

## THE USAGE OF INSTAGRAM TOWARDS SOCIETY

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### Abstract

The purposed of this research is to determine the usage of Instagram towards society. This paper proposes a framework to identify four aspects concerning about the usage of Instagram. As a result, the study reveals that the usage of Instagram consists of photo sharing, hashtag, self-presentation and self-esteem. This paper also shows the table analysis of review and the figure proposed research framework.

**Keywords:** Instagram, usage, students, photo sharing

### 1. Introduction

Nowadays, Instagram use continues to grow and especially among young adults. According to Thayer & Ray (2006), age is a strong determinant of the frequency and quality of an individual's social media usage, and it is unsurprising that younger people are more comfortable with online communication than adults. Instagram can be used for society such as photo sharing, image tagging, motivation, education and business. Instagram usage give a lot of advantages and benefits for users. Besides, users can keep updated with the current news on Instagram such as by searching Instagram hashtag (#). User can use hashtag for searching information or news such as "#H1N1". After they use the hashtag, all the information and image sharing about H1N1 will appear on the Instagram. Users also used Instagram for education, for example they can search how to improve English writing. All the information will appear through photo-sharing and image tagging. Instagram also help user to become more motivated because they can search motivational and inspiration quotes on Instagram. It can help user to become independent by looking at motivational quotes.

The aim of this study is to identify the usage of Instagram towards society. In order to achieve this objective, this research proposes a framework to determine usage of Instagram towards society. The remainder of this paper is organized as follows. Section 2 is literature review. Proposed framework is in Section 3. Final section contains some concluding remarks.

### 2. Literature Review

This research is to evaluate the usage of Instagram towards users. For the usage of Instagram, we focus on four main aspects; photo sharing, hashtag, self-presentation and self-esteem.

## 2.1 Photo Sharing

Instagram is a photo sharing that are becoming popular among young people because they can post their pictures in their Instagram account. Instagram is the easy way to use and share information through photos. In other words, Instagram is a photo sharing platform and information about what users see and how they want to be seen in public. According to Seltzer et al., (2017), Instagram is a platform that have strongly influenced the awareness and perceptions of public health. In this article, the study focus on Zika disease. They uploaded Zika-specific images on Instagram so that users are aware with the news that they shared on their Instagram account. The Big Five personality traits and gender were employed as the variables for user characteristics (Kim & Kim, 2018). In this research paper, the research aims to explore how Instagram user characteristic and how they can share the photo in the correct way. For instance, they share authentic information on the Instagram. Other than that, users always keep updated with the current news by using Instagram. This is because they can know the news through photo sharing by the other users. Instagram also the platform for online business. Online business will share their product on their Instagram so that users can easily buy their product. Female users or celebrities are usually eager want to buy or shopping on Instagram. For instance, in study by Djafarova & Rushworth, (2016), saying that celebrities on Instagram are influential in the purchase behavior of young female users. In addition, Instagram also can help users to conduct their business through online. For instance, in study by Abdulrazzaq et al., (2016) saying that family business can promote their products, support information sharing and most of the families use Instagram to promote their business through photo sharing. According to Paramboukis, Skues & Wis (2016), Instagram used as editing of photos that can be used to make a specific impression to other by glamorizing their portrayal of themselves or their lives. User can share their photos, their lives and their daily routines on Instagram to keep updated with their friends or other users. Article by Hu, Manikonda & Kambhampati (2014) saying that Instagram is a new form of communication where users can easily share their updates by taking photos and tweaking them user filters. Users also can share their life moments with friends by sharing photos and video.

## 2.2 Hashtag

Hashtag are tags or words prepended with “#” used to indicate content of the picture on Instagram. It is can help users to find and search for pictures. Users will easy to find what information they want by searching using hashtag. For example, study by Seltzer et al., (2017), saying that using the keyword #zika they identified 500 images posted on Instagram which is the images were coded by three reviewers and contextual information was collected for each image about sentiment, image type, content, audience, geography, reliability and engagement. Users that using Instagram hashtag and provided by the owner of the photos or the creator of the photos actually express more accurate the content of a photo (Giannoulakis & Tsapatsoulis, 2016). Users and image owners are agreeing that hashtags can describe the visual content of an image. The using of hashtag should be used in the correct way for example, hashtag that not relevant and not directly with image’s visual content should be remove because it can

