

Instagram Effects as Social Media toward Adolescence and Young Adult Users: Uses and Gratification Approach

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Abstract— The development of the web 2.0 and new trends in the social media leads to the changes of human communication and human motivation to use social media. The Uses and Gratification Theory, which emerged in the 1940s, is a mass communications theory which sees a mass audience as an active user who seeks out media to fulfill their needs and leads to ultimate gratification, psychological and social needs. A recent study on the Uses and Gratification Theory identified ten uses and gratifications for using social media [1], the ten uses and gratifications are: social interaction, information seeking, pass time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others. this paper review from other findings to discuss and examine the effects of Instagram, as social media toward adolescence and young adult users using Uses and Gratification approach.

Keywords— *media; uses and gratification theory; adolescence and young adult; teenagers; effects; social media; instagram.*

I. INTRODUCTION

The development of web 2.0 renders a greater user's interactivity and collaboration. The term that was coined on 2003 brings revolution to the world wide web. one of the prominent element of web 2.0 is user-generated content, which focuses on using website become generating content and collaborating with wider networks through the platform. Web 2.0 brings a new form of the participatory internet which practically anybody can create, share, and edit easily. This lead to the emergence of social networking services – like (a). twitter, micro-blogging site allowing updates or text sharing up to 140 characters per tweet which focuses on the textual (b). facebook, social networking sites connecting people by allowing shared status updates, photos, and videos. Focuses more on shared status. (c) Instagram, photo, and video sharing app, which allows its users to share pictures and videos with their online peers.

As of January 2018, the distribution of Instagram users around the world [2] almost half of it dominated by

adolescence and young adult: 7% of users are between 13-17 years old, 31 % between 18-24 years old, 30% between 25-34. which are the age for adolescence (a period of 12-20 years old) and early adult (the period of 20-30 years old).

The effects of social media toward its users are varies and diversifies. This study tries to explain deeply on the effects of instagram usage on adolescence and the young adult. Aside from seeking Instagram to gain gratification, adolescence and young adult got positive as well as negative effects. Among positive effects are gaining more engaging and more interactive ways of communication compared to other social media. Whereas, negative effects are mental health issues that related to depression and anxiety.

II. RESEARCH METHODOLOGY

The study conducted by reviewing other findings on social media and Uses and Gratifications theory with analytical and qualitative research from online sources. Starts by explaining the general definition of Instagram as social media then use literature review on Uses and Gratification of using Social Media. Furthermore, the study will highlight positive and negative effects on adolescence and the young adult got from Instagram.

III. FINDING AND ANALYSIS

Instagram, one of the most popular photos and videos sharing application which allows its users to communicate and connects with their family, friends, classmates, and customers. Established in 2010, Instagram currently has 100 million active users and 40 million photos uploaded and shared every day [3]. Instagram is currently a very popular social networking site among teenagers, the main reason is that people, especially teenagers, prefer visuals than text. They want nice pictures to illustrate themselves.

Instagram is a great platform for visual storytelling and has a significant role in the lives of millennials (born between the

early 1980s to the mid-1990s or early 2000s) and gen-z (generation after Millennials who has used the internet since a young age), as it offers: beautiful visual world, which focuses on the visual. People able to scroll fast, discover new content visually and being in a part of the community [4]. Teenagers able to learn about the world, discover passion, connect with friends.

Teenagers are seeking Instagram to gratify themselves at least for self-expression, surveillance of others, and entertainment.

- Self-expression is performed by posting their activities on the stories or feeds, users of Instagram can write their captions on their photos or videos and they can comment on other photos as well. With this, users of Instagram able to express themselves in different way.
- Surveillance of others is basically to know what others are doing by others post, photos, and videos. Humans are an innately curious creature, Instagram helps users to fulfill their sense of curiosity.
- Entertainment, teenagers scroll and search Instagram photos or videos that containing funny or entertaining according to them. They seek Instagram to escape from stressful day, relaxation and killing boredom.

