree	51	10.1%	10.1	91.3
Strongly Agree	44	8.7%	8.7	100.0
Total	503	100.0%	100.0	

Google plus is a fairly new social networking site than Instagram. The researcher also wanted to establish if participants preferred posting photos on Instagram than Google Plus. 37.4% of the participants strongly disagreed and 26.4 disagreed with the statement. 20.1% of the participants neither agreed nor disagreed with the statement and 8.7% and 7.4% agreed and strongly agreed.

Table 4.28. Research Participants Preferring Posting Photos on Instagram Than Google Plus

	Frequency	%	Valid v	Cumulative %
Strongly Disagree	188	37.4%	37.4	37.4
Disagree	133	26.4%	26.4	63.8
Neither Agree or Disagree	101	20.1%	20.1	83.9
Agree	44	8.7%	8.7	92.6
Strongly Agree	37	7.4%	7.4	100.0
Total	503	100.0%	100.0	

The participants were asked if the prefer posting photos on Instagram than Twitter. Twitter also has a considerable number of users on its network. 43.5% of the participants strongly disagreed while 19.7% disagreed. 21.3% neither agreed nor disagreed. 9.5% and 6.0% agreed and strongly disagreed respectively.

Table 4.29 Participants who Preferred Posting Photos on Instagram Than Twitter

	Frequency	%	Valid %	Cumulative %
Strongly Disagree	219	43.5%	43.5	43.5
Disagree	99	19.7%	19.7	63.2
Neither Agree or Disagree	107	21.3%	21.3	84.5
Agree	48	9.5%	9.5	94.0
Strongly Agree	30	6.0%	6.0	100.0
Total	503	100.0%	100.0	

4.6 Analysis of Findings

Analysis from **Section 4** of this study assisted the researcher in answering the research questions and hypothesis. The researcher also derived the conclusions from the same. This section evaluates the research questions and hypothesis.

RQ1: Do university students interact more online on social networks than with a face to face communication and in real life situations?

The researcher wanted to establish if participants spend more time interacting face to face than online on the internet. By evaluating the data, the researcher was able to deduce that individuals interact more online on social networks than with a face to face communication. From the percentiles derived from responses, majority of the participants spend an average of 4 to 6 hours (34.4%) daily on the internet while 20.3% of the participants spend an average of 2 to 4 hours online. The researcher thus concluded that the most participant spend more time online than they could have otherwise online.

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RQ2: Do university students on social networks create acquaintances more easily online than in face to face basis?

The researcher asked the participants whether they preferred interacting with people more online than in real life situations. According to the data on table 4.25, there was a cumulative percentage of 52.1% of participants who strongly disagreed and disagreed with the statement compared to a cumulative of 24.5% of participants who agreed and strongly agreed with it (Table 4.25), with 23.5% of the participants neither agreeing nor disagreeing with the statement. From the data, the researcher concluded that participants preferred interacting on face to face than online.

The researcher sought to establish whether the individuals on social networks created acquaintances more easily online than in face to face interactions. According to the data in table 4.26 shows that 26.5% of the participants strongly disagreeing with the statement. 25.4% disagreed and 20.5% of the participants neither agreed nor disagreed with the statement. 20.3% and 7.6% of the participants agreed and strongly agreed with the statement. The researcher was able to establish that the participants found it easier to create friends on a face to face basis than online.

RQ3:. Do most university students like sharing photos of their experiences on social networks than doing so face to face?

From the data, the researcher established that 39.6% of the participants were likely share photos of their experiences on social networking sites and 17.1% were very likely to do

so as well (Table 4.13). The data on Table 4.17 suggested that all the participants

unanimously agreed that they posted photos because they wanted feedback from friends.

The researcher was able to establish that most university students like sharing photos of

their experiences on social networks than doing so face to face.

RQ4: Are more male than female university students are connected to the Instagram

network?

The researcher also wanted to establish whether more male than female students are

connected to Instagram. From the cross-tabulation of the participants' gender and the

number of participants connected to Instagram (Table 4.27), he established that there

were more males than females having Instagram accounts, with 24.5% and 17.7% of the

total participants of the study respectively. According to the data, the researcher

established that there are more male than female university students are connected to the

Instagram network.

Table 4.30 Gender of Participants who Have Instagram Accounts

			Do you have an Instagram Account?		
			Yes	No	Total
GENDER	Female	Count	89	128	217
		% of Total	17.7%	25.4%	43.1%
	Male	Count	123	158	281
		% of Total	24.5%	31.4%	55.9%
	Other	Count	1	4	5
		% of Total	.2%	.8%	1.0%
Total		Count	213	290	503
		% of Total	42.3%	57.7%	100.0%

RQ5: What motives do users of Instagram try to fulfill when posting pictures on Instagram?

For **Research Question 5**, that tried to investigate users' motives of Instagram when posting photos on Instagram. It was established from the data that 56.1% of the participants agreed that they posted photos so that their friends might see them (Table 4.14). 38.2% of the participants agreed that they posted photos so that their friends can comment on them and all participants unanimously agreed that they posted photos because they wanted feedback from their friends (Table 4.17).

RQ6: What are the university student's needs for posting photos on Instagram and social networking sites?

For **Research Question 6**, the researcher sought to establish the Participants needs for posting photos on Instagram. The researcher deduced from the data that they posted photos to share special moments and according to the data on table 4.19, 47% of the participants agreed and 27.8% strongly agreed with this statement. If they did not derive any pleasure from posting photos, they would not participate in the activity. 45% of the participants (Table 4.20) agreed that they posted photos because it was fun. The researcher thus concluded that the participants generally posted photos for interpersonal communication with others on social networking sites, as suggested by the data on Table 4.23 and Table 4.24.

RQ7: How are university student demographics related to the frequency of participating on Instagram?