represent noise. Study by Ibbas et al., (2015) saying that hashtag is the main tool for Instagram because it helps in advertising system that would allow brand to pay to reach user that are still not followers. It is also by using hashtag, it can help online seller to promote themselves and their brand name so that makes the content visible to all users that are interested in the specific topic or product. According to Sheldon & Bryant (2015), states that the audience's reasons are for using Instagram, behavioral outcomes are measured as the amount of Instagram use, the frequency of posting hashtags, and the amount of time spent editing Instagram photos. It is also help users to become closer with any contest that conduct on Instagram by post picture and using hashtag given. It will give some interest for users to join the contest or competition. According to Eroglu & Buyuktuncer (2018) saying that the purpose of this study was to analyze the content of Instagram shares dietitians by searching with the #onlinediyet (Turkish for online diet) hashtag. Instagram environment are very easy for online instructor for looking new client because Instagram is the famous social media among others. The content of photo hashtag sometimes gives inspiration and motivation that help users to encourage themselves to become better. For examples, photos that using #thinspiration can encourage users weight loss and losing weight in the right way. According to Dorfman et al., (2017) states that Instagram are the platform for plastic surgery continues to rise and using the right hashtag to promote plastic surgery for users to give them as a self-promotion on their Instagram account. The hashtag #plasticsurgery had the highest amount of posts. Users want to look good on their Instagram because it is one of the self-motivation for themselves and for everyone.

### 2.3 Self-Presentation

According to Kim et al., (2010), since social media posts including Instagram photos can be regarded as a product of self-presentation, it is proper to consider them as the reflection of users' characteristics. Users can share their images such as upload their photos on Instagram and using their own picture for the profile photo for their own Instagram account. Self-presentation is very important for female users on Instagram because they want to look beautiful and thin body shape so that they will feel confident with themselves. Users can show themselves on Instagram by showing their facial expression, having fun with their friends and their daily routines. Other than that, female and male users can present themselves through *selfies* which is new term for users to show their identity. According to Deeb-Swihart et al., (2017) saying that more women post selfies than men, and most selfies are posted by young adults between ages of 18-35. Other than that, by using Instagram can present users in term of showing their progress in doing something. For instance, users will post about themselves before they achieve what they want and then post a selfies or picture of the muscles or body workout that the person has gained once succeeding. Based on Sheldon & Bryant (2015) saying that there is a positive relationship between high levels of social activity such as traveling, going to sporting events and visiting friends and being motivated to use Instagram as a means of documentation. It is the way of users to present themselves when they doing some activities, they will post the pictures on Instagram so

that the other users will follow their health daily routines. It can help the other user become more motivated by doing good activities on their leisure time.

#### 2.4 Self-Esteem

User with low self-esteem are more likely to give-up on themselves because they do not have confident in themselves to present what they want to present. Besides, they will give up in trying to find information it if is unclear information but with those who have high self-esteem will not give up to further search information that they want. People with low self-esteem, they will feel not confident with themselves in term of showing themselves on Instagram. For instance, article by Djafarova & Rushworth (2016) states that celebrity's profiles are at the top of the list of the most-followed pages on Instagram, frequently used to deliver marketing communication messages to their followers. This is because they have high level of self-esteem in themselves. In addition, individual should posts or share something that encourages Instagram users to focus only for the positive images so that it can help other user to improve their self-esteem. In study by Paramboukis, Skues & Wis (2016) discuss about the relationships between narcissism, self-esteem and Instagram use. They said that Instagram facilitates the selection and editing photos so that can be used to make impression to others by glamorizing their portrayal of themselves of their lives. Such behavior aligns with grandiose narcissism traits such as attention-seeking, vanity, self-promotion and exhibitionism.

