

Article

Motives for using Instagram Among Young Adults

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A B S T R A C T

The research article would be analyzing motives for using Instagram among 18-26 years of young adults. The rise of social media platforms has led to various advanced needs. The study chose 103 samples to assess the different factors such as physiological needs, safety needs, love and belonging needs, esteem needs, self-actualization. Based on the analysis, female users were more compared to male players. Users of Instagram, feel happy when they chat with their friends. Though many factors the motive to share your personal information with others male participants students expressed higher levels of agreement than female students whereas in all other five other female participants students expressed higher levels of agreement than male participants.

Keywords: Social Media, Instagram, Motives, Maslow Hierarchy Theory, Love And Belonging Needs

Introduction

Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, more.

Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. Instagram allows users to edit and upload photos and short videos through a mobile app. Kevin Systrom and Mike Krieger founded Instagram in San Francisco after initially attempting to build a platform resembling Foursquare but ultimately focusing solely on photo sharing. Instagram is a combination of the words "instant camera" and "telegram."

On October 6, 2010, the iOS app was made available through the iTunes app store, on April 3, 2012, the Android app followed suit. Just two years after inception, the network had a meteoric rise in popularity, with the firm boasting

more than 40 million active users. Facebook took notice of this and in the summer of 2012 officially acquired Instagram for \$1 billion.

A young adult is generally a person in the years following adolescence. Definitions and opinions on what qualifies as a young adult vary, with works such as Erik Erikson's Stages of Human Development significantly influencing the definition of the term; generally, the term is often used to refer adults in approximately the age range of 18 to 26. Young/prime adulthood is considered the healthiest time of life, young adults are generally in good health, subject neither to disease nor the problems of senescence. Strength and physical performance are at their peak in 18 to 26 years of age. The most frequent young adults mental health problems are rates of depression, suicidal behaviours, eating disorders, substance abuse have increased steadily among young people in recent decades.

Need for the Study

The number of Instagram users in 2022 marks a 5.79% annual increase from 2021. Impressive as this is, it is actually

a slowdown from the previous year. In 2021, Instagram's user growth hit 16.35%, the biggest increase forecasted between 2020 and 2025. Even though the number of Instagram users is predicted to continue rising, growth is expected to come at a slower pace. In 2023, Instagram's user growth is forecasted to slow slightly, to 5.47%. This is set to decelerate to 3.7% in 2024, further to 2.86% in 2025. From 2020 to 2025, Instagram is expected to increase its number of users by 400 million. This is an increase of 38.46% in just five years. The average annual growth rate in this period is 6.83%. The data shows that it's predicted to increase by 70 million in 2023, to reach a total of 1.35 billion, before growing another 50 million in 2024, to 1.4 billion. By 2025, analysts expect there to be 1.44 billion Instagram users worldwide.

This study is important for all pupils to be aware of their own needs and guide those who use Instagram. This is because the study lays out various reasons why young adults use Instagram, which in the end causes them to experience some psychological problems. This study makes it easier for using Instagram to explain why they enjoy using Instagram. Therefore, everyone would benefit from this research study in some way for the enhancement of their own lives.

Theoretical Framework

The study is about "Motives for using Instagram among 18 to 26 years old pupils. According to this, the researcher has chosen Malow's Hierarchy Theory," is applied to assess various motives for using Instagram.

Literature Review

The review of literature is based on the different research content analysis on the different.

Motives for Instagram Usage

Testing psychological effects on media users necessitate the description of real-world circumstances, coming up with an all-encompassing explanation is challenging. To understand the psychological effects on the internet and new media users, researchers frequently employ media-related side effects. Mull and Lee looked at the uses and gratifications theory about social media and applied it to the reasons people use Pinterest. They found five main reasons: organising, fashion, creative projects, virtual exploration, amusement. Instagram is ideally suited for research comparing and characterising usage motives since it places as much emphasis on visual display as Pinterest does.

The majority of user posts on Instagram are selfies, according to recent research on the reasons people use the social media platform. Instagram is more for personal usage, but Facebook posts are mostly intended to build relationships with other people. The majority of people

invest a lot of time and energy on Instagram; users first snap several photos before uploading the most significant photo to garner attention and likes. Social media users frequently have a positive self-image and are quite sensitive to criticism. Instagram makes use of people's innate desire for social approval to provide users with a special sense of fulfilment.

