

THE RELATIONSHIP BETWEEN PERSONALITY TRAITS
AND BEHAVIORS OF INSTAGRAM USERS VS. NON-USERS

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BOĞAZİÇİ UNIVERSITY

2017

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AND BEHAVIORS OF INSTAGRAM USERS VS. NON-USERS

Thesis submitted to the
Institute for Graduate Studies in Social Sciences
in partial fulfillment of the requirements for the degree of

Master of Arts
in
Management Information Systems

by
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Boğaziçi University

2017

DECLARATION OF ORIGINALITY

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ABSTRACT

The Relationship Between Personality Traits and Behaviors of Instagram Users Vs. Non-Users

Social media platforms have become extensively used as communication tools and information sources among people through the advancements in online technologies. In the academic literature, beliefs, attitudes and behavioral intentions of social media users have been greatly investigated as well as their personality traits and social media usage. While Instagram has been prominent among other social media platforms as an image-based social network, limited is known about the characteristics of Instagram users and non-users related to their Instagram usage. In this thesis it was aimed to examine the relationship between personality traits and belief-attitude-intention connections of Instagram users and non-users. For this purpose, a comprehensive survey was prepared using Big Five Inventory (BFI), Social Interaction Anxiety Scale (SIAS) and Brief-Fear of Negative Evaluation Scale (Brief-FNE). As a result of this survey, data was collected from 690 respondents and results were analyzed by using descriptive, factor, cluster, correlation, cross-tab, independent samples t-test, ANOVA and multiple regression analyses. The results revealed that there were significant differences between Instagram users and non-users with respect to their beliefs about Instagram usage, attitudes towards Instagram usage and behavioral intentions to use Instagram. Additionally, positive correlations were discovered between the personality traits of Instagram users and their Instagram usage that were presented in this thesis.

ÖZET

Instagram Kullanıcısı Olan ve Olmayan Bireylerin Kişilik Özellikleri ve Davranışları Arasındaki İlişki

Sosyal medya platformları, çevrimiçi teknolojilerdeki gelişmeler sayesinde insanlar tarafından iletişim aracı ve bilgi kaynağı olarak yaygın biçimde kullanılmaktadır. Akademik literatürde, sosyal medya kullanıcılarının inançları, tutumları ve davranışsal niyetlerinin yanı sıra kişilik özellikleri ve sosyal medya kullanımı büyük ölçüde araştırılmıştır. Instagram görüntü tabanlı bir sosyal ağ olmasıyla diğer sosyal medya platformları arasında öne çıkarken, Instagram kullanıcısı olan ve olmayan bireylerin Instagram kullanımıyla ilgili özellikleri hakkında sınırlı bilgi bulunmaktadır. Bu tezin amacı Instagram kullanıcısı olan ve olmayan bireylerin kişilik özellikleri ile inanç-tutum-niyet bağlantıları arasındaki ilişkileri incelemektir. Bu amaçla, Büyük Beş Envanteri (BFI), Sosyal Etkileşim Kaygı Ölçeği (SIAS) ve Negatif Eleştiriden Korkma Ölçeği (Brief-FNE) kullanılarak kapsamlı bir anket hazırlandı. Bu anket sonucunda, 690 kişiden toplanan veriler tanımlayıcı, faktör, kümeleme, korelasyon, çapraz sekme, bağımsız örneklem t-testi, ANOVA ve çoklu regresyon analizleriyle incelenmiştir. Bu analizlerin sonucuna göre, Instagram kullanıcıları ve kullanıcı olmayan kişiler arasında Instagram kullanımına yönelik inanç, tutum ve davranışsal niyetler bakımından önemli farklılıklar olduğu ortaya çıkmıştır. Buna ek olarak, Instagram kullanıcılarının kişilik özellikleri ile Instagram kullanımı arasında pozitif korelasyonlar tespit edilmiştir.

ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to my valuable thesis advisor, Prof. Dr. Aslıhan Nasır, for her supervision and guidance throughout this thesis. In addition, I sincerely thank her for giving me her precious time, support and positive energy in my academic studies. I would also like to extend my gratitude to Assoc. Prof. Hande Türker Kımiloğlu for her constructive and helpful involvement and contribution during my thesis process. Moreover, I would like to thank Assoc. Prof. Cenk Arsun Yüksel for participating in my thesis committee.

I would also like to thank my husband, Alper Koçak, for his unlimited support and help during this thesis and also for all my academic studies. Finally, I would like to thank all respondents who participated in the survey and helped me to reach more respondents during the data collection process.

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CHAPTER 1

INTRODUCTION

In the twenty-first century, communication tools and information sources have changed public relations and social life significantly with the advancements of multiple online technologies. “Over the past decade, mobile devices such as cellular phones and tablet computers have become such an essential part of our lives that it is hard to imagine functioning without them” (Kaplan, 2012, p. 129). In addition, the wide-spread use of the Internet allows connection to information through the World Wide Web (Kurtuluş, Özkan & Öztürk, 2015). As a result of all these developments, a new concept has been generated by interactive Internet platforms that are overall referred to as “social media”. Social media has changed the life of many people and attracted a great attention, from industry as well as academia (Ngai et al., 2015). In the academic world, social media concept has been explored by many researchers covering different categories of its usage. Accordingly, social media has evolved from the day it has emerged to date with the enhancement of multiple online technologies and the Internet. Therefore, this topic has attracted attention both from industry and academia. Social media concept has been a great boost to the interaction of users and organizations and has achieved great progress so far. Moreover, it has become one of the most important components of the above mentioned usage areas and it is expected to continue its growth in the coming years.

1.1 Social media

Social media is defined as “a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content” (Kaplan and Haenlein, 2010, p. 61). Within this context, social media also known as user-generated media includes applications such as blogs, content communities, discussion boards, chat rooms, product and/or service review sites, virtual worlds, and social networking sites, that provide interactive platforms for social media users to exchange information based on their communication with each other (Kaplan and Haenlein, 2010; Mangold and Faulds, 2009). In other words, social media is a communication mechanism that allows users to communicate with thousands, and perhaps billions of individuals all over the world (Williams et al., 2012).

Similarly, Safko and Brake (2009, p.6) stated that social media “refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media”. According to Berthon et al. (2012), ‘the social’ and ‘the media’ are the two elements of social media. The social element includes the collective action of users through networking dynamics whereas the media element covers the integration of traditional media with new media and marketing implications in the social network environment (Berthon et al., 2012).

On the other hand, there were other terms in the literature that were used interchangeably with social media such as “user-generated media”, “Web 2.0” and “social media platforms” (Tang, Gu, and Whinston, 2012; Wirtz, Piehler, and Ullrich, 2013; Kurtuluş, Özkan, and Öztürk, 2015). By taking Kaplan and Haenlein’s (2010) social media definition as a base, it is asserted that “web 2.0 refers to the

basic technical platform of social media and user generated content refers to its underlying purpose” (Wirtz, Piehler, and Ullrich, 2013, p. 12). Furthermore, Kietzmann et al. (2011) explained social media through using seven functional components namely as, identity, conversations, sharing, presence, relationships, reputation and groups. Moreover, as stated by Edosomwan et al. (2011), it is not very usual to encounter social media without using the phrase social networking. In addition, Cohen (2009) mentioned that social media and social networking are used interchangeably, however, it is possible to separate them, and the websites can represent one or another or even both effectively.

Furthermore, Cohen (2009) defined “social media” as a strategy and an outlet for broadcasting, and “social networking” as a tool and a utility for connecting with others. Cohen (2009) asserted that both terms can be combined together under the umbrella of Web 2.0. On the other hand, Boyd and Ellison (2008, p. 211) defined social network sites “as web-based services that allow individuals to (i) construct a public or semi-public profile within a bounded system, (ii) articulate a list of other users with whom they share a connection, and (iii) view and traverse their list of connections and those made by others within the system”. According to Boyd and Ellison (2008), “social network site” and “social networking sites” are also concepts that are used interchangeably.

1.2 Social media in the world and in Turkey

The power of social networking steadily increases and, the number of worldwide social media users is expected to reach 2.95 billion by 2020, around a third of Earth’s entire population (Statista, 2016). The highest social network penetration rate (66%) belonged to North America which was followed by South America with 59%

(Statista, 2016). As indicated in Figure 1, China had the highest number of social network users in the world with 563 million users in 2016 while it is predicted to reach about 740 million users in 2021 (Statista, 2016). Moreover, India had 292 million users and United States came after with 207 million social media users (Statista, 2016). On the other hand, the country with the highest mobile social media usage is United States with whereas the second country with 53% reach is Mexico (Statista, 2016).

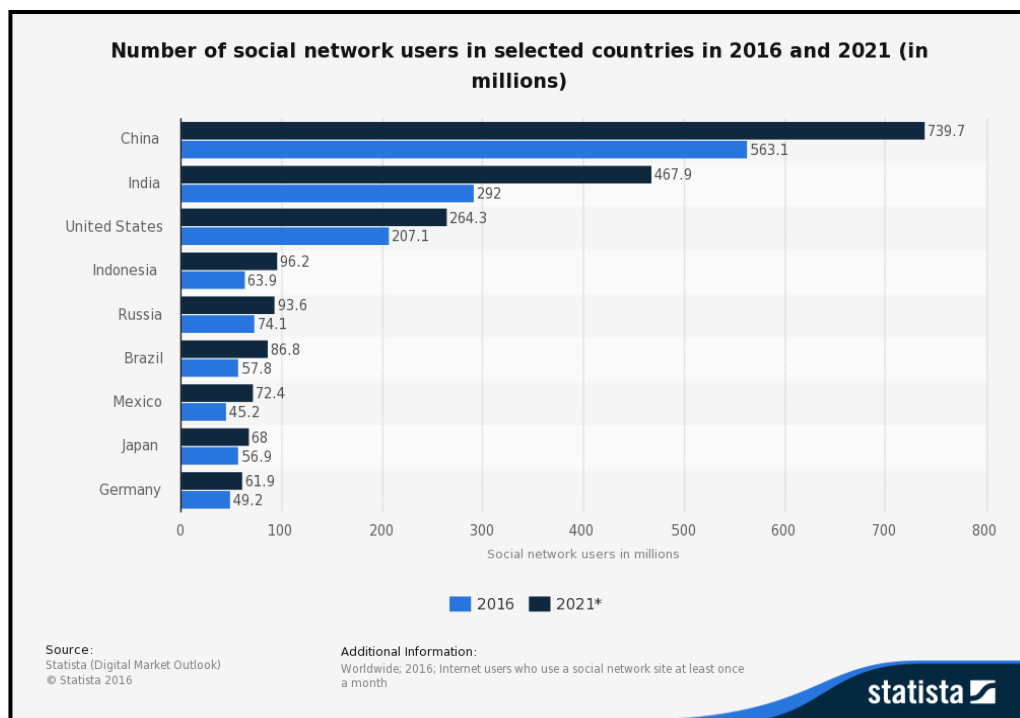


Fig. 1 Number of social network users in selected countries in 2016 and 2021 (in millions)

Source: [Statista Dossier, 2016]

On the other hand, in U.S., 79% of the Internet users were also Facebook users while 32% of them used Instagram and 24% used Twitter (Pew Research, 2016).

Moreover, 68% of all U.S. adults were Facebook users, while 28% used Instagram and 26% used Pinterest (Pew Research, 2016). As shown in Figure 2, Facebook is the most visited social media platform with 76% on a daily basis while 51% of

Instagram users access the platform daily and 42% of Twitter users stated that they visit the platform more than once a day (Pew Research, 2016).

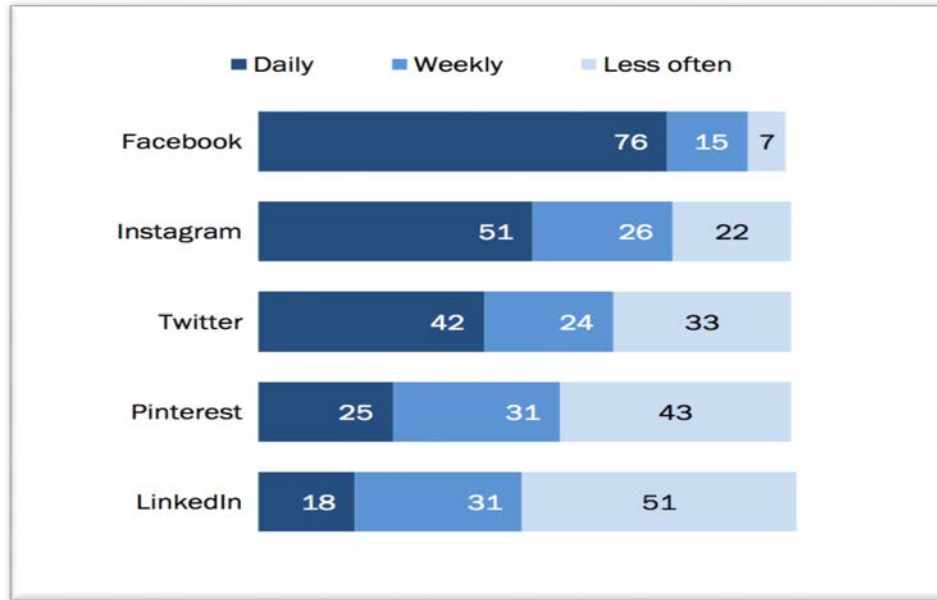


Fig. 2 Frequency of social media sites usage
Source: [Pew Research Center, 2016]

Furthermore, the global social media advertising market size is about \$ 26.4 billion and the US, China and Europe cover 86% of the global social media advertising market with a cumulated amount of \$ 22.8 billion, (Statista, 2016). A recent report by Edelman (2016) reveals that online media (53%) becomes the third most trusted source after search engines (63%) and traditional media (58%) for general news and information. According to the same report, owned media (46%) and social media (44%) are the two other trusted sources.

When we look social media statistics about Turkey, Statista (2017) stated that Turkey had about 44% social network penetration rate for 2016 and it is predicted to reach about 53% by 2021. Moreover, the most used social media platform in Turkey was YouTube with 57% usage rate while Facebook (56%) followed YouTube with a small difference and Instagram was on the third rank with 45% (Statista, 2017). On

the other hand, Turkish Statistical Institute (2016), revealed that social media usage ranked first among the Internet usage purposes in Turkey and about 82% of the Internet users in Turkey created a profile on social media platforms. Although social media usage has been increasing, during the first six months of 2015, Turkey accounted for 72% of all requests to remove content from Twitter (Statista, 2017).

1.3 Benefits and challenges of social media

The literature provides a wide range of benefits of social media. For instance, Barnes (2010, p.10) mentioned that being another way of communication, added value to customers, product/brand awareness, ability to keep up with trends and competitors, demonstration of product, being a more cost effective and productive form of marketing were among the reasons to use different social media tools. Moreover, Asur and Huberman (2010) asserted that because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends. Furthermore, social media is not only assumed as a new medium of communication, but also it helps receiving attention, building reputation, and generating revenues (Tang, Gu, and Whinston, 2012). In addition Wright et al. (2010) mentioned that social media enables companies to reach their target groups through giving them the right message.

On the other hand, there are also some differences from the perspective of users of this new communication medium. For instance, Pérez-Latre, Portilla, and Sanchez Blanco (2011) suggested that social media request for a new audience relationship framework; and the authors declared that authenticity, participation, transparency and relevance are the rules of this emerging environments that are shaped by such audiences. According to Whiting and Williams (2013), social

interaction, information seeking, pass time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others were ten uses and gratifications for using social media.

Moreover, social media provides many different benefits in many areas such as social communication, building reputation, bringing career opportunities and/or generating direct monetary revenue. Businesses from many diverse sectors (healthcare, food & wine, fashion, sports, music, banking & finance, tourism & hospitality and wellness) have incorporated social media activities to keep in touch with their customers and search for new markets in combination with their marketing strategies.

Approximately, 95% of the enterprises use social media platforms and retail industry has shifted from in-store purchases to digital purchases (Euromonitor, 2016). According to Stelzner (2016), the top two benefits of social media marketing were increased exposure and increased traffic. Moreover, a significant 89% of all marketers indicated that their social media efforts have generated more exposure for their businesses besides, increasing traffic was the second major benefit, with 75% of marketers reporting positive results (Stelzner, 2016).

In terms of management perspective, social media evolved to a corporate communication strategy to develop long-lasting effective relationship with both internal and external customers building a community around company image. Social media is distinguished from traditional marketing communication channels in terms of being “more flexible and adaptive than traditional communication channels” (Valos et al., 2015, p. 714).

Moreover, Valos et al. (2015) summarized the benefits of social media for organizations in the following way:

- it provides interactivity with multiple touch points across organization,
- it combines communication channels with distribution channels of organizations,
- it enables companies to keep in touch with customers and their social networks,
- it facilitates faster and more efficient information dissemination,
- it enhances decision-making process,
- it improves sales and marketing capabilities,
- it allows researching about customers and engaging with them (Valos et al., 2015).

Despite having many benefits and opportunities for individuals and businesses, using social media has some challenges as well. Lee and Hong (2016) stated that although social media facilitates a significant growth as an advertisement platform for marketing professionals, there were some difficulties in following the results of social media advertising campaigns. In addition, due to including large volume of personal data from diverse platforms, there were also challenges about information privacy and security while using social media.

According to Heidemann et al. (2012), many companies limit their social media usage in order to not disclose their confidential information. On the other hand, legal and ethical issues on social media platforms such as cyberbullying may cause some psychological risks for individuals.

Another issue about social media is over sharing behavior, which is that people share too much personal information and this makes them open to serious security risks (Benson, Saridakis and Tennakoon, 2015 ; Rose, 2011).

Valos et al. (2015) listed challenges about social media as the following:

- Control of communication between company and customers,
- Adaptation of company culture to social media environment to give a consistent message to customers,
- Challenges about coordination in organizational functions and definition of strategic roles,
- Measuring performance in social media environment (Valos et al., 2015).

1.4 Social media platforms

1.4.1 Facebook

Facebook was created in 2004 by Mark Zuckerberg and some of his colleagues with the aim of creating a social network for university students with respect to the university experience (Ross et al., 2009). The mission of Facebook is to give people to share and make the world more open and connected (Facebook, 2017). Facebook, which has about 1.94 billion monthly active users and 1.74 mobile monthly active users, is the most popular social network worldwide (Statista, 2017). Furthermore, Facebook is most popular social networking platform in U.S. (Pew Research, 2016).

Facebook had \$27.64 billion total revenue at the end of 2016 which has increased by 54% compared to the previous year (Facebook Financial Results, 2016). Facebook purchased Instagram in 2012 for 1 billion U.S. dollars and WhatsApp in 2014 for 19 billion U.S. dollars (Statista, 2016). Facebook has been gaining revenue

from companies that want to reach their members through using marketing and advertising activities on this platform (Lilley, Grodzinsky and Gumbus, 2012).

1.4.2 Twitter

Twitter is a micro blogging service that was created and launched in 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass. Twitter is an online social networking service that enables users to send and read short 140-character messages called tweets (Twitter, 2016). Twitter has 1 billion unique visits monthly to sites with embedded Tweets and 313 million monthly active users, a total of 1.3 billion accounts have been created and 29.2% of US social media users are Twitter users (Twitter, 2016). Twitter acquired Periscope for \$86 million in 2015 (Brandwatch, 2016). As of August 2015, Twitter was ranked as one of the largest U.S. internet companies with about \$13.1 billion market capitalization however, in 2016, Twitter had 2.53 billion U.S. dollars revenue which the majority were generated via advertising (Statista, 2017). Twitter has been used as to engage online with others sharing their thoughts and experiences during events (Statista, 2017).

1.4.3 Instagram

Instagram is an image-based social media platform that enables users to take photos and edit them through a variety of digital filters and effects (Statista, 2017). Founded by Kevin Systrom and Mike Krieger in October 6, 2010 with “the hope of facilitating communication through images” and Instagram hit 1 million users in the same year (Brooke, 2017).

According to Sheldon and Bryant (2016, p. 94), “Instagram is a newer form of social media and is quickly growing in reference to the amount of users that join

each day”. As shown in Figure 3, the number of monthly active Instagram users have steadily increased and reached 500 million as of June 2016 (Statista, 2017).

Moreover, Brooke (2017) stated that, Instagram hit 600 million users in December 2016. In addition, Instagram has more than 400 million daily active users currently (Instagram, 2017). Approximately 20% of the visitors of Instagram are from US, 9% of them are from Russia and 6% of them are from Brazil while 5% of the visitors are from Turkey at ranking as the fourth country (Brooke, 2017).