However, using social media is undeniably has a two-edged sword which has a positive as well as negative effects to its users

A. Positive Effects

By offering a lot of appealing Features such as image editing, stories feature, sending photo/ video through feed, tagged photo, live video streaming, Instagram is known to have more engaging and interactive platform to users compared to another social media. Those features are Visual, in which human being prefer to gather and interpret information from it. Many people are more visually inclined and would rather tell their story through a picture than the text post.

Combining photo sharing, video, and social networking in one app gives users the opportunity to capture emotion, portray scenario, and tell the products they uploaded onto the sites. It enhances creativeness and helps people to connect and reach others conveniently.

Another effect of Instagram is Mobile functionality [5] and easy to use. Instagram is a flexible platform which allows editing immediately the images then post it on the platform. That makes it an in-the-moment experience that naturally attracts people.

With all those surplus, Instagram helps users to communicate further and deeper. It can be benefited for

Business purposes, the source of information, entertainment, and relaxation.

B. Negative Effects

Instagram has a high reputation for being detrimental to mental health. According to the research conducted by royal society for public health [6], Instagram, followed by snapchat ranked worst for people's mental health. Negative effects are related to the mental health problem such as anxiety and depression.

Instagram drive people to compare themselves with other users and using filtered or Photoshopped version of reality. Furthermore, Instagram easily makes woman and girls feel as if their bodies are not good enough as people add filters and edit their bodies to look perfect. These feeling may drive feeling of inadequacy and anxiety to the users.

People seek Instagram to get a self-expression, entertainment, convenience utility and social interaction. But unfortunately, excessive and uncontrolled usage will cause depression. For instance, seeing friends constantly on holiday or enjoying luxurious life can make young people feel in self-depression.

Social media admittedly having addictive nature. In Instagram, people posted their picture to show their activities and to get likes and comments. From the "likes" people gratify themselves and wish to get another like and then it releases serotonin [7] in their brain as "happy chemical". Because of this, Instagram users will frequently check their platform and feel of missing out. In addition, the addiction comes from the fact that people fear missing out on what other users are doing. When these two are not fulfilled, the feel of depression will be increasing.

In a Recent study found that using social media for 2 hours and more a day was more likely to experienced poor health mental and psychology distress [8].

IV. SUMMARY

A. Conclusion

The development of web 2.0 lead to the emergence of social media and bring the changes in people's communication.

The use and gratification theory have specific relevance to social media. Instagram, one of the most popular photos and video sharing apps which focuses on visual rather than real-time text, has successfully attract millions of users around the world. people seek Instagram to gain varies gratification in such social interaction, information seeking, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others. Those gratifications can get simultaneously or separately one another.

One important conclusion that can be drawn from above study is that social media, especially Instagram, bring positive as well as negative effect to its users. Aside from connecting people and making it closer than before, Excessive and

unmanaged usage could bring to detrimental impacts such as anxiety and depression.

To cope with above issues, Instagram users must totally aware of what they are doing, searching, and communicating.

B. Recommendation

The study uses analytical review from previous studies and findings (using quantitative method), it provides recommendations for using social media.

First, to cope with anxiety due to filtered or photoshopped images that lead to distorted reality, Instagram has a highlighted photo that has been digitally manipulated. Moreover, the government takes a part in proposing "safe social media use" or how to deal with social media that taught in health education in schools and more research conducted on the effect of social media to mental health [9].

Another way to cope with the negative effect of depression is managing ourselves from doing social media excessively, refraining ourselves from being a slave to social media is one of the best technique for reducing the sense of depression and anxiety. Fortunately, there are quite a lot of time management apps that help people managing their time and usage of the phone such as rescue time, timely, forest, rescue time, and so on.

The importance of using social media is paramount in this 21st century, it is inseparable from human life. People with well-knowledge of social media will get its benefit, conversely who have not equipped themselves with proper knowledge of social media will get it costs.

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