Motivations for using Photo/Video Sharing Web Sites

Few studies deal specifically with the reasons people use photo and video-sharing websites. Researchers have looked into the motivations for self-presentation on personal home pages (Papacharissi 2002, Papacharissi & Rubin 2000, Dominick 1999, Flaherty et al. 1998, Smith 1998, Morris & Ogan 1996). However, only one paper named "Staging on the Internet: Research on Online Photo Album Users in Taiwan using the Spectacle/ Performance Paradigm" by Hsu was identified to address this issue (2007). Based on SPP, she investigated Taiwanese consumers of online picture albums' motivations. Ten variables were given by the author of Motivations of Facebook, YouTube, similar Websites users on page 167 to explain why people utilise online photo albums. These dimensions were (1) information seeking, (2) media drenching, (3) diversion, (4) performance, (5) narcissism, (6) relationship maintenance, (7) aesthetic experience, (8) virtual community, (9) function, (10) reference. Hsu (2007) also suggested new gratifications for these motivations which were media drenching, performance, function, reference.

Research Methodology

The research approach chosen for the study was the quantitative research approach. The design employed for the study was a descriptive research design. Population - The target population includes all male and female students who are using Instagram. The study sample comprises male and female students between the age group of 18-26 years old who fulfil the inclusion criteria. The sample size comprises 103 male and female students who are using Instagram for five different motives. The sampling technique used was a structured interview questionnaire method. The tool includes demographic variables and factors such as Physiological Needs, Safety Needs, Love and Belonging needs, Esteem Needs, Self-Actualization.

Objectives

The objective of the study is to identify the motives associated with the Instagram.

Data Interpretation

According to Table 1, the number of participants who stay on their account per visit, in the age group 18-20, 3 persons stay 0-2 minutes, 12 said 2-5 minutes, 3-6 minutes by 1

person, 6-9 minutes by 4, 11 persons said more than 11 minutes. In age group 21-23, most of them (32) said more than 10 minutes, 14 stays 6-9 minutes, 11 said 2-5 minutes 5 said 0-2 minutes and only one said 3-6 minutes. In the age group of 24-26 3 said 0-2 minutes, 3 said 2-5 minutes and nobody (0) opted for 3-6 minutes and more than 10 minutes. On average, the age group of 21-23, stays for more than 10 minutes, which makes it clear that the age group

Table 1. Number of participants stay on their account per visit

Age	0-2 min.	2-5 min.	3-6 min.	6-9 min.	More than 10 min.	Grand Total
18-20	3	12	1	4	11	31
21-23	5	11	1	14	32	63
24-26	3	3	0	1	0	9
Grand Total	11	26	2	19	45	103

Table 2. Participants on how they feel when they have a conversation with your friends in Instagram

Age	Happy	irritated	Normal	Pleasant	Sad	Grand Total
18-20	18	4	0	9	0	31
21-23	34	3	3	21	2	63
24-26	4	1	0	4	0	9
Grand Total	56	8	3	34	2	103

is using Instagram often while 24-26 stays the least time.

According to Table 2, among the 18–20 age group, 18 of them are happy while engaging in conversation on Instagram, 4 of them are irritated, 9 of them are feeling good, none of them are acting normally or feeling down at the time. In the 21–23 age group, 34 of the participants reported feeling pleased, 3 reported feeling irritated, 3 reported being normal, 21 reported being normal, 2 reported feeling sad during the chat. In the 24-26 age range, four of them are joyful, one is furious, four are pleasant, no one exhibits normal or depressing emotions. Overall, 56 of the poll participants report being happy, 8 reports being furious, 3 reports being normal, 34 reports being nice, 2 reports being particularly depressed while having a conversation on Instagram.

