

The Impact of Social Media Users' Gratification Seeking on Usage Frequency: The Case of Instagram a Quantitative Research

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ABSTRACT

With technological advancements, social media platforms have become powerful communication tools that satisfy users' needs for information, entertainment, and socialization (Kaplan & Haenlein, 2010). Among these platforms, Instagram stands out in brands' digital communication strategies due to its structure and the fact that its users produce content on different themes (Saatçioğlu & İnanç, 2020). The main objective of this research is to systematically and comprehensively reveal the extent to which Instagram users' various gratification-seeking behaviors affect their frequency of platform use.

The study utilized a descriptive survey model, a quantitative research method. Data were collected through an online survey technique, and 388 students from Bilecik Şeyh Edebali University were included. The Instagram Usage Motivations Scale, adapted into Turkish by Saatçioğlu and İnanç (2020), was used as the measurement tool in the study. The scale consists of five sub-dimensions and a total of 28 items. In addition to the scale, questions regarding participants' demographic characteristics and frequency of platform use were included in the data collection form. In the reliability analysis of the scale, the Cronbach's Alpha value for the entire scale was determined as $\alpha=.824$; the alpha coefficients of the sub-dimensions were reported as $\alpha=.828$ for social interaction, $\alpha=.766$ for archiving, $\alpha=.792$ for self-expression, $\alpha=.732$ for escape, and $\alpha=.725$ for surveillance, meeting the threshold of .70 for internal consistency, which is required for reliability. SPSS 31.0.1 software was used to analyze the data, and descriptive statistics, T-test, and ANOVA analyses were applied.

The findings yield empirical evidence showing that the frequency of Instagram use is a determining factor, particularly in terms of social interaction, archiving, and surveillance gratification. The findings have demonstrated that types of gratification differ as usage intensity increases, providing theoretical and practical contributions to the social media literature and digital communication strategies

Keywords: social media, instagram, seeking gratification, uses and gratifications theory, frequency of use

INTRODUCTION

The rapid development of digital communication technologies and the penetration of the internet into every aspect of social life have led to profound changes in a wide range of areas, from how individuals communicate and access information to their understanding of entertainment and consumption behaviors. Unlike the one-way and limited interaction structure of traditional media, social media platforms enable active user participation, content creation, and real-time interaction (Bat & Vural, 2010). In this context, the focus is on what individuals do with the media rather than what the media does to individuals; in the digital age, users actively prefer social media platforms for motivations such as acquiring information, social interaction, and entertainment (Cevher & Ustakara, 2019).

Interactions on platforms become part of users' organic content experiences and offer a higher potential for interaction (Saatçioğlu & İnanç, 2020). When Instagram, the subject of this research, is examined within the framework of Uses and Gratifications Theory, the frequency of users' use of the platform and their search for gratifications such as social interaction, self-expression, surveillance, and escapism constitute an important area of research in understanding the dynamics of social media use.

SOCIAL MEDIA

Social media is a broad digital interaction environment encompassing various communication tools and platforms based on advancements in internet technologies (Okmeydan, 2020). It consists of interactive platforms that utilize mobile and web-based technologies to enable individuals and communities to share, co-create, discuss, and modify user-generated content (Kietzmann et al., 2011). The multifaceted nature of these platforms allows users to develop different usage patterns according to their cognitive, emotional, and social needs. The variety of content

offered directly affects the time users spend on the platform, their level of interaction, and their motivation for use.

On some platforms, individuals move from being passive viewers to becoming content producers and active participants; thus, social media takes on a more central role in daily life practices (Cevher & Ustakara, 2019). These usage patterns form an important basis for understanding the types of gratification users aim to obtain from social media. Indeed, social media users' platform preferences, interaction styles, and content consumption habits are shaped by their individual motivations and pursuit of gratification (Özeltürkay & Yarımoglu, 2021). In this context, high participation and continuous content production are among the key dynamics determining the frequency and duration of social media platform use. This process provides a foundation for individuals to express themselves and meet their various social needs (Kietzmann et al., 2011).

INSTAGRAM

Instagram, creating a space where visual communication dominates the social media environment, stands out from other networks with its unique structure (Saatçioğlu & İnanç, 2020). Its photo and video-based structure allows users to share their experiences aesthetically and gain social approval; therefore, the platform creates a strong motivation for use, especially among young users (Aktan, 2018). In addition, Instagram increases user engagement through its ability to share content simultaneously across various platforms and its hashtag/tagging features (Türkmenoğlu, 2014). The platform increases active usage time by stimulating users' desire for social interaction and visibility (Diker & Gencer, 2019). At the same time, Instagram's dynamic structure supports the archiving instinct, which is the desire of users to preserve their experiences (Uzun, 2019). Users not only gain likes but also share their products and experiences with their followers by creating content in blog and vlog formats (Kurtulan, 2017).

On the other hand, social media is generally one of the areas where surveillance is most intense (Aka, 2024). Instagram's constantly evolving content feed allows users to spend more time on the platform, distancing themselves from daily life and indirectly supporting a motivation for escapism. Users constantly satisfy their need for information by monitoring events around them through the platform, thus supporting the surveillance function (Güleç & Köker, 2021). In this context, Instagram, with its visual and interaction-oriented structure, provides a dynamic environment that intensifies platform usage by activating users' motivations for social interaction, visibility, and content creation (Kietzmann et al., 2011). Therefore, the types of gratification offered by Instagram constitute a critical context for examining the effects of users' usage frequency within the framework of Uses and Gratifications Theory (Cevher & Ustakara, 2019).

THE SEARCH FOR FULFILLMENT

Social media platforms have become an indispensable part of the daily routines of billions of users today. A study by Alhabash et al. (2024) revealed that Instagram showed a significant advantage over other social media platforms in terms of gratification seeking among university students. In this context, social media has become a space where users not only communicate but also constantly seek gratification. This quest leads users to visit and interact with the platform regularly (Hoque & Hossain, 2023). Social media platforms prevent users from completing their quest for satisfaction as a one-time process by offering instant notifications, a constantly updated stream of content, and opportunities for interaction (Cevher & Ustakara, 2019). Instead, the platform creates a cycle of satisfaction by constantly encouraging users to interact with new content (Saatçioğlu & İnanç, 2020).

Users may create content driven by the desire to build social connections and gain validation, while they may also spend time on the platform for reasons such as entertainment, acquiring information, or escaping daily stresses. These types of satisfactions provide an important framework for understanding which content users gravitate towards, which posts they react to, and their interaction patterns on the platform (Uzun, 2019). At this point, Uses and Gratifications Theory offers a strong theoretical framework for systematically explaining users' motivations for using social media and the gratifications they obtain (Yıldırım et al., 2018). This theory provides a basis for understanding which types of gratification users are seeking when they turn to the platform more frequently, and how these gratification pursuits affect the frequency of use (Uzun, 2019).

Research conducted specifically on Instagram within the framework of Uses and Gratifications Theory shows that users utilize the platform in pursuit of various gratifications. In their pioneering study examining Instagram usage motivations, Lee et al. (2015) identified five key dimensions of gratification. Basic motivations are classified as social interaction, archiving, self-expression, escapism, and surveillance. This study has become one of the fundamental references for Instagram research. Saatçioğlu and İnanç (2020), in their research conducted in the context of Turkey, examined Instagram usage motivations in similar categories and investigated the relationship

between these motivations and user satisfaction. These five dimensions of satisfaction are used in the literature as a fundamental framework for understanding Instagram user behavior.