To evaluate the gender of the participants related to the frequency of participating on Instagram, a paired sample T-test was conducted. The tables below give a summary of the analysis. The researcher used IBM SPSS statistical analysis software to conduct the T-test and generated the following results;

Table 4.31 Paired Samples Statistics of the Frequency of Participation on Instagram by Participants in Terms of Gender

		Mean	N	Standard Deviation	Standard Error Mean
Pair 1	What is your gender?	1.58	503	.514	.023
	In a typical day, which of the following social networking websites do you use most often? - Instagram	1.89	503	.315	.014

Table 4.32 Paired Sample T Test Results of the Frequency of Participation on Instagram by Participants in Terms of Gender

Paired Differences							
Mean	Standard Deviation	standard Error Mean	95% Confidence Interval of the Difference		t	df	Significance (2-tailed)
			Lower	Upper			
-.310	.611	.027	-.364	-.257	-11.378	502	.000

A significant difference in the participants' gender (M=-1.58, SD=.514) and their participation on Instagram (M=1.89, SD=.014) conditions; t(502)= -11.378, p = .000. Where, p<0.05 was observed.

RQ8: What is the frequency of use of Instagram compared to other Social Networking sites among university students?

The researcher also established that the participants have profiles with several social networks. The researcher asked the participants which social networking sites they used most often. 94% of the participants had Facebook accounts (Table 4.6) and this was the most widely used social networking site compared to the rest, including Instagram. The table below summarizes the responses:

Table 4.33 Social Networking Sites used Most by Participants in a day

		Responses		Percent of
		N	Percent	Cases
	Facebook	436	62.6%	90.5%
SNS site used most often	Google+	71	10.2%	14.7%
	Instagram	56	8.0%	11.6%
	Twitter	128	18.4%	26.6%
	Foursquare	5	.7%	1.0%
Total		696	100.0%	144.4%

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Chapter 5

CONCLUSIONS

In this section, the researcher draws a summary of the entire study and highlights his analysis and contribution. The research questions are detailed and explained.

5.1 Summary of the Study

The researcher evaluated the interpersonal gratification sought by the users of the social network sites by using the Uses and Gratification approach (Katz et al, 1974 as cited in Bryant Oliver, 2009) as well as other theories. The findings suggest that, according to the Uses and gratification model, that the participants are both aware and active in their choice of SNS for their interpersonal communication.

The main motivation behind the study was to establish the connection between the interpersonal communications needs by university students when using Instagram and other social networking sites. The researcher deduced according to the findings that SNS plays a very important role in the daily lives if university students and how they relate with their peers and the level of such interactions. From the study, the researcher was able to ascertain this. Judging from the data, university students spend a better part of day online on the internet and on SNS. To maintain these relationships with their peers, they must rely on SNS to fortify it.

The study established that indeed SNS still play a huge role in interpersonal communication. Computer mediated communications is continually evolving and soon, new media will take shape. Emerging technologies, as was the case of Instagram may not fully be adopted by users.

The study also ascertained that the individuals are spending more and more time online, especially university students. This trend transcends gender parities as female respondents also had almost the same outcomes in the study as their male counterparts. SNS adoption by university students is still high, with most having several SNS accounts. Photo sharing applications by SNS or photo sharing in general within such frame work still remains popular.

The studies reviewed by the researcher mainly focused on social media and social networks and how they shape communication practices in this contemporary setting. Different authors evaluated the impact of social networking sites and the impact they have on the society.

Computer mediated communication continues to be the center of university students daily routine. Be it emailing, texting, sending a message on face book and so forth. It is vital to conceptualize the motivation or the need behind a certain route of communication chosen by the students. The student could just as easily met the friend he sent the almost three part short message service (sms) and used fewer words to relay his message but yet the student chose the latter. By understanding this motives, it would explain the drive to using social media networks, Instagram included (Rubin &

Papacharissi, 2000; Sejrup, 2009) by the university students to post photos and participate on the networks.

From Leiner (2008) we understand that social networking sites offer a component of interactivity where participants engage in information exchange with one another. Social networks like Instagram, Facebook and Twitter offer such interactivity whereby users send and receive messages in a timely fashion enabling the social ties or bonds between users in the networks regardless of their physical space (Leiner, 2008, p. 127)

Theories like the SIDE model give insight to group or community dynamics in terms of communication practices and interactions. How different individuals from seemingly different walks of life are able to coexist in a virtual community created by social media networks like Instagram (Postmes, Spears, Sakhel, & de Groot, 2001). Researchers uses this model to understand the individuation and deindividuation in group dynamics, how learned behaviors are propagated in such groups. This model can also be employed to investigate whether these same traits are behind common patterns in social networking site communications like the use of acronyms like the very famous "LOL", to denote 'laugh out loud" and others alike.

University students demand instant communication between their peers and they most certainly migrate to such networks that can offer them this ability. Facebook users numbers have increased drastically according to studies and their website. Vrocharidou & Efthymiou (2012), explain how college students employ all these interpersonal

technologies, like social networking sites to communicate with one another (Rogers, 2010; Vrocharidou & Efthymiou, 2012, p. 610).

Step and Finucane (2002) explored on communication motivations in interpersonal and meditated settings, putting the users of social networking sites as the choice-makers in choosing their preferences in communication interactions. Thus we understand the users' motivation and choices in choosing and interacting with Instagram to post photos.

Interpersonal relationships can be maintained thorough computer mediated channels like social networks, and Instagram in our case (Boucher, Hancock, & Dunham, 2008; Chan, 2011; Collier, 2012; Haythornthwaite, 2001; Nie, Hillygus, & Erbring, 2000; Sanders, 2011). The intimacy between users in social networking sites is strongly dependant on their relationship level with more intimate relations marked with an increased level of self-disclosure among users of social networking sites (Graham, Barbato, & Perse, 1993, p. 174). This means that users who are considered very close acquaintances or friends, will share more photos amongst themselves and post more comments on each others' profiles.

The studies reviewed in this study are closely related to social networking sites and how they fit into our daily programs. The theories and approaches cited try to explain the fundamentals of inter-social and inter-personal interaction between users cross different social network platforms and whether or not they directly influence the level of interpersonal communication between them.

5.2 Conclusions Drawn from the Study

The use of the online survey proved beneficial to the research as the survey was able to be propagated through social networking sites channels and reach the targeted audience.

