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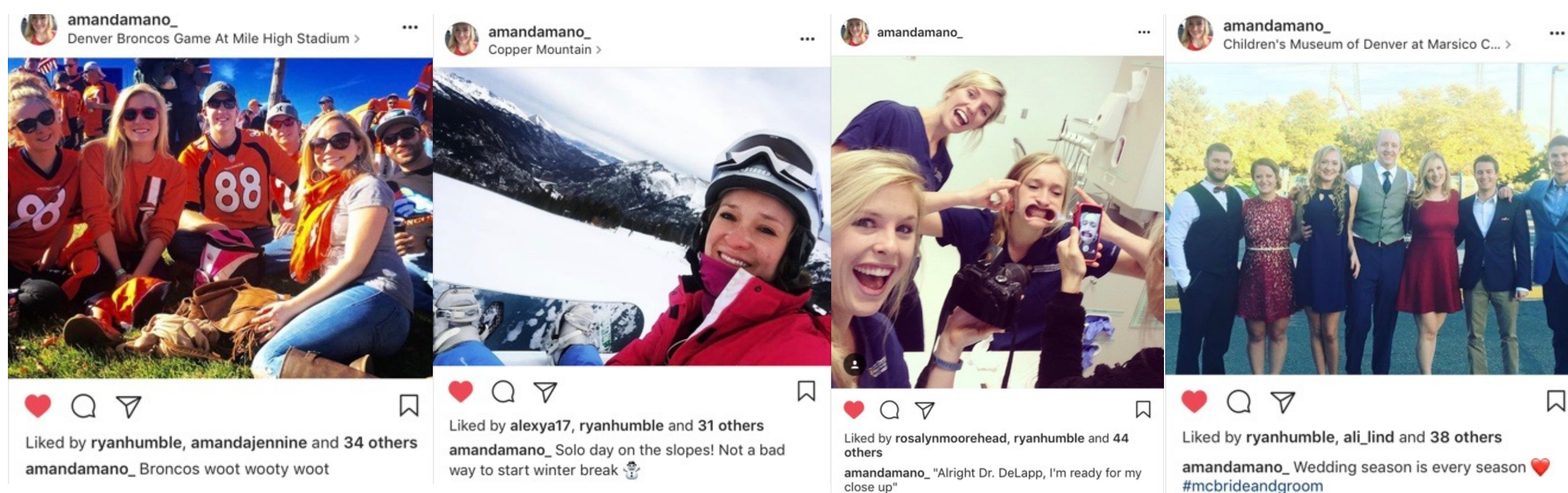
Presentation of true-self, motive and life satisfaction on Instagram among college-aged females

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Introduction

With more than 300 million daily users, Instagram has rapidly become one of the most widely used social networking apps worldwide. This study investigates relationships between motivations for using Instagram, whether users are portraying their true-selves and how their usage affects life satisfaction and well-being.



Significance

- 95 million photos and videos posted per day
- One of the top four social media networking sites
- Determining online behaviors is the perfect way for advertisers to reach consumers, it allows employers to get a sense of who their job candidates are, for marketing and self-branding
- Learning how social media affects well-being could be useful for psychologists and doctors