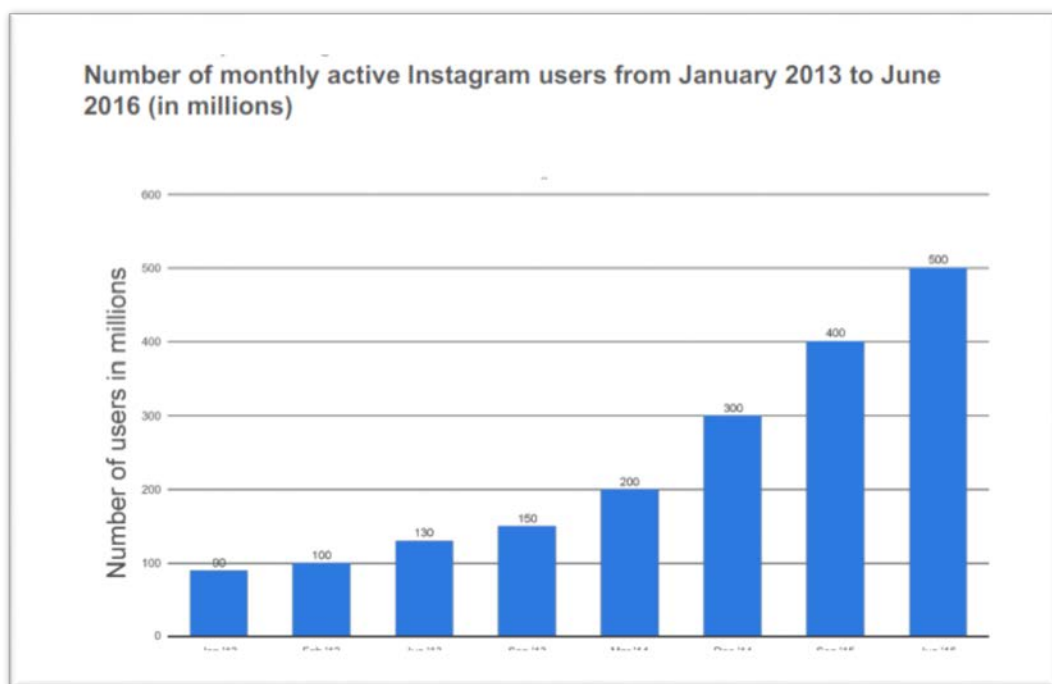


Fig. 3 Number of monthly active Instagram users from January 2013 to June 2016

Source: [Statista, 2016]

Instagram is a newer social networking platform compared to Facebook and Twitter and serves mainly as an application that facilitates to take, store and share photos among users on mobile devices. Since the beginning, Instagram has gradually reshaped the digital landscape from text-based social media platforms to an image-based social network (Brooke, 2017). In 2011, Instagram has been awarded by Apple Inc. as the App of the year by reason of its simplicity and popularity.

In 2012, Instagram is acquired by Facebook for approximately \$1 billion in cash and stock while the process value of the platform was \$500 million in the same year (Brooke, 2017). Instagram is very extensive among young adults who are between the age range of 18-29 with 59% usage rate while 30-49 aged users follow them with 33% and users who are 65 years old and above have 8% usage rate (Pew Research, 2016). Moreover, 39% of online adults who use Instagram have less than \$30K annual income and Instagram is more preferred by female internet users compared to male users (Pew Research, 2016).

According to Linaschke (2011), Facebook is a social phenomenon that allows social interaction with existing friends in addition to make new friends, while Twitter is a text-based platform at its core, however Instagram is an image-based social media platform which differentiates it from other social media platforms.

From a marketing point of view, Instagram is the most favorite social media platform with 81% usage rate to engage with brand content in the U.S (Statista, 2016). Moreover, Instagram is the third preferred social media platform with 12% shopping usage rate among social media platforms in the U.S. as of May 2016 (Statista, 2016). Instagram generated approximately \$1.53 billion in global mobile advertisement revenues in 2016 and approximately, 49% of the brands use Instagram.

Furthermore, engagement with brands on Instagram is 10 times higher than Facebook, 54 times higher than Pinterest and 84 times higher than Twitter (Brandwatch, 2016). In addition, Nike with 68.1 million users, National Geographic (65.7 million users), Victoria Secrets (49 million users), 9GAG (34.9 million users) and Nike Football (24.9 million users) are the top brands on Instagram and they post 4.9 times per week on Instagram (Brooke, 2017). Celebrities have a significant effect

on communicating and creating credible marketing messages on Instagram (Djafarova and Rushworth, 2017). Some celebrities have a great number of followers for instance, Selena Gomez is the most followed celebrity on Instagram and her number of followers are greater than Malaysia, Australia, Sri Lanka, UAE and Switzerland put together (Brooke, 2017). As shown in Figure 4, beauty brands accounted for 23 % of brand posts on the social platform and for almost a third of all interactions. Retail brands with 23% and fashion brands with 17% come after from beauty industry (Statista, 2017).

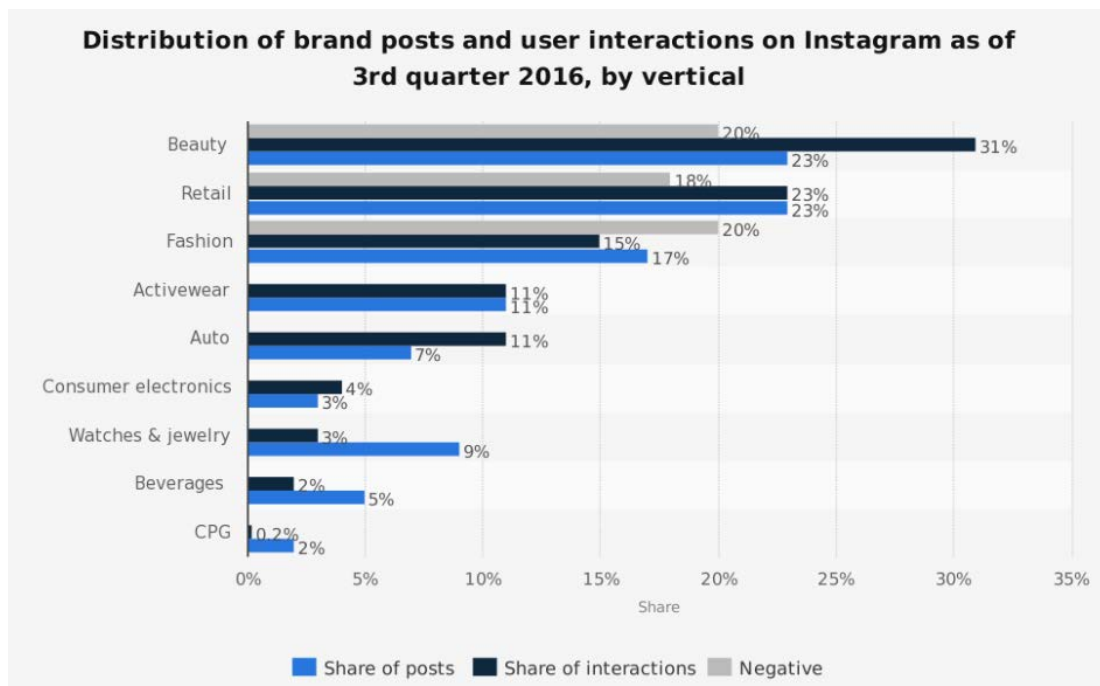


Fig. 4 Distribution of brand posts and user interactions on Instagram as of 3rd quarter 2016.

Source: [Statista, 2017]

1.5 The purpose of the thesis and research questions

Personality is a concept that “involves the particular combination of emotional, attitudinal and behavioral response patterns of an individual” (Maria Balmaceda, Schiaffino and Godoy, 2014, p. 136).

The impact of personality traits on social media usage has been investigated by many researchers using a variety of theoretical perspectives. However, there was a limited number of studies that examine the beliefs about, attitudes towards and behavioral intention to use Instagram. Furthermore, literature lacks of studies that examine the differences between Instagram users and non-users with respect to their personality traits.

Accordingly, the purpose of this thesis was threefold:

- (1) To present a comprehensive overview of social media phenomenon along with the image-based social media platform – Instagram,
- (2) To investigate the differences between Instagram users and non-users regarding personality traits,
- (3) To examine the belief-attitude-behavioral intention connections of Instagram users considering personality traits.

Personality traits were inferred as the 5 dimensions of Big Five Inventory- Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness, Social Interaction Anxiety and Fear of Negative Evaluation for this thesis. While the Theory of Reasoned Action (TRA) by Ajzen and Fishbein (1980) and the Theory of Planned Behavior (TPB) by Ajzen (1985) were adopted as theoretical underpinnings to examine the belief-attitude-behavioral intention relationship, the impact of personality traits on these relationship was examined and inserted to the original theoretical framework.

First, the differences between Instagram users and non-users with respect to personality traits were investigated. Moreover, Instagram usage experience groups were examined to reveal the differences related to personality traits. On the other side, beliefs about Instagram items were identified based on the previous studies by

Lee et al. (2015) and Sheldon & Bryant (2016) who explored the motivations to use Instagram. Afterwards, Instagram users were segmented into sub-groups regarding their usage related beliefs about Instagram. The differences between these groups were investigated with respect to personality traits. Moreover, relationship between user beliefs about Instagram and user attitudes towards using Instagram were examined through quantitative analysis methods.

Thereby, research questions were proposed in the following way: (1) What are the differences between Instagram users and non-users with respect to their personality traits? (2) What are the differences among respondents having different experience levels about Instagram usage (non-users, low-experienced users, mid-experienced users and high-experienced users) regarding to their personality traits? (3) What are the users' main belief factors about Instagram? (4) How can Instagram users be segmented based on their beliefs about Instagram?

CHAPTER 2

LITERATURE REVIEW

Although, being a novel concept, there is a growing body of literature about social media and different usage areas of social media. Moreover, personality characteristics of social media users and their impact on social media usage have been an intriguing research topic in the academic world.

In this chapter, definitions of social media concept will be presented with the changes and developments from the emergence of social media to the present day. Furthermore, past academic studies on social media research covering a variety of different usage areas will be explained throughout this chapter. Moreover, as being the main subject of this thesis, photo-based social media platform Instagram and academic literature on Instagram usage will be discoursed. Finally, previous literature about social media users and their beliefs, attitudes and behaviors related to social media usage will presented including the research about their personality characteristics.

2.1 Definitions of social media

Social media has been acknowledged as the new way of communication and information and media source of the 21st century. Many different social media definitions have been created by scholars in the literature. Kaplan and Haenlein (2010, p. 61), defined social media as “a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, allowing for the creation and exchange of user-generated content”. According to Postman (2009), social media is the most current form of technology that is based on content creation

and sharing using online websites and/or online applications. Social media refers to a range of platforms which become accessible through electronic tools enabling individuals to publish and reach information and build relationships (Jue, Marr and Kassotakis, 2009). These definitions are based on two main points that the former is creating and sharing content such as text, images, photos, videos, experiences, opinions and the second common point is social media provides communicating with other people and businesses (Kurtuluş, Özkan & Öztürk 2015).

In the literature, “there are various similar terms for social media that are used synonymously such as online social networks, social networking services and social network sites” (Heidemann et al., 2012, p. 3867). Moreover, Web 2.0, user generated content and social media platform terms were often used interchangeably for social media. However, there are differences between these terms in terms of the meanings that they have. Web 2.0 term was used for participatory and collaborative platforms in where individuals published content (Kaplan and Haenlein, 2010). According to Kurtuluş, Özkan and Öztürk (2015), Web 2.0 is explained as online applications that comprise a technological infrastructure, whereas social media refers to social platforms that are provided by Web 2.0 foundations.

Another term that was used as a part of social media is User Generated Content (UGC) that refers to “the sum of all ways in which people make use of social media” (Kaplan & Haenlein, 2010, p. 61). According to Ghiselli and Ma (2015), social networking sites (SNSs) including LinkedIn, Facebook, Twitter, Wikipedia, YouTube, Flickr, Reddit and Instagram were the platforms that arose from Web 2.0 mindset.

Social media has some components in itself and some scholars have made classifications of social media platforms regarding different aspects.

Kaplan and Haenlein (2010), classified social media into six categories based on social presence/media richness and self-presentation/self-disclosure theories as shown in the following way:

- Blogs,
- Social networking sites (e.g., Facebook),
- Virtual social worlds (e.g., Second Life),
- Collaborative projects (e.g., Wikipedia),
- Content communities (e.g., YouTube),
- Virtual game worlds (e.g., World of Warcraft).

Another classification was made by Kurtuluş, Özkan and Öztürk (2015) according to types and benefits of social media platforms as follows:

- Contact Platforms (e.g., blogs, social networks and forum sites),
- Collaboration Platforms (e.g., wikis and social news),
- Multimedia Platforms (e.g., photo, video, music and audio sharing),
- Comments and Review Platforms (e.g., Q&A groups and review boards),
- Entertainment Platforms (e.g., game and imaginary world sharing).

On the other hand, Moore, Raymond and Hopkins (2015) aggregated social media applications into 12 categories according to their features and usage types as follow:

- Blog (Blogger, WordPress, TypePad),
- Micro-blog (Twitter, Tumblr),
- Photo sharing/storage (Flickr, Twitpic),
- Video hosting/sharing/storage (YouTube, Twitvid, Ustream),
- Feed reading (Google Reader, Bloglines),

- Social and professional networking (Classmates, Facebook, LinkedIn, MySpace),
- Live interactive broadcasting (Skype, Facetime),
- Online conferencing (Adobe Connect, Go-To-Meeting),
- Social bookmarking (Delicious, Digg),
- Moderated web community (Google, MSN, Yahoo),
- Unmoderated web community (Google, MSN, Yahoo),
- Presentation sharing/storage (SlideShare).

2.2 Practices of social media for marketing and communication purposes

As being a developing phenomenon, social media has revolutionized the design of marketing activities related with the promotion and distribution of product and services (Thoumrangnoje, 2014). Within marketing context, many activities such as customer relationship management, customer service, market research, lead generation, sales, promotion and delivery channel, advertising channel, product placement and branding have facilitated from opportunities provided by social media and social media marketing (Ashley & Tuten, 2015).

Akar and Topçu (2011, p. 365) defined social media marketing as “the use of social media channels to promote a company and its products”. Furthermore, Chikandiwa et al. (2013), proclaimed that companies use the collective intelligence of crowdsourcing on social media to engage, collaborate and interact with their customers for marketing purposes as a part of their social media marketing strategies. Within this context, social media marketing is distinguished from traditional marketing communication channels in terms of being more flexible and adaptable to the new changes (Valos et al., 2015).

Social media marketing has brought many benefits in marketing sense such as the implications of customer relationship management (CRM), customer-brand interaction and the use in marketing campaigns, promotions and advertisements. On the other hand, social media communities, “influencers” and friendships on social networking sites have a strong effect on consumers with respect to their attitudes towards company brands therefore, marketers use social media marketing activities in the direction of their brand management strategies. Godey et al. (2016) revealed that, information exchange on social media can be provided by online forwarding, which is a characteristic of electronic word of mouth. Moreover, viral marketing communication through using social media platforms have come into prominence as new marketing strategies of the recent century. According to Pan et al. (2014), social media marketing is used as a cost-effective communication channel for organizations and a cost-efficient way to engage with customers through electronic word-of-mouth.

From the communication aspect, many organizations from government departments and corporations to small businesses, have adopted social media for strategic, corporate and organizational communication and public relations (Macnamara & Zerfass, 2012). Within this context, there are a great variety of social media communication tools including blogs, discussion boards, chat rooms, e-mail, product or service ratings websites and forums and social networking websites (Mangold & Faulds, 2009).

According to Kaplan (2012), social media communication has two forms; company-to-consumer and user-generated content (UGC). Although it is a good way for companies to convey their messages to customers using social media platforms, the control of this content may be difficult for companies considering timing and frequency of the communication (Mangold & Faulds, 2009).

Another important issue is, working customers into the process of co-creation in the social media environment with the efforts of companies that develop interactions with virtual communities (Kao et al., 2016; He and Yan, 2015). Especially, during product and service designs when deciding on the concept, colors, shapes, sizes, packaging and other factors, organizations rely on social-media-based conversations with their customers using integrated marketing communications (Mangold and Faulds, 2009).

2.3 Organizational dimensions of social media

Social media platforms have been adopted by many corporations to invest money and time (Boyd & Ellison, 2008) in their organizational functions. According to Schroeder and Lile (2016, p. 682), “the growth in the popularity of social networking sites has resulted in many organizations using these platforms for organizational activities including recruitment, employee selection, employee monitoring and termination”. Besides being an interactive channel for customer interaction, social media has affected business world as a tool for managing the organizational context (Andzulis, Panagopoulos and Rapp, 2012).

Furthermore, social media platforms are mainly used within the organizational context, as a communication medium for knowledge sharing among employees. In the literature, Razmerita et al. (2016) explored, the driving factors affecting employees’ participation using enterprise social media platforms. On the other hand, Macnamara and Zerfass (2012) explored the use of social media for workplace communication in organizations to engage with employees and their stakeholders considering strategically planned regarding key performance indicators (KPIs) and objectives of organizations.

Another area whereby social media is used in organizations is recruitment management and staffing. Van Iddekinge et al. (2016) stated that, Facebook profiles of applicants are examined by human resources professionals and managers to provide information and to make assessments about them during the staffing process. In the literature, there were some studies about social media usage in recruitment processes in organizations. A study by Roth et al. (2016) undertook social media usage in employee recruitment process while taking employment decisions such as selection, promotion and reassignment and also using social media platforms for employee assessment.

Moreover, Chua and Banerjee (2013) stated that, knowledge management has been rising as an important strategy that is used to capture and transfer knowledge for organizational benefits. Within this context, organizations have been leveraging from the valuable knowledge that employees have through enterprise social media platforms (Razmerita et al., 2016). On the other hand, Breunig (2016) revealed that social media helps to increase the sense of organizational membership among employees and provides many opportunities for workplace learning by sharing knowledge and experiences within the global organizations. Social media have a positive influence on work performance of employees developing networking ties among them. In addition, Linke and Zerfass (2013) ranked the departments in organizations that most use enterprise social media platforms as communication, advertising, marketing, sales and human resources departments.

2.4 Big data analytics and social media

Social media data analytics were defined as “technologies that translate data into dashboards, graphics and metrics reports, forms that management uses to evaluate

the outcomes of specific strategies” (Montalvo, 2011, p. 93). Within this context, social media users create massive amounts of data which is used for predictions in various application areas such as disease outbreaks, product sales, stock market volatility and elections outcome predictions (Kalampokis et al., 2013).

In the literature, Bohlouli et al. (2015) explored knowledge extracted from social media using big data technology and sentiment analysis techniques. Moreover, Park et al. (2015) developed a predictive model for language analysis leveraging from the sample of Facebook users, to assess the personality characteristics of social media users. Wieneke and Lehrer (2016) investigated social media data usage for value creation and to develop new business models to gain competitive advantage. Furthermore, Wamba et al. (2016) categorized social media data into seven groups as, demographic, product, psychographic, behavioral, referrals, location and intention data.

According to the previous literature, big data on social media platforms have provided valuable information about users and have given opinion about the area of their interests, groups and/or communities that they belong to as well as their personality characteristics through following users’ traces on social media platforms. This gathered information can be analyzed by using social media analytics techniques (e.g., sentiment analysis) to make predictions about personality traits of users in addition their motivations or attitudes towards social media usage for a wide range of purposes.

2.5 The impact of social media on political and social movements

Social media platforms have been used as an information source for providing up-to-the-minute information. In this way, the literature also examined the role of social media in political participation and citizen engagement during election campaign processes.

Kushin and Yamamoto (2010) stated that people can reach to political news through social media platforms and have more opportunities for political expression. According to Holt et al. (2013), there was a relationship between social media usage across different age-groups and political participation. Furthermore, Gil de Zúñiga et al. (2014) explored social media usage in political expression and political participation by the means of generating original content and new forms of political participation. Moreover, Kalsness, Krumsvik and Storsul (2014) investigated, the role of Twitter in an election campaign comparing with television as a political back channel and a potential agenda setter.

On the other hand, Larsson and Kalsness (2014) examined the day-to-day social media uses of politicians utilized from their Facebook and Twitter accounts. Another aspect in this category is, the use of social media for political protests, social movements, social protests, social crisis, and uprisings as a medium for activists. According to Bastos, Mercea and Charpentier (2015), political protest-related messages on Facebook and Twitter positively affect the spread of protests and provide to make predictions about protest activities on both online and offline. Moreover, Valenzuela (2013) revealed that, there was a positive relationship between the use of social media to express political opinions and protest behavior. In addition, Bruns et al. (2013) explored discussions on Twitter about the uprising in Egypt and Libya and protests of citizens about their leaders.

In addition, during the Arab Spring uprisings social media had a significant role to share news and information about protests and to provide support for movements along with other media channels (Chadwick, 2011). Foregoing studies show that mobilizing information that can be obtained through social media platforms enable many opportunities for the engagement of protest activities in political and social movements (Yamamoto, 2006). Within this context, social media has been used for social activism purposes such as sustainability, social responsibility and green issues. Furthermore, Mcpherson (2015) explored the social media usage by advocacy organizations for journalism. Besides, Menkhaus (2014) investigated terrorism activities on social media including terrorists' usage of social media in the literature.

2.6 Legal and ethical issues about social media

Despite spanning a substantial amount of available information, social media platforms have some security and information privacy issues for both individual and corporation sense. Rose (2011) elaborated information disclosure behavior on social media and proclaimed that although social media platforms allow their users to share information, this may cause an over-sharing whereby people disclose too much personal information. Moreover, as private information becomes public and open to everyone, there would be serious security risks which may cause unintended consequences (Rose, 2011).

On the other hand, Linke and Zerfass (2013, p. 274) defined the concept of social media governance as “the formal and informal frameworks which regulate the actions of the members of an organization within the social web”. Within this context, lack of governance may cause many significant risks such as, releasing confidential information, reputation damage, flaming, cyberbullying, pornography,

etc. (Macnamara & Zerfass, 2012). Therefore, Linke and Zerfass (2013) commended corporations to educate their workers within the framework of social media guidelines, both for private and job related activities even they don't actively use social media.

Moreover, Schroeder and Lile (2016) reviewed court cases in federal court system in U.S. about social media use of employees and it is revealed that the majority of cases relied on employee terminations due to their Facebook usage. In addition, Cook (2016) examined the cases between companies and celebrities related with posting celebrity photographs on social media giving advice that protect companies from the liability issues.

2.7 Social media as an information source

The use of social media as an information source refers to the usage of social media tools in disasters and emergency situations as they are served as a significant component of crisis communication medium and information source (Simon et al., 2015).

According to Young (2014, p. 13) "Facebook and Twitter are increasingly the places that people turn to first, to find out what happened from friends or witnesses reporting before the news media". Furthermore, Panagiotopoulos et al. (2016) stated that, social media is widely used to provide up-to-date information as an information source during emergencies, increasing awareness and guiding public attention.