The data showed that the majority of the respondents belonged to the 25 to 34 year age group, a general age for university students, followed by 18 to 24 years grouping, who may have represented undergraduate students. This is important as presumably enough; undergraduate students have different academic and social lifestyle compared to their much older graduate counterparts.

In terms of academic backgrounds, the study comprised of 52% of undergraduate students and 25% of graduate students and it is plausible to assume that the undergraduate students interact or use social media more, again because of their lifestyles.

Majority of the participants spend an average of 4 to 6 hours (34.4%) daily on the internet, and this represents half of a normal academic day on average. It was established that about 33.4% of the participants spend an average of 2 to 4 hours each day on social networking sites. 27% of the participants spend less than 2 hours, 24.1% spend between 4 to 6 hours. 30.2% of the participants of this study disagreed however with the statement that the preferred interacting with people online than face to face communication while 21.9% strongly disagreed.

Mobile devices can also be considered as contributors to this duration, posting photos on social networking sites, reviewing posts by friends on the networks and other activities constitute the activities carried out in social SNS and from the study 94% of the participants had Facebook accounts. 59% had "Google-plus" accounts, 64% had "Twitter" accounts and 12.3% of had "Foursquare" accounts. Facebook was the leading social networking sites and followed by Twitter. 42% of the participants had Instagram accounts.

The researcher evaluated the interpersonal needs sought by university students from social networking sites including Instagram, and when it came to socialization, from the data obtained, 50% of the participants have met most of their friends on social networking sites. Also, all respondents agreed that they posted photos on SNS for their friends to comment on.

The major utilization of Instagram is the posting of photos and or commenting on them and other users' photos in the network. The study investigated the motivations and gratifications sought by the users of social media when posting photos. About 40% of the participants who took the survey intimated that they are very likely to post photos on social networking sites and 56% of them agreed that they posted photos for their friends to see. Photos are seemingly personal and for the participants to share them on social networking sites put them at a vulnerable position to their entire circle in social networking sites or other users. There is a possibility that their photos may not be favorable amongst other users but yet they post them. The researcher believes that this is a higher level of socialization in social media sites compared to just posting comments.

The researcher concluded that university students post photos on SNS because they derive a certain sense of pleasure form the act. The researcher asked the participants whether they post photos on the social networking sites simply because they love doing so and 47% of the participants agreed with the statement. When asked if the act of posting photos was "fun" 45.1% of the participants agreed and 21.3% of the participants strongly agreed. The researcher was also able to establish that university students love post photos to share special moments, with 47.1% agreed with the statement and 27.8% strongly agreeing.

The researcher concluded that individuals interact more online on social networks than with a face to face communication. From the data, the participants (34.4%) spend an average of 4 to 6 hours daily on the internet while 20.3% of the participants spend an average of 2 to 4 hours online.

From the second research question, the researcher investigated whether the participants created acquaintances more easily online than face to face. However, results from the study indicated that the participants created acquaintances more easily face to face than online. The researcher concluded therefore that the duration of time spent on the internet is regardless in the efforts individuals make to create new friends or relate with one another on a face to face basis.

As stated previously, the major component of Instagram is posting photos on the network and also commenting on other users' photos. The study revealed that 39.6% of the participants were likely share photos of their experiences on social with all the

participants agreeing that they posted photos because they wanted feedback from friends.

The researcher also established that there are more male than female students connected to Instagram with 24.5% male and 17.7% female participants. The difference though, marginal offers perspective to the habits of users of SNS along gender divides. Female users are said to be more open and interact more on SNS than male users and this could be a basis for research. From the data (t(502)= -11.378, p = .000. Where, p<0.05) the study showed that there is a significance difference between the participation of Instagram by male participants than females. This shows that though contrary to the assumption that female users of Instagram are more open and share more on the network, male participants actually do utilize Instagram more.

The data from the study also suggested that the users' motives of Instagram when posting photos on Instagram are so that their friends might see them , for their friends to comment and leave feedback on them, making interaction on social networking sites a favorable activity among university students.

There is no surprise that Facebook is leading in terms of favorability among SNS. The researcher sought to rank the usage of Instagram among Facebook, Twitter, Google Plus and Foursquare. Among them, Instagram ranked fourth.

5.3 Recommendations for Further Research

It is the recommendation of the researcher that more research be conducted n the field of intergroup social interaction by university students in SNS. The data received, from various parts of the globe and from very diverse persons, shows that people communication innovation and adoption is generational. That is, researchers have coined terms to distinguish various individuals according to their age groupings. From Baby-boomers, to now the most recently, the X-generation who were born into an era of technological advances, the changing factor being communication technology. Research should be conducted to evaluate and predict what future generational models and investigate whether there is a connection between these two factors.

Technology is always evolving. SNS are incorporating new platforms and technologies to cater for the change in user preferences. This media convergence directly affects they way users relate with one another on the SNS. By the time the researcher was concluding the study, Instagram had already undertaken steps in incorporating video sharing alongside photo sharing, keeping up with the trends.

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APPENDICES

Appendix 1: Measures of Central Tendencies for the Survey Data

		What is your gender?	What is your age?	Please specify your level of education.	How many hours do you spend online each day?	Are you Connected to Facebook	Are you Connected to Google+	Are you Connected to instagram	Are you Connected to Twitter	Are you Connected to Foursquare	How many hours do you spend online each day on Social Network sites?	In a typical day, which of the following social networking websites do you use most often? - Facebook
N	Valid	503	503	503	503	503	503	503	503	503	503	503
	Missing	0	0	0	0	0	0	0	0	0	0	0
Mean		1.58	2.68	2.49	3.17	1.06	1.40	1.68	1.36	1.88	2.34	1.13
Median		2.00	3.00	2.00	3.00	1.00	1.00	2.00	1.00	2.00	2.00	1.00
Mode		2	3	2	3	1	1	2	1	2	2	1
Std. Deviation		.514	.750	.842	1.166	.233	.491	.467	.480	.329	1.144	.340