Social interaction refers to users' desire to connect with others and maintain social relationships; archiving refers to the tendency to preserve memories and create digital diaries (Sheldon & Bryant, 2016). Self-expression reflects users' desire to present their identities and seek social approval; while surveillance reflects the urge to monitor and gather information about the lives of others (Bilgici Oğuz & Atasoy, 2018). The escapist motive has been found to be associated with the tendency to use Instagram as a means of distancing oneself from real life (Kırcaburun & Griffiths, 2019). In this context, understanding which gratification-seeking behaviors of Instagram users increase their frequency of platform use is important for discussing the validity of Uses and Gratifications Theory in contemporary digital communication environments. Therefore, this study aims to examine the relationship between Instagram users' gratification seeking and their frequency of platform use within the framework of Uses and Gratifications Theory.

PURPOSE

The main objective of this research is to examine the differences in the gratification-seeking behaviors of Instagram users based on their frequency of platform use, within the framework of Uses and Gratifications Theory. New media technologies have eliminated the one-way nature of communication tools, accelerated the increase in information, and fundamentally changed the way individuals use media, affecting their daily lives (Alioğlu, 2015; Çömlekçi & Başol, 2019). On the other hand, research shows that the younger generation uses digital-based media intensively and conducts most of their daily life practices through these tools (Özdemir, 2021). Social media offers individuals the opportunity to introduce themselves and interact with others; it enables them to make their daily experiences visible through functions such as location sharing, commenting, and creating stories (Salderay & Erten, 2021). The different dimensions of satisfaction derived from Instagram, such as social interaction, self-expression, surveillance, archiving, and escapism, appear to determine users' orientations and usage practices on the platform. The instant feedback mechanisms offered by the platform reinforce these orientations, contributing to the formation of sustainable usage habits. This research has three sub-objectives.

The primary objective of this research is to determine the level of difference in the frequency of Instagram users' use of five basic types of gratification (social interaction, self-expression, surveillance, archiving, and escapism). According to Uses and Gratifications Theory, individuals consciously choose and use social media platforms to meet their own needs. Especially on visually oriented platforms like Instagram, the feedback users receive from their posts (likes, comments, follower increase) reinforces their search for gratification, leading to more intense engagement on the platform (Sheldon & Bryant, 2016). In this context, identifying the differences in the frequency of use of these types of gratification is important for understanding the motivations behind users' engagement with the platform and how these motivations shape their usage behavior.

The second objective of the study is to determine whether the pursuit of gratification differs significantly among the five basic types of gratification based on frequency of use. This objective is structured based on Uses and Gratifications Theory. The literature indicates that types of gratification, such as social interaction and self-expression encourage users to share and interact more on the platform (Sheldon & Bryant, 2016). In contrast, it is stated that types of gratification such as surveillance and escapism lead users to spend more time on the platform, but in a more passive manner (Aktan, 2018). However, the limited number of studies on which of these gratification dimensions most strongly predicts the frequency of Instagram use makes this research important. Accordingly, comparing which type of gratification users prioritize more and the relative effects of these gratifications on the frequency of use will significantly contribute to understanding the dynamics of social media use.

The third objective of this study is to reveal the differences in gratification seeking and usage frequency among Instagram users based on demographic characteristics such as gender, daily usage time, and education level. The literature frequently emphasizes that social media usage behaviors differ significantly according to demographic variables. For example, it is stated that gender plays a decisive role in social media usage motivations, with female users tending more towards social interaction and self-expression gratification, while male users are motivated by surveillance and information gathering (Sheldon & Bryant, 2016). In terms of daily platform usage time, it is stated that heavy users turn to the platform more frequently in search of escapism and entertainment, while light users enter the platform more for the purposes of establishing social connections and acquiring information (Saatçioğlu & İnanç, 2020). The education level variable shapes users' content consumption patterns and platform usage purposes; it is observed that users with higher education levels use Instagram for purposes such as acquiring information and professional networking, while users with lower education levels prioritize entertainment and

escapism (Özdemir, 2021). It is noted that a significant portion of existing studies on social media usage in Turkey address these differences mostly through descriptive analyses (Alioğlu, 2015; Çömlekçi & Başol, 2019).

In this study, these differences were examined through a systematic analysis of the differences in the frequency of use of Instagram in relation to users' pursuit of gratification. The research was conducted with university students who use Instagram, and the Instagram Usage Motivations Scale, adapted into Turkish by Saatçioğlu and İnanç (2020), was administered to the participants. Based on the findings, the differentiation levels of five basic gratification types according to their frequency of use were revealed, and the changes in gratification seeking according to demographic variables were determined. The study results showed that Instagram users differed significantly in their frequency of use, particularly with regard to gratification types such as surveillance, archiving, and social interaction; these findings offer important academic implications regarding the validity of social media use in current digital communication environments within the framework of the theory.

IMPORTANCE

The fact that social media platforms have become an integral part of daily life makes understanding the gratifications users seek in these environments crucial, both individually and socially. Social media has become a fundamental tool for individuals to meet various needs such as social interaction, information gathering, entertainment, and self-expression (Bhatiasevi, 2024). However, the unconscious and uncontrolled use of social media can lead to negative consequences such as addiction, decreased academic performance, and psychological problems (Masrom et al., 2023). This research reveals the effects of Instagram users' gratification-seeking on their frequency of use, offering important findings for individuals to regulate their social media experiences in a healthier and more conscious way. Furthermore, the study aims to contribute to social media research from both theoretical and practical perspectives by systematically examining Instagram usage within the framework of Uses and Gratifications Theory. This research has three important aspects.

Firstly, the research reveals the underlying motivations of social media use behavior by examining the differences in the frequency of Instagram users' use of the platform in relation to their pursuit of gratification. It is known that usage motives and the gratifications sought increase the intensity of social media use (Hoque & Hossain, 2023). However, the allure and easy accessibility of social media can lead to various negative consequences for individuals, especially young users (Koç, 2023). This situation necessitates that users become aware of the purposes for which they use platforms and structure their social media experiences in a more conscious and purposeful way (Yolcu & Çiftçi, 2023). This research aims to identify which needs are met through Instagram, acknowledging that individuals are not passive consumers but active users who make choices based on their needs on social media (Biliciler, 2018). Accordingly, the study aims to develop a framework that will help individuals understand their motivations and usage intensity for social media use.

Secondly, this research offers a methodological contribution to understanding social media usage dynamics by identifying which of the five basic types of gratification has a stronger influence on the frequency of Instagram use. Individuals' motivations for using social media affect the frequency and intensity of their visits to the platform; moreover, these motivations change as the frequency of use increases (Whiting & Williams, 2013). For example, problematic social media users tend to show higher propensity for certain types of motivation, such as escapism, entertainment, social interaction, and instant gratification (Masrom et al., 2023). This research compares the relative effects of five types of gratification, as well as examining differences in gratification pursuits based on demographic variables such as gender, daily usage time, and education level. The findings help users understand which motivations they prioritize, enabling them to manage their social media experiences in a more conscious, healthy, and balanced way.

Thirdly, the research provides a theoretical contribution to social media research by testing Uses and Gratifications Theory in the context of Instagram. Uses and Gratifications Theory is one of the theoretical frameworks widely used in social media research because it views individuals not as passive consumers of media, but as users who make active choices to satisfy their needs (Bhatiasevi, 2024). However, the fact that each social media platform has different characteristics and dynamics indicates that user motivations and gratification pursuits can vary from platform to platform (Sheldon & Bryant, 2016). Instagram, with its focus on visual content sharing, distinctly differs from text-based platforms like Facebook and Twitter, and this difference influences users' pursuit of gratification. The literature indicates that Instagram's visual and aesthetic nature particularly highlights archiving and surveillance gratification (Ürkmez & Eskiçumalı, 2021). While interest in Instagram's social, cultural, and psychological impacts is growing, comprehensive analyses of the gratification users derive from the platform and how these gratifications shape usage frequency are limited. The scarcity of studies comparing the five basic types of gratification, in particular, makes it difficult to comprehensively understand user behavior. This study examines the effects of five gratifications on Instagram usage frequency in a Turkish sample, aiming to both test the validity

of the theory on visually oriented platforms and fill a gap in the literature. Furthermore, the findings are not limited to Instagram alone, but provide a foundation for understanding usage dynamics based on visual and content sharing across various platforms. In this context, the research offers a theoretical and empirical basis for future studies in the fields of digital media psychology and social media literacy.

