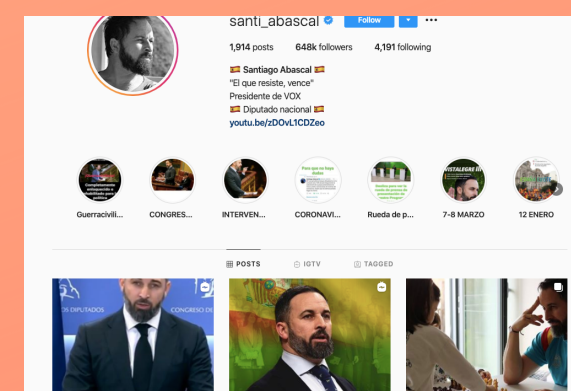


PROPER AND IMPROPER EXAMPLES OF INSTAGRAM USE

PROPER:

Researchers have done research on Santiago Abascal, Spanish political figure, who is admired for his social media use (Sampietro, 2020)



IMPROPER:

A study was done to analyze Alice (pseudonym) who has 4 children (all 11 years of age or lower) and her posting pictures of her children without portraying their feelings, just hers. (Dobson, 2020)



POSITIVE EFFECTS OF INSTAGRAM

Studies have also proven that there are positive effects of Instagram.

- Use results in feelings of enjoyment, arousal, and creativity
- Can generate sense of belonging through para-social relationships (Casaló, 2020)

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THE EFFECTS OF INSTAGRAM

Developing an argument against your Instagram Habit

PROJECT BY:
**ANTONIO
GIORDANA**

WHY WE USE INSTAGRAM



WHAT WE INSTAGRAM

NEGATIVE EFFECTS OF INSTAGRAM

RECOGNITION

Results from a cross-sectional survey of students conclude that recognition and social needs causes students to use Instagram, while information and entertainment needs have NO influence on their Instagram use. (Ponnusamy, 2020)

INTERACTABILITY

In another cross-sectional study, researchers found that people use Instagram for social interaction (updates on the lives of friends and followers). Furthermore, they found that people who use the app to interact are more likely to post content as well. (Wallace, 2019)

IDENTITY SEEKING

Research has shown that users rely on Instagram as an outlet to communicate their identity and post photos on Instagram that form part of users' need for continuous modification of the self and instant communication. (Wallace, 2019)

CATEGORIES:

Research has identified 8 Groupings of pictures (in order of frequency):

- 1) Selfies
- 2) Friends
- 3) Activities/Events
- 4) Gadgets
- 5) Captioned Photos
- 6) Food
- 7) Fashion
- 8) Pets

(Yuheng, 2015)

Studies have been done to identify the negative effects of Instagram. There are 3 prominent groupings of effects.

EFFECT ON STUDENTS

Instagram use has a negative effect on students' academic performance, which in turn, has a negative effect on students' life satisfaction. (Ponnusamy, 2020)

EFFECT ON WOMEN

Instagram has been accused of "fat-shaming" and "fat-phobia" of women for removing pictures that go against their terms of agreement at different rates for overweight women compared to underweight women. (Witt, 2019)

EFFECT ON ADULTS

The Social-adaptation theory and the Attribution theory prove that people are more susceptible to follow advertising if they see profiles of people (influencers) with similar content. (Breves, 2019)