In a typical day, which of the following social networking websites do you use most often? - Google+	In a typical day, which of the following social networking websites do you use most often? - Instagram	In a typical day, which of the following social networking websites do you use most often? - Twitter	In a typical day, which of the following social networking websites do you use most often? - Foursquare	About how many of your "friends" on social networking websites have you met in person?	How likely are you to post photos on social networking sites?	Do you have an instagram Account?	I post Photos on Social Media sites because: - I want my friends to see them
503	503	503	503	503	503	503	503
0	0	0	0	0	0	0	0
1.86	1.89	1.75	1.99	2.42	2.47	1.58	3.72
2.00	2.00	2.00	2.00	2.00	2.00	2.00	4.00
2	2	2	2	2	2	2	4
.349	.315	.436	.099	.926	1.040	.495	1.009

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I post Photos on Social Media sites because: - I want my friends to comment on them	I post Photos on Social Media sites because: - I just love posting pictures	I post Photos on Social Media sites because: - I want to get feedback from my friends	I post Photos on Social Media sites because: - I want to be more popular	I post Photos on Social Media sites because: - I want to share special moments	I post Photos on Social Media sites because: - it is fun	Please rate the following statements: - I can post personal photos of myself online	Please rate the following statements: - I love having my photos online in one place
503	503	503	503	503	503	503	503
0	0	0	0	0	0	0	0
3.26	3.06	4.00	2.31	3.85	3.67	3.27	3.27
3.00	3.00	4.00	2.00	4.00	4.00	4.00	3.00
4	4	4	1	4	4	4	4
1.086	1.219	.000	1.172	1.075	1.107	1.207	1.057

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Please rate the following statements: - I only want people who are my friends to see my photos online	Please rate the following statements: - I love being tagged on photos by my friends online	Please rate the following statements: - I prefer interacting with people online than face to face	Please rate the following statements: - I make friends more on Social Networks than face to face	I prefer posting photos on instagram more than: - Facebook	I prefer posting photos on instagram more than: - Google+	I prefer posting photos on instagram more than: - Twitter	I prefer posting photos on instagram more than: - Twitter
503	503	503	503	503	503	503	503
0	0	0	0	0	0	0	0
3.82	2.99	2.57	2.57	2.26	2.22	2.15	2.66
4.00	3.00	2.00	2.00	2.00	2.00	2.00	3.00
4	3	2	1	1	1	1	1
1.055	1.079	1.202	1.277	1.304	1.241	1.244	1.344

Appendix 2: Online Questionnaire

SOCIAL MEDIA USE AMONG UNIVERSITY STUDENTS

~ PLEASE fill in the following questions as best as you can. The survey is ANONYMOUS and no personal data will be collected. The findings of the research will be helpful in my Masters dissertation. ~

1. What is your gender?

◯ Female   ◯ Male   ◯ Other

2. What is your age?

◯ under 18

◯ 18 to 24

◯ 25 to 34

◯ 35 to 44

◯ 45 to 54

◯ 55 to 64

◯ 65 older

3. Please State your Nationality.

[   ]

4. Please specify your level of education.

◯ college diploma   ◯ Undergraduate   ◯ Graduate   ◯ Post Graduate

5. How many hours do you spend online each day?

◯ 0-2 hours   ◯ 2-4 hours   ◯ 4-6 hours   ◯ 6-8 hours   ◯ More than 8 hours

6. Which of the following social networking websites do you currently have an account with? (Check all that apply)

☐ Facebook   ☐ Google+   ☐ Instagram   ☐ Twitter   ☐ Foursquare

☐ Other (please specify)

[   ]

7. How many hours do you spend online each day on Social Network sites?

◯ 0-2 hours   ◯ 2-4 hours   ◯ 4-6 hours   ◯ 6-8 hours   ◯ More than 8 hours

8. In a typical day, which of the following social networking websites do you use most often?

☐ Instagram   ☐ Twitter   ☐ Facebook   ☐ Google+   ☐ Foursquare

☐ Other (please specify)

[   ]

SOCIAL MEDIA USE AMONG UNIVERSITY STUDENTS

9. About how many of your "friends" on social networking websites have you met in person?

- ◯ All of them
- ◯ Most of them
- ◯ About half of them
- ◯ A few of them
- ◯ None of them

10. How likely are you to post photos on social networking sites?

◯ very Likely   ◯ Likely   ◯ Neutral   ◯ Unlikely   ◯ Very Unlikely

Please answer the following questions as best as you can

11. Do you have an instagram Account?

◯ Yes   ◯ No

12. I post Photos on Social Media sites because:

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
I want my friends to see them	◯	◯	◯	◯	◯
I want my friends to comment on them	◯	◯	◯	◯	◯
I just love posting pictures	◯	◯	◯	◯	◯
I want to get feedback from my friends	◯	◯	◯	◯	◯
I want to be more popular	◯	◯	◯	◯	◯
I want to share special moments	◯	◯	◯	◯	◯
it is fun	◯	◯	◯	◯	◯

SOCIAL MEDIA USE AMONG UNIVERSITY STUDENTS

13. Please rate the following statements:

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
I can post personal photos of myself online	◯	◯	◯	◯	◯
I love having my photos online in one place	◯	◯	◯	◯	◯
I only want people who are my friends to see my photos online	◯	◯	◯	◯	◯
I love being tagged on photos by my friends online	◯	◯	◯	◯	◯
I prefer interacting with people online than face to face	◯	◯	◯	◯	◯
I make friends more on Social Networks than face to face	◯	◯	◯	◯	◯

14. I prefer posting photos on instagram more than:

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Facebook	◯	◯	◯	◯	◯
Google+	◯	◯	◯	◯	◯
Twitter	◯	◯	◯	◯	◯
Orkut	◯	◯	◯	◯	◯

~ THANK YOU FOR TAKING THE TIME TO FILL THE SURVEY ~

Appendix 3: Online Survey Results

SOCIAL MEDIA USE AMONG UNIVERSITY STUDENTS

Q1 What is your gender?