Based on these three fundamental points, this research aims to contribute to a better understanding of social media usage motivations at both academic and societal levels. The findings will help users manage their Instagram experiences more consciously, while also providing a foundation for new studies on digital media literacy. Thus, the study serves as an important resource that addresses social media usage satisfaction within a holistic framework.

THEORETICAL FRAMEWORK

The theoretical basis of this research is Uses and Gratifications Theory. Developed in the early 1940s by researchers who focused on audience gratification and argued that the influence of media is limited, Herta Herzog, Bernard Berelson, Joseph Klapper, Elihu Katz, and Paul Lazarsfeld laid the foundation for this approach with the idea that "Media does not directly do anything to people; what matters is what people do with the media" (Erdoğan & Alemdar, 2010). Uses and Gratifications Theory was developed as an alternative to traditional media influence approaches, viewing the user not as a passive recipient but as an active, conscious, and purposeful individual in media use (DeFleur, 2016). According to this theoretical framework, viewers freely choose the media content that best meets their needs. In this regard, the fundamental characteristics of Uses and Gratifications Theory, which treats the viewer as an active, needs-oriented, conscious, purposeful, and responsible participant, offer a critical framework for explaining social media use and users' pursuit of gratification (Küçük Kurt et al., 2016). The five core characteristics of Uses and Gratifications Theory are as follows:

The Audience is Active: The most fundamental assumption of Uses and Gratifications Theory is that the audience is active in their relationship with the media. The individual is not in a passive position but becomes active by initiating their own interaction with the media. Unlike classical approaches that accept the passivity of the receiver, the theory supports the view that users are active in using the media according to their own needs (Küçük Durur & Akbaba, 2022).

Media Use is Purposeful and Driven by Needs: Media use is not random, but serves a specific purpose. Individuals' media choices stem from motivations aimed at fulfilling basic socio-psychological needs. The fundamental premise of the Uses and Gratifications Approach is to determine how individuals consciously use mass media to satisfy their needs (Oral, 2022).

Choice Based on Need Satisfaction: Viewers are aware of which media type or content best meets their needs and make their choices accordingly; thus, they freely and consciously select the media and programs that will best satisfy their requirements (Küçük Kurt et al., 2016).

Media is a source chosen from among alternatives: Media is not the only way to satisfy needs. Viewers can achieve the same satisfaction (e.g., relaxation, socialization) by consciously choosing and directing their media use according to their own needs. This assumption is strengthened in the current context by the fact that media platforms offer viewers multiple content and alternative choices, providing opportunities for diverse preferences and individual satisfaction (Küçük Durur & Akbaba, 2022).

The Value of Media Content is Not Judged: The theory does not judge the cultural quality, moral value, or importance of media content. The focus is not on the content itself, but on the gratifications obtained, the satisfactions that viewers actually experience by using a particular medium. In this context, instead of focusing on the content, it concentrates particularly on the needs, motives, expectations, and preferences of the audience (Quan-Haase & Young, 2010). The need to meet people's needs and to discover the tools to support these needs constitutes the fundamental motivation of media use research (Akar, 2023; Quan-Haase & Young, 2010). In this context, it has been hypothesized that individuals who resist influence will consciously choose to use communication tools that they believe best meet their needs and expectations (Akar, 2023). Accordingly, individuals' conscious choices in media use guide their processes of satisfying their needs (DeFleur, 2016). It is assumed that the types of gratification that influence the frequency of use of a particular mass communication tool are a fundamental element in motivating individuals and determining the frequency of use (Oral, 2022). In particular, the purposeful and needs-oriented nature of media use is important in explaining the frequency of use and content preferences of Instagram users, who are the subject of our research (Oral, 2022; Küçük Kurt et al., 2016).

This study was conducted within the framework of the theory's five fundamental characteristics. The first fundamental characteristic is the active participation of the audience; users consciously select and use media according to their own needs and purposes. Within the scope of the study, it was determined and interpreted that Instagram users utilize the platform in this manner. The second fundamental characteristic is that media use is purposeful and driven by needs; The study examined users' diverse pursuit of satisfaction (dependent variables) and frequency of use (independent variable). A third key characteristic is that users make their media choices based on their satisfaction expectations to meet their own needs. The study analyzed the frequency of Instagram users' use according to their content choices based on their types of satisfaction. A fourth key characteristic is that media is a source chosen from among alternatives; this allowed for the evaluation of users' pursuit of satisfaction within the framework of their usage frequency. A fifth characteristic is that the value of media content is not judged; in this study, users' satisfaction with Instagram use was evaluated independently of the type and quality of the content. Theory was used as the fundamental guide shaping the conceptual framework and data analysis of the research.

LITERATURE REVIEW

This literature review examines the varying degrees of difference in social media users' gratification-seeking behaviors based on their frequency of use and reveals trends, findings, and gaps in the existing literature. Ten articles published in scientific journals on the subject were reviewed.

Firstly, the study conducted by Whiting and Williams (2013) aims to reveal the functionality of Uses and Gratifications Theory in the field of social media and to examine the gratifications users derive from these platforms. Through in-depth interviews with 25 users, ten different gratification factors motivating social media use were identified in order to provide a comprehensive framework for understanding why individuals use social media. These factors were classified as social interaction, information seeking, spending time, entertainment, relaxation, communicative benefit, convenience benefit, expressing opinions, sharing information, and observing others. In particular, social interaction, mentioned by 88% of participants, and information seeking, highlighted by 80%, emerged as the most dominant motivations for use and directly triggered the frequency of use. The findings of this research provide a strong theoretical foundation for our study, which examines the impact of social media users' gratification-seeking on their usage frequency using Instagram as an example. Understanding how these ten different types of gratification, as defined in the literature, shape user motivations helps us to gain a deeper understanding of the mechanisms that trigger usage intensity in our research.

Secondly, the study conducted by Başoğlu and Yanar (2016) aims to examine the purposes of social media use and habits of university students within the framework of Uses and Gratifications Theory. The survey, conducted on 423 students, revealed that participants primarily used social networks for entertainment, information gathering, and communication. Validity and reliability analyses of the scale used in the research demonstrated that young adults use social media not only to pass the time but also to maintain interaction, a social need. It has been highlighted that entertainment and social interaction satisfactions are key factors determining users' daily usage routines and the amount of time they spend on the platform. The findings of this research provide an application-level basis for our study, which examines the impact of social media users' satisfaction-seeking on their usage frequency using Instagram as an example. The usage motivations of university students help us to understand more deeply the mechanisms that trigger usage intensity in our research.

Thirdly, the study conducted by Ürkmez and Eskicumalı (2021) aims to examine individuals' motivations for using Instagram during the COVID-19 pandemic within the context of Uses and Gratifications Theory. The research, conducted under the isolation and curfews imposed during the pandemic, revealed that needs such as accessing information, entertainment, and social interaction directly shaped Instagram usage during this period. The study highlights how limitations in the physical world have transformed into a more intense pursuit of gratification in the digital world. It specifically notes that individuals isolated from the outside world are turning to Instagram more than ever to satisfy their need for social interaction and leisure time. The findings of this research provide a current and platform-focused perspective for our study, which examines the impact of social media users' gratification-seeking behaviors on usage frequency through the example of Instagram. The critical role of Instagram-specific gratification-seeking behaviors during times of crisis helps us to understand more deeply the mechanisms that trigger usage intensity in our research.