On the other hand, Panahi et al. (2016) proclaimed that, social media presents useful and interesting information on various fields such as (health, politics, education, etc.) that people can get while they search for other information. In the literature, another aspect of the use of social media as an information source is its

usage to obtain health-related information. Within this context, Tempini (2015) investigated social media communities developed by organizations that aim to connect patients with each other and to share self-reported medical information. Furthermore, Bugshan et al. (2014) revealed that, patients who search online information about their health related problems, leverage from the benefits of social media platforms in terms of providing informational and emotional support. In addition, people share their personalized health information and their treatments on social media via building communities (e.g., breast cancer community) to provide information, support and assistance to other patients (Bugshan et al., 2014). On the other hand, Chuang and Yang (2014) stated that health support communities help patients who look for peer support (social component) and provide a platform for them to share insights with each other. On the other hand, Ma et al. (2014) revealed that social media differentiated from other traditional media in terms of enabling people to share and discuss their stories within a global environment. In addition, Hille and Bakker (2013) explored the use of social media by journalists who benefit from interactive environment of social media while engaging with their readers and entering into discussion with them.

2.8 Social media and education

Educational usage of social media has been investigated in literature covering areas such as pedagogical implications of social media including social media usage in teaching, learning and mentoring. Furthermore, social media platforms have been used for collaborative learning of course objectives and as a communication medium for student-instructor interaction.

Within this context, social media has become an important education tool in the classroom to enhance teaching and to foster learning skills of students. Furthermore, Bal et al. (2015) investigated the effectiveness of social media platforms to engage with students as an education tool for active learning. According to the same study, students believed that social media group projects enhance their understanding of the course (Bal et al., 2015). Moreover, Wong (2015) explored the use of social media in classroom and revealed that social media usage encourages students in critical thinking and participation into course objectives.

On the other hand, social media presence provides benefits for new graduates to show off their professional skills and to get noticed by job providers. According to Meredith (2012), businesses require candidates who have the understanding of social media as well as practical skills for effective corporate social media usage.

2.9 Technological infrastructure of social media

Studies about technological infrastructure of social media reflected online tools and technologies that are used to develop social media applications and design of social media platforms. Duncan (2009) examined the relationship between open source tools and social media communities aiming to meet the expectations of end-user. Furthermore, Zhao et al. (2013) assessed the interaction design of social media considering the perceived affordances that can support the design of social media content to enhance the human-computer interaction in terms of usability and the human-human interaction in terms of sociability. Moreover, Ma et al. (2014) investigated the accessibility and flexibility of social media user interfaces and their usage for human-robot interaction including services such as short message, instant messenger, online shared calendar and social network site Facebook.

On the other hand, Tan and Hoe-Lian Goh (2015) explored how to improve viewing social media content for mobile applications, how to provide better presentation and visualization of social media information and how to increase customer satisfaction with effective user interface designs.

2.10 Profile of social media users and social media communities

Social media users and communities have been examined in the literature considering their usage characteristics, motivations for social media usage, personality traits, perceptions and beliefs about social media, attitudes toward social media usage and behaviors of social media usage. On the other hand, business world have utilized from the findings of these studies in creating a profile of their customers and understanding their characteristics and behaviors for further research.

Curran and Lennon (2011) investigated consumer attitudes towards social networks and their behavioral intentions for using and recommending social networks adopting the Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM). Furthermore, Williams et al. (2012) investigated social media usage profile of millennial generation through examining the behaviors of millennial-aged college students on social media platforms.

Moreover, Ruleman (2012) made a comparison of university students and faculty with respect to their social media usage characteristics. In addition, Bolton et al. (2013) explored the Generation Y's social media usage. On the other hand, Rauniar et al. (2014) evaluated the usage behavior of Facebook users based on attitude-intent-behavior relationship of the Technology Acceptance Model (TAM). Furthermore, Kurtuluş, Özkan and Öztürk (2015) explored Turkish social media users considering behavioral patterns of specific groups of users and classified them

into five clusters (social pioneers, observers/watchers, content creators, engagers and game lovers).

On the other hand, Osatuyi (2015) examined the relationship between Big Five personality traits and computer anxiety on concern for information privacy and behavioral intentions within social media context. Besides, Boughzala (2016) contributed to literature investigating the social media usage of Generation Y and its applications on businesses conducting a qualitative study with management students presenting a perception of Generation Y with respect to social media usage habits and behaviors. Moreover, Rui and Stefanone (2016) explained why people use social network sites using uses and gratifications theory (UGT) and social cognitive theory (SCT) with respect to fame seeking behavior on social media.

According to Boyd and Ellison (2008), social media communities refer to groups that include members from different geographical regions or linguistic groups and designed for specific ethnic, religious, sexual orientation, political or other identity-driven categories. Within this context, social media communities provide a platform for their users to communicate with those who have similar interests. In the literature, there is a vast number of studies about brand communities that comprise one of the social media communities.

On the other hand, brand communities or brand fan pages have been examined by some scholars in terms of their usage purposes and profile of members they have. According to Zhang and Luo (2016, p. 809) “brand communities are jointly incorporated by socially networked groups of customers with shared interest in a brand”. Furthermore, Rahman et al. (2016) analyzed brand fan pages whereby people like, comment and share content related to that brand. According to Phua et

al. (2017), people joined brand communities to fulfill their social and identification needs.

Another type of social media community is fan pages of celebrities.

Kowalczyk and Pounders (2016) examined the fan pages that enable celebrities to connect and engage with their fan bases and investigated how/why people use these platforms. On the other hand, Komito (2011) explored the role of social media communities in migrant communication as a passive monitoring tool for browsing other members in the group. In this way, social media communities provide a mutual awareness and dispersed relations of affinity and community through the circulation of users' content (Komito, 2011).

2.11 Instagram

Instagram is comparatively a new social media platform according to Facebook and Twitter. Instagram is a mobile-first social media platform such as Snapchat, Vine and Path that have been designed to create and share mobile content (Anderson, 2016). According to the CEO and the co-founder of Instagram, Kevin Systrom, Instagram creates an international language through images and people consume what's happening in the world via real-time photos. Nowadays, Instagram is served as the novel communication medium and the interactive information source of the new generation. Despite being a new concept, there is a limited literature about Instagram and its implications.

Instagram has grown steadily and strongly taken the market by storm in recent years (Ting et al., 2016). Thus, the use of Instagram in marketing context has an important place in the literature. Erkan (2015) explored customer engagement with brands on Instagram and revealed that the brands in the apparel sector are the

most popular brands on Instagram. According to the same study, the highest customer engagement rate belongs to electronic sector, afterwards media and cars sectors follow based on comments on Instagram (Erkan, 2015). On the other hand, Djafarova and Rushworth (2017) examined the celebrity endorsement on Instagram and the relationship between eWOM and consumer buying intention. McNely (2012) investigated the adoption of Instagram among professional organizations and concluded that image-intensive social media have an affect on shaping organizational image. Furthermore, Guidry et al. (2015) examined benefits of visual messages on Instagram for food industry through the content analysis of 711 Instagram posts. In the same study it is revealed that, Instagram has the potential to be used as a pre-crisis monitoring tool in terms of providing to reach a mass of audience within hours (Guidry et al., 2015).

Moreover, Roncha and Radclyffe-Thomas (2016) probed the concept of brand management and self-presentation on Instagram with their effects on marketing strategies. In addition, Fatanti and Suyadnya (2015) examined Instagram as a medium of promotion that is used for tourism destination branding by hotels, restaurants, travel agencies and tour operators. Many functions of Instagram, such as geo-tagging, video posting and direct message (DM), serve as a low-cost promotion channel providing visualization and individual response (Fatanti and Suyadnya, 2015).

On the other hand, Geurin-Eagleman and Burch (2016), explored Instagram photos of Olympic athletes and examined why people use this medium to build personal branding based on theory of self-presentation. Moreover, Instagram has also served as a platform for information dissemination and publishing opinions.

Within this context, Highfield and Leaver (2015) examined Instagram usage within fields such as politics, media and crisis communication.

Furthermore, Smith and Sanderson (2015) examined the feeds of Instagram users and self-presentation by using Instagram as a data source. Moreover, Hochman and Manowich (2013) investigated the use of Instagram data to study patterns on multiple scales and advocated to use Instagram in local social and cultural events as an information source. Besides, Hashtag (#) is one of the important functions of Instagram and allows to spread posts to the other users and facilitates users to search for related information (Fatanti and Suyadnya, 2015). According to Highfield and Leaver (2015), using the Instagram API to analyze the information on Instagram through tagged images provides researchers and practitioners to examine patterns of users and their content types. Moreover, Lee et al. (2015) examined the relationship between motivations of users and their attitudinal and behavioral intentions to use Instagram and revealed that there were five primary social and psychological motives namely as, social interaction, archiving, self-expression, escapism and peeking.

On the other hand, Ting, Run and Liew (2016) investigated the influence of behavioral and normative beliefs on attitude and subjective norm towards the use of Instagram adapting the theory of reasoned action (TRA). In addition, Ting et al. (2016) revealed that older users are found to rely more on opinions of significant others than the younger users. According to Roncha and Radclyffe-Thomas (2016, p. 308) “social media will not sell products but it will help increase digital presence and create stronger relationships with customers to increase brand value”. Therefore, Instagram users play an important role to create brands’ narratives through joining together in brand communities (Roncha & Radclyffe-Thomas, 2016).

By the way, Instagram has a popularity especially among young users and literature contains different functions and implications of Instagram are used for educational purposes for college and university students. Within this context, Al-Bahrani and Patel (2015) examined the Facebook, Twitter and Instagram usage of instructors in economy department and how they incorporate these platforms in classroom setting. According to the same study, Instagram has a more friendly setting to communicate with students and to share course related content by using caption and hashtag features of Instagram (Al-Bahrani and Patel, 2015). Furthermore, Al-Ali (2014) examined Instagram as an active mobile learning tool offering visual elements for students to learn and creating an interactive and socially connected platform for them beyond classroom constraints. Moreover, Salomon (2013) stated that, Instagram has a younger and more diverse audience and a higher engagement rate than other social media platforms among college students. Therefore some studies examined the use of Instagram in libraries of universities to connect with students interactively and encourage them to share photos related with libraries (Wallis, 2014; Salomon, 2013; Abbott et al., 2013; Tekulve and Kelly, 2013).

2.12 Personality traits, beliefs, attitudes and behaviors of social media users

Personality has been conceptualized from a variety of theoretical perspectives and many contributions have been made to understanding of individual differences in behavior (John & Srivastava, 1999). Previous studies examined the relationship between personality traits of Big Five model and the use of social media platforms. Majority of these studies focused on the most popular social network Facebook and less is on micro blogging social media platform Twitter. However, there are some studies that explored this relationship both for Facebook and Twitter users.

Academic studies will be given in this part respectively started from the association of personality traits and the Internet use, social media use, mobile phone use, Facebook use, Twitter use and finally Instagram use.

The majority of academic studies investigated Facebook usage from different aspects. Some studies investigated the relationship between personality traits and Facebook use. Those which focused on different personality traits such as shyness (Orr et al., 2009; Baker and Oswald, 2010), self-presentation/self-disclosure (Ljepava et al., 2014; Seidman, 2013), narcissism (Davenport et al., 2014) and Big Five personality traits.

The current thesis focused on personality traits therefore literature about personality traits and social media usage will be presented accordingly. Hamburger and Ben-Artzi (2000) investigated the relationship between Extraversion and Neuroticism personality traits and the Internet usage. Ellison, Steinfield and Lampe (2007) examined the relationship between Facebook usage and perceptions of users about social capital by developing Facebook Intensity Scale which is also used in the current thesis. Lampe, Ellison and Steinfield (2006) examined perceptions and attitudes of college students towards Facebook use. There are many studies that investigated personality traits and characteristics of Facebook users in a variety of aspects. Based on a sample of university students, the association between Extraversion and Openness dimensions of personality traits and Facebook use was examined by Ross et al. (2009). Based on the study of Ross et al. (2009), Amichai-Hamburger and Vinitzky (2010) found a strong relationship between personality traits of Big Five and Facebook behavior. Correa, Hinsley and Zuniga (2010) investigated the relationship between three dimensions of Big Five (Extraversion, Neuroticism and Openness) and the use of social media considering gender and age

differences. Golbeck et al. (2011, p. 253) stated that “a user’s personality can be accurately predicted through the publicly available information on their Facebook profile”. Moreover, Hughes et al. (2012) examined the personality traits of the Big Five Model related with the informational and social use of Facebook and Twitter. Furthermore, Kim, Hsu and de Zuniga (2013) examined the moderating role of Extraversion and Openness personality traits in the association of social media usage and its potential of discussion network heterogeneity and civic engagement.

Nevertheless, there were limited studies that investigate the same relationships for Instagram users as the most of the personality traits studies relied on social network, Facebook. According to Seidman (2013), motivations for Facebook use help to understand the relationship between Facebook use and personality traits. In addition, Ljepava et al. (2013) revealed that there was a difference between Facebook frequent users and non-users with respect to their personality traits and social factors such as trust, self-disclosure, overt and covert narcissism, intimate friendship and peer usage of Facebook. In the same study it was revealed that, personality traits had an impact on the decision to utilize Facebook (Ljepava et al., 2013). Davenport et al. (2014) focused on content generation instead content consumption comparing the usage of Facebook and Twitter in terms of narcissism personality trait. On the other hand, Ljepava et al. (2013) explored narcissism in addition to self-disclosure behaviors of Facebook users vs. non-users. Another study of Gerson, Plagnol and Corr (2016) examined Five-factor Model (FFM) personality traits of Facebook users and their social comparison behavior with respect to their Facebook use intensity.

Although not as much as Facebook, there are studies that investigated why people use Twitter. Yoo et al. (2014) examined the effect of social conformity on

utilitarian and hedonic values of Twitter and their influences on Twitter usage. Furthermore, Kwak et al. (2010) studied topological characteristics of Twitter users and its power as a medium of information sharing source. Moreover, Hughes et al. (2012) examined the informational and social usage of Facebook and Twitter considering personality traits of users. Besides, Pittman and Reich (2016) compared text-based social media platform Twitter and visual-based platform Instagram usage and their relationship with loneliness, happiness and satisfaction with life scales. Furthermore, Kim and Song (2016) investigated self-disclosure behavior of Twitter users considering interaction with celebrities. Moreover, Miller and Melton (2015) compared the risk-taking posting behaviors of college students on Twitter and Facebook. Besides, Bhattacharya, Yang and Srinivasan (2016) conducted sentiment analysis on Twitter messages to make an assessment about personality traits of politicians. In addition, Quercia et al. (2011) analyzed the relationship between personality and Twitter usage considering Big Five personality traits.

As being the fastest growing social network, there are some studies that examined the characteristics and personality traits of Instagram users. Although Ljepeva et al. (2013) investigated personality traits of Facebook non-users, there was no study about characteristics or personality traits of Instagram non-users. Nevertheless, there is limited studies about beliefs about Instagram use, what kind of attitudes people have about Instagram and behavioral intentions to actual Instagram use. There are some studies that investigated user practices on Instagram. Likes and comments of Instagram users were examined as social engagement feedback factors (Araújo et al., 2014) in addition, photos and videos are used to reveal some cultural practices (Bakshi et al., 2014). Furthermore, Lee et al. (2015), explored motivations of Instagram users with their attitudes and intentions to use Instagram considering

five social and psychological factors; social interaction, archiving, self-expression, escapism and peeking. Moreover, Ting et al. (2015) examined, beliefs about Instagram based on theory of reasoned action (TRA) to provide a better understanding of attitudes and usage behaviors of Instagram users. Additionally, Ferwerda et al. (2016) examined the relationship between personality traits and Instagram picture features considering the way users take pictures and apply filters to them through trails of Instagram users. Besides, Moon et al. (2016) concluded that, self-expression and social interaction are two key motivations for using Instagram.

In terms of classification of Instagram users, Garifova (2016) made classification of Instagram users and their accounts into five categories: Instagram accounts into five categories business shops/ services, hobbies/interests, celebrities, like celebrities/bloggers and readers. Furthermore, Sheldon and Bryant (2016) investigated the motivations to use Instagram and the relationships between Instagram usage with contextual age and narcissism adopting uses and gratification (U&G) theory. Another academic research by Moon et al. (2016) examined the relationship between narcissism and self-promoting behaviors of Instagram users. According to this study, users with higher levels of narcissism tend to spend more time on Instagram and more narcissistic individuals tend to post self-presented photos and update their profile pictures more often compared to less narcissistic individuals (Moon et al., 2016). Another study that is based on uses and gratification theory (U&G) by Pittman and Reich (2016) revealed that, Instagram usage has high level of social presence and Instagram is an effective platform for users to combat loneliness. In addition, Skowron et al. (2016) investigated features that people use on Instagram to make personality prediction and compared the results with Twitter users.

CHAPTER 3

THEORETICAL MODEL AND HYPOTHESIS DEVELOPMENT

The purpose of this thesis is to examine the relationship between belief-attitude-intention connections of Instagram users. Then, personality traits of both Instagram users and non-users were compared. For this purpose, Big Five Inventory, Social Interaction Anxiety and Fear of Negative Evaluation scales were used as the measures of personality traits. Research questions and hypotheses will be presented in this chapter along with previous related studies in the literature. The theoretical model of the thesis is illustrated in Figure 5.

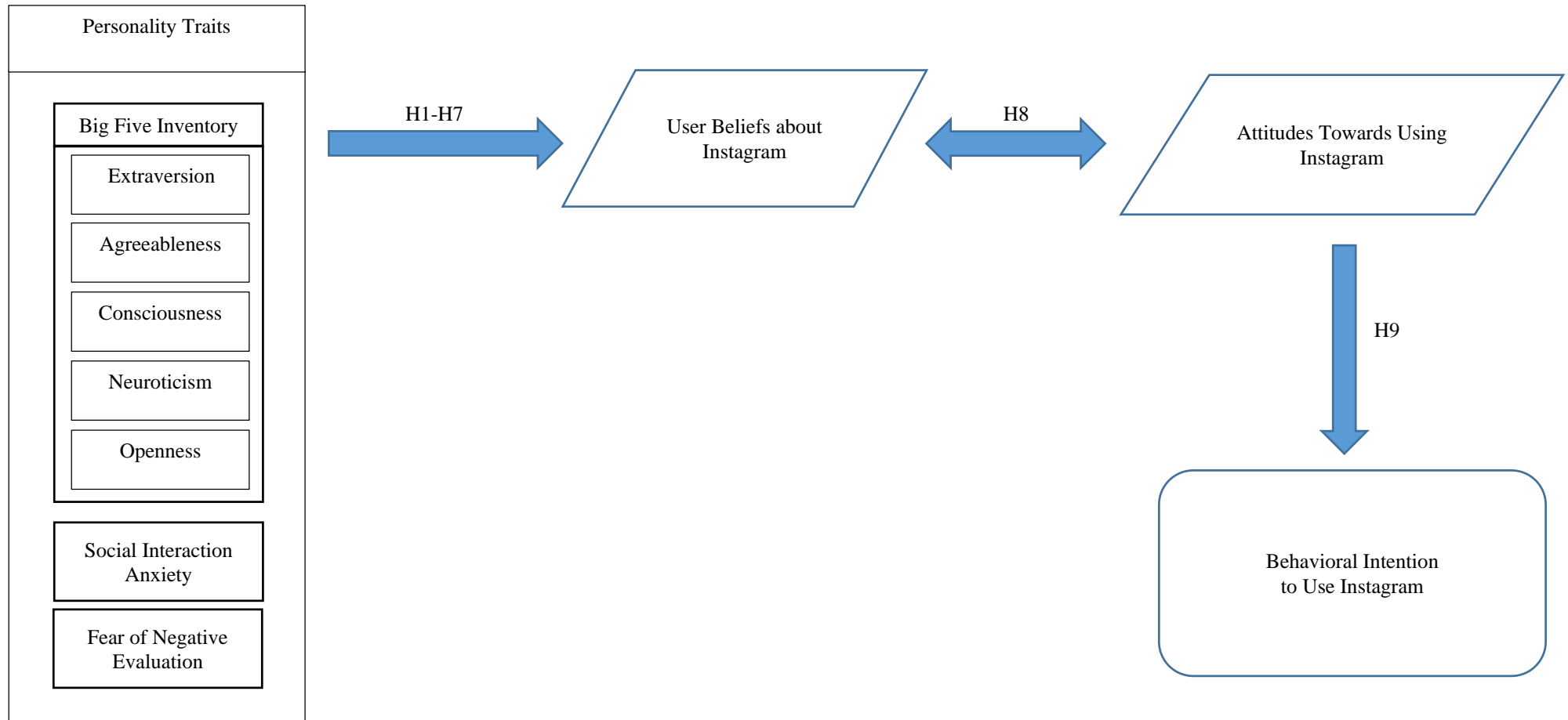


Fig. 5 Theoretical Model

According to the theoretical model, personality dimensions of Big Five, social interaction anxiety and fear of negative evaluation personality traits were handled as independent variables. Furthermore, user beliefs about Instagram and their attitudes towards using Instagram took place as intervening variables in the model that were used to explain the dependent variable. Finally, behavioral intention to use Instagram was shown as the dependent variable of the theoretical model.

3.1 Theoretical framework

Theory of Reasoned Action (TRA), which was developed by Ajzen and Fishbein (1980), provides a framework to predict behaviors of people based on their beliefs and attitudes. Moreover, Theory of Planned Behavior (TPB), developed by Ajzen (1985), is an extension of TRA. According to TPB, beliefs about the behavior and attitudes towards the behavior lead to the formation of a behavioral intention (Ajzen, 1985).

In the literature, Ting et al. (2015) appropriated TRA to explore the belief factors about Instagram usage using qualitative data collection methods. In the same study, 34 Malaysian respondents who were either students or young working adults were interviewed to gain insights about their beliefs about Instagram usage. Moreover, Ting, Cyril de Run and Ling Liev (2016) examined the impact of beliefs on attitudes towards Instagram usage and the intention to use Instagram by generation cohort based on TRA.