According to Table 3, Out of 103 respondents, 45 young adults spend more than 10 minutes in Instagram daily which is significantly higher out of which 28 are female respondents and 18 are male respondents

Findings

The researcher had one objective before he could start the

Table 3. Number of participants spends time on Instagram

Age	0-2 min.	2-5 min.	30-60 min.	6-9 min.	More than 10 min.	Grand Total
Female	4	19		10	28	61
Male	7	7	1	9	18	42
Grand Total	11	26	1	19	45	103

study namely, to find out the motive for using Instagram. Under this objective, five various variables can be classified to understand and find out the objective. They are, there is love and belonging need for an adult to use Instagram, there is a physiological need for an adult to use Instagram, there is self-actualization, need for an adult to use Instagram and there is an esteem need for an adult to use Instagram.

Some more female respondents use Instagram than male respondents. Out of 103 respondents, 61 respondents are female and 42 respondents are male. The frequency of using Instagram. Out of 103 respondents, 45 young adults spend more than 10 minutes on Instagram daily which is significantly higher out of which 28 are female respondents and 18 are male respondents. There is a significant influence on all needs among using Instagram. Given all the statistical analysis and interpretation, six motives are to forget about problems, to browse the daily lives of celebrities, to look at current fashion wear and outfits, to watch awareness videos, to read the news and to share your personal information with others. Out of six only in the motive (love and belonging needs) to share your personal information with others, male participants students expressed higher levels of agreement than female students whereas in all other five others female participants students expressed higher levels of agreement than male participants.

- The questionnaire was given out in a way that would require participants to complete it in less time. In the end, we obtained a total of 103 valid questionnaires from young adults that had Instagram accounts between age 18 to 26
- The participants included 42 male participants and 61 female participants in different fields. In terms of qualification of participants, 6 of them are school students, 63 of those are under graduation and the remaining 34 are post-graduation
- In terms of the amount of time spent on Instagram every day, 56 participants spent less than 10 minutes and 47 participants spent more than 10 minutes. 34 users out of the total use Instagram for personal use,

compared to 59 users who use it for social media and the remaining users who use it for business

- The motives for Instagram use are divided into five factors, namely self-actualization needs
- Esteem needs, love and belonging needs, safety needs and physiological needs
- In addition, when we look at the motives for Instagram use by gender, significant differences were only found in six question items
- Those six motives are to forget about problems, to browse the daily lives of celebrities, to look at current fashion wear and outfits, to watch awareness videos, to read the news and to share your personal information with others
- Out of six only in the motive to share your personal information with others male participants students expressed higher levels of agreement than female students whereas in all other five others female participants students expressed higher levels of agreement than male participants
- In addition, when we look at the motives for Instagram use by age, there were not many noticeable changes when we looked at the reasons why different age groups used Instagram. However, ages between 21-23 expressed a higher level of agreement than the other two age groups

Conclusion

The investigator has derived the following implications from the study which are vital concerns in the field of communication and media. These concerns eventually benefit young people and others in general. They are communication practice, communication administration, communication education, communication research.

Communication plays a vital role in enabling the importance of identifying factors and motives affecting Instagram. This can be motivated by the following things. Insist on the practice of reading newspapers other than reading news of Instagram news. Educating others on the importance of being aware of the fake ID. So that they would be able to guide their friends to use it in a careful way.

Ensure that young adults learn more about the drawbacks of using Instagram. Young adults should engage in recent trends like attending event workshops, seminars, finding jobs, to start own businesses, become fame rather than wasting time on unwanted negative things. Articles on the effects of using Instagram should be made available in all journals, newspapers, magazines and published in other print media. The effects or drawbacks should be made available on social media platforms in the form of short films, interviews, songs, other forms. Information about the factors associated with Instagram social media literature should be made available in libraries for adults

in the reference section.

Work along with the institutions or government's governing body to develop guidelines for monitoring students' internet activities. Run professional-led update programmes on the motives of using Instagram among young adults. Give adolescents and young people the chance to express their sentiments through activities like group discussions, in-depth interviews, personal counselling, family counselling, cognitive behaviour therapy, etc. to identify the triggers for such feelings.

A video game for all age groups. Disseminate the finding through conferences, seminars, publishing in professional national and international journals, social media platforms such as YouTube, Facebook, Instagram in various creative and effective forms. Encourage further study on assessment of prevalence factors of using Instagram of all age group.

Disseminate the finding through conferences, seminars, publish in professional national and international journals and social media platforms such as YouTube, Facebook, Instagram in various creative and effective forms.

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