Fourthly, the study conducted by Aslan (2018) aims to examine the Instagram use of university students and the levels of satisfaction they derive from this use, based on Uses and Gratifications Theory. The empirical study, conducted on students of the Faculty of Communication at Erciyes University, revealed that demographic variables such as gender, education level, and department significantly affected the levels of satisfaction obtained from Instagram. The research demonstrates how users' motivations for using the platform can be categorized

according to personal characteristics. It particularly highlights that female students and graduate students derive significantly higher satisfaction from using Instagram compared to other groups. The findings of this research provide a basis for demographic comparison in our study, which examines the impact of social media users' pursuit of satisfaction on their frequency of use, using Instagram as an example. Understanding how demographic variables differentiate satisfaction processes helps us to gain a deeper understanding of the mechanisms that trigger usage intensity in our research.

Fifthly the study conducted by Ting et al. (2015) aims to examine users' core beliefs about Instagram use and their attitudes towards the platform in light of Uses and Gratifications Theory. Using an exploratory research design, the study found that social networks have become an indispensable method of communication in the modern world and that usage is fueled by positive beliefs towards the platform. The study discusses how technological advancements influence users' media choices. In particular, the trust and aesthetic perception associated with the platform's visual structure have been highlighted as reinforcing users' intentions to consistently use Instagram. The findings of this research provide a perceptual framework for our study, which examines the impact of social media users' gratification-seeking on their usage frequency using Instagram as an example. Users' cognitive beliefs about the platform help us to understand more deeply the mechanisms that trigger usage intensity in our research.

Sixthly, the study conducted by Çulfacı, and Kılıçhan (2023) aims to examine the relationship between impression management behavior, Instagram usage intensity, and food photography sharing (foodstagramming) within the framework of Uses and Gratifications Theory. Based on data obtained from 407 participants, a linear relationship was found between Instagram usage intensity and the motivation to leave a positive impression on others. The research analyzes how sharing visual content is combined with the need for social approval. It has been suggested that the gratification of receiving social approval and self-presentation directly increases the frequency of Instagram use and the intensity of content sharing. The findings of this research provide behavioral support for our study, which examines the impact of social media users' gratification-seeking on their usage frequency using Instagram as an example. The process by which psychological gratification translates into the tangible action of usage frequency helps us to understand more deeply the mechanisms that trigger usage intensity in our research.

Seventhly, the study conducted by Simamora, and Andika (2019) aims to examine the Instagram usage intensity and usage patterns of Generation Z middle school students within the context of Media Literacy and R&D. Using a qualitative approach, the study found that young users have made Instagram an integral part of their daily lives and exhibit a very high usage frequency. The study describes the digital habits of this group, referred to as the "now generation." The desire for instant sharing and constant interaction with their social circle has emerged as the most significant factor driving usage intensity, particularly among Generation Z. The findings of this research provide a generational data source for our study, which examines the impact of social media users' pursuit of gratification on their usage frequency using Instagram as an example. The platform usage patterns of young users help us to gain a deeper understanding of the mechanisms driving usage intensity in our research.

Eighthly, the study conducted by Özdemir Süzer (2024) aims to examine the reasons for Instagram users' satisfaction and their behavioral intentions after satisfaction, focusing on Uses and Gratifications Theory. The research, conducted on a Generation Z sample, revealed that the dimensions of entertainment, utility, and socialization have a decisive effect on user satisfaction and brand attitude. The study emphasizes that the satisfaction obtained is not limited to platform use but extends to the intention to purchase. Specifically, the feeling of satisfaction derived from the psychological fulfillment provided by the platform has been shown to increase users' time spent on Instagram and the frequency of their interactions. The findings of this research provide an outcome-oriented model for our study, which examines the impact of social media users' pursuit of satisfaction on their usage frequency using Instagram as an example. The transformation of this satisfaction into a sustained usage behavior helps us to understand more deeply the mechanisms that trigger usage intensity in our research.

Ninthly, the study conducted by Taş, Özen and Bölen (2021) aims to examine the cognitive, emotional, and behavioral factors influencing attitudes towards using Instagram in relation to Uses and Gratifications Theory. The study found that the attitudes users develop towards Instagram are fundamentally based on their expectations of the visual aesthetics and emotional gratification offered by the platform. The research analyzes how these attitudes solidify media usage habits. In particular, emotional attachment, visual appeal, and the perceived benefit derived from the platform have been highlighted as the most critical factors reinforcing usage frequency. The findings of this research provide a cognitive-emotional framework for our study, which examines the impact of social media users' gratification-seeking on their usage frequency using Instagram as an example. The process by which user attitudes translate into action and usage frequency helps us to understand more deeply the mechanisms that trigger usage intensity in our research.

Tenthly, the study conducted by Aksoy and Allahverdi (2025) aims to examine the systematic relationship between social media use motivations and user engagement within the framework of Uses and Gratifications Theory. As a result of a systematic review including numerous studies, 19 different types of motivation explaining users' reasons for choosing social media were identified. This study synthesizes current literature to reveal how user characteristics determine their pursuit of gratification. It has been highlighted that this diversity of motivations directly influences both platform preference and the intensity and frequency of interaction within applications. The findings of this research provide comprehensive and up-to-date literature support for our study, which examines the impact of social media users' pursuit of gratification on their frequency of use, using Instagram as an example. The diversity of new types of gratification helps us to understand more deeply the mechanisms that trigger usage intensity in our research.

METHODS

This study is designed using a quantitative research approach to examine the differences in the frequency of use of social media users in relation to their pursuit of gratification. Quantitative research is based on the assumption that social phenomena can be measured and explained with numerical data; this approach allows for the systematic analysis of relationships between variables using statistical methods (Robson & McCartan, 2016). To achieve the study's objective and answer the research questions, a descriptive survey model was used in accordance with the data collection techniques and analysis processes that constitute the methodological framework of the research. This model, which aims to systematically define and describe an existing situation, objectively reveals the current state of individuals' attitudes, behaviors, and characteristics (Karasar, 2012). Through this model, the effect between social media users' pursuit of gratification and their frequency of use is examined. In the model used to determine the sample's behavior, the researcher does not intervene in the survey but reveals the existing situation (Çalhan & Uslu, 2025).

In this context, the procedures adopted to ensure the validity and reliability of the scale used in the study, and the steps followed in the application phases, are presented systematically. To ensure the correct application of the chosen method, the research literature, previous studies, and the specific requirements of the study were examined. The theoretical basis for explaining the frequency of use in the context of gratification seeking in this research is the Uses and Gratifications Theory. The theory considers individuals' media use not as accidental, but as a purposeful process shaped by specific needs and motivations, and evaluates users' content choices as those of active subjects (Küçük Kurt et al., 2016). Within this scope, in the research;

Independent Variables

Instagram usage frequency is measured through demographic questions that determine how long participants use the platform daily and how many years they have been active. Through this data, Instagram usage duration is analyzed according to participants' pursuit of satisfaction.

Dependent Variables

Instagram users' pursuit of fulfillment; users' motivations for using Instagram are measured within the scope of their pursuit of fulfillment, which includes individuals' diverse social needs and expectations.

Problem Sentence

Do Instagram users' diverse pursuits of satisfaction play a significant role in determining their frequency of platform use?

Sub-problems and hypotheses

This study was conducted in line with the determined sub-problems and hypotheses; it aims to examine in detail the differences in the levels of satisfaction with social interaction, archiving, self-expression, escapism, and surveillance on the frequency of Instagram use.

In the study, the sub-problems and hypotheses were determined as follows:

Sub-Problem 1. Is there a significant difference between social interaction satisfaction and the frequency of Instagram use?

H1: There is a significant difference between social interaction and the frequency of Instagram use.

H01: There is no significant difference between social interaction and the frequency of Instagram use.

Sub-Problem 2. Is there a significant difference between archiving satisfaction and the frequency of Instagram use?

H2: There is a significant difference between archiving and the frequency of Instagram use.

H02: There is no significant difference between archiving and the frequency of Instagram use.