In the current thesis, Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) were adopted as a theoretical base to examine the belief-attitude-behavioral intention connections of Instagram users. It was aimed to make a contribution to the literature by adding personality to the original model.

3.2 Measures

3.2.1 Personality traits

In this thesis, personality traits were measured through using three constructs: Big Five Inventory (BFI), Social Interaction Anxiety (SIAS) and Fear of Negative Evaluation (FNE). These measures were used to explore the personality traits of respondents based on research questions and related hypotheses.

The 44-item Big Five Inventory (BFI) scale has been accepted as a model for measuring the prototypical components of personality in the literature (John and Srivastava, 1999). BFI covers the five personality dimensions; Extraversion, Neuroticism, Conscientiousness, Agreeableness and Openness. The original BFI scale was developed by John, Donahue, and Kentle in 1991. However, John and Srivastava (1999) organized it as a short instrument to measure personality traits of Big Five.

In this thesis, Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness traits were evaluated through using the 44-item BFI scale. In addition, Social Interaction Anxiety trait was evaluated by using SIAS and Fear of Negative Evaluation trait was assessed through using FNE scale. Eventually, a total of 7 traits were accepted as personality traits within the scope of this thesis. Hence, research questions and related hypotheses were proposed based on these 7 personality traits.

3.2.1.1 Extraversion trait

Costa and McCrae (1992) defined extraverted people as typically adventurous, sociable and talkative, whereas introverted people as typically quiet and shy.

According to Ross et al. (2009), people who are high on Extraversion trait have more tendency to be sociable and able to experience positive emotions. Amichai-Hamburger, Wainapel and Fox (2002) explored the relationship between Extraversion trait and the internet usage and revealed that, people who are high on Extraversion trait are more likely to express their true-self offline however, people who are low on Extraversion trait have a tendency to interpret their real-self online (Amichai-Hamburger et al., 2002). On the other hand, Ross et al. (2009) revealed that, there is no significant relationship between Extraversion trait and the number of Facebook friends, time spent online and communicative Facebook features. However, Amichai-Hamburger and Vinitzky (2010) stated that, those who are higher on the trait of Extraversion have more Facebook friends than those who are lower on the same trait.

According to another study by Correa, Hinsley and Zuniga (2010) people who were high on Extraversion trait, tend to be heavier social media users. In addition, Hughes et al. (2012) found that, there was a positive correlation between Extraversion and the social Facebook usage. In the same study it was revealed that, Extraversion trait negatively correlated with the social interaction on Twitter (Hughes et al., 2012). Moreover, Quercia et al. (2012) examined the personality traits of popular Facebook users and stated that, number of Facebook friends were positively correlated with the trait of Extraversion. Moreover, Seidman (2013) revealed that, Extraversion trait is related with more frequent Facebook usage to communicate with others. By the way, Extraversion was positively associated with the actual self-expression while negatively correlated with the expression of hidden-self (Seidman, 2013).

3.2.1.2 Neuroticism trait

Neuroticism is related with the tendency of a person to experience psychological distress (Ross et al., 2009). Low levels of Neuroticism suggest good control over emotions whereas, high levels reflect sensitivity and tense (Costa and McCrae, 1992).

Butt and Philip (2008) stated that, people who were high on Neuroticism trait were likely to use the Internet to avoid loneliness. On the contrary, Correa, Hinsley and De Zuniga (2010) revealed that, people who are low on Neuroticism which refer to Emotionally Stable, use social media less frequently. Hughes et al. (2012) revealed that, people who are high in Neuroticism trait, are expected to find more social contact on Facebook, whereas there is no significant relationship between Neuroticism and the use of Twitter for socialization. Seidman (2013) revealed that, people who are high on Neuroticism have more tendency to express their actual-self than those who are low on Neuroticism trait.

3.2.1.3 Conscientiousness trait

Costa and McCrae (1992) defined Conscientiousness as a person's orderliness and thoroughness while, according to Ross et al. (2009), Conscientiousness reflects the degree of a person is organized and trustworthy.

Ross et al. (2009) revealed that, there is no significant correlation between Conscientiousness trait and Facebook activities of individuals. However, Ryan and Xenos (2011) found a significant negative correlation between Conscientiousness and the amount of time spent on Facebook. Hughes et al. (2012) discovered a positive correlation between Conscientiousness and the use of Twitter for informational purposes. On the other hand, according to Seidman (2013),

Conscientiousness is negatively associated with self-presentational behaviors and motivations to the use of Facebook.

3.2.1.4 Agreeableness trait

Agreeableness alludes to “a tendency to be trusting, sympathetic and cooperative” (Ross et al., 2009, p. 579). People with high ratings on Agreeableness are kind, sympathetic and warm (Costa & McCrae, 1992). There is no significant relationship between Agreeableness and the use of Facebook for communication (Ross et al., 2009; Moore and McElroy, 2012). Likewise, Hughes et al. (2012) revealed that, Agreeableness is unrelated to both social and informational use of Facebook and Twitter.

3.2.1.5 Openness trait

According to Ross et al. (2009) Openness to Experience trait refers to a person's eagerness to be curious and enjoy artistic searches. People who demonstrate high Openness have interests and Individuals who demonstrate high Openness-to-Experience (Openness) have a wide variety of interests and look for originality, while those who have low ratings prefer familiarity and convention (McCrae & Costa, 1992).

Ellison et al. (2007) stated that, there is no significant relationship with Openness trait and having a Facebook account because, to have a Facebook account is not a unique experience anymore. Ross et al. (2009) revealed that, high levels of Openness are associated with a greater tendency to use Facebook for socialization. Likewise, Correa and de Zuniga (2010) stated that, people who are more open to new experiences, have more frequent social media use. Hughes et al. (2012) observed a

positive correlation between the informational Facebook usage and Openness trait.

On the other hand, there was a positive association between Openness trait and social usage of Twitter (Hughes et al., 2012).

3.2.1.6 Social interaction anxiety trait

Social Interaction Anxiety Scale (SIAS) was developed by Mattick and Clarke in 1998 consists of 20 items that measured the level of distress in meeting and talking with other people and fears of how to re-join with social intersections (Mattick & Clarke, 1998). SIAS has a Likert-type scale ranging from 0 = not at all, to 4 = extremely however, in the current thesis 5-point agreement scale was used. Social Interaction Anxiety Scale (SIAS) is generally overseen with Social Phobia Scale (SPS) nevertheless, in the current thesis only SIAS is chosen as the measure of social interaction anxiety. Moreover, some of the items of SIAS are excluded because of overlapping with items from other used scales and finally, 13 items are derived from SIAS and used in the questionnaire.

Fernandez et al. (2012) explored Facebook profiles of users to predict their social anxiety levels using SIAS and they revealed that, social interaction anxiety is not significantly correlated with Facebook usage including variables such as time spent on Facebook, number of status updates and number of posts.

On the other hand, Shaw et al. (2015) revealed that, time spent on Facebook is associated with the greater social interaction anxiety symptoms.

3.2.1.7 Fear of negative evaluation trait

The Fear of Negative Evaluation Scale (FNE) was developed by Watson and Friend (1969). Afterwards, Leary (1983) presented the 12-item version of the FNE namely

as, Brief-FNE and this scale was used in this thesis as being a construct that highly correlates with the original scale. Leary (1983, p. 371) stated that “people who score high on the FNE scale, have more tendency to behave in ways designed to avoid the prospect of being evaluated unfavorably”. In addition, people who have high scores on FNE scale tend to be more socially anxious compared to those who have low scores on the same scale (Watson & Friend, 1969; Leary, 1983). Yuen et al. (2013) investigated about the treatment in social anxiety, utilizing from Second Life, which is an online virtual world, for remote therapy sessions. In the same study, small correlations were found between pre-treatment in social anxiety symptoms, measured by Brief-FNE scale (Yuen et al., 2013).

3.3 Research questions and related hypotheses

As explained in the introduction part, there were 4 research questions that were investigated within the scope of this thesis. Research questions that explore the differences between Instagram users and non-users RQ₁ and RQ₂ were proposed as following:

RQ₁: What are the differences between Instagram users and non-users with respect to their personality traits?

RQ₂: What are the differences among respondents having different experience levels about Instagram usage (non-users, low-experienced users, mid-experienced users and high-experienced users) regarding to their personality traits?

3.3.1 User beliefs about Instagram

Beliefs about Instagram were obtained and organized based on the previous studies about the motivations of Instagram usage (Lee et al. (2015); Sheldon and Bryant

(2016). Lee et al. (2015) examined the motivations and attitudinal behavioral intentions to use Instagram by extracting five motives for Instagram usage namely as, social interaction, archiving, self-expression, escapism and peeking. On the other hand, Sheldon and Bryant (2016) investigated motives for Instagram usage and revealed that there were four main factors about Instagram usage namely as, surveillance/knowledge about others, documentation, coolness and creativity.

The previous studies of Lee et al. (2015) and Sheldon & Bryant (2016) were utilized as the basis for this thesis and research questions were presented as follows:

RQ₃: What are the users' main belief factors about Instagram?

RQ₄: How can Instagram users be segmented based on their beliefs about Instagram?

Based on RQ₃ and RQ₄, and considering the findings of the previous studies on personality traits mentioned above, the following hypotheses were proposed:

H₁: There is a significant difference among belief clusters of Instagram users with respect to Extraversion trait.

H₂: There is a significant difference among belief clusters of Instagram users with respect to Neuroticism trait.

H₃: There is a significant difference among belief clusters of Instagram users with respect to Conscientiousness trait.

H₄: There is a significant difference among belief clusters of Instagram users with respect to Agreeableness trait.

H₅: There is a significant difference among belief clusters of Instagram users with respect to Openness trait.

H₆: There is a significant difference among the groups of user beliefs about Instagram with respect to Social Interaction Anxiety trait.

H7: There is a significant difference among belief clusters of Instagram users with respect to Fear of Negative Evaluation trait.

3.3.2 Attitudes towards using Instagram

Based on the Theory of Reasoned Action (TRA), beliefs about Instagram were used to establish a correlation with the attitudes towards Instagram. There were a total of 11 attitude statements, six of which were positive attitudes such as attractive, fun, cool, pleasant, informative and beneficial, whereas the other five were negative (time consuming, intrusive, over-exposing, pretentious and vain). Thus, H₈ was put forward:

H₈: There is a positive relationship between main belief factors about Instagram and attitudes towards using Instagram.

3.3.3 Behavioral intention to use Instagram

Based on the theoretical framework of this thesis, attitudes towards Instagram usage were used as the predictors of behavioral intention to use Instagram. Accordingly, H₉ was proposed:

H₉: There is a significant relationship between user attitudes about Instagram and their behavioral intention to use Instagram.

CHAPTER 4

RESEARCH METHODOLOGY

In this chapter, data collection method and the components of the questionnaire were discussed. Furthermore, items of the each construct were presented with descriptive statistics throughout this chapter.

4.1 Data collection method

A comprehensive online questionnaire was developed in Google Docs format and conducted during a 3-months period from February to the end of May 2017. The URL of the questionnaire was sent to participants and they were requested to share the link with their family members, entourage and networks on the social media platforms. In addition, a Facebook page that explained the purpose of the research and included the survey link. This generated page was promoted on Facebook through using “Create Advertisement” function to reach the targeted audience and encourage them to participate in the survey. Finally, a total of 690 participants were reached.

4.2 Components of the questionnaire

The questionnaire consisted of 21 questions and began with questions of personality traits. A total of 65 items were derived from the three personality traits constructs measured with 5-point Likert-type agreement scale ranging from “1 = Strongly Disagree” to “5 = Strongly Agree”. There were 44 items from Big Five Inventory scale, 13 items from Social Interaction Anxiety scale and 8 items from Fear of Negative Evaluation scale.

Afterwards, in order to create the Instagram usage profile of respondents, six questions that assessed the Instagram usage characteristics that were presented in the following way:

- Instagram usage experience,
- Whether or not to open an Instagram account,
- Time spent on Instagram,
- Number of followers on Instagram,
- Number of followings on Instagram.

Besides, five items derived from Facebook Intensity Scale (Ellison et al., 2007) and adapted to Instagram usage and was measured by 5-point Likert-type agreement scale ranging from “1 = Strongly Disagree” to “5 = Strongly Agree”. Afterwards, the importance levels of respondents for the 11 preferred Instagram features were gauged with the items measured on a 5-point Likert-type importance scale (1 = Not important; 5 = Very Important).

Later on, three question group were designed to assess users’ beliefs, attitudes and intentions related to Instagram usage. All of the items belonged to these connections were measured by using 5-point Likert-type agreement scale. There were 29 belief items about Instagram which adapted from the previous studies of Lee et al. (2015) and Sheldon & Bryant (2016). Moreover, 11 attitudes towards using Instagram were developed and 6 of them were positive whereas 5 of them were negative attitudes. In addition, five statements to measure the behavioral intention to use Instagram were created through using 5-point Likert-type agreement scale.

Moreover, the satisfaction degrees of the respondents from using Instagram were evaluated using 5-point satisfaction scale ranging from “1 = Very Unsatisfied” to “5 = Very Satisfied”. In addition, respondents were also asked whether or not to continue using Instagram even if some features were paid using the 5-point Likert-type agreement scale.

Finally, the last six questions were probed to obtain general information about respondents’ demographic profile. The entire questionnaire was presented in Appendix A (English) and in Appendix B (Turkish).

4.3 Constructs

4.3.1 Big five inventory scale

Big Five Inventory scale was developed by John and Srivastava (1999) and used to measure personality traits of Big Five. The BFI consists of 44 short phrased items on the trait adjectives measured with 5-point Likert-type agreement scale. Respondents were asked to indicate to which degree they agree or disagree with the traits that reflect their personality. Table 1 demonstrates the descriptives about 44 BFI items that were listed in the survey.

Table 1. Descriptives for the Big Five Inventory Scale Items

	All Respondents (N = 690)		Users (N = 507)		Non-users (N = 183)	
*Extraversion	Mean	S.D.	Mean	S.D.	Mean	S.D.
talkative	3.60	1.15	3.73	1.07	3.27	1.29
is full of energy	3.57	0.99	3.65	0.981	3.34	1.00
generates a lot of enthusiasm	3.52	1.03	3.59	1.02	3.31	1.03
has an assertive personality	3.31	1.11	3.37	1.08	3.14	1.19
is outgoing, sociable	3.58	1.08	3.66	1.04	3.35	1.16
is reserved (R)	2.61	1.23	2.61	1.21	2.60	1.30
tends to be quiet (R)	2.60	1.22	2.61	1.22	2.57	1.23
is sometimes shy, inhibited (R)	3.33	1.19	3.38	1.16	3.19	1.25
*Agreeableness						
is helpful and unselfish with others	4.27	0.79	4.30	0.76	4.20	0.84
has a forgiving nature	3.66	1.05	3.68	1.06	3.59	1.03
is generally trusting	4.28	0.85	4.34	0.79	4.12	0.98
is considerate and kind to almost everyone	4.36	0.74	4.37	0.73	4.34	0.77
likes to cooperate with others	4.02	0.94	4.04	0.93	3.97	0.97
tends to find fault with others (R)	3.83	0.98	3.85	0.98	3.79	1.00
starts quarrels with others (R)	4.19	0.89	4.19	0.91	4.18	0.86
can be cold and aloof (R)	3.67	1.11	3.70	1.09	3.58	1.18
is sometimes rude to others (R)	3.56	1.01	3.60	1.09	3.46	1.11
*Conscientiousness	Mean	S.D.	Mean	S.D.	Mean	S.D.
does a thorough job	3.10	0.90	4.03	0.86	3.91	1.00
is reliable worker	4.41	0.75	4.43	0.73	4.33	0.79
perseveres until the task is finished	3.96	0.97	4.01	0.94	3.84	1.05
does things efficiently	3.77	0.96	3.82	0.90	3.63	1.08
makes plans and follows through with them	3.47	1.167	3.56	1.15	3.24	1.19
can be somewhat careless (R)	3.77	1.11	3.77	1.09	3.77	1.17
tends to be disorganized (R)	3.23	1.28	3.23	1.27	3.25	1.32
tends to be lazy (R)	3.71	1.11	3.76	1.09	3.57	1.16
is easily distracted (R)	3.29	1.15	3.28	1.12	3.29	1.23
*Neuroticism						
is depressed, blue	2.41	1.22	2.38	1.20	2.49	1.28
can be tense	2.58	1.13	2.55	1.12	2.67	1.16
worries a lot	2.75	1.16	2.70	1.15	2.87	1.17
can be moody	2.35	1.20	2.34	1.21	2.37	1.18
gets nervous easily	2.64	1.24	2.68	1.24	2.56	1.23
is relaxed, handles stress well (R)	2.74	1.05	2.72	1.04	2.80	1.09
is emotionally stable, not easily upset (R)	3.06	1.13	3.07	1.12	3.04	1.15
remains calm in tense situations (R)	2.76	1.12	2.73	1.12	2.84	1.13
*Openness						
is original, comes up with new ideas	3.77	0.98	3.79	0.96	3.72	1.01
is curious about many different things	4.24	0.87	4.24	0.87	4.25	0.89
is ingenious, a deep thinker	4.15	0.89	4.14	0.89	4.17	0.88
has an active imagination	3.99	0.98	4.03	0.98	3.90	0.98
is intensive	3.59	0.98	3.61	0.95	3.55	1.06
values artistic, aesthetic experiences	3.96	0.98	4.01	0.95	3.83	1.06
likes to reflect, play with ideas	4.26	0.82	4.28	0.80	4.18	0.89
is sophisticated in art, music or literature	3.79	1.10	3.82	1.10	3.70	1.11
prefers work that is routine (R)	3.44	1.12	3.49	1.11	3.47	1.14
has a few artistic interests (R)	3.76	1.16	3.78	1.17	3.68	1.13

4.3.2 Social interaction anxiety scale

Social Interaction Anxiety Scale (SIAS) was developed by Mattick and Clarke (1998) and consisted of 19 items. The six of the items were eliminated because of overlapping with items that have similar meanings in other scales and finally, 13 items were used. Respondents were asked to indicate the degrees of their agreement with the items of SIAS measured by 5-point Likert type agreement scale.

Descriptives for SIAS items were presented in Table 2.

Table 2. Descriptives for the Social Interaction Anxiety Scale Items

Variable Name	Scale Item	All Respondents		Users		Non-users	
		Mean N = 690	S.D. N = 690	Mean N = 507	S.D. N = 507	Mean N = 183	S.D. N = 183
sias1	I get nervous if I have to speak with someone in authority (teacher, boss, etc.).	2.74	1.15	2.67	1.13	2.91	1.21
sias2	I become tense if I have to talk about myself or my feelings.	2.80	1.23	2.78	1.22	2.85	1.26
sias3	I find difficulty mixing comfortably with the people I work with.	2.15	1.09	2.11	1.07	2.27	1.13
sias4	I tense-up if I meet an acquaintance in the street.	2.14	1.11	2.11	1.09	2.23	1.18
sias5	I feel tense if I am alone with just one other person.	2.23	1.16	2.20	1.14	2.32	1.21
sias6	I have difficulty talking with other people.	2.02	1.09	1.96	1.02	2.19	1.27
sias7	I worry about expressing myself in case I appear awkward.	2.81	1.30	2.77	1.29	2.92	1.34
sias8	I find it difficult to disagree with another's point of view.	2.19	1.08	2.15	1.06	2.28	1.15
sias9	I find myself worrying that I won't know what to say in social situations.	2.60	1.30	2.56	1.30	2.72	1.31
sias10	I am nervous mixing with people I don't know well.	2.59	1.25	2.54	1.22	2.72	1.33
sias11	I feel I'll say something embarrassing when talking.	2.06	1.16	2.01	1.14	2.20	1.18
sias12	When mixing in a group I find myself worrying I will be ignored.	2.15	1.17	2.09	1.15	2.31	1.23
sias13	I am unsure whether to greet someone I know slightly.	2.72	1.30	2.68	1.28	2.82	1.33

4.3.3 Fear of negative evaluation scale

Fear of Negative Evaluation Scale (FNE) was originally developed by Watson and Friend (1969). Afterwards Leary (1983) presented Brief-FNE, a short version of FNE that highly correlated with the original scale. Four items were omitted out of 12 items due to being overlapped with other items that have similar meanings and finally, 8 items were extracted. Leary (1983) changed the original true-false format of the FNE to the 5-point Likert-type scale that included the scale labels ranging from “0 = not at all” to “4 = extremely characteristic of me”. However, in this thesis, 5-point Likert-type agreement scale was used ranging from “1 = Strongly Disagree” to “5 = Strongly Agree”. Table 3 indicates the descriptives for Brief-FNE scale items.

Table 3. Descriptives for the Fear of Negative Evaluation Scale Items

		All Respondents		Users		Non-users	
Variable Name	Scale Item	Mean N = 690	S.D. N = 690	Mean N = 507	S.D. N = 507	Mean N = 183	S.D. N = 183
fne1	I worry about what other people will think of me when I know it doesn't make any difference.	3.15	1.17	3.14	1.15	3.16	1.23
fne2	I am frequently afraid of other people noticing my shortcomings.	2.65	1.16	2.60	1.13	2.80	1.22
fne3	I am afraid that others will not approve of me.	2.51	1.14	2.46	1.13	2.65	1.16
fne4	I am afraid that people will find fault with me.	2.49	1.18	2.46	1.18	2.58	1.18
fne5	When I am talking to someone, I worry about what they may be thinking about me.	2.62	1.20	2.59	1.21	2.73	1.17
fne6	I am usually worried about what kind of impression I make.	2.76	1.19	2.74	1.18	2.79	1.22
fne7	Sometimes I think I am too concerned with what other people think of me.	2.41	1.14	2.39	1.14	2.47	1.16
fne8	I often worry that I will say or do the wrong things.	2.79	1.25	2.73	1.25	2.93	1.25

4.3.4 Instagram usage intensity scale

The items of Instagram usage intensity scale were borrowed from the Facebook Intensity Scale (Ellison et al., 2007) and adapted to Instagram usage renamed as “Instagram Usage Intensity Scale”. The adapted scale included five statements measured by using a 5-point Likert-type agreement scale ranging from “1 = Strongly Disagree” to “5 = Strongly Agree”. Respondents were asked to indicate their agreement degrees to each statement in this scale. Table 4 demonstrates the original items of Facebook Intensity Scale with adapted forms of these items to measure similar characteristics for Instagram usage intensity with descriptive statistics.