Answered: 490   Skipped: 14
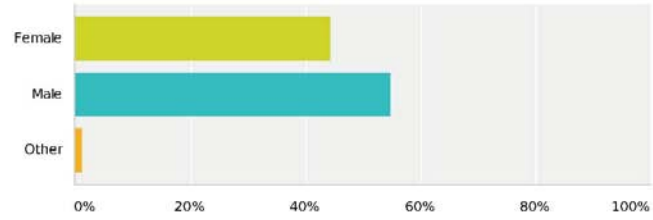
Answer Choices	Responses	
Female	44.29%	217
Male	54.69%	268
Other	1.02%	5
Total		490

1 / 26

98

Q2 What is your age?

Answered: 491   Skipped: 13
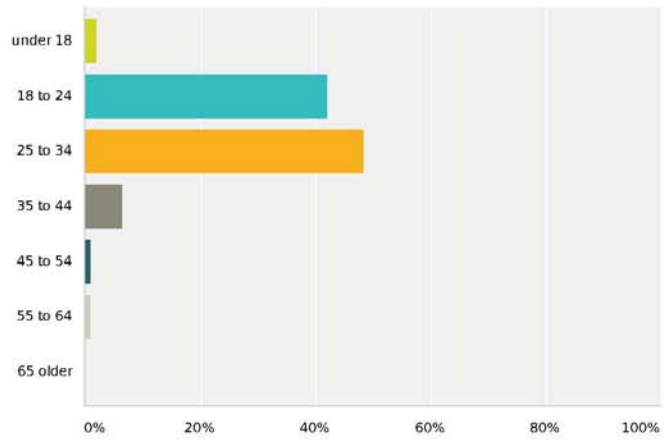
Answer Choices	Responses	
under 18	1.83%	9
18 to 24	41.96%	206
25 to 34	48.27%	237
35 to 44	6.31%	31
45 to 54	0.81%	4
55 to 64	0.81%	4
65 older	0%	0
Total		491

2 / 26

99

Q3 Please State your Nationality.

Answered: 329   Skipped: 175

Nationality	
Afghan	0.30%
Albanian	
Algerian	
American	2.43%
Andorran	
Angolan	
Antiguans	
Argentinean	
Armenian	
Australian	
Austrian	
Azerbaijani	
Bahamian	
Bahraini	
Bangladeshi	
Barbadian	
Barbudans	0.30%
Batswana	
Belarusian	
Belgian	
Belizean	
Beninese	
Bhutanese	

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SOCIAL MEDIA USE AMONG UNIVERSITY STUDENTS

- Bolivian
- Bosnian
- Brazilian
- British — 0.30%
- Bruneian
- Bulgarian
- Burkinabe
- Burmese
- Burundian
- Cambodian
- Cameroonian — 1.82%
- Canadian — 0.30%
- Cape Verdean
- Central African
- Chadian
- Chilean
- Chinese
- Colombian
- Comoran
- Congolese — 0.30%
- Costa Rican
- Croatian
- Cuban
- Cypriot — 2.13%

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SOCIAL MEDIA USE AMONG UNIVERSITY STUDENTS

Czech	
Danish	
Djibouti	
Dominican	
Dutch	
East Timorese	
Ecuadorean	
Egyptian	
Emirian	
Equatorial Guinean	
Eritrean	
Estonian	
Ethiopian	
Fijian	
Filipino	
Finnish	
French	0.30%
Gabonese	
Gambian	
Georgian	
German	0.30%
Ghanaian	1.22%
Greek	
Grenadian	
Guatemalan	

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SOCIAL MEDIA USE AMONG UNIVERSITY STUDENTS

Guinea-Bissauan	
Guinean	
Guyanese	
Haitian	
Herzegovinian	
Honduran	
Hungarian	
I-Kiribati	
Icelander	
Indian	0.30%
Indonesian	
Iranian	3.04%
Iraqi	
Irish	
Israeli	
Italian	
Ivorian	
Jamaican	
Japanese	
Jordanian	0.30%
Kazakhstani	
Kenyan	42.86%
Kittian and Nevisian	
Kuwaiti	
Kyrgyz	

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SOCIAL MEDIA USE AMONG UNIVERSITY STUDENTS

Laotian				
Latvian				
Lebanese				
Liberian				
Libyan				
Liechtensteiner				
Lithuanian				
Luxembourger				
Macedonian				
Malagasy				
Malawian	0.30%			
Malaysian				
Maldivan				
Malian				
Maltese				
Marshallese				
Mauritanian				
Mauritian				
Mexican				
Micronesian				
Moldovan				
Monacan				
Mongolian				
Moroccan				
Mosotho				

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SOCIAL MEDIA USE AMONG UNIVERSITY STUDENTS

Nationality	Percentage
Motswana	
Mozambican	
Namibian	
Nauruan	
Nepalese	0.30%
New Zealander	
Nicaraguan	
Nigerian	28.27%
Nigerien	3.65%
North Korean	
Northern Irish	
Norwegian	
Omani	0.30%
Pakistani	0.30%
Palauan	
Panamanian	
Papua New Guinean	
Paraguayan	
Peruvian	
Polish	
Portuguese	
Qatari	
Romanian	
Russian	0.30%

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Rwandan	
Saint Lucian	
Salvadoran	
Samoan	
San Marinese	
Sao Tomean	
Saudi	
Scottish	
Senegalese	
Serbian	
Seychellois	
Sierra Leonean	
Singaporean	
Slovakian	
Slovenian	
Solomon Islander	
Somali	
South African	
South Korean	
Spanish	
Sri Lankan	
Sudanese	1.22%
Surinamer	
Swazi	
Swedish	