Sub-Problem 3. Is there a significant difference between self-expression satisfaction and the frequency of Instagram use?

H3: There is a significant difference between self-expression and the frequency of Instagram use.

H03: There is no significant difference between self-expression and the frequency of Instagram use.

Sub-Problem 4. Is there a significant difference between escapism and the frequency of Instagram use?

H4: There is a significant difference between escapism and the frequency of Instagram use.

H04: There is no significant difference between escapism and the frequency of Instagram use.

Sub-Problem 5. Is there a significant difference between surveillance gratification and the frequency of Instagram use?

H5: There is a significant difference between surveillance and the frequency of Instagram use.

H05: There is no significant difference between surveillance and the frequency of Instagram use.

Research Model

This study employed a descriptive survey model to examine the current state and differences in the pursuit of satisfaction among Instagram users in terms of platform usage frequency and demographic variables. Descriptive survey models are approaches that aim to describe a past or present situation as it is (Büyüköztürk, 2022). Accordingly, the study tested whether there was a statistically significant difference in the pursuit of satisfaction based on the independent variables identified. In the analysis of the data, the characteristics of the participants were described; and parametric tests were used for intergroup comparisons. A t-test was used to compare the means of two independent groups, and one-way analysis of variance (ANOVA) was applied to examine the differences between the means of three or more groups (Mishra et al., 2019; Karadavut, 2021). In this respect, the research has a descriptive nature, aiming to reveal users' pursuit of satisfaction in terms of various variables.

Population

The population of this research consists of 20,600 students studying at Bilecik Şeyh Edebali University during the 2024-2025 academic year.

Sample

This study sample consists of 388 students from Bilecik Şeyh Edebali University who actively use Instagram. Probability-based random sampling was used to select the sample. The fundamental principle behind this method is that each unit in the population has an equal probability of being selected, thereby minimizing bias (Erdoğan, 2012).

Time, cost, and access conditions were considered in determining the sample size. Furthermore, the inclusion of participants from different departments and class levels increased sample heterogeneity and contributed to the reliability of the analysis results. The fact that the participants actively use Instagram strengthens the validity of the study in terms of evaluating their pursuit of satisfaction.

Data Collection Tool

This study utilized a quantitative research method, specifically the survey technique. Data were collected online via Google Forms. The Instagram Usage Motivations Scale, adapted by Saatçioğlu and İnanç (2020), was used in the research. The scale consists of 28 items across five sub-dimensions (Social Interaction, Archiving, Self-Expression, Escape, and Surveillance). The first section of the scale includes questions about participants' demographic characteristics such as gender, age, and education level, as well as their frequency of use on the platform. The items in the scale were rated using a 5-point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Undecided, 4=Agree, 5=Strongly Agree). A Cronbach Alpha coefficient of 0.70 or higher indicates the scale's reliability (Nunnally & Bernstein, 1994). The Cronbach's Alpha value of the scale used in this context is $\alpha = .824$, and the alpha coefficients of the sub-dimensions are reported as $\alpha = .828$ for social interaction, $\alpha = .766$ for archiving, $\alpha = .792$ for self-expression, $\alpha = .732$ for escape, and $\alpha = .725$ for surveillance, providing a value of .70 and above, which is necessary for reliability (Saatçioğlu & İnanç, 2020). Ethical approval for this study was obtained from the Sakarya University Social and Human Sciences Ethics Committee with decision number 93/35 dated 19/11/2025.

Data Analysis

The data obtained from the research were analyzed using SPSS 31.0.1, a statistical package for social sciences. First, to ensure the suitability of the dataset for analysis, missing data checks, outlier checks, and normality tests were performed. Descriptive statistics for the participants included percentages (%), frequencies (f), means (\bar{X}), and standard deviations; thus, demographic variables and satisfaction-seeking behaviors were reported in detail.

For the descriptive statistics of the participants, frequency (percentage) distributions were analyzed, and independent samples t-tests and one-way ANOVA analyses were conducted to examine significant differences according to group variables. In all statistical analyses, the significance level was accepted as $p < .05$, and the findings were evaluated in accordance with this criterion. In this context, the differences in Instagram users' satisfaction-seeking behaviors based on their frequency of platform use were revealed through statistical analyses.

Assumptions

The following assumptions were considered in this research:

- It is assumed that participants answered the survey questions honestly and objectively. For the reliability of survey studies, the degree to which the respondents provided accurate and reliable information is a fundamental requirement for the validity of the research results (Zırhlıoğlu, 2018).
- It is assumed that the selected sample represents the research population. In research, it is assumed that it represents the population to which generalizations will be made (Büyüköztürk, 2022).
- It is assumed that the scale items validly represent the constructs they are intended to measure. In validity studies, it is of great importance that the scales are consistent with the theoretical constructs they are intended to measure (DeVellis, 2016).
- It is assumed that the assumptions required by the applied statistical analyses are fully and accurately met. Homogeneity of variance is considered an important assumption in research in terms of the proper conduct of analyses and the reliability of the findings obtained (Çelikten Demirel, et al., 2025).
- It is assumed that participation in the research is entirely voluntary and that ethical principles are fully complied with at all stages. In studies conducted on participants, the elements of informed consent, understanding, and voluntariness must be fulfilled in order for the consent to be ethically and legally valid (Ersoy, 2015).
- It is assumed that the internal consistency levels of the scales will meet the accepted psychometric reliability criteria. A Cronbach Alpha coefficient of 0.70 and above is generally considered sufficient in terms of the internal consistency reliability of the scales (DeVellis, 2016).

Premises

- This research assumes that certain statistical and methodological assumptions are met. These assumptions are critical elements that directly affect the accuracy of the types of analysis used, the validity of the results obtained, and their reliability.
- Below, the basic assumptions of the research are explained within a theoretical framework:
- It is assumed that the data are normally distributed. The assumption of normality is one of the basic statistical conditions required for the application of parametric analyses (Robson & McCartan, 2016).
- It is assumed that the measurements have the characteristics of an equal interval scale. The assumption that Likert-type scales are equal interval scales in statistical analyses is a widely accepted and theoretically valid approach in the social sciences (Carifio & Perla, 2008).
- The assumption of homogeneity of variance has been met. Homogeneity of variance, one of the basic assumptions of parametric tests (t-test and ANOVA) used in comparisons of groups, has been taken into account. Homogeneity of variance means that the variances of the groups being compared are equal or similar to each other, and it increases the reliability of the analysis results (Çelikten Demirel, et al., 2025). It is assumed that sampling errors are at a controllable level. Samples selected using the random sampling method have higher statistical power in terms of representing the population (Büyüköztürk, 2022).
- It is assumed that the data consist of independent observations. In this context, it is accepted that each participant responds to the survey only once and that the observations are completely independent of each other. The assumption of independent observations is a fundamental condition for the valid application of parametric statistical analyses such as t-tests and ANOVA, and a violation of this assumption can negatively affect the reliability and interpretability of the analysis results (Field, 2018).

Limitations

- This research has several methodological and practical limitations in terms of research design, sample structure, and data collection process.
- The research is limited to students studying at Bilecik Şeyh Edebali University between December 1st and 31st, 2025.
- It is not possible to generalize the findings to different universities, faculties, or student groups with different socio-cultural characteristics.
- The fact that the data collection process in this study was carried out within a specific and relatively short time frame may limit the long-term validity of the findings due to the dynamic and rapidly changing nature of social media usage habits.

- The limited sample size of 388 students suggests that the statistical power may be somewhat lower compared to studies conducted with larger samples (Keskin, 2020).
- The study only considered the Instagram platform, thus limiting the representativeness of the results in terms of digital media usage behaviors as a whole.
- The data was collected based on self-report. This may affect the results.

Definitions

Social Media: Social media refers to platforms that enable individuals to interact, share content, and communicate in a digital environment (Okmeydan, 2020).