Methods

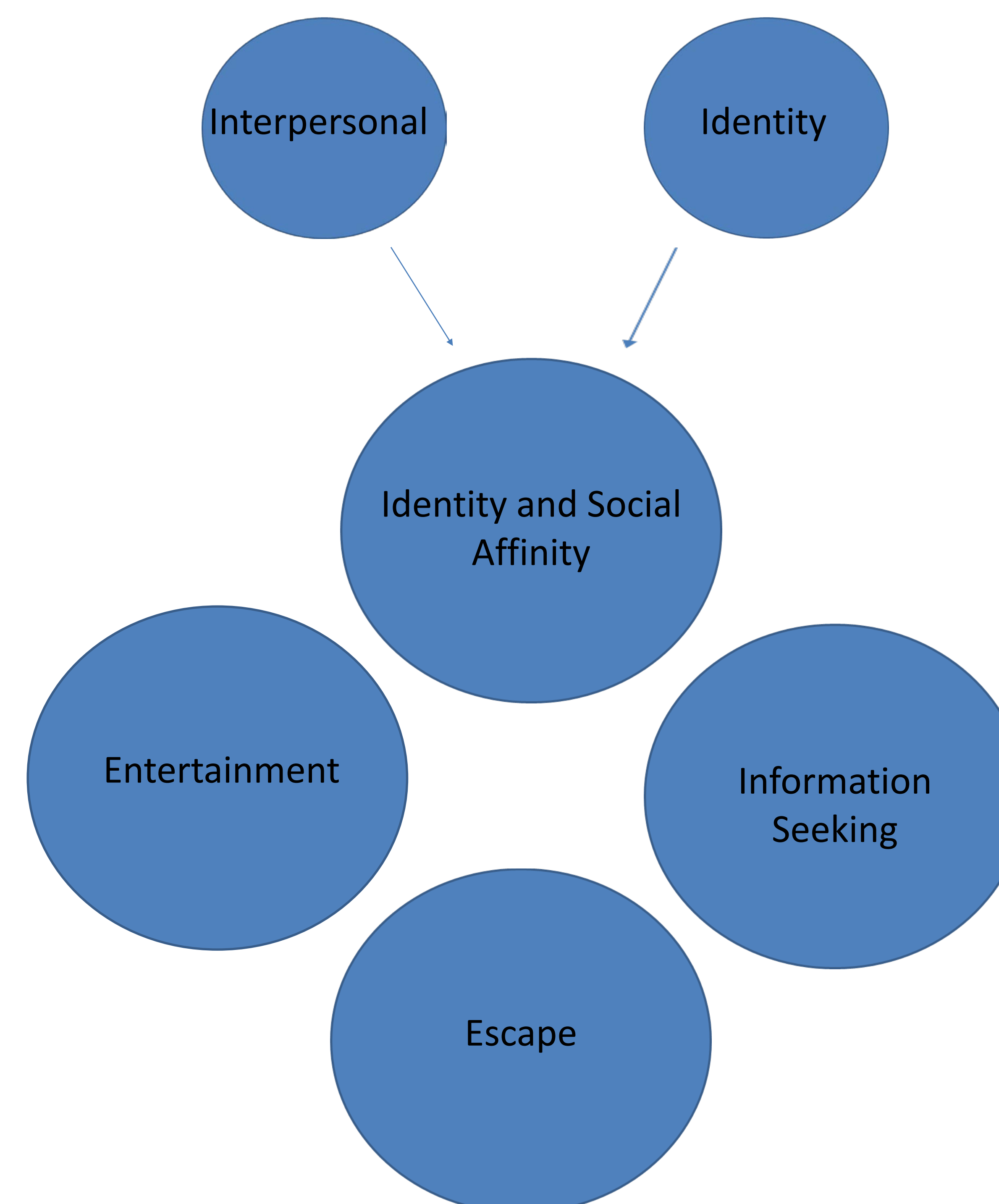
Quantitative survey used to collect data from 200 students at the University of Nevada at Las Vegas students.

Participants provided answers about their habits of Instagram use, whether their online portrayal of self reflected their true self and determine overall life satisfaction.

Results

- Men and women used Instagram at the same frequency—26 times per day
- Significant, positive relationship between presentation of true self and life satisfaction
- Two factors merged to become identity and social affinity
- Negative relationship between true-self and escape motive
- Negative relationship between the escape motive and life satisfaction.

Motives



Discussion

Women used Instagram only slightly more than males

Findings suggest those with higher life satisfaction are more comfortable posting their authentic, true-selves on Instagram. Research from Burke and Ruppel (2015) found that people who are able to express their selves freely, generally have a higher life satisfaction or at least, a heightened experience with the ability to express oneself.

Users are on Instagram to gratify the need for self-expression and social connection and do not separate these gratifications

Motives originally thought to apply to Instagram have changed/or are changing. These results indicate that new uses and gratifications may be required for future technologies

Conclusion

Lack of difference in usage between sexes
New factor emerged from self-expression use motive and the interpersonal connection use motive
Negative relationships derived from escape, true-self and life satisfaction.

References

Burke, T. J., & Ruppel, E. K. (2015). Facebook self-presentational motives: Daily effects on social anxiety and interaction success. *Communication Studies*, 66(2), 204-217.