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SOCIAL MEDIA USE AMONG UNIVERSITY STUDENTS

Answer Choices	Responses	
Total		329

SOCIAL MEDIA USE AMONG UNIVERSITY STUDENTS

Afghan	0.30%	1
Albanian	0%	0
Algerian	0%	0
American	2.43%	8
Andorran	0%	0
Angolan	0%	0
Antiguans	0%	0
Argentinean	0%	0
Armenian	0%	0
Australian	0%	0
Austrian	0%	0
Azerbaijani	0%	0
Bahamian	0%	0
Bahraini	0%	0
Bangladeshi	0%	0
Barbadian	0%	0
Barbudans	0.30%	1
Batswana	0%	0
Belarusian	0%	0
Belgian	0%	0
Belizean	0%	0
Beninese	0%	0
Bhutanese	0%	0
Bolivian	0%	0
Bosnian	0%	0
Brazilian	0%	0
British	0.30%	1
Bruneian	0%	0
Bulgarian	0%	0
Burkinabe	0%	0
Burmese	0%	0
Burundian	0%	0
Cambodian	0%	0
Cameroonian	1.82%	6
Canadian	0.30%	1
Cape Verdean	0%	0
Central African	0%	0
Chadian	0%	0
Chilean	0%	0
Chinese	0%	0
Colombian	0%	0
Comoran	0%	0
Total		329

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Congolese	0.30%	1
Costa Rican	0%	0
Croatian	0%	0
Cuban	0%	0
Cypriot	2.13%	7
Czech	0%	0
Danish	0%	0
Djibouti	0%	0
Dominican	0%	0
Dutch	0%	0
East Timorese	0%	0
Ecuadorean	0%	0
Egyptian	0%	0
Emirian	0%	0
Equatorial Guinean	0%	0
Eritrean	0%	0
Estonian	0%	0
Ethiopian	0%	0
Fijian	0%	0
Filipino	0%	0
Finnish	0%	0
French	0.30%	1
Gabonese	0%	0
Gambian	0%	0
Georgian	0%	0
German	0.30%	1
Ghanaian	1.22%	4
Greek	0%	0
Grenadian	0%	0
Guatemalan	0%	0
Guinea-Bissauan	0%	0
Guinean	0%	0
Guyanese	0%	0
Haitian	0%	0
Herzegovinian	0%	0
Honduran	0%	0
Hungarian	0%	0
I-Kiribati	0%	0
Icelander	0%	0
Indian	0.30%	1
Indonesian	0%	0
Iranian	3.04%	10
Total		329

Iraqi	0%	0
Irish	0%	0
Israeli	0%	0
Italian	0%	0
Ivorian	0%	0
Jamaican	0%	0
Japanese	0%	0
Jordanian	0.30%	1
Kazakhstani	0%	0
Kenyan	42.86%	141
Kittian and Nevisian	0%	0
Kuwaiti	0%	0
Kyrgyz	0%	0
Laotian	0%	0
Latvian	0%	0
Lebanese	0%	0
Liberian	0%	0
Libyan	0%	0
Liechtensteiner	0%	0
Lithuanian	0%	0
Luxembourger	0%	0
Macedonian	0%	0
Malagasy	0%	0
Malawian	0.30%	1
Malaysian	0%	0
Maldivan	0%	0
Malian	0%	0
Maltese	0%	0
Marshallese	0%	0
Mauritanian	0%	0
Mauritian	0%	0
Mexican	0%	0
Micronesian	0%	0
Moldovan	0%	0
Monacan	0%	0
Mongolian	0%	0
Moroccan	0%	0
Mosotho	0%	0
Motswana	0%	0
Mozambican	0%	0
Namibian	0%	0
Nauruan	0%	0
Total		329

Nepalese	0.30%	1
New Zealander	0%	0
Nicaraguan	0%	0
Nigerian	28.27%	93
Nigerien	3.65%	12
North Korean	0%	0
Northern Irish	0%	0
Norwegian	0%	0
Omani	0.30%	1
Pakistani	0.30%	1
Palauan	0%	0
Panamanian	0%	0
Papua New Guinean	0%	0
Paraguayan	0%	0
Peruvian	0%	0
Polish	0%	0
Portuguese	0%	0
Qatari	0%	0
Romanian	0%	0
Russian	0.30%	1
Rwandan	0%	0
Saint Lucian	0%	0
Salvadoran	0%	0
Samoan	0%	0
San Marinese	0%	0
Sao Tomean	0%	0
Saudi	0%	0
Scottish	0%	0
Senegalese	0%	0
Serbian	0%	0
Seychellois	0%	0
Sierra Leonean	0%	0
Singaporean	0%	0
Slovakian	0%	0
Slovenian	0%	0
Solomon Islander	0%	0
Somali	0%	0
South African	0%	0
South Korean	0%	0
Spanish	0%	0
Sri Lankan	0%	0
Sudanese	1.22%	4
Total		329

Surinamer	0%	0
Swazi	0%	0
Swedish	0%	0
Swiss	0%	0
Syrian	0%	0
Taiwanese	0%	0
Tajik	0%	0
Tanzanian	0.61%	2
Thai	0%	0
Togolese	0%	0
Tongan	0%	0
Trinidadian or Tobagonian	0%	0
Tunisian	0%	0
Turkish	4.26%	14
Tuvaluan	0%	0
Ugandan	0.61%	2
Ukrainian	0%	0
Uruguayan	0%	0
Uzbekistani	0%	0
Venezuelan	0%	0
Vietnamese	0%	0
Welsh	0%	0
Yemenite	0%	0
Zambian	0.30%	1
Zimbabwean	3.34%	11
Total		329

Q4 Please specify your level of education.

Answered: 481   Skipped: 23
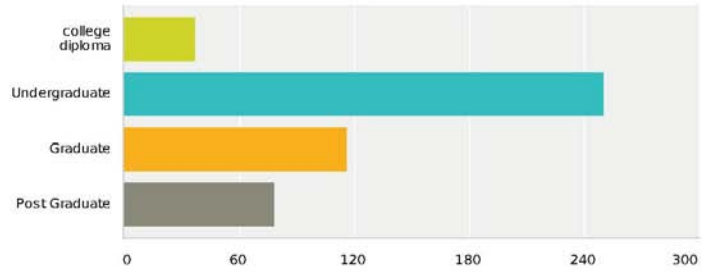
Answer Choices	Responses	
college diploma	**7.69%**	37
Undergraduate	**51.98%**	250
Graduate	**24.12%**	116
Post Graduate	**16.22%**	78
Total		481

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Q5 How many hours do you spend online each day?