Instagram: With its visually focused structure, it allows users to share their experiences and gain motivation by interacting with others (Aktan, 2018).

Seeking Gratification: This is a concept encompassing the motives and motivations that drive individuals to use media. In this context, various needs such as social interaction, archiving, self-expression, escapism, and surveillance shape the relationships and usage behaviors of users with media (Saatçioğlu & İnanç, 2020).

Uses and Gratifications Theory: This approach views media users not as passive recipients, but as conscious, active, and purposeful individuals in their media use. This theory suggests that users choose media to satisfy specific needs and exhibit purposeful behaviors in their consumption processes (DeFleur, 2016).

The methodology of this study, the selected sample, and the independent and dependent variables determined by the applied data collection process allow for a systematic, consistent, and reliable examination of the effects of Instagram users' gratification-seeking on the frequency of their platform use. Analyses conducted within the framework of Uses and Gratifications Theory reveal users' fundamental motivations for social media use and provide a more holistic perspective on Instagram usage behavior. Considering the limitations and assumptions of the research, it is assessed that the findings are valid within the context of the Instagram platform; however, comparative studies can be conducted on different social media platforms using similar theoretical frameworks and methods. In this respect, the research contributes to the literature and provides a guiding theoretical and methodological foundation for future social media-focused studies.

FINDINGS

A total of 417 students were reached through an online survey as part of the research. However, when checking the suitability of the dataset for analysis, 29 survey forms containing missing data were excluded from the evaluation. After the data cleaning process, the remaining data from 388 participants (100%), all of whom were students of Bilecik Şeyh Edebali University, were included in the statistical analyses.

Table 1: Demographic Information Distribution

Variables	Groups	Number (n)	Percentage (%)
Gender	Female	231	59.5
	Male	157	40.5
Age Range	18-25	364	93.8
	26-34	11	2.8
	Other	13	3.4
Educational Status	High School and Below	9	2.3
	Associate Degree	74	19.1
	Bachelor's	291	75.0
	Postgraduate	14	3.6
Daily Instagram Usage Period	Less than 30 min	23	5.9
	30 min- 1 hour	60	15.5

	1- 2 hours	116	29.9
	2- 3 hours	98	25.3
	More than 3 hours	91	23.5
Instagram Experience	Less than 1 year	13	3.4
	1-3 years	38	9.8
	3-5 years	110	28.4
	5-7 years	127	32.7
	More than 7 years	100	25.8
Total		388	100.0

Source: Created by the author.

Table 1, which shows the demographic distribution, reveals that a total of 388 people participated in the study, with 59.5% being female and 40.5% male. When evaluating the age distribution of the participants, it is seen that the vast majority of the sample (93.8%) is in the 18-25 age range; followed by other age groups with 3.4% and the 26-34 age range with 2.8%. Regarding educational levels, it was determined that 75% of the participants had a bachelor's degree, 19.1% had an associate's degree, and 3.6% had a postgraduate degree. Regarding Instagram usage frequency, 29.9% of participants use the platform for 1-2 hours a day, 25.3% for 2-3 hours, and 23.5% for more than 3 hours. In terms of experience, 32.7% of participants have been Instagram users for 5-7 years, and 28.4% have been users for 3-5 years.

Descriptive Statistics Regarding the Demographic Characteristics of Participants

The frequency and percentage distribution of participants' demographic characteristics are presented in the tables below.

Table 2: Gender Frequency and Percentage Distribution

Gender	Frequency (n)	Percentage (%)
Female	231	59,5
Male	157	40,5
Total	388	100,0

Source: Created by the author.

Looking at Table 2 regarding gender, it can be seen that 231 (59.5%) of the participants were women and 157 (40.5%) were men. Accordingly, it is understood that the majority of the individuals participating in the study were women.

Table 3: Age Range Frequency and Percentage Distribution

Age Range	Frequency (n)	Percentage (%)
18–25	364	93,8
26–34	11	2,8
Other	13	3,4
Total	388	100,0

Source: Created by the author.

Looking at Table 3 regarding the age ranges of the participants, it can be seen that 364 people (93.8%) are in the 18–25 age range. In contrast, 11 participants (2.8%) are in the 26–34 age range, and 13 participants (3.4%) are in other age groups. These findings indicate that the sample is largely composed of people aged 18–25.

Table 4: Frequency and Percentage Distribution of Educational Attainment

Educational Status	Frequency (n)	Percentage (%)
High School and Below	9	2,3
Associate Degree	74	19,1
Bachelor's	291	75,0
Postgraduate	14	3,6
Total	388	100,0

Source: Created by the author.

Looking at Table 4 regarding educational status, it can be seen that 291 participants (75.0%) have a bachelor's degree. This is followed by 74 participants (19.1%) with an associate's degree. The number of participants with postgraduate education is 14 (3.6%), while the number of participants with a high school education or lower is limited to 9 (2.3%). The findings reveal that the sample largely consists of individuals with a bachelor's degree.

Table 5: Daily Instagram Usage Time, Frequency, and Percentage Distribution

Daily Instagram Usage Period	Frequency (n)	Percentage (%)
Less than 30 min	23	5,9
30 min- 1 hour	60	15,5
1- 2 hours	116	29,9
2- 3 hours	98	25,3
More than 3 hours	91	23,5
Total	388	100,0

Source: Created by the author.

Looking at Table 5 regarding participants' daily Instagram usage time, it can be seen that 116 people (29.9%) use Instagram for 1-2 hours a day. This is followed by 98 participants (25.3%) using it for 2-3 hours and 91 participants (23.5%) using it for more than 3 hours. Regarding shorter usage times, 60 participants (15.5%) stated that they use Instagram for 30 minutes to 1 hour, while 23 participants (5.9%) stated that they use it for less than 30 minutes. Overall, it can be said that a significant portion of the participants actively use Instagram for at least 1 hour or more per day.

Table 6: Instagram Experience and Percentage Distribution

Instagram Experience	Frequency (n)	Percentage (%)
Less than 1 year	13	3,4
1-3 years	38	9,8
3-5 years	110	28,4
5-7 years	127	32,7
More than 7 years	100	25,8
Total	388	100,0

Source: Created by the author.

Looking at Table 6 regarding Instagram experience, it can be seen that 127 participants (32.7%) have been using Instagram for 5–7 years. This is followed by 110 participants (28.4%) with 3–5 years and 100 participants (25.8%) with more than 7 years of use. When examining shorter-term users, it is understood that 38 participants (9.8%) have been using Instagram for 1–3 years and 13 participants (3.4%) have been using it for less than 1 year. These findings indicate that a large proportion of participants have been actively using Instagram for a long time.

Descriptive Statistics Regarding Scale Items

The frequency and percentage distribution of participants' levels of agreement with the statements included in the research scale are presented in the tables below.

Table 7: "To interact with some people" Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	44	11,3
Disagree	45	11,6

Undecided	40	10,3
Agree	191	49,2
Strongly Agree	68	17,5
Total	388	100,0

Source: Created by the author.

Looking at Table 7 regarding interacting with certain individuals, it is seen that 191 participants (49.2%) responded "agree" and 68 (17.5%) responded "strongly agree". Accordingly, a total of 259 participants (66.7%) positively agreed with this statement. In contrast, 45 participants (11.6%) responded "disagree" and 44 participants (11.3%) responded "strongly disagree". This indicates that a total of 89 participants (22.9%) did not agree with the statement. Furthermore, 40 participants (10.3%) stated that they were undecided about this statement. Overall, the findings suggest that a large proportion of participants conducted this activity with the aim of interacting with certain individuals.

Table 8: “To maintain good relationships with others” Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	55	14,2
Disagree	104	26,8
Undecided	75	19,3
Agree	114	29,4
Strongly Agree	40	10,3
Total	388	100,0

Source: Created by the author.