Table 4. Original and Adapted Versions of Instagram Usage Intensity Scale Items with Descriptive Statistics

		All Respondents (N = 690)	
Original version (Ellison et al., 2007)	Adapted version (For this thesis)	Mean	S.D.
1. Facebook is part of my everyday activity.	1. Using Instagram is part of my everyday activity.	3.07	1.43
2. I am proud to tell people I'm on Facebook.	2. I'm proud to tell people I use Instagram.	2.11	1.16
3. I feel out of touch when I haven't logged onto Facebook for a while.	3. I feel out of touch when I haven't logged on to Instagram for a while.	1.74	1.03
4. I feel I am part of the Facebook community.	4. I feel I am part of the Instagram communities.	1.89	1.12
5. I would be sorry if Facebook shut down.	5. I would be sorry if Instagram shut down.	2.64	1.48

4.3.5 The items of Instagram usage questions

Respondents were asked six questions in order to gain insight about their Instagram usage. Four of these questions were adapted from the previous studies of Ellison et al. (2007) and Ross et al. (2009) about Facebook usage. Table 5 illustrates original and adapted versions of Instagram usage items.

Respondents were asked questions about:

- how long they have been using Instagram,
- whether respondents think to open an Instagram account or not,
- time spent on Instagram per day,
- the number of followers on Instagram,
- the number of followings on Instagram,
- the satisfaction degree from using Instagram.

Table 5. Original and Adapted Versions of Instagram Usage Items

Original version	Adapted version	Variable Name	Source
Approximately, how long have you had your Facebook profile?	How long have you been using Instagram?	Experience	Ross et al. (2009)
	Do you think to open an account on Instagram?	open_account	Generated by the researcher
In the past week, on average, approximately how many minutes per day have you spend on Facebook?	On average, how much time do you spend on Instagram per day?	time_spent	Ellison et al. (2007)
About how many total friends do you have at MSU or elsewhere?	Approximately, how many followers do you have on Instagram?	followers	Ellison et al. (2007)
	Approximately, how many people do you follow on Instagram?	followings	Generated by the researcher
How satisfied are you with Facebook?	Please indicate your degree of satisfaction to use Instagram in general.	satisfaction	Ross et al. (2009)

4.3.6 Instagram features

Instagram is a social media platform that has many features and new features have been emerging from day to day. After an investigation about the existing and new features of Instagram, eleven Instagram features were given in Table 6. Respondents were asked to assess their level of importance for the 11 Instagram features. Five point Likert-type importance scale was used ranging from “1 = Not important” to “5

= Very Important”. In addition, respondents were asked if some features of Instagram were paid, whether they still continue to use Instagram by using a 5-point Likert-type agreement scale ranging from “1 = Strongly Disagree” to “5 = Strongly Agree”.

Table 6. Descriptives for 11 Instagram Features and Paid Feature Items

Variable Name	Item	Users (N = 507)	
		Mean	S.D.
feature1	To share photos and videos directly. (Regular Post)	4.02	0.96
feature2	To share photos and videos applying various filters and effects to make them more beautiful. (Filters & Effects)	3.28	1.27
feature3	Using Caption feature to write about the posts I shared.	3.62	1.15
feature4	Using Hashtag (#) feature to make my posts reachable to more users by sharing image-based content.	3.15	1.38
feature5	To share my posts integrated with other social media platforms (Facebook, Twitter, etc.)	3.11	1.40
feature6	Using Like feature for shared photos and videos of me and others.	3.80	1.07
feature7	Using Comment feature for shared photos and videos of me and others.	3.60	1.18
feature8	Using Direct Message feature to send private messages to others.	3.39	1.27
feature9	To share others' posts that I like on my own account using third-party applications (e.g., Repost)	3.02	1.31
feature10	Using Instagram Stories feature to share photos and videos that survive for only 24 hours and then disappear.	2.74	1.34
feature11	Using Instagram Live feature to share live posts and to see my followings' live broadcast.	2.48	1.33
paid_features	If some features were paid, I would still continue to use Instagram?	2.86	0.93

4.4 Beliefs about, attitudes towards and behavioral intention to use Instagram

4.4.1 Beliefs about Instagram

Twenty-nine items were derived from the previous studies of Lee et al. (2015) and Sheldon & Bryant (2016) who investigated motivations for using Instagram. These items were organized and adapted as the belief items about Instagram in the questionnaire.

Table 7 demonstrates the 29 belief items that were used in the questionnaire with their group labels in the previous studies. 23 of the items were derived from Lee et al. (2015) while 6 items were borrowed from Sheldon and Bryant (2016).

Respondents were asked to indicate their agreement levels to the 29 belief statements, as appropriate to the blank in “I believe that Instagram is a social media platform which is used” sentence. Beliefs about Instagram were measured by using a 5-point Likert-type agreement scale (“1 = Strongly Disagree”; “5 = Strongly Agree”).

Table 7. Items of Usage Related Beliefs about Instagram with Original Sources and Group Labels

Variable Name	Item	Factor Label in the Previous Study	Source
Belief 1	To interact with a number of people.	Social Interaction	Lee et al. (2015)
Belief 2	To maintain good relationships with others (for networking).	Social Interaction	Lee et al. (2015)
Belief 3	To get updates on close friends and family.	Social Interaction	Lee et al. (2015)
Belief 4	To keep in touch with friends away.	Social Interaction	Lee et al. (2015)
Belief 5	To communicate with friends and family.	Social Interaction	Lee et al. (2015)
Belief 6	To know about what is happening in the world.	Social Interaction	Lee et al. (2015)
Belief 7	To connect and meet with people who share similar interest.	Social Interaction	Lee et al. (2015)
Belief 8	To record daily events through photos.	Archiving	Lee et al. (2015)
Belief 9	To record my traces (e.g., trip) via photomap.	Archiving	Lee et al. (2015)
Belief 10	To do personal blogging.	Archiving	Lee et al. (2015)
Belief 11	To take fancy photos and save them online.	Archiving	Lee et al. (2015)
Belief 12	To update photos and videos with various filters applied.	Archiving	Lee et al. (2015)
Belief 13	To remember and commemorate special events.	Documentation	Sheldon & Bryant (2016)
Belief 14	To be noticed by others.	Self Expression	Lee et al. (2015)
Belief 15	To express my actual self (who I really am).	Self Expression	Lee et al. (2015)
Belief 16	To share my personal information with others.	Self Expression	Lee et al. (2015)
Belief 17	To become popular.	Coolness	Sheldon & Bryant (2016)
Belief 18	To provide “visual status updates” for my friends.	Coolness	Sheldon & Bryant (2016)
Belief 19	To escape from reality.	Escapism	Lee et al. (2015)
Belief 20	To forget about troubles.	Escapism	Lee et al. (2015)
Belief 21	To avoid loneliness.	Escapism	Lee et al. (2015)
Belief 22	To relax.	Escapism	Lee et al. (2015)
Belief 23	To browse photos related to my interests.	Peeking	Lee et al. (2015)
Belief 24	To browse daily lives of celebrities.	Peeking	Lee et al. (2015)
Belief 25	To browse a variety of fancy photos.	Peeking	Lee et al. (2015)
Belief 26	To browse daily life of people all over the world.	Peeking	Lee et al. (2015)
Belief 27	To create art.	Creativity	Sheldon & Bryant (2016)
Belief 28	To show off my photography skills.	Creativity	Sheldon & Bryant (2016)
Belief 29	To find people with whom I have common interests.	Creativity	Sheldon & Bryant (2016)

4.4.2 Attitudes towards using Instagram

A total of eleven attitudes were used in the questionnaire and six of the 11 items were positive attitudes while 5 of them were negative attitudes. Respondents were asked to indicate their degree of agreement with the statement of “I think that using Instagram” by filling the blank with appropriate attitudes that are presented in Table 8 with their descriptive statistics. Responses of participants were assessed by using a 5-point Likert-type agreement scale (“1 = Strongly Disagree”; “5 = Strongly Agree”).

Table 8. Descriptives for the Items of Attitudes towards Using Instagram

Variable Name	Item	Users (N = 507)	
		Mean	S.D.
att1	is attractive	3.55	0.98
att2	is fun	4.11	0.75
att3	is cool	2.65	1.18
att4	is pleasant	4.07	0.75
att5	is informative	3.53	1.03
att6	is beneficial	3.30	1.04
att7	is time consuming	2.82	1.11
att8	is intrusive	2.88	1.19
att9	is over-exposing	2.49	1.20
att10	is pretentious	2.80	1.27
att11	is vain	2.31	1.08

4.4.3 Behavioral intention to use Instagram

Five items were created to measure the behavioral tendencies of the participants to use Instagram. Therefore, respondents were asked to indicate how much they agree or disagree with the statements given in Table 9. All of the responses were measured by using a 5-point Likert-type agreement scale (“1 = Strongly Disagree”; “5 = Strongly Agree”).

Table 9. Descriptives for the Items of Behavioral Intention to Use Instagram

Variable Name	Item	Users (N = 507)	
		Mean	S.D.
bi1	In the near future, I will more frequently use Instagram.	2.72	1.11
bi2	I will recommend Instagram to others.	2.83	1.17
bi3	I will continue using Instagram in the future.	3.85	0.81
bi4	I will be using other features of Instagram which I'm not currently using.	3.56	0.95
bi5	I'm willing to use upcoming features of Instagram.	3.64	0.92

CHAPTER 5

ANALYSIS AND FINDINGS

In this chapter, factor, cluster, correlation, ANOVA and multiple regression analyses were conducted in order to investigate research questions and to test hypotheses that proposed in Chapter 3. The results of analyses were presented with interpretations to provide further information throughout this chapter.

5.1 Demographic profile of the respondents

The demographic profile of 690 respondents was presented in Table 10. The sample of 690 consisted of 451 (65%) female and 239 (35%) male respondents. For the sake of simplicity, participants were grouped according to their age, education and income data. Accordingly, participants who were less than 18 and at the age range of 18-23 (%32.5) were labeled as “Very Young Respondents” and 37.1% of the respondents who were between 24-29 were considered as “Young Adults”. Furthermore, respondents who were at the age range of 30-35 (13.9%) and 36-41 (7.4%) were combined and tagged as “Adults”. Finally, participants who were above the age of 42 (9%) are considered as “Matures”.

According to the monthly personal income grouping, 43.6% of the respondents were considered to belong to “Low-level income” group whose monthly incomes were less than 2000 TL. Meanwhile, 44.8% were marked as “Mid-level income” group (between 2000-75000 TL) and respondents whose incomes were above 7500 TL (11.6%) were considered to belong to “High-level income” group. According to literature, Instagram has a very young user profile thereby these findings were meaningful.

In terms of educational background, 3.2% of the respondents had “Some high school degree” while 34.3% were “University students”. Moreover, 51.2% had “University degree” whereas 11.3% of the sample had a “Master or PhD degree”. The majority of respondents (73.8%) were single whilst, 26.2% of them were married. Likewise, the most of the participants (80.9%) didn’t have children while 19.1% of them had children.

Table 10. Demographic Profile of All Respondents

Gender	Male	Female		
	239 (35%)	451 (65%)		
Age	Very Young Respondents (<18 and 18-23)	Young Adults (24-29)	Adults (30-35 and 36-41)	Matures (>41)
	225 (32.5%)	256 (7.1%)	145 (7.4%)	62 (9%)
Education	Some high school degree	University students	University degree	Master/PhD degree
	22 (3.2%)	237 (34.3%)	363 (51.2%)	78 (11.3%)
Income	Low-level income (<2000 TL)	Mid-level income (2000-7500 TL)	High-level income (>7500 TL)	
	301 (43.6%)	309 (44.8%)	80 (11.6%)	
Marital Status	Single	Married		
	509 (73.8%)	181 (26.2%)		
Have Children	Yes	No		
	132 (19.1%)	558 (80.9%)		

5.2 The grouping of the respondents as Instagram users vs. non-users

In order to identify differences and examine relationships, respondents were divided into two groups based on their experience on Instagram usage. As shown in Table 11, 183 respondents who didn’t have an Instagram account (19.3%) and had an account however didn’t use it (7%) were combined and labeled as “Non-users”

whereas 507 of the respondents (73%) were marked as “Users” who were active Instagram users. On the other hand, Instagram users who had an Instagram experience less than 1 year and approximately 1 year were labeled as “Low-Experienced users” while those who used Instagram approximately 1 year or 2 years were tagged as “Mid-experienced users”. However, users who had an Instagram account for approximately 4 years and above were considered to belong to “High-experienced users” group. Table 11 indicates the Instagram usage profile of the respondents.

Table 11. Instagram Usage Profile of the Respondents

Instagram Usage Experience	n	%	Total	Group Label	Total
Don't have an Instagram account	135	19.6	183	Non-Users	183
Have an account however, don't use it	48	7			
Less than 1 year	48	7	95	Low-experienced users	507
Approximately, 1 year	47	6.8			
Approximately, 2 years	102	14.8	247	Mid-experienced users	
Approximately, 3 years	145	21			
Approximately, 4 years and above	165	23.9	165	High-experienced users	
Total	690	100			690

5.2.1 Demographic and technographic profile of Instagram users

The demographic profile of Instagram users were presented in Table 12. According to this table, the majority of Instagram users (69.2%) were female while 30.8% of them were male. In terms of age groups, 39.3% of Instagram users belonged to “Young Adults” group and those who were in “Very Young Respondents” age group came after with 31.8%. In addition, “Adults” group had 21.2% percentage rate while the least of Instagram users took place in the “Matures” age group with 7.9%.

When education levels of users were considered, the majority of users had a “University degree” (52.9%) while 33.5% of them were “University students”. However, 10.7% of Instagram users had a “Master or PhD degree” only 3% of them had “Some high school degree”. The percentages of “Low-level income” and “Mid-level income” Instagram users were very close to each other. Therefore, 45.8% of the users were in “Mid-level income” group while 43.6% were in “Low-level income” group however, 10.7% belonged to “High-level income” group. On the other hand, 73.2% of Instagram users were single while 26.8% of them were married. In addition, 81.5% of them didn’t have children whereas 18.5% of Instagram users had children.

Table 12. Demographic Profile of Instagram Users

Gender	Male	Female		
	156 (31%)	351 (69%)		
Age	Very Young Respondents (<18 and 18-23)	Young Adults (24-29)	Adults (30-35 and 36-41)	Matures (>41)
	161 (31.8%)	199 (39.3%)	107 (21.2%)	40 (7.9%)
Education	Some high school degree	University students	University degree	Master/PhD degree
	15 (3%)	170 (33.5%)	268 (52.9%)	54 (10.7%)
Income	Low-level income (<2000 TL)	Mid-level income (2000-7500 TL)	High-level income (>7500 TL)	
	221 (43.6%)	232 (45.8%)	54 (10.7%)	
Marital Status	Single	Married		
	371 (73.2%)	136 (26.8%)		
Have Children	Yes	No		
	94 (18.5%)	413 (81.5%)		

Moreover, grouped Instagram usage profile of Instagram users including the time spent on Instagram per day, number of followers on Instagram and number of followings on Instagram were presented in Table 13.

Accordingly, a very large portion of Instagram users (47.5%) stated that they use Instagram less than 30 minutes per day thus they were labeled as “Light users (Up to ½ hour)”. On the other hand, 20.5% of Instagram users who spent 31 to 60 minutes were tagged as “Moderate users (Up to 1 hour)” whereas, those who spent more than 1 hour on Instagram (31.4%) were considered to belong to “Heavy users (More than 1 hour)” group.

Instagram users who had less than 100 followers were labeled as “Low level influential users” while those whose number of followers between 100 and 300 were marked as “Mid-level influential users”. Moreover, users who had 300 to 500 followers were considered to belong to “High-level influential users” and those who had more than 500 followers were labeled as “Top-level influential users”.

Likewise, Instagram users who followed less than 100 people were labeled as “Low-level followings” while those who followed 100 to 300 people were tagged as “Mid-level followings”. Furthermore, people who had followings between 300 and 500 were grouped as “High-level followings” and those who followed more than 500 people were considered to belong to “Top-level followings” group.

Table 14 presents the satisfaction degree of Instagram users from using Instagram. The majority of Instagram users (61.9%) were satisfied to use Instagram in addition, 20.9% of them were very satisfied from using Instagram. On the other hand, 3.6% of Instagram users were dissatisfied while only 0.4% of them were very dissatisfied and 13.2% of them had no idea about this question.

Table 13. Technographic Profile of Instagram Users

Technographical properties	Users (N = 507)				
Time Spent on Instagram on a daily basis	n		%		
Light users (Up to 1/2 hour)	241		47.5		
Moderate users (Up to 1 hour)	104		20.5		
Heavy users (More than 1 hour)	159		31.4		
Number of Followers	n	%	Number of Followings	n	%
Low-level influential users (Less than 100 followers)	66	13	Low-level followings (Less than 100 followings)	61	12.1
Mid-level influential users (100-300 followers)	219	43.2	Mid-level followings (100-300 followings)	222	43.7
High-level influential users (300-500 followers)	131	25.9	High-level followings (300-500 followings)	136	26.8
Top-level influential users (More than 500 followers)	91	17.9	Top-level followings (More than 500 followings)	88	17.4

Table 14. Satisfaction from Using Instagram for Users

	Very dissatisfied (1)	Dissatisfied (2)	No idea (3)	Satisfied (4)	Very satisfied (5)	Total
Satisfaction from using Instagram	2 (0.4%)	18 (3.6%)	67 (13.2%)	314 (61.9%)	106 (20.9%)	507 (100%)

5.2.2 Demographic profile of non-users

As shown in Table 15, despite 45.4% of the non-users were male, 54.6% of them were female. Instagram non-users who belonged to “Very Young Respondents” age group had a 35% rate while, 31.1% of them were in “Young Adults” group. On the other hand, 21.9% were in “Adults” group whereas 12% of them were in “Matures” age group. The majority of the non-users (46.4%) had a “University degree” whereas 36.6% of them were already “University students”. While, 13.1% of the non-users had a “Master or PhD degree”, 3.8% had “Some high school degree”. There wasn’t a

major difference between the percentages of “Low-level income” (43.7%) and “Mid-level income” non-users (42.1%), however, 14.2% of non-users belonged to “High-level income” group.

In the survey, respondents were also asked whether they think to open an Instagram account. The majority of the non-users (60.1%) answered as “No, I don’t think” to the question. On the other hand, only 2.7% of non-users answered as “Yes, I think” while 15.4% of them were undecided or had no idea about the question. Besides, 21.9% of them already have an Instagram account.

Table 15. Demographic Profile of Instagram Non-users

Gender	Male	Female		
	83 (45.4%)	100 (54.6%)		
Age	Very Young Respondents (<18 and 18-23)	Young Adults (24-29)	Adults (30-35 and 36-41)	Matures (>41)
	64 (35%)	57 (31.1%)	40 (21.9%)	22 (12%)
Education	Some high school degree	University students	University degree	Master/PhD degree
	7 (3.8%)	67 (36.6%)	85 (46.4%)	24 (13.1%)
Income	Low-level income (<2000 TL)	Mid-level income (2000-7500 TL)	High-level income (>7500 TL)	
	80 (43.7%)	77 (42.1%)	26 (14.2%)	
Marital Status	Single	Married		
	138 (75.4%)	45 (24.6%)		
Have Children	Yes	No		
	38 (20.8%)	145 (79.2%)		
Open Account	Yes	No	Undecided or Have no idea	Already have an Instagram account
	5 (2.7%)	110 (60.1%)	28 (15.4%)	40 (21.9%)

5.3 Reliability analysis results of personality traits scales

Reliability analysis was conducted to personality traits scales; BFI, SIAS and FNE that were used in this thesis, for both all respondents ($N = 690$) and Instagram users ($N = 507$). The results of reliability analyses were presented in Appendix C.

5.4 Analyses for Instagram users vs. non-users

5.4.1 Independent samples t-test analysis for personality traits of Instagram users vs. non-users

RQ₁: What are the differences between Instagram users and non-users with respect to their personality traits?

690 respondents were grouped as “Users” and “Non-users” according to their usage experiences on Instagram. Afterwards, independent samples t-test analysis was applied to investigate whether there was a difference between users and non-users with respect to personality traits (BFI, SIAS and FNE). Table 16 demonstrates the results of the analysis. According to Levene’s test for equality of variances, significance levels of all personality traits were greater than 0.05 except Conscientiousness trait which was at the threshold value of 0.05. Therefore, users and non-users groups were comparable for personality traits except Conscientiousness trait. According to significance levels of t-test, there was a significant difference between Instagram users and non-users with respect to Extraversion, Agreeableness and Social Interaction Anxiety personality traits.