Answered: 480   Skipped: 24
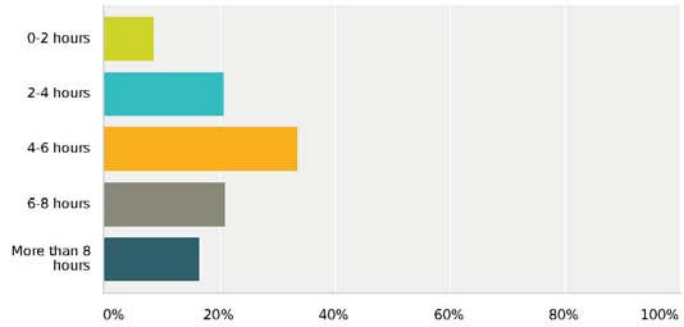
Answer Choices	Responses	
0-2 hours	8.54%	41
2-4 hours	20.63%	99
4-6 hours	33.54%	161
6-8 hours	20.83%	100
More than 8 hours	16.46%	79
Total		480

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Q6 Which of the following social networking websites do you currently have an account with? (Check all that apply)
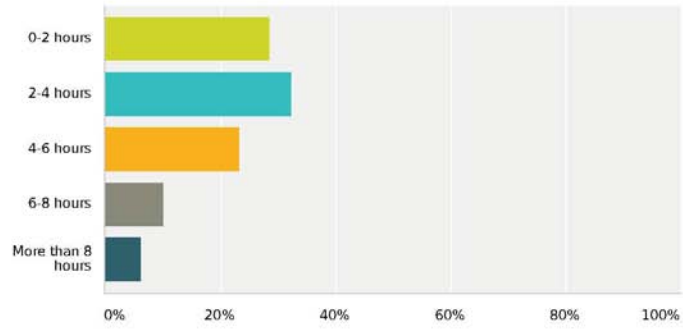
Answered: 492   Skipped: 12
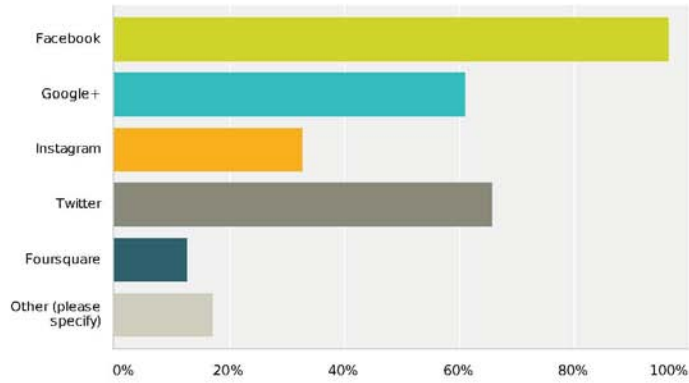
Answer Choices	Responses	
Facebook	96.34%	474
Google+	60.98%	300
Instagram	32.72%	161
Twitter	65.65%	323
Foursquare	12.60%	62
Other (please specify)	17.07%	84
Total Respondents: 492		

Q7 How many hours do you spend online each day on Social Network sites?

Answered: 478   Skipped: 26

Answer Choices	Responses	
0-2 hours	28.45%	136
2-4 hours	32.22%	154
4-6 hours	23.22%	111
6-8 hours	10.04%	48
More than 8 hours	6.07%	29
Total		478

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Q8 In a typical day, which of the following social networking websites do you use most often?

Answered: 484   Skipped: 20
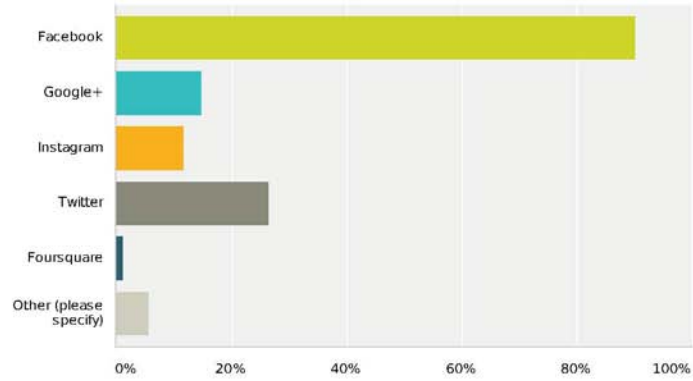
Answer Choices	Responses	
Facebook	90.08%	436
Google+	14.67%	71
Instagram	11.57%	56
Twitter	26.45%	128
Foursquare	1.03%	5
Other (please specify)	5.58%	27
Total Respondents: 484		

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Q9 About how many of your "friends" on social networking websites have you met in person?

Answered: 488 Skipped: 16
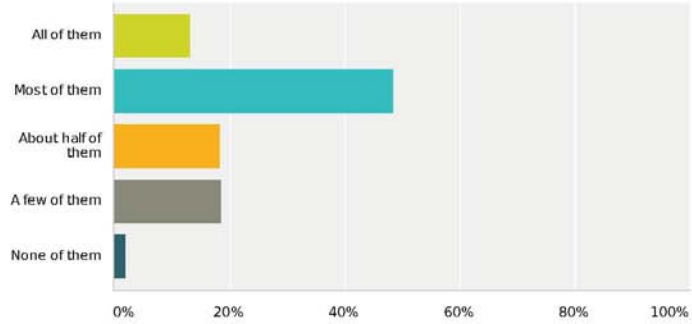
Answer Choices	Responses	
All of them	13.11%	64
Most of them	48.36%	236
About half of them	18.24%	89
A few of them	18.44%	90
None of them	1.84%	9
Total		488

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Q10 How likely are you to post photos on social networking sites?

Answered: 487   Skipped: 17
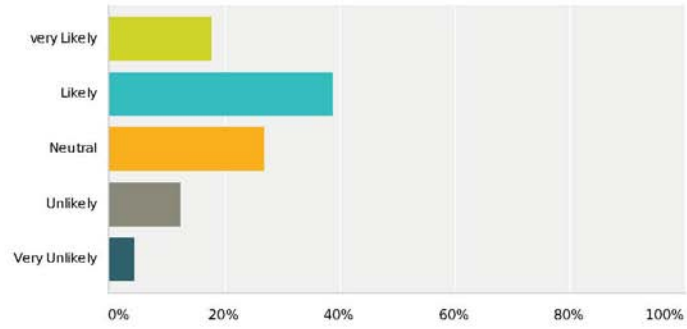
Answer Choices	Responses	
very Likely	17.66%	86
Likely	38.81%	189
Neutral	26.90%	131
Unlikely	12.32%	60
Very Unlikely	4.31%	21
Total		487

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Q11 Do you have an instagram Account?