According to the findings presented in Table 8, 114 participants (29.4%) responded "agree," and 40 (10.3%) responded "strongly agree." Thus, a total of 154 participants (39.7%) positively agreed with the statement. In contrast, 104 participants (26.8%) responded "disagree," and 55 participants (14.2%) responded "strongly disagree." This indicates that a total of 159 participants (41.0%) disagreed with the statement. Furthermore, 75 participants (19.3%) stated they were undecided. Overall, the findings suggest that a large majority of participants undertook this action with the aim of maintaining good relationships with others.

Table 9: “To receive updates about my family and close friends”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	57	14,7
Disagree	50	12,9
Undecided	32	8,2
Agree	177	45,6
Strongly Agree	72	18,6
Total	388	100,0

Source: Created by the author.

Looking at Table 9 regarding receiving updates about family and close friends, 177 participants (45.6%) responded "agree," and 72 (18.6%) responded "strongly agree." Therefore, a total of 249 participants (64.2%) positively agreed with this statement. In contrast, 50 participants (12.9%) responded "disagree," and 57 participants (14.7%) responded "strongly disagree." This indicates that a total of 107 participants (27.6%) disagreed with the statement. Furthermore, 32 participants (8.2%) stated they were undecided. Overall, the findings reveal that a significant portion of participants use the platform to follow updates about their family and close friends.

Table 10: “To stay connected with my family and friends”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	57	14,7
Disagree	33	8,5
Undecided	33	8,5
Agree	191	49,2

Strongly Agree	74	19,1
Total	388	100,0

Source: Created by the author.

Looking at Table 10 regarding staying connected with family and friends, 191 participants (49.2%) responded "agree," and 74 (19.1%) responded "strongly agree." Therefore, a total of 265 participants (68.3%) positively agreed with this statement. In contrast, 33 participants (8.5%) responded "disagree," and 57 participants (14.7%) responded "strongly disagree." This indicates that a total of 90 participants (23.2%) disagreed with the statement. Furthermore, 33 participants (8.5%) stated they were undecided. Overall, the findings reveal that the majority of participants use the platform to stay connected with family and friends.

Table 11: “To communicate with my family and friends.”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	54	13,9
Disagree	41	10,6
Undecided	34	8,8
Agree	180	46,4
Strongly Agree	79	20,4
Total	388	100,0

Source: Created by the author.

Looking at Table 11 regarding communicating with family and friends, it can be seen that 180 participants (46.4%) responded "agree" and 79 (20.4%) responded "strongly agree". Accordingly, a total of 259 participants (66.8%) positively agreed with this statement. In contrast, 41 participants (10.6%) responded "disagree" and 54 participants (13.9%) responded "strongly disagree". This indicates that a total of 95 participants (24.5%) disagreed with the statement. Furthermore, 34 participants (8.8%) stated that they were undecided about this statement. Overall, the findings show that a large majority of participants use the platform to communicate with family and friends.

Table 12: “Because the people around me use Instagram.”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	105	27,1
Disagree	101	26,0
Undecided	49	12,6
Agree	98	25,3
Strongly Agree	35	9,0
Total	388	100,0

Source: Created by the author.

Looking at Table 12, which is related to the fact that people around me use Instagram, it is seen that 98 participants (25.3%) responded "agree" and 35 (9.0%) responded "strongly agree". Accordingly, a total of 133 participants (34.3%) showed positive agreement with the statement. In contrast, 101 participants (26.0%) responded "disagree" and 105 participants (27.1%) responded "strongly disagree". This shows that a total of 206 participants (53.1%) did not agree with the statement. In addition, 49 participants (12.6%) stated that they were undecided about this statement. Overall, the findings indicate that a large majority of participants do not see Instagram use as a motivation based on social network influence.

Table 13: “To be aware of what's going on around me”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	42	10,8
Disagree	29	7,5
Undecided	30	7,7

Agree	173	44,6
Strongly Agree	114	29,4
Total	388	100,0

Source: Created by the author.

Looking at Table 13 regarding staying informed about what's happening around them, 173 participants (44.6%) responded "agree," and 114 (29.4%) responded "strongly agree." Therefore, a total of 287 participants (74.0%) positively agreed with this statement. In contrast, 29 participants (7.5%) responded "disagree," and 42 participants (10.8%) responded "strongly disagree." This indicates that 71 participants (18.3%) disagreed with the statement. Furthermore, 30 participants (7.7%) stated they were undecided. Overall, the findings show that a large majority of participants use Instagram to stay informed about what's happening around them.

Table 14: “To connect/meet people who share similar interests with me.”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	76	19,6
Disagree	81	20,9
Undecided	53	13,7
Agree	125	32,2
Strongly Agree	53	13,7
Total	388	100,0

Source: Created by the author.

Looking at Table 14 regarding connecting/meeting people with similar interests, 125 participants (32.2%) responded "agree," and 53 (13.7%) responded "strongly agree." Therefore, a total of 178 participants (45.9%) positively agreed with this statement. In contrast, 81 participants (20.9%) responded "disagree," and 76 participants (19.6%) responded "strongly disagree." This indicates that a total of 157 participants (40.5%) disagreed with the statement. Furthermore, 53 participants (13.7%) stated they were undecided. Overall, the findings show that a large majority of participants used this method to connect with and meet people who share similar interests.

Table 15: “To record everyday events through photographs.”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	69	17,8
Disagree	65	16,8
Undecided	52	13,4
Agree	143	36,9
Strongly Agree	59	15,2
Total	388	100,0

Source: Created by the author.

Looking at Table 15 regarding recording everyday events through photographs, it is seen that 143 participants (36.9%) responded "agree" and 59 (15.2%) responded "strongly agree". Accordingly, a total of 202 participants (52.1%) positively agreed with this statement. In contrast, 65 participants (16.8%) responded "disagree" and 69 participants (17.8%) responded "strongly disagree". This indicates that a total of 134 participants (34.6%) did not agree with the statement. Furthermore, 52 participants (13.4%) stated that they were undecided on this statement. Overall, the findings show that a large proportion of participants use Instagram to record everyday events through photographs.

Table 16: “To create my personal space” Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	62	16,0
Disagree	71	18,3
Undecided	78	20,1
Agree	120	30,9
Strongly Agree	57	14,7

Total	388	100,0
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Source: Created by the author.

Looking at Table 16 regarding creating personal space, it can be seen that 120 participants (30.9%) responded "agree" and 57 (14.7%) responded "strongly agree". Accordingly, a total of 177 participants (45.6%) positively agreed with this statement. In contrast, 71 participants (18.3%) responded "disagree" and 62 participants (16.0%) responded "strongly disagree". This indicates that a total of 133 participants (34.3%) disagreed with the statement. Furthermore, 78 participants (20.1%) stated that they were undecided on this statement. Overall, the findings suggest that a large majority of participants use Instagram to create a personal space.

Table 17: “To record my tracks with a map made of photographs.” Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	70	18,0
Disagree	80	20,6
Undecided	62	16,0
Agree	122	31,4
Strongly Agree	54	13,9
Total	388	100,0

Source: Created by the author.

Looking at Table 17 regarding recording their tracks using a map of photographs, it is seen that 122 participants (31.4%) responded "agree" and 54 (13.9%) responded "strongly agree". Accordingly, a total of 176 participants (45.3%) positively agreed with this statement. In contrast, 80 participants (20.6%) responded "disagree" and 70 participants (18.0%) responded "strongly disagree". This indicates that a total of 150 participants (38.6%) did not agree with the statement. Furthermore, 62 participants (16.0%) stated that they were undecided on this matter. Overall, the findings show that participants used a map created from photographs to record their tracks.

Table 18: “To start a personal blog”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	86	22,2
Disagree	95	24,5
Undecided	72	18,6
Agree	94	24,2
Strongly Agree	41	10,6
Total	388	100,0

Source: Created by the author.