Table 16. Independent Samples T-test Results for Personality Traits of Instagram Users and Non-users

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Extraversion	Equal variances assumed	2.748	.098	-3.769	688	.000	-.22845	.06061	-.34745	-.10945
	Equal variances not assumed			-3.658	304.986	.000	-.22845	.06245	-.35133	-.10557
Agreeableness	Equal variances assumed	.093	.760	-1.990	688	.047	-.09146	.04597	-.18171	-.00121
	Equal variances not assumed			-1.971	316.376	.050	-.09146	.04640	-.18276	-.00016
Conscientiousness	Equal variances assumed	7.989	.005	-1.986	688	.047	-.11882	.05982	-.23628	-.00137
	Equal variances not assumed			-1.822	277.841	.070	-.11882	.06521	-.24720	.00955
Neuroticism	Equal variances assumed	.150	.699	.856	688	.392	.05697	.06657	-.07375	.18768
	Equal variances not assumed			.855	321.361	.393	.05697	.06665	-.07415	.18809
Openness	Equal variances assumed	.739	.390	-1.301	688	.194	-.06915	.05317	-.17354	.03524
	Equal variances not assumed			-1.265	306.105	.207	-.06915	.05467	-.17672	.03842
Social Interaction	Equal variances assumed	1.468	.226	2.157	688	.031	.16307	.07561	.01462	.31151
Anxiety	Equal variances not assumed			2.073	299.957	.039	.16307	.07865	.00830	.31784
Fear of Negative Evaluation	Equal variances assumed	.047	.829	1.524	688	.128	.12666	.08311	-.03653	.28984
	Equal variances not assumed			1.532	325.326	.126	.12666	.08266	-.03596	.28928

As indicated in Table 17, Instagram users were higher in the traits of Extraversion and Agreeableness than non-users. However, non-users rated a higher score on the trait of social interaction anxiety compared to Instagram users.

Table 17. Group Statistics for Extraversion, Agreeableness and Social Interaction Anxiety Traits of Instagram Users and Non-users

	Respondent Groups	N	Mean	Std. Deviation
Extraversion	Non-Users	183	3.10	0.74
	Users	507	3.33	0.69
Agreeableness	Non-Users	183	3.92	0.54
	Users	507	4.01	0.53
Social Interaction Anxiety	Non-Users	183	2.52	0.93
	Users	507	2.36	0.86

5.4.2 ANOVA for personality traits of Instagram users vs. non-users

RQ₂: What are the differences among respondents having different experience levels about Instagram usage (non-users, low-experienced users, mid-experienced users and high-experienced users) regarding to their personality traits?

Respondents were grouped according to their experiences on Instagram as Non-users, Low-experienced users, Mid-experienced users and High-experienced users. ANOVA was applied to explore whether there was a significant difference among these 4 groups with respect to their personality traits.

Table 18 demonstrated HOV (homogeneity of variances) test results.

According to the results, there was a significant difference between the 4 groups with respect to personality traits instead of Conscientiousness trait as it had a significance level which was less than 0.05. Therefore, Conscientiousness trait was not suitable for applying ANOVA.

As shown in Table 19, there was a significant difference between the four experience groups only with respect to Extraversion trait. However, there was no significant difference between these four groups with respect to other personality traits.

Table 18. Results of the Test of Homogeneity of Variances for Personality Traits of Instagram Users vs. Non-users

Test of Homogeneity of Variances				
Personality Traits	Levene Statistic	df1	df2	Sig.
Extraversion	1.486	3	686	.217
Agreeableness	.054	3	686	.984
Conscientiousness	2.922	3	686	.033
Neuroticism	1.557	3	686	.199
Openness	1.045	3	686	.372
SIAS	1.084	3	686	.355
FNE	.557	3	686	.644

Table 19. ANOVA Results for the Differences between Experience Groups of Respondents Regarding Personality Traits

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Extraversion	Between Groups	11.661	3	3.887	7.955	.000
	Within Groups	335.187	686	.489		
	Total	346.848	689			
Agreeableness	Between Groups	1.246	3	.415	1.459	.224
	Within Groups	195.341	686	.285		
	Total	196.588	689			
Neuroticism	Between Groups	2.038	3	.679	1.141	.332
	Within Groups	408.429	686	.595		
	Total	410.467	689			
Openness	Between Groups	2.573	3	.858	2.267	.080
	Within Groups	259.590	686	.378		
	Total	262.163	689			
Social Interaction Anxiety	Between Groups	5.253	3	1.751	2.279	.078
	Within Groups	527.139	686	.768		
	Total	532.392	689			
Fear of Negative Evaluation	Between Groups	4.168	3	1.389	1.496	.214
	Within Groups	637.031	686	.929		
	Total	641.199	689			

According to Table 20, there was a significant difference between Non-users and Mid-experienced users with respect to Extraversion trait. Furthermore, Non-users and High-experienced users were significantly different from each other on being Extraverted. On the other hand, Low-experienced users and High-experienced users differed significantly from each other according to their rates on Extraversion trait.

As shown in Table 21, High-experienced users who have an Instagram account for approximately 4 years and above have more tendency on being Extraverted compared to Non-users and Low-experienced users. In addition, Mid-experienced users were higher on the trait of Extraversion than Non-users. Instagram Non-users were the lowest in the trait of Extraversion compared to other groups.

Table 20. Post Hoc Test Results for the Differences between Experience Groups Regarding Extraversion Trait

Multiple Comparisons							
Turkey HSD							
Dependent Variable	(I) experience_labeled	(J) experience_labeled	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Extraversion	Non-users	Low-experienced users	-.10564	.08839	.630	-.3333	.1220
		Mid-experienced users	-.18843*	.06818	.030	-.3640	-.0129
		High-experienced users	-.35907*	.07504	.000	-.5523	-.1658
	Low-experienced users	Non-users	.10564	.08839	.630	-.1220	.3333
		Mid-experienced users	-.08279	.08439	.760	-.3001	.1345
		High-experienced users	-.25343*	.09003	.026	-.4853	-.0216
	Mid-experienced users	Non-users	.18843*	.06818	.030	.0129	.3640
		Low-experienced users	.08279	.08439	.760	-.1345	.3001
		High-experienced users	-.17064	.07028	.073	-.3516	.0104
	High-experienced users	Non-users	.35907*	.07504	.000	.1658	.5523
		Low-experienced users	.25343*	.09003	.026	.0216	.4853
		Mid-experienced users	.17064	.07028	.073	-.0104	.3516

*. The mean difference is significant at the 0.05 level.

Table 21. Descriptives for Experience Groups Regarding Extraversion Trait

Descriptives									
		N	Mean	S.D.	Std. Error	95% Confidence Interval for Mean		Min.	Max.
						Lower Bound	Upper Bound		
Extraversion	Non-users	183	3.10	0.74	0.05	2.99	3.20	1.63	4.88
	Low-experienced users	95	3.20	0.67	0.07	3.07	3.34	1.75	4.50
	Mid-experienced users	247	3.29	0.70	0.04	3.20	3.37	1.38	4.75
	High-experienced users	165	3.46	0.67	0.05	3.35	3.56	1.13	4.75
	Total	690	3.26	0.71	0.03	3.21	3.32	1.13	4.88

5.5 Analyses for beliefs about, attitudes towards and behavioral intention to use Instagram

5.5.1 Factor analysis of user beliefs about Instagram

RQ₃: What are the users' main belief factors about Instagram?

The first research question was asked to investigate beliefs of Instagram users about Instagram.

Therefore, factor analysis was conducted to determine dimensions of user beliefs about Instagram. There were 29 items borrowed from the two previous studies by Lee et al., (2015) and Sheldon & Bryant, (2016) who both investigated motivations for Instagram usage.

Cronbach's alpha for those items was found as 0.908 as indicated that user belief items were consistent and reliable. Factor analysis was applied with principal components method to decrease the dimensions for explaining beliefs about Instagram. Table 22 shows Kaiser-Meyer Olkin measure of sampling adequacy. As this measure was 0.879 (greater than 0.5), the sample was adequate for applying the factor analysis. Moreover, the sample was reliable to run the factor analysis as the significance level for Bartlett's Test of Sphericity was 0.000 (less than 0.05).

First, the factor analysis was conducted to 29 belief items however, belief 1, belief 6, belief 7, belief 12 and belief 24 were deleted by reason of having factor loadings that were less than 0.5. Afterwards, factor analysis was applied once again to the 24 belief items and at the end 6 main belief factors were obtained with 69% of total variance explained value as shown in Table 23.

Table 22. KMO and Bartlett's Test for the Main Groups of User Belief Items

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,879
Bartlett's Test of Sphericity	Approx. Chi-Square	6254,411
	df	276
	Sig.	,000

Table 23. Total Variance Explained Results for the Main Groups of Users Beliefs about Instagram

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7,22	30,08	30,08	7,22	30,08	30,08	3,61	15,03	15,03
2	3,14	13,08	43,16	3,14	13,08	43,16	3,08	12,81	27,85
3	2,16	9,01	52,18	2,16	9,01	52,18	2,91	12,14	39,99
4	1,58	6,57	58,74	1,58	6,57	58,74	2,55	10,63	50,62
5	1,27	5,27	64,02	1,27	5,27	64,02	2,26	9,43	60,05
6	1,20	4,98	69,00	1,20	4,98	69,00	2,15	8,96	69,00

According to factor analysis, 24 usage related belief items were classified into 6 components presented in Table 24. Those 6 groups were labeled as: Conspicuous, Recreation, Socialization, Recording, Creativity and Prying.

Table 24. Six Factor Model for the Main Groups of User Beliefs about Instagram

Items	Factor 1 (Conspicuous)	Factor 2 (Recreation)	Factor 3 (Socialization)	Factor 4 (Recording)	Factor 5 (Creativity)	Factor 6 (Prying)
To be noticed by others.	0.817					
To become popular.	0.782					
To share personal information with others.	0.732					
To express my actual self (who I really am)	0.701					
To provide "visual status updates" for my friends.	0.694					
To take fancy photos and save them online.	0.542					
To forget about troubles.		0.880				
To avoid loneliness.		0.844				
To escape from reality.		0.823				
To relax.		0.626				
To get updates on close friends and family.			0.836			
To keep in touch with friends away.			0.832			
To communicate with friends and family.			0.811			
To maintain good relationships with others (for networking).			0.729			
To record my traces (e.g. trip) via photomap.				0.835		
To do personal blogging.				0.782		
To record daily events through photos.				0.694		
To remember and commemorate special events.				0.561		
To create art.					0.853	
To show off my photography skills.					0.847	
To find people with whom I have common interests.					0.727	
To browse a variety of fancy photos.						0.826
To browse photos related to my interests.						0.728
To browse daily life of people all over the world.						0.697
Eigenvalues	7.219	3.139	2.163	1.576	1.266	1.196
Cronbach's Alpha	0.873	0.878	0.836	0.781	0.833	0.736

Factor 1 is labeled as “Conspicuous” (Eigenvalue = 7.219) consists of six beliefs: “to be noticed by others”, “to become popular”, “to share personal information with others”, “to express my actual self (who I really am)”, “to provide visual status updates for my friends” and “to take fancy photos and save them online”.

Conspicuous factor corresponds to self-expression and coolness motives in the previous studies. According to Lee et al. (2015), users in this factor use Instagram to present their personalities, lifestyles and tastes. On the other hand, Sheldon and Bryant (2016) stated that, users who belong to this factor, use Instagram for self-promotion and to gain popularity. Likewise, Instagram users who have conspicuous beliefs about Instagram usage, consider Instagram as a self-presentation medium for attracting attention of other people and sharing about themselves to get remarkable reputation.

Factor 2 is labeled as “Recreation” (Eigenvalue = 3.139), contains four items: “to forget about troubles”, “to avoid loneliness”, “to escape from reality” and “to relax”. This factor was originally proposed by Lee et al. (2015) and defined as escaping from real life and pursuing relaxation avoiding troubles.

Factor 3, “Socialization” (Eigenvalue = 2.163) consists of four items: “to get updates on close friends and family”, “to keep in touch friends away”, “to communicate with friends and family” and “to maintain good relationships with others (for networking)”. Instagram users who have socialization beliefs about Instagram usage, use Instagram to establish and maintain social relationships with other people (Lee et al., 2015).

Factor 4 is marked as “Recording” (Eigenvalue = 1.576) comprises from four beliefs (e.g., “to record my traces (e.g. trip) via photomap”, “to do personal blogging”, “to record daily events through photos” and “to remember and

commemorate special events”) about Instagram use. Lee et al. (2015) stated that Instagram users utilize from this platform to record daily events and traces and to create their personal documentary through photos. On the other hand, Sheldon and Bryant (2016) labeled the same factor as documentation and defined it as a distinct difference of Instagram compare to other social media platforms.

Factor 5, “Creativity” (Eigenvalue = 1.266) consists three items: “to create art”, “to show off my photography skills” and “to find people with whom I have common interests”. This factor was originally labeled and defined by Sheldon and Bryant (2016) as showing off a person’s photography skills and finding people who have similar interests.

Finally, Factor 6 is labeled as “Prying” (Eigenvalue = 1.196) including three items: “to browse a variety of fancy photos”, “to browse photos related to my interests” and “to browse daily life of people all over the world”.

The same items were belong to peeking factor that is defined by Lee et al. (2015) as peeking at photos of other people.

5.5.2 Cluster analysis of user beliefs about Instagram

RQ4: How can Instagram users be segmented based on their beliefs about Instagram?

Cluster analysis was applied on the main groups of user beliefs about Instagram to segment them into significant sub-groups. The mean values were computed for the items which belonged to the each factor acquired from the factor analysis. Instagram users were classified into three clusters based on Conspicuous, Recreation, Socialization, Recording, Creativity and Prying factors obtained by factor analysis. Clusters were labeled as Intensive, Adverse and Superficial

considering the characteristics of usage related beliefs of Instagram users. Results of the cluster analysis were demonstrated in Table 25.

Cluster 1 consisted of 180 Instagram users and had the highest mean values for all six belief factors among other clusters. Users who belonged to this cluster had the highest values for Prying, Recording and Creativity factors respectively. Cluster 1 was labeled as “Intensive” due to including the users who had the strongest beliefs about Instagram.

Cluster 2 consisted of 95 users, Socialization factor had the highest mean value for this cluster. Afterwards, Recording and Prying factors followed it. On the other hand, Recreation and Creativity factors had the lowest values for this cluster. This cluster was occurred from the users who had adverse beliefs about Instagram therefore, Cluster 2 was labeled as “Adverse”.

Cluster 3 comprised from 232 users whose top three belief factors were Prying, Recording and Creativity. Moreover, Recreation beliefs had the lowest value for this cluster. Users who had superficial beliefs about Instagram belonged to this cluster thus, Cluster 3 was tagged as “Superficial”.

Table 25. Cluster Analysis Results for the Main Groups of User Beliefs about Instagram (K-means)

	Cluster 1 (Intensive)	Cluster 2 (Adverse)	Cluster 3 (Superficial)	F-value	Sig
Conspicuous	3,72	1,90	2,41	246.918	0.000
Recreation	3,55	1,71	1,96	270.317	0.000
Socialization	3,66	3,15	3,37	9.761	0.000
Recording	4,17	3,06	3,78	64.953	0.000
Creativity	4,02	1,76	3,71	294.224	0.000
Prying	4,26	2,88	3,81	115.210	0.000
Cluster size (n)	180	95	232		

5.5.3 ANOVA for personality traits of Instagram users

As described in the previous chapter, personality traits were assessed taking into account 7 traits that belonged to BFI, SIAS and FNE measures. There were 7 hypotheses that were presented as follows:

H₁: There is a significant difference among belief clusters of Instagram users with respect to Extraversion trait.

H₂: There is a significant difference among belief clusters of Instagram users with respect to Neuroticism trait.

H₃: There is a significant difference among belief clusters of Instagram users with respect to Conscientiousness trait.

H₄: There is a significant difference among belief clusters of Instagram users with respect to Agreeableness trait.

H₅: There is a significant difference among belief clusters of Instagram users with respect to Openness trait.

H₆: There is a significant difference among the groups of user beliefs about Instagram with respect to Social Interaction Anxiety trait.

H₇: There is a significant difference among belief clusters of Instagram users with respect to Fear of Negative Evaluation trait.

Table 26 indicates the HOV (homogeneity of variances) test results for each personality trait. Accordingly, there was a significant difference (as significance level is greater than 0.05) between the three clusters – Intensive, Adverse and Superficial - of user beliefs about Instagram with respect to personality traits instead of Fear of Negative Evaluation trait. Due to FNE trait didn't pass the HOV test, it was not entered into ANOVA.

ANOVA was applied to understand whether there was a significant difference between Instagram users who had Intensive, Adverse and Superficial beliefs about Instagram, with respect to the six personality traits except for the Fear of Negative Evaluation trait.

Table 26. Results for the Test of Homogeneity of Variances for Personality Traits of Instagram Users

Test of Homogeneity of Variances				
Personality Traits	Levene Statistic	df1	df2	Sig.
Extraversion	1.825	2	504	.162
Agreeableness	.718	2	504	.488
Conscientiousness	1.909	2	504	.149
Neuroticism	1.900	2	504	.151
Openness	.053	2	504	.948
Social Interaction Anxiety	1.854	2	504	.158
Fear of Negative Evaluation	4.654	2	504	.010

According to the results of ANOVA as indicated in Table 27, there was a significant difference between the three clusters with respect to Openness and Social Interaction Anxiety traits. Therefore, H₅ and H₆ hypotheses were supported. However, there was no significant difference between user belief clusters with respect to Extraversion, Agreeableness, Conscientiousness and Neuroticism traits thus H₁, H₂, H₃, H₄ and H₇ hypotheses were not supported.

Table 27. ANOVA Results for the Differences between User Belief Clusters with respect to Openness and Social Interaction Anxiety Traits

ANOVA						
Personality Traits		Sum of Squares	df	Mean Square	F	Sig.
Extraversion	Between Groups	.736	2	.368	.772	.463
	Within Groups	240.534	504	.477		
	Total	241.271	506			
Agreeableness	Between Groups	1.404	2	.702	2.514	.082
	Within Groups	140.800	504	.279		
	Total	142.205	506			
Conscientiousness	Between Groups	1.540	2	.770	1.796	.167
	Within Groups	216.165	504	.429		
	Total	217.705	506			
Neuroticism	Between Groups	2.153	2	1.076	1.814	.164
	Within Groups	299.046	504	.593		
	Total	301.199	506			
Openness	Between Groups	5.148	2	2.574	7.168	.001
	Within Groups	181.000	504	.359		
	Total	186.149	506			
Social Interaction Anxiety	Between Groups	8.175	2	4.087	5.678	.004
	Within Groups	362.790	504	.720		
	Total	370.965	506			
Fear of Negative Evaluation	Between Groups	28.899	2	14.450	16.404	.000
	Within Groups	443.954	504	.881		
	Total	472.853	506			

As shown in Table 28, there was a significant difference between Cluster 1 (Intensive) and Cluster 2 (Adverse) with respect to Openness personality trait of Big Five. In addition, Cluster 2 (Adverse) and Cluster 3 (Superficial) were significantly different from each other according to the trait of Openness. However, there was no significant difference between Cluster 1 (Intensive) and Cluster 3 (Superficial) with respect to Openness personality trait.

Although, there was a significant difference between Cluster 1 (Intensive) and other two clusters with respect to Social Interaction Anxiety trait, there was no significant difference between Cluster 2 (Adverse) and Cluster 3 (Superficial) in terms of Social Interaction Anxiety trait.

Table 28. Post Hoc Test Results for the Differences between User Belief Clusters Regarding Openness and Social Interaction Anxiety Traits

Personality Traits	(I) Cluster Number of Case	(J) Cluster Number of Case	Mean Difference (I-J)
Openness	Intensive	Adverse	.27763*
		Superficial	.04276
	Adverse	Intensive	-.27763*
		Superficial	-.23487*
	Superficial	Intensive	-.04276
		Adverse	.23487*
Social Interaction Anxiety	Intensive	Adverse	.31293*
		Superficial	.23684*
	Adverse	Intensive	-.31293*
		Superficial	-.07609
	Superficial	Intensive	-.23684*
		Adverse	.07609

The mean difference is significant at the 0.05 level.*

Table 29 presents descriptive values for ANOVA. Accordingly, users who had Intensive beliefs about Instagram were the highest in the trait of Openness. Moreover, Instagram users who had Superficial beliefs tended to be higher on Openness trait, according to users who had Adverse beliefs about Instagram. On the other hand, three belief clusters for Social Interaction Anxiety trait had low mean values as being less than 3.00. Nevertheless, Instagram users who had Intensive beliefs about Instagram were relatively higher on Social Interaction Anxiety trait compared to users from other clusters.

Table 29. Descriptives for Intensive, Adverse and Superficial Clusters with respect to Openness and Social Interaction Anxiety Traits

Personality Traits	Clusters	N	Mean
Openness	Intensive	180	3.99
	Adverse	95	3.71
	Superficial	232	3.94
	Total	507	3.91
Social Interaction Anxiety	Intensive	180	2.52
	Adverse	95	2.21
	Superficial	232	2.29
	Total	507	2.36

5.5.4 Correlation analysis between user beliefs about Instagram and attitudes towards using Instagram

H₈: There is a positive relationship between main belief factors about Instagram and attitudes towards using Instagram.

Correlation analysis was conducted between six belief factors (Conspicuous, Recreation, Socialization, Recording, Creativity and Prying) and attitudes towards using Instagram to test H₈. There were six positive attitudes towards using Instagram which were attractive, fun, cool, pleasant, informative and beneficial. On the other hand, five of the attitudes were negative attitudes - time consuming, intrusive, over-exposing, pretentious and vain.

As shown in Table 30, there was a positive correlation between users with Conspicuous beliefs about Instagram and positive attitudes towards using Instagram. The strongest positive correlation in this group belonged to “cool” attitude. Accordingly, users who had Conspicuous beliefs about Instagram were those who strongly agreed on “using Instagram is cool” attitude statement.

On the other hand, there was a negative relationship between Conspicuous beliefs and “time consuming” negative attitude. Hence, users who belonged to Conspicuous group didn’t think that “using Instagram is time consuming”. Although being a negative attitude, there was a positive association between Conspicuous beliefs and having “vain” attitude towards using Instagram. Although users in this group used Instagram as a self-presentation medium and to share about themselves, on the other hand they thought that “using Instagram is vain”.