Table 1: Analysis of Review

Author	Photo Sharing	Hashtag	Self-Presentation	Self-Esteem
Seltzer et al., (2017)	✓	✓		
Kim & Kim (2018)	✓		✓	
Djafarova & Rushworth (2016)	✓			✓
Giannoulakis & Tsapatsoulis (2016)		✓		
Deeb-Swihart et al., (2017)			✓	
Abdulrazzaq et al., (2016)	✓			
Paramboukis. Skues & Wis (2016)	✓			✓
Hu, Manikonda & Kambhampati (2014)	✓			
Ibba et al.,(2015)		✓		
Sheldon & Bryant (2015)		✓	✓	✓
Eroglu & Buyuktuncer (2018)		✓		
Dorfman et al., (2017)		✓		

### 3. Proposed Framework

In this research, we proposed our research framework as shown in Figure 1. The proposed framework is based on the discussion in the literature reviews. In this framework, we identify dependent and independent variables. The dependent variable is usage of Instagram, meanwhile the independent variables are photo sharing, hashtag, self-presentation and self-esteem. All of the dependent and independent variables were taken from Table 1.

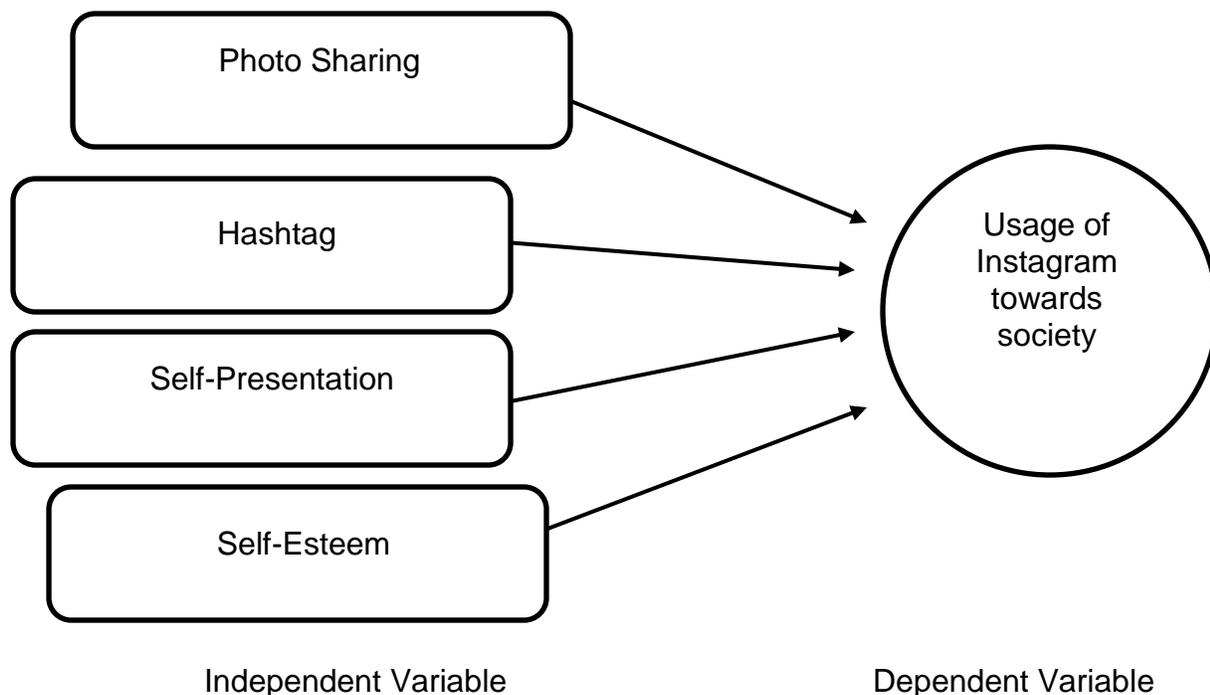


Figure 1. Proposed research framework

### 4. Conclusions

Social media such as Instagram can help lot of people nowadays to ensure the user do not leave behind in this technology world. Instagram help users to become always keep updated with all the news and especially with the current news. There is a lot of usage of Instagram towards society. Users become advanced from the past because of the usage of Instagram. It is give many impact and benefits for society. However, some researchers agree that by using Instagram in daily life, it gives a lot of benefits towards society. For instance, users easily can search the specific information by using hashtag on Instagram. By using hashtag, all the specific information on the hashtag will appear. It will help user to save their time instead of search the overload information. Other than that, users can search information by using photo sharing. In this virtual world, users like to share the information through photo.

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