Answered: 475   Skipped: 29
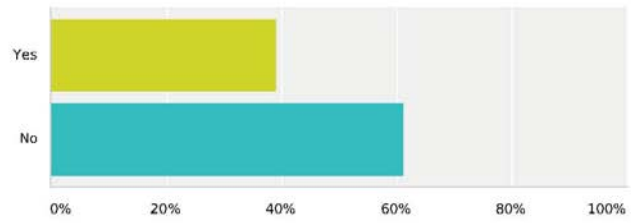
Answer Choices	Responses	
Yes	38.95%	185
No	61.05%	290
Total		475

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Q12 I post Photos on Social Media sites because:

Answered: 487   Skipped: 17
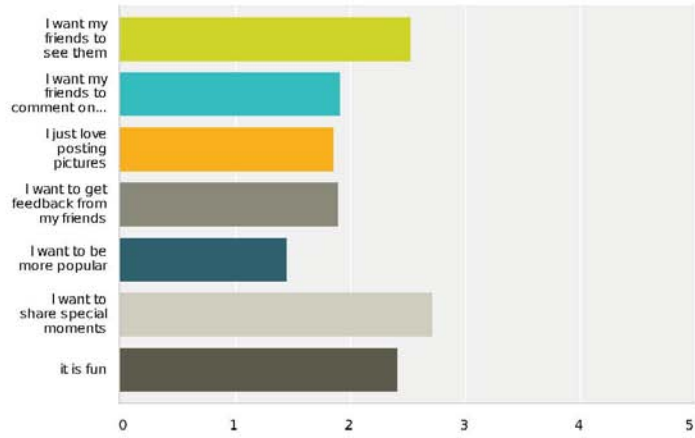
	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total	Average Rating
I want my friends to see them	7.40% 35	3.17% 15	15.86% 75	55.81% 264	17.76% 84	473	2.52
I want my friends to comment on them	9.48% 44	12.72% 59	29.09% 135	38.58% 179	10.13% 47	464	1.91
I just love posting pictures	15.15% 70	16.02% 74	26.62% 123	30.95% 143	11.26% 52	462	1.85
I want to get feedback from my friends	11.33% 52	16.78% 77	27.67% 127	32.68% 150	11.55% 53	459	1.89
I want to be more popular	33.19% 152	26.86% 123	22.49% 103	12.01% 55	5.46% 25	458	1.45
I want to share special moments	6.81% 32	4.68% 22	13.40% 63	45.53% 214	29.57% 139	470	2.71
it is fun	8.74% 41	4.26% 20	20.04% 94	44.56% 209	22.39% 105	469	2.41

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Q13 Please rate the following statements:

Answered: 483   Skipped: 21
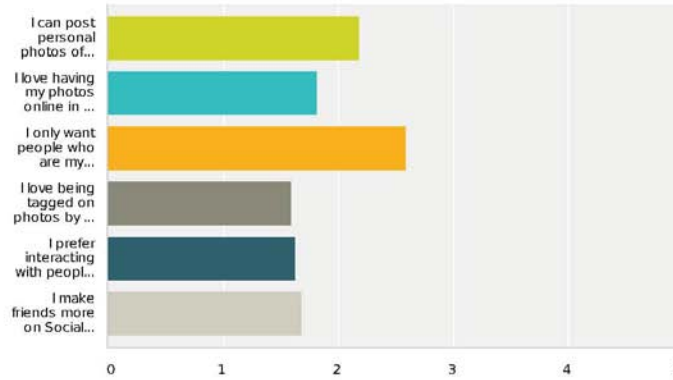
	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total	Average Rating
I can post personal photos of myself online	14.19% 67	12.08% 57	17.80% 84	44.07% 208	11.86% 56	472	2.18
I love having my photos online in one place	9.19% 43	10.90% 51	33.12% 155	36.97% 173	9.83% 46	468	1.81
I only want people who are my friends to see my photos online	4.94% 23	7.30% 34	18.03% 84	39.91% 186	29.83% 139	466	2.59
I love being tagged on photos by my friends online	12.26% 57	17.85% 83	35.27% 164	27.74% 129	6.88% 32	465	1.59
I prefer interacting with people online than face to face	23.55% 110	30.84% 144	22.27% 104	16.06% 75	7.28% 34	467	1.63
I make friends more on Social Networks than face to face	27.93% 131	26.01% 122	19.40% 91	18.55% 87	8.10% 38	469	1.68

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Q14 I prefer posting photos on instagram more than:

Answered: 462   Skipped: 42
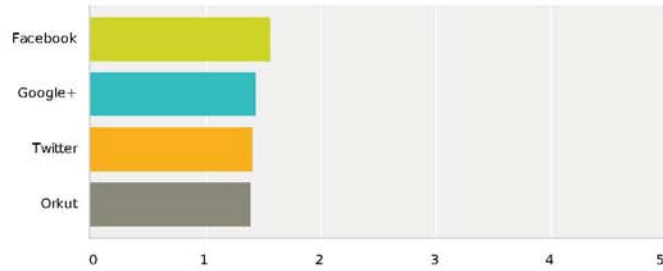
	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total	Average Rating
Facebook	35.68% 162	23.79% 108	19.60% 89	11.23% 51	9.69% 44	454	1.56
Google+	36.23% 150	19.81% 82	24.40% 101	10.63% 44	8.94% 37	414	1.43
Twitter	33.66% 139	21.55% 89	25.91% 107	11.62% 48	7.26% 30	413	1.41
Orkut	36.50% 146	18.25% 73	27% 108	7.00% 28	11.25% 45	400	1.39