Furthermore, there was a significant relationship between those who belonged to Recreation group and positive attitudes about using Instagram, despite there was no significant correlation with “informative” attitude. According to the definition of this belief group, users in this group used Instagram to escape from real life and to relax. Therefore, it made sense that users who had Recreation beliefs didn’t think that “using Instagram is informative”. On the other hand, there was a positive correlation between user beliefs in this group and “intrusive” and “pretentious” attitudes. Users who had Recreation beliefs about Instagram thought that “using Instagram is intrusive” and “pretentious”.

Socialization beliefs about Instagram were positively related to having positive attitudes towards using Instagram. On the other hand, there was a positive relationship between socialization user beliefs and “vain” attitude towards using Instagram. Users with Socialization beliefs, used Instagram as a communication medium to build and maintain social relationships. However, they also thought that “using Instagram is vain”.

Recording user beliefs were significantly correlated with positive attitudes towards using Instagram. Instagram users with Recording beliefs used Instagram as a documentation medium to record their special moments of lives.

According to the analysis results, those who had the strongest “attractive” attitude towards using Instagram were those who had Recording beliefs about Instagram. On the other hand, there was a negative relationship between with respect to “time consuming”, “over-exposing”, “pretentious” and “vain” negative attitudes for the users in this group. Accordingly, users in Recording group didn’t think that “using Instagram is time-consuming, over-exposing, pretentious or vain”.

There was a positive relationship between users who had Creativity beliefs about Instagram and all positive attitudes towards using Instagram. However, there was no significant correlation with negative attitudes for users who belonged to this group. On the other hand, the strongest association belonged to “cool” attitude for users with Recording beliefs. They strongly thought that “using Instagram is cool”.

Finally, Prying user beliefs were positively associated with all positive attitudes while negatively correlated with only vain attitude which was a negative attitude. Users who had Prying beliefs about Instagram, used the platform as a surveillance medium to browse photos of others and to peek their lives. On the other hand, users in this group didn’t perceive using Instagram as a vain activity.

Table 30. Correlation Analysis Results for the Relationship between User Beliefs about Instagram and Attitudes towards Using Instagram

Correlations												
Belief Factors (n = 507)		Attractive	Fun	Cool	Pleasant	Informative	Beneficial	Time consuming	Intrusive	Over-exposing	Pretentious	Vain
Conspicuous	Pearson Correlation	.294**	.222**	.484**	.241**	.158**	.177**	-.133**	.028	.020	.065	-.165**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.003	.525	.647	.147	.000
Recreation	Pearson Correlation	.196**	.114**	.267**	.130**	.086	.087**	-.009	.116**	.087	.134**	-.002
	Sig. (2-tailed)	.000	.010	.000	.003	.052	.049	.839	.009	.050	.002	.963
Socialization	Pearson Correlation	.216**	.339**	.246**	.342**	.321**	.299**	-.071	.024	-.043	-.074	-.184**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.110	.593	.337	.097	.000
Recording	Pearson Correlation	.317**	.338**	.257**	.363**	.290**	.280**	-.169**	-.085	-.156**	-.108**	-.250**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.056	.000	.015	.000
Creativity	Pearson Correlation	.245**	.214**	.256**	.207**	.215**	.213**	-.081	.020	.001	.062	-.113
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.068	.647	.984	.166	.011
Prying	Pearson Correlation	.293**	.243**	.180**	.281**	.238**	.242**	-.068	.066	-.043	-.024	-.131**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.125	.141	.334	.583	.003

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

5.5.5 Multiple regression analysis between user attitudes towards using Instagram and behavioral intention to use Instagram

H₉: There is a significant relationship between user attitudes towards using Instagram and their behavioral intention to use Instagram.

Multiple regression analysis was applied to investigate the predictors that best estimate behavioral intention to use Instagram. Stepwise method was preferred to identify the strongest predictor. Table 31 represents the six models and statistics for each model. Accordingly, Model 6 was the best prediction model to estimate behavioral intention to use Instagram from the attitudes towards using Instagram. Model 6 had the highest R^2 which was 0.467 and Durbin-Watson was 1.869. Model 6 significantly explained about 47% of variation in the dependent variable using pleasant, vain, cool, beneficial, fun and intrusive independent variables as shown in Table 32.

Table 31. Model Summary of Multiple Regression Analysis between Attitudes towards Using Instagram and Behavioral Intention to Use Instagram

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.556 ^a	.309	.307	.66812	.309	225.450	1	505	.000	
2	.622 ^b	.387	.385	.62970	.078	64.494	1	504	.000	
3	.654 ^c	.428	.425	.60892	.041	35.998	1	503	.000	
4	.671 ^d	.450	.446	.59748	.022	20.436	1	502	.000	
5	.678 ^e	.459	.454	.59322	.009	8.242	1	501	.004	
6	.684 ^f	.467	.461	.58937	.008	7.568	1	500	.006	1.869
a. Predictors: (Constant), is pleasant.										
b. Predictors: (Constant), is pleasant, is vain.										
c. Predictors: (Constant), is pleasant, is vain, and is cool.										
d. Predictors: (Constant), is pleasant, is vain, is cool, and is beneficial.										
e. Predictors: (Constant), is pleasant, is vain, is cool, is beneficial, and is fun.										
f. Predictors: (Constant), is pleasant, is vain, is cool, is beneficial, is fun, and is intrusive.										
g. Dependent Variable: bi_mean										

Table 32. Coefficients of the Linear Equation for Model 6

Model 6	Standardized Coefficients	Unstandardized Coefficients		t	Sig.
	Beta	B	Std. Error		
(Constant)		1.239	.198	6.252	.000
Pleasant	.213	.229	.060	3.832	.000
Vain	-.284	-.210	.031	-6.869	.000
Cool	.169	.115	.025	4.636	.000
Beneficial	.170	.132	.030	4.330	.000
Fun.	.157	.169	.058	2.908	.004
Intrusive	.104	.070	.025	2.751	.006

Finally, the linear equation expressed by Model 6 was presented with predictor variables and dependent variable as follows:

$$y = 0.229x_1 - 0.210x_2 + 0.115x_3 + 0.132x_4 + 0.169x_5 + 0.070x_6 + 1.239 + \varepsilon$$

y: Behavioral intention to use Instagram

x_1 : Pleasant

x_2 : Vain

x_3 : Cool

x_4 : Beneficial

x_5 : Fun

x_6 : Intrusive

Constant: 1.239

ε : error

According to the regression model, users who hold positive attitudes towards using Instagram such as pleasant, cool, beneficial and fun also have positive intention to use Instagram. Moreover, Instagram users who perceived using Instagram as a pleasant activity had the strongest intention to use Instagram. Although intrusive as being a negative attitude, associated positively with the intention to use Instagram. On the other hand, users who perceived Instagram as a vain activity have negative intention to use Instagram.

CHAPTER 6

CONCLUSION AND MANAGERIAL IMPLICATIONS

6.1 Discussion

The power of social media has been steadily increased through the advancements in communication and information technologies. Social media platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube and Google+ provides an interactive environment that enable users to share and generate content as well as to communicate with each other.

Instagram has been a popular visual-based social media platform that allows users to share photos and videos and meet their needs of socializing and sharing information. Instagram has been the fastest growing image-based social media platform among other social media platforms. Moreover, Instagram has a higher engagement rate with brands compared to Facebook, Twitter and Pinterest (Brandwatch, 2016).

This thesis provides an extensive review of social media concept and especially focusing on Instagram. On the other hand, the differences between Instagram users and non-users were investigated regarding their personality traits. In addition, Instagram users were investigated about their beliefs about, attitudes towards and intention to use Instagram with respect to their personality traits.

For this purpose, personality traits consisting of three constructs including five dimensions of Big Five model (Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness), Social Interaction Anxiety and Fear of Negative Evaluation traits. At the end of data collection process, the sample of 690 respondents were categorized into two groups as “Users” and “Non-users” according

to their experiences on Instagram. After grouping, the differences between Instagram users and non-users were explored with respect to their personality traits.

In the previous literature personality traits of social media users were examined for Facebook and Twitter usage in addition, a similar study was performed by Ljepava et al. (2013) who explored the personality traits for Facebook frequent users and non-users. However, this thesis has an originality in terms of being the first study that investigate the differences between Instagram users and non-users with respect to their personality traits.

According to the analysis results, Extraversion, Agreeableness and Social Interaction Anxiety personality traits were found to have a significant effect on the difference between Instagram users and non-users. This findings also supported the findings of the previous studies on the relationship between Facebook and Twitter usage and Extraversion trait in the literature (Ross et al., 2009; Hamburger and Vinitzky, 2010; Correa et al., 2010; Hughes et al. (2012); Quercia et al., 2012; Seidman, 2013).

On the other hand, the other personality traits (Conscientiousness, Neuroticism, Openness and Fear of Negative Evaluation) didn't have a significant impact on the difference between Instagram users and non-users. Regarding to Conscientiousness trait, Hughes et al. (2012) stated that Conscientiousness trait correlated positively with Twitter usage whereas according to Seidman (2013) negatively associated with Facebook usage. Nevertheless, according to the analyses results of this thesis, Conscientiousness trait was not a variable that influences the difference between Instagram users and non-users. Likewise Ellison et al. (2007) revealed that due to considering not a unique experience anymore, there was no significant relationship with having a Facebook account and Openness trait.

However, Ross et al. (2009) found a positive relationship between Openness trait and tendency to use Facebook, Hughes et al. (2012) didn't observe a significant correlation for the same.

In addition, respondents were grouped into four groups as Non-users, Low-experienced users, Mid-experienced user and High-experienced users according to the usage experience on Instagram. Afterwards, the differences between the groups having different experience levels about Instagram were investigated regarding their personality traits. According to the analysis results, there was a significant difference between these four groups with respect to Extraversion trait. Moreover, High-experienced users had the highest rate on being Extraverted whereas, Non-users were the lowest group in the Extraversion trait. Accordingly, having the Extraversion trait increased as the experience on Instagram increased.

Furthermore, beliefs about, attitudes towards and intention to use Instagram were investigated regarding personality traits of Instagram users. Based on the previous studies by Lee et al. (2015) and Sheldon & Bryant (2016) who investigated the motivations for Instagram usage, six main belief factors about Instagram were extracted. Belief factors were labeled as Conspicuous, Recreation, Socialization, Recording, Creativity and Prying considering the component labels identified in the previous studies.

Conspicuous group includes Instagram users who believe Instagram is a social media platform that is used for self-presentation and sharing about their personal lives. On the other hand, users who have Recreation beliefs about Instagram, use the platform to avoid from loneliness, to forget about troubles, to escape from reality and to relax. In addition, Socialization group consists of users who believe that Instagram is a social media platform that enables users to

communicate with their friends and families as well as to establish and maintain social relationships with other people. Moreover, Recording group involves users who believe that using Instagram is an archiving and documentation platform used to record the special moments and events in the lives of people through photos and videos. Furthermore, users who have Creativity beliefs about Instagram think that Instagram is an artificial platform for showing off photography skills and to meet people who have common artistic interests. Finally, Prying group includes users who believe that Instagram is used to browse other people's lives through photos and videos they share.

Afterwards, Instagram users were segmented according to the six belief factors about Instagram and three clusters were obtained namely as, Intensive, Adverse and Superficial. Intensive cluster consisted of users that have intense beliefs about Instagram, use Instagram extensively and use many features of Instagram compared to other clusters. Moreover, Intensive users have the strongest beliefs about Instagram for all the factors. However, Prying beliefs have the highest rate within the Intensive cluster according to the analysis results. Moreover, Adverse cluster includes users who have adverse and negative beliefs about Instagram. Within the Adverse cluster, Socialization beliefs have the highest rate compared to other belief factors. Furthermore, users in Superficial cluster have superficial beliefs about Instagram. Moreover, users who have Superficial beliefs about Instagram didn't use Instagram as intensive as the users in Intensive cluster. On the other hand, Superficial users didn't have negative beliefs such as Adverse cluster users. In addition, Prying has the highest rate among other belief factors within the Superficial cluster.

After clustering, related analyses were applied to investigate the differences among user segments regarding usage related beliefs about Instagram. As a result of the analyses, Intensive, Adverse and Superficial clusters differentiated significantly from each other with respect to Openness and Social Interaction Anxiety traits. However, there was no significant difference between three user clusters with respect to the other personality traits- Extraversion, Agreeableness, Conscientiousness, Neuroticism and Fear of Negative Evaluation.

According to Correa and de Zuniga (2010) people who were higher on Openness trait had more frequent social media usage. Likewise, Hughes et al. (2012) revealed that there was a positive correlation between Openness trait with both Facebook and Twitter usage for social and informational purposes. In this thesis, Intensive cluster users were found higher in Openness trait compared to Adverse cluster users. Furthermore, Superficial cluster users have higher rates in Openness trait than Adverse cluster users. However, there was no significant difference between Intensive and Superficial cluster users with respect to Openness trait.

In terms of Social Interaction Anxiety trait, Intensive cluster users have higher rate on Openness trait compared to Adverse and Superficial cluster users. However, there was no significant difference between Adverse and Superficial cluster users with respect to having Social Interaction Anxiety trait.

Moreover, there was a significant positive correlation between beliefs about Instagram and all positive attitudes towards Instagram usage. Accordingly, Instagram users who belonged to Conspicuous, Recreation, Socialization, Recording, Creativity and Prying belief groups, perceived using Instagram as an attractive, fun, cool, pleasant, informative and beneficial activity. However, as an exception, users who have Recreation beliefs about Instagram didn't think that using Instagram is

informative. Since, Recreation belief factor includes users who believe that Instagram is a social media platform that is used to forget about troubles, to avoid loneliness, to escape from reality and to relax, this exceptional finding made sense. On the other hand, the correlations with the negative attitudes showed differences according to the belief factors. Accordingly, Conspicuous and Recording groups didn't perceive using Instagram as a time consuming activity. However, for the same attitude there were no significant relationship among the users in the other groups. Moreover, only users who have Recreation beliefs about Instagram comprehended that using Instagram is intrusive. Users in Recreation group believe that Instagram is used to escape from real life and to relax therefore they may think that using Instagram is intrusive. By the way, there was no significant correlation between other beliefs and perceiving using Instagram as an intrusive activity.

Furthermore, Recording factor members, who believe that Instagram is used to record daily events through photos and to remember special events, didn't consider using Instagram as an over-exposing activity. On the other hand, users in Recording group also didn't perceive using Instagram as a pretentious activity as they use Instagram to do personal blogging. Moreover, Instagram users who belonged to Recreation group perceived using Instagram as a pretentious activity. Furthermore, users in Creativity group didn't have any negative attitude about using Instagram. Finally, Instagram users who have Conspicuous, Socialization, Recording and Prying beliefs about Instagram didn't perceive using Instagram as a vain activity.

Finally, there was a significant relationship between attitudes towards using Instagram and intention to use Instagram. Multiple regression analysis was applied with Stepwise method to test the final hypothesis of this thesis. Accordingly, the model that had the strongest predictors was selected to generate the linear equation.

The selected model significantly explained about 47% of the changes in the response variable. Accordingly, perceiving Instagram as an attractive activity had the strongest predictor value to predict the variances in behavioral intention to use Instagram.

Afterwards, fun attitude was the second strongest predictor for the behavioral intention to use Instagram in the model. In addition, users who think that using Instagram is beneficial, cool and intrusive followed respectively making a meaningful positive contribution to the model. On the other hand, users who perceived using Instagram as a vain activity contributed negatively to the regression model.

6.2 Managerial implications

Instagram has been a developing visual-driven social media platform including many different benefits and opportunities in marketing, communication and management context. Therefore, marketing and sales practitioners have taken the advantage of using Instagram to increase their brand presence on Instagram, to introduce and display their products and to create organic conversations among their customers. This thesis can contribute to marketing and social media management by providing different perspectives as being the first and only study that examine the differences between Instagram users and non-users with respect to their personality traits in the academic literature.

The findings of this thesis were categorized into two groups. Findings of the first group revealed that there is a significant difference between Instagram users and non-users with respect to Extraversion, Agreeableness and Social Interaction Anxiety personality traits. In addition, there is a significant difference among users having different experience levels on Instagram namely as: non-users, low-experienced

users, mid-experienced users and high-experienced users, regarding Extraversion trait. According to these findings, marketing managers can develop personalized marketing and communication strategies considering the differences between Instagram users and non-users. Instagram users who were higher on Extraversion trait are talkative, energetic and sociable whereas they are also helpful, forgiving and trusting individuals as they were also higher on Agreeableness trait. Within this context, social media managers who know their customers have these personality traits can benefit from these findings to enhance customer engagement with their brands on Instagram. In addition, brand managers who think about generating more presence on Instagram can utilize from these findings in terms of attracting customers and increasing Instagram usage based on their personality characteristics. In addition, findings about the personality traits of Instagram non-users would make contributions to the efforts of social media managers in respect to reach out to more customers and to gain more engagement with them.

On the other hand, the findings of the second group covers Instagram users' beliefs about, attitudes towards and behavioral intention to use Instagram. For this purpose, Instagram users were segmented according to their usage related beliefs about Instagram as Intensive, Adverse and Superficial users. Moreover, there was a significant difference among these user clusters with respect to Openness and Social Interaction Anxiety traits. Furthermore, Intensive users had higher rates on Openness trait compared to Adverse and Superficial users. Instagram users who were high on Openness trait have Intensive beliefs about Instagram as being creative, original, ingenious and sophisticated individuals. According to these results, marketing managers can present unique experiences to Intensive users considering their having higher rates on Openness trait. Moreover, social media managers can benefit from

these findings in order to increase their customer traffic in advertising and promotion implications by generating and sharing brand content that match the personality characteristics of Instagram users. As Intensive users were more likely to be open to new experiences compared to other users, they can be made exposure to unique user experiences in terms of different technological user interfaces. Furthermore, Instagram has been accepted as a forefront advertisement platform by various industries such as e-commerce, tourism, entertainment, fashion, cosmetic, fine arts and technology. Therefore, marketing managers from these industries can integrate novel technological implications such as augmented reality or gaming components into Instagram user interface to increase the engagement levels of their customers considering users who were more open to new experiences by making them to live unique technology experiences.

Moreover, users' beliefs about Instagram were positively correlated with their positive attitudes towards using Instagram except informational attitude. Instagram users who have Recreation beliefs about Instagram don't perceive using Instagram as an informative activity. These findings also make contributions for social media managers in establishing their social media strategies by taking into account the relationship between user beliefs and attitudes. Furthermore, behavioral intention to use Instagram was determined by four positive attitudes - pleasant, cool, fun and beneficial whereas two negative attitudes - intrusive and vain. According to these findings, brand managers and social media executives can benefit from Instagram features such as Stories and Live for users who find using Instagram pleasant and fun. Likewise, using different and surprising forms of technology, brands can develop applications for users that transform Instagram into a fun platform that presents entertaining games to users based on their attitudes towards using Instagram

as a beneficial and cool activity. In addition, while brands create content, they can develop new ways of interaction with their followers considering their attitudes towards using Instagram.

On the other hand, a negative relationship was found between users who perceived using Instagram as a vain activity and their behavioral intention to use Instagram. According to these results, users intend to use Instagram in a way that they don't think it is a vain activity. Therefore, marketers should considerate to create beneficial content for users and doesn't seem to be vain. Thinking that using Instagram is intrusive that is another attitude that increases the behavioral intention to use Instagram. Thus brands can create content and product advertisements that are intriguing and would like to keep track of their customers.

6.3 Limitations and further research

During this research, one of the limitations encountered was to find respondents to participate into the survey. On the other hand, the majority of the participants consisted of young university students with income levels below 2000 TL.

Therefore, it was difficult to obtain a sample with a homogeneous distribution.

Furthermore, the number of participants who were Instagram users was considerably higher than the number of Instagram non-users. Therefore, the results might be different if a more balanced sample could be obtained in terms of the number of Instagram users and non-users. As a solution, the existing survey may be conducted to more non-users to obtain a more level-headed sample size.

In addition, grouping of respondents comprised three samples (all respondents, users and non-users). However, it was difficult to apply and make interpretations about the findings of the analyses due to handling with three different samples.

In this thesis, the data was collected through using the adapted version of Instagram usage intensity scale. Due to this variable was not included in the theoretical model, only descriptive statistics were collected for Instagram usage intensity. Therefore, further analyses may be applied for testing the relationship between personality traits and Instagram usage intensity. On the other hand, Instagram user clusters would be examined whether there was a relationship with respect to the demographic and technographic characteristics. Moreover, further analyses would be applied to Instagram users to investigate the differences and relationship between belief clusters and levels of importance given to Instagram features.

APPENDIX A

QUESTIONNAIRE (ENGLISH)

1. According to the sentence below, please indicate the degree to which you agree or disagree with each following statement and which you feel the statement is characteristic or true of you.

“I see myself as someone who ...”

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
is talkative.					
is full of energy.					
generates a lot of enthusiasm.					
has an assertive personality.					
is outgoing, sociable.					
is reserved.					
tends to be quiet.					
is sometimes shy, inhibited.					
is helpful and unselfish with others.					
has a forgiving nature.					
is generally trusting.					
is considerate and kind to almost everyone.					
likes to cooperate with others.					
tends to find fault with others.					
starts quarrels with others.					
can be cold and aloof.					
is sometimes rude to others.					
does a thorough job.					
is a reliable worker.					
perseveres until the task is finished.					

does things efficiently.					
makes plans and follows through with them.					
can be somewhat careless.					
tends to be disorganized.					
tends to be lazy.					
is easily distracted.					
is depressed, blue.					
can be tense.					
worries a lot.					
can be moody.					
gets nervous easily.					
is relaxed, handles stress well.					
is emotionally stable, not easily upset.					
remains calm in tense situations.					
is original, comes up with new ideas.					
is curious about many different things.					
is ingenious, a deep thinker.					
has an active imagination.					
is intensive.					
values artistic, aesthetic experiences.					
likes to reflect, play with ideas.					
is sophisticated in art, music or literature.					
prefers work that is routine.					
has a few artistic interests.					

2. Please indicate the degree to which you agree or disagree with each following statement.

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
I get nervous if I have to speak with someone in authority (teacher, boss, etc.).					
I become tense if I have to talk about myself or my feelings.					
I find difficulty mixing comfortably with the people I work with.					
I tense-up if I meet an acquaintance in the street.					
I feel tense if I am alone with just one other person.					
I have difficulty talking with other people.					
I worry about expressing myself in case I appear awkward.					
I find it difficult to disagree with another's point of view.					
I find myself worrying that I won't know what to say in social situations.					
I am nervous mixing with people I don't know well.					
I feel I'll say something embarrassing when talking.					
When mixing in a group I find myself worrying I will be ignored.					
I am unsure whether to greet someone I know slightly.					

3. Please indicate the degree to which you agree or disagree with each following statement.

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
I worry about what other people will think of me when I know it doesn't make any difference.					
I am frequently afraid of other people noticing my shortcomings.					
I am afraid that others will not approve of me.					
I am afraid that people will find fault with me.					
When I am talking to someone, I worry about what they may be thinking about me.					
I am usually worried about what kind of impression I make.					
Sometimes I think I am too concerned with what other people think of me.					
I often worry that I will say or do the wrong things.					

4. Approximately, how long have you been using Instagram?

I don't have an Instagram account.	
I have an Instagram account however, I do not use it.	
Less than 1 year	
Approximately, 1 year	
Approximately, 2 years	
Approximately, 3 years	
Approximately, 4 years and above	

5. Do you think to open an account on Instagram?

Yes	
No	
No idea	
Undecided	
I already have an Instagram account.	

6. On average, how much time do you spend on Instagram per day?

Less than 10 minutes	3
10 – 30 minutes	4
31 – 60 minutes	5
More than 1 hour	6
I don't have an Instagram account.	1
I have an Instagram account however, I do not use it.	2

7. Approximately, how many followers do you have on Instagram?

I don't have an Instagram account.	1
Less than 50	2
50 - 99	3
100 - 199	4
200 - 299	5
300 - 399	6
400 - 499	7
500 and above	8

8. Approximately, how many people do you follow on Instagram?

I don't have an Instagram account.	
Less than 50	
50 - 99	
100 - 199	
200 - 299	
300 - 399	
400 - 499	
500 and above	

9. Please indicate your level of importance for the following Instagram features.

	Not Important (1)	Slightly Important (2)	Neither unimportant nor important (3)	Important (4)	Very Important (5)
To share photos and videos directly. (<i>Regular Post</i>)					
To share photos and videos applying various <u>filters and effects</u> to make them more beautiful. (<i>Filters & Effects</i>)					
Using <i>Caption</i> feature to write about the posts I shared.					
Using <i>Hashtag</i> (#) feature to make my posts reachable to more users by sharing image-based content.					
To share my posts integrated with other social media platforms (Facebook, Twitter, etc.)					
Using <i>Like</i> feature for shared photos and videos of me and others.					
Using <i>Comment</i> feature for shared photos and videos of me and others.					
Using <i>Direct Message</i> feature to send private messages to others.					
To share others' posts that I like on my own account using third-party applications (e.g., <i>Repost</i>)					
Using <i>Instagram Stories</i> feature to share photos and videos that survive for only 24 hours and then disappear.					
Using <i>Instagram Live</i> feature to share live posts and to see my followings' live broadcasts.					

10. Please indicate your agreement degree for the following beliefs about Instagram usage according to the sentence below.

“I believe that Instagram is a social media platform which is used”

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
to interact with a number of people.					
to maintain good relationships with others (for networking).					
to get updates on close friends and family.					
to keep in touch with friends away.					
to communicate with friends and family.					
to know about what is happening in the world.					
to connect and meet with people who share similar interests.					
to record daily events through photos.					
to record my traces (e.g., trip) via photomap.					
to do personal blogging.					
to take fancy photos and save them online.					
to update photos and videos with various filters applied.					
to remember and commemorate special events.					
to be noticed by others.					
to express my actual self (who I really am).					
to share personal information with others.					
to become popular.					
to provide “visual status updates” for my friends.					
to escape from reality.					
to forget about troubles.					
to avoid loneliness.					
to relax.					
to browse photos related to my interests.					
to browse daily lives of celebrities.					
to browse a variety of fancy photos.					
to browse daily life of people all over the world.					
to create art.					
to show off my photography skills.					
to find people with whom I have common interests.					

11. Please indicate how much you agree or disagree with the following statements with respect to your attitudes toward Instagram use.

“ I think that using Instagram”

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
is attractive.					
is fun.					
is cool.					
is pleasant.					
is informative.					
is beneficial.					
is time consuming.					
is intrusive.					
is over-exposing.					
is pretentious.					
is vain.					

12. Please indicate how much you agree or disagree with the following statements with respect to your Instagram usage intensity.

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
Using Instagram is part of my everyday activity.					
I'm proud to tell people I use Instagram.					
I feel out of touch when I haven't logged onto Instagram for a while.					
I feel I am part of the Instagram communities.					
I would be sorry if Instagram shut down.					

13. Please indicate how much you agree or disagree with the following statements with respect to your behavioral intentions to use Instagram.

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
In the near future, I will more frequently use Instagram.					
I will recommend Instagram to others.					
I will continue using Instagram in the future.					
I will be using other features of Instagram which I'm not currently using.					
I'm willing to use upcoming features of Instagram.					

14. Please indicate your degree of satisfaction to use Instagram in general?

Very Unsatisfied (1)	
Unsatisfied (2)	
Neither unsatisfied nor satisfied (3)	
Satisfied (4)	
Very Satisfied (5)	
I don't make an assessment because I don't have an Instagram account.	

15. Please indicate degree of your agreement with the following statement.

“Even if some features are paid, I'll continue to use Instagram.”

Strongly Disagree (1)	
Disagree (2)	
Neither disagree nor agree (3)	
Agree (4)	
Strongly Agree (5)	
I don't make an assessment because I don't have an Instagram account.	

16. Your gender:

Female	
Male	

17. Your age:

Less than 18	
18 -23	
24 - 29	
30 - 35	
36 - 41	
42 - 50	
51 -60	
More than 60	

18. Education:

Primary/Secondary school degree	
Some high school degree	
University student	
University degree	
Master/PhD student	
Master/PhD degree	

19. Personal Monthly Income:

Less than 2000 TL	
2000 – 3500 TL	
3501 – 5000 TL	
5001 – 7500 TL	
7501 – 10000 TL	
10001 – 15000 TL	
15001 – 20000 TL	
More than 20000 TL	

20. Marital Status:

Single	
Married	

21. Do you have children?

Yes	
No	

APPENDIX B

QUESTIONNAIRE (TURKISH)

1. “*Kendimi biri olarak görüyorum.*”

cümlesinde boş bırakılan yere gelebilecek aşağıdaki kişilik özelliklerinden her birinin, sizin kişiliğinizi ne derece yansıttığını ölçek üzerinde belirtiniz.

“*Kendimi biri olarak görüyorum.*”

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
konuskan					
enerji dolu					
heyecan yaratabilen					
iddialı					
sosyal/girişken					
ketum/ağzı sıkı(R)					
sakin yapılı(R)					
utangaç/çekingen(R)					
yardımsever					
affedici					
dürüst					
insanlara karşı saygılı ve nazik					
işbirliği yapmayı seven					
başkalarında hata arayan(R)					
başkalarıyla sık sık didişen(R)					
soğuk/mesafeli(R)					
bazen kaba davranabilen(R)					
işini tam yapan					
güvenilir					
görevini tamamlayıncaya kadar sebat eden					
işinde uzman					
planlı-programlı					
umursamaz(R)					
dağınık(R)					
tembel(R)					
dalgın(R)					

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
bunalımlı/melankolik					
gergin					
endişeli					
dakikası dakikasına uymayan					
kolay sinirlenen					
stresle baş edebilen(R)					
duygusal olarak dengeli, kolay kolay morali bozulmayan(R)					
gergin ortamlarda sakin kalabilen(R)					
özgün/orijinal fikirler bulan					
birçok farklı konuyu merak eden					
derinlikli düşünen					
hayal gücü yüksek					
yoğun bilgi birikimi olan					
sanata ve estetik değerlere önem veren					
farklı görüşlere açık					
sanat, müzik ve edebiyata yatkın					
rutin işler yapmayı tercih eden(R)					
sanatsal ilgi alanları az olan(R)					

2. Aşağıdaki ifadelerin her birine katılma derecenizi ölçek üzerinde belirtiniz.

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
Bana göre üstün konumdaki biriyle (öğretmen, patron, vb.) konuşurken kendimi gergin hissedirim.					
Duygularım veya kendim hakkında konuşmam gerektiğinde gerilirim.					
İş arkadaşlarımla kaynaşmakta zorlanırım.					
Sokakta tanıdığım birine rastladığımda kendimi gergin hissedirim.					
Bir insanla bir odada yalnız kaldığımda gerilirim.					
İnsanlarla konuşmakta zorlanırım.					
Uygunsuz bir durumda yakalanıp kendimi ifade etmek zorunda kalmaktan endişe ederim.					
Başka insanlarla fikir çatışması yaşamaktan korkarım.					
Yabancı olduğum sosyal ortamlara gireceğim zaman "Şimdi ne konuşacağım?" endişesine kapılırım.					
İyi tanımadığım insanlarla bir araya geldiğimde kendimi gergin hissedirim.					
Konuşurken her an utandırıcı bir şey söyleyebilecek olmanın kaygısını yaşarım.					
Bir gruba girerken, insanların beni dışlaması kaygısına kapılırım.					
Az tanıdığım birini gördüğümde selam verip vermeme konusunda tereddüt ederim.					

3. Aşağıdaki ifadelerin her birine katılma derecenizi ölçek üzerinde belirtiniz.

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
Başkalarının benim hakkımda ne düşündüğünün önemli olmadığını bilsem de, yine de onların düşünceleri hakkında kaygı duyarım.					
İnsanların eksikliklerimi farketmesinden korkarım.					
İnsanların beni onaylamamasından endişe ederim.					
İnsanların hatalarımı bulmalarından korkarım.					
Biriyle konuşurken hakkımda ne düşündüğü ile ilgili kaygılanırım					
Genellikle insanlarda nasıl bir izlenim bıraktığım konusunda kaygı duyarım.					
Diğer insanların benim hakkımda ne düşündükleriyle çok fazla ilgilenirim.					
Yanlış birşey yapmaktan veya söylemekten endişe duyarım.					

4. Yaklaşık ne kadar zamandır Instagram kullanıyorsunuz?

Instagram hesabım yok.	
Instagram hesabım var ama kullanmıyorum.	
1 yıldan az bir süredir	
Yaklaşık 1 yıldır	
Yaklaşık 2 yıldır	
Yaklaşık 3 yıldır	
Yaklaşık 4 yıl ve üzeri	

5. Instagram hesabı açmayı düşünüyor musunuz?

Evet	
Hayır	
Bilmiyorum	
Kararsızım	
Şu an zaten Instagram hesabım var.	

6. Instagram’da günde ortalama ne kadar zaman geçiriyorsunuz?

10 dakikadan az	
10 - 30 dakika	
31 – 60 dakika	
1 saatten fazla	
Instagram hesabım yok.	
Instagram hesabım var ama kullanmıyorum.	

7. Instagram’da kaç takipçiniz var?

Instagram hesabım yok.	
50 kişiden az	
50 – 99 kişi	
100 – 199 kişi	
200 – 299 kişi	
300 – 399 kişi	
400 – 499 kişi	
500 kişi ve üzeri	

8. Instagram’da kaç kişiyi takip ediyorsunuz?

Instagram hesabım yok.	
50 kişiden az	
50 – 99 kişi	
100 – 199 kişi	
200 – 299 kişi	
300 – 399 kişi	
400 – 499 kişi	
500 kişi ve üzeri	

9. Aşağıda verilen Instagram kullanım özelliklerinin sizin için ne derece önemli olduğunu ölçek üzerinde belirtiniz.

	Hiç Önemli Değil (1)	Önemsiz (2)	Ne önemli ne önemsiz (3)	Önemli (4)	Çok Önemli (5)
Instagram’da fotoğraf ve videoları paylaşma özelliğinin olması. (<i>Regular Post</i>)					
Instagram’ın fotoğraf ve videoları çeşitli <u>filtre</u> ve <u>efektleri</u> uygulayıp daha güzel hale getirerek paylaşma özelliğinin olması. (<i>Filters and Effects</i>)					
Instagram’ın paylaşılan fotoğraf ve videolara açıklama yazma (<i>Caption</i>) özelliğinin olması.					
Instagram’da yapılan paylaşımlarda <i>Hashtag</i> (#) özelliğini kullanarak belirli bir konuda görsel ve içerik paylaşarak çok sayıda kullanıcıya ulaşabilmeyi sağlaması.					
Instagram’ın fotoğraf ve videoları diğer s olarak paylaşmayı sağlaması					
Instagram’ın paylaşılan fotoğraf ve videoları beğenme (<i>Like</i>) özelliğinin olması					
Instagram’da paylaştığım fotoğraf ve videolara takipçilerimin yorum yazmasına olanak sağlaması. (<i>Comment</i>)					
Instagram’ın Doğrudan Mesaj (<i>Direct Message</i>) özelliği ile istediğim kişiye özel mesaj gönderebilmeyi sağlaması					
Instagram’da beğendiğim fotoğraf ve videoları <i>Repost</i> uygulamaları kullanarak kendi hesabımda paylaşma özelliğinin olması					
Instagram Hikayeleri (<i>Instagram Stories</i>) özelliğini kullanarak 24 saat sonra kaybolan fotoğraf ve video paylaşma özelliği sunması					
Instagram’ın <i>Live</i> özelliğiyle canlı yayın yapabilmemi ve takip ettiğim kişilerin canlı yayınlarını izlememi sağlaması					

10. “Instagram’ınamacıyla kullanılan bir sosyal medya platformu olduğuna inanıyorum.” cümlesindeki boş bırakılan yere uygun olarak aşağıda verilen ifadelere katılım derecenizi belirtiniz.

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
çok sayıda insanla etkileşimde olmak					
çevremdeki insanlarla olan iyi ilişkileri devam ettirmek					
yakın arkadaşlar ve aileyle ilgili en son bilgileri almak					
uzaktaki arkadaşlarla iletişimi koparmamak					
arkadaşlarla ve aileyle haberleşmek					
dünyada olup bitenlerden haberdar olmak					
ortak ilgi alanlarına sahip olduğum insanlarla bağlantı kurmak ve tanışmak					
günlük olayları fotoğraflar aracılığıyla kaydetmek					
kişisel izlenimleri (seyahat vb.) kaydetmek					
kişisel blog (web günlüğü) oluşturmak					
dikkat çeken, havalı fotoğraflar çekip, online ortamda saklamak					
fotoğraf ve videolara çeşitli filtreler uygulayarak daha güzel hale getirmek					
özel olayları hatırlamak ve hatırasını yaşatmak					
başkaları tarafından fark edilmek					
kendini (gerçekte kim olduğunu) ifade etmek					
kişisel bilgileri diğer insanlarla paylaşmak					
popüler olmak					
takipçilere görsel durum güncellemesi sağlamak					
gerçeklikten kaçmak					
sorunları unutmak					
yalnızlıktan kaçınmak					
rahatlamak					
ilgi alanlarına ilişkin fotoğraf ve videolara bakmak					
ünlülerin günlük hayatlarına göz atmak					
çeşitli dikkat çekici fotoğraflara göz gezdirmek					
dünyanın her yerindeki insanların günlük hayatlarına göz atmak					
sanatsal paylaşımlarda bulunmak					
fotoğrafçılık yeteneklerini sergilemek					
yaratıcılığını besleyecek ortak ilgi alanlarına sahip kişilere ulaşmak					

11. Instagram hakkındaki tutumlarınızı göz önünde bulundurarak aşağıdaki cümledeki boşluğu verilen ilgili sığata katılım derecenizi ölçek üzerinde belirterek doldurunuz.

“Instagram kullanmak”

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
Caziptir.					
Eğlencelidir.					
Havalıdır.					
Keyiflidir.					
Bilgilendiricidir.					
Faydalıdır.					
Zaman kaybıdır.					
Fazla meraklılıktır.					
Teşhirciliktir.					
Gösterişçiliktir.					
Lüzumsuz ve boştur.					

12. Aşağıda verilen Instagram kullanımı ile ilgili ifadelere katılım derecenizi ölçek üzerinde belirtiniz.

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
Instagram kullanmak günlük aktivitelerimden biridir.					
Çevremdekilere Instagram kullandığımı söylemekten gurur duyarım.					
Bir süreliğine de olsa Instagram’da değilsem diğer insanlarla temasımın kesildiğini düşünürüm.					
Kendimi Instagram’daki toplulukların bir parçası olarak görüyorum.					
Instagram kapatılırsa üzülürüm.					

13. Aşağıdaki Instagram kullanımı ile ilgili ifadelere katılım derecenizi ölçek üzerinde gösteriniz.

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
Yakın gelecekte, Instagram'ı daha sık kullanmayı düşünüyorum.					
Instagram'ı başkalarına da tavsiye edeceğim.					
Gelecekte de Instagram kullanmaya devam edeceğim.					
Instagram'ın şu anda kullanmadığım mevcut özelliklerini ilerde kullanabilirim.					
Instagram'ın yeni özellikleri çıkarsa kullanmayı düşünürüm.					

14. Genel olarak Instagram kullanmaktan ne kadar memnunsunuz?

Hiç memnun değilim (1)	Memnun değilim (2)	Kararsızım (3)	Memnunum (4)	Çok memnunum (5)

15. “Instagram bazı özelliklerini ücretli yapsa bile kullanmaya devam ederim.”
cümlesine katılım derecenizi ölçek üzerinde belirtiniz.

Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)

Genel Bilgiler

16. Cinsiyetiniz:

Kadın	
Erkek	

17. Yaşınız:

18 den küçük	
18 - 23	
24 - 29	
30 - 35	
36 - 41	
42 - 50	
51 - 60	
60 dan büyük	

18. Eğitim Durumunuz:

İlköğretim/Ortaokul mezunu	
Lise mezunu	
Üniversite öğrencisi	
Üniversite mezunu	
Yüksek lisans/Doktora öğrencisi	
Yüksek lisans/Doktora mezunu	

19. Aylık Geliriniz:

2000 TL'den az	
2000 - 3500 TL	
3501 - 5000 TL	
5001 - 7500 TL	
7501 - 10000 TL	
10001 - 15000 TL	
15001 - 20000 TL	
20000 TL'den fazla	

20 Medeni Durumunuz:

Bekar	
Evli	

21. Çocuğunuz var mı?

Var	
Yok	

APPENDIX C

RELIABILITY ANALYSIS RESULTS FOR THE ITEMS OF PERSONALITY TRAITS SCALES

	All Respondents	Users
	Cronbach's Alpha (n = 690)	Cronbach's Alpha (n = 507)
Extraversion	0.781	0.779
talkative		
is full of energy		
generates a lot of enthusiasm		
has an assertive personality		
is outgoing, sociable		
is reserved (R)		
tends to be quiet (R)		
is sometimes shy, inhibited (R)		
Agreeableness	0.732	0.736
is helpful and unselfish with others		
has a forgiving nature		
is generally trusting		
is considerate and kind to almost everyone		
likes to cooperate with others		
tends to find fault with others (R)		
starts quarrels with others (R)		
can be cold and aloof (R)		
is sometimes rude to others (R)		
Conscientiousness	0.837	0.817
does a thorough job		
is reliable worker		
perseveres until the task is finished		
does things efficiently		
makes plans and follows through with them		
can be somewhat careless (R)		
tends to be disorganized (R)		
tends to be lazy (R)		
is easily distracted (R)		
Neuroticism	0.822	0.826
is depressed, blue		
can be tense		
worries a lot		
can be moody		
gets nervous easily		
is relaxed, handles stress well (R)		
is emotionally stable, not easily upset (R)		
remains calm in tense situations (R)		

Openness	0.823	0.819
is original, comes up with new ideas		
is curious about many different things		
is ingenious, a deep thinker		
has an active imagination		
is intensive		
values artistic, aesthetic experiences		
likes to reflect, play with ideas		
is sophisticated in art, music or literature		
prefers work that is routine (R)		
has a few artistic interests (R)		
Social Interaction Anxiety	0.931	0.929
I get nervous if I have to speak with someone in authority (teacher, boss, etc.).		
I become tense if I have to talk about myself or my feelings.		
I find difficulty mixing comfortably with the people I work with.		
I tense-up if I meet an acquaintance in the street.		
I feel tense if I am alone with just one other person.		
I have difficulty talking with other people.		
I worry about expressing myself in case I appear awkward.		
I find it difficult to disagree with another's point of view.		
I find myself worrying that I won't know what to say in social situations.		
I am nervous mixing with people I don't know well.		
I feel I'll say something embarrassing when talking.		
When mixing in a group I find myself worrying I will be ignored.		
I am unsure whether to greet someone I know slightly.		
Fear of Negative Evaluation	0.929	0.933
I worry about what other people will think of me when I know it doesn't make any difference.		
I am frequently afraid of other people noticing my shortcomings.		
I am afraid that others will not approve of me.		
I am afraid that people will find fault with me.		
When I am talking to someone, I worry about what they may be thinking about me.		
I am usually worried about what kind of impression I make.		
Sometimes I think I am too concerned with what other people think of me.		
I often worry that I will say or do the wrong things.		

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