Looking at Table 18 regarding personal blogging, it is seen that 94 participants (24.2%) responded "agree" and 41 (10.6%) responded "strongly agree". Accordingly, a total of 135 participants (34.8%) positively agreed with this statement. In contrast, 95 participants (24.5%) responded "disagree" and 86 participants (22.2%) responded "strongly disagree". This indicates that a total of 181 participants (46.7%) disagreed with the statement. Furthermore, 72 participants (18.6%) stated that they were undecided. Overall, the findings reveal that participants have a low tendency to use blogging for personal blogging purposes.

Table 19: “To take fancy photos and save them online”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	103	26,5
Disagree	100	25,8
Undecided	57	14,7
Agree	87	22,4
Strongly Agree	41	10,6
Total	388	100,0

Source: Created by the author.

Looking at Table 19 regarding taking fancy photos and saving them online, 87 participants (22.4%) responded "agree," and 41 (10.6%) responded "strongly agree." Therefore, a total of 128 participants (33.0%) positively agreed with the statement. In contrast, 100 participants (25.8%) responded "disagree," and 103 participants

(26.5%) responded "strongly disagree." This indicates that a total of 203 participants (52.3%) disagreed with the statement. Furthermore, 57 participants (14.7%) stated they were undecided. Overall, the findings suggest that a large proportion of participants have a low tendency to take fancy photos and use them for online saving.

Table 20: “To upload photos and videos with various filters applied.”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	110	28,4
Disagree	112	28,9
Undecided	59	15,2
Agree	78	20,1
Strongly Agree	29	7,5
Total	388	100,0

Source: Created by the author.

Looking at Table 20 regarding uploading photos and videos with various filters applied, it is seen that 78 participants (20.1%) responded "agree" and 29 (7.5%) responded "strongly agree". Accordingly, a total of 107 participants (27.6%) positively agreed with this statement. In contrast, 112 participants (28.9%) responded "disagree" and 110 participants (28.4%) responded "strongly disagree". This shows that a total of 222 participants (57.3%) did not agree with the statement. In addition, 59 participants (15.2%) stated that they were undecided about this statement. Overall, the findings reveal that the majority of participants have a low tendency to use the platform for uploading filtered photos and videos.

Table 21: “To enable my update” Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	81	20,9
Disagree	84	21,6
Undecided	72	18,6
Agree	114	29,4
Strongly Agree	37	9,5
Total	388	100,0

Source: Created by the author.

Looking at Table 21 regarding staying up-to-date, it can be seen that 114 participants (29.4%) responded "agree" and 37 (9.5%) responded "strongly agree". Accordingly, a total of 151 participants (38.9%) positively agreed with this statement. In contrast, 84 participants (21.6%) responded "disagree" and 81 participants (20.9%) responded "strongly disagree". This indicates that a total of 165 participants (42.5%) did not agree with the statement. Furthermore, 72 participants (18.6%) stated that they were undecided about this statement. Overall, the findings reveal that participants have a moderate tendency to use this method for staying up-to-date.

Table 22: “To be noticed by others” Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	149	38,4
Disagree	137	35,3
Undecided	55	14,2
Agree	31	8,0
Strongly Agree	16	4,1
Total	388	100,0

Source: Created by the author.

Looking at Table 22 regarding being noticed by others, 31 participants (8.0%) responded "agree," and 16 (4.1%) responded "strongly agree." Therefore, a total of 47 participants (12.1%) positively agreed with this statement. In contrast, 137 participants (35.3%) responded "disagree," and 149 participants (38.4%) responded "strongly disagree." This indicates that a total of 286 participants (73.7%) disagreed with the statement. Furthermore, 55 participants (14.2%) stated they were undecided. Overall, the findings reveal that a large proportion of participants have a very low tendency to use Instagram for the purpose of being noticed by others.

Table 23: “To express my true self (who I really am)”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	126	32,5
Disagree	127	32,7
Undecided	63	16,2
Agree	48	12,4
Strongly Agree	24	6,2
Total	388	100,0

Source: Created by the author.

Looking at Table 23 regarding expressing my true self (who I really am), 48 participants (12.4%) responded "agree," and 24 (6.2%) responded "strongly agree." Therefore, a total of 72 participants (18.6%) positively agreed with this statement. In contrast, 127 participants (32.7%) responded "disagree," and 126 participants (32.5%) responded "strongly disagree." This indicates that a total of 253 participants (65.2%) disagreed with the statement. Furthermore, 63 participants (16.2%) stated they were undecided. Overall, the findings reveal that a large proportion of participants have a low tendency to use Instagram to express their true selves.

Table 24: “To share my personal information with others”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	158	40,7
Disagree	138	35,6
Undecided	49	12,6
Agree	34	8,8
Strongly Agree	9	2,3
Total	388	100,0

Source: Created by the author.

Looking at Table 24 regarding sharing personal information with others, 34 participants (8.8%) responded "agree," and 9 (2.3%) responded "strongly agree." Therefore, a total of 43 participants (11.1%) positively agreed with this statement. In contrast, 138 participants (35.6%) responded "disagree," and 158 participants (40.7%) responded "strongly disagree." This indicates that a total of 296 participants (76.3%) disagreed with the statement. Furthermore, 49 participants (12.6%) stated they were undecided. Overall, the findings reveal that a large proportion of participants have a very low tendency to use Instagram to share their personal information with others.

Table 25: “To reveal what I have” Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	164	42,3
Disagree	135	34,8
Undecided	47	12,1
Agree	32	8,2
Strongly Agree	10	2,6
Total	388	100,0

Source: Created by the author.

Looking at Table 25 regarding showing what they own, 32 participants (8.2%) responded "agree," and 10 (2.6%) responded "strongly agree." Therefore, a total of 42 participants (10.8%) positively agreed with this statement. In contrast, 135 participants (34.8%) responded "disagree," and 164 participants (42.3%) responded "strongly disagree." This indicates that a total of 299 participants (77.1%) disagreed with the statement. Furthermore, 47 participants (12.1%) stated they were undecided. Overall, the findings suggest that the tendency of a large proportion of participants to use Instagram to show what they own is very low.

Table 26: “To escape reality” Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	147	37,9
Disagree	130	33,5
Undecided	48	12,4

Agree	39	10,1
Strongly Agree	24	6,2
Total	388	100,0

Source: Created by the author.

Looking at Table 26 regarding escaping reality, it is seen that 39 participants (10.1%) responded "agree" and 24 (6.2%) responded "strongly agree". Accordingly, a total of 63 participants (16.3%) positively agreed with the statement. In contrast, 130 participants (33.5%) responded "disagree" and 147 participants (37.9%) responded "strongly disagree". This shows that a total of 277 participants (71.4%) did not agree with the statement. In addition, 48 participants (12.4%) stated that they were undecided about this statement. Overall, the findings indicate that the tendency of a large proportion of participants to use this as a means of escaping reality is at a very low level.

Table 27: “To forget my problems” Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	112	28,9
Disagree	99	25,5
Undecided	69	17,8
Agree	68	17,5
Strongly Agree	40	10,3
Total	388	100,0

Source: Created by the author.

Looking at Table 27 regarding forgetting problems, it is seen that 68 participants (17.5%) responded "agree" and 40 (10.3%) responded "strongly agree". Accordingly, a total of 108 participants (27.8%) positively agreed with this statement. In contrast, 99 participants (25.5%) responded "disagree" and 112 participants (28.9%) responded "strongly disagree". This shows that a total of 211 participants (54.4%) did not agree with the statement. Furthermore, 69 participants (17.8%) stated that they were undecided about this statement. Overall, it can be said that more than half of the participants do not see Instagram use as a tool for forgetting their problems, but a significant portion do use the platform for this purpose.

Table 28: “To escape loneliness” Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	136	35,1
Disagree	121	31,2
Undecided	68	17,5
Agree	41	10,6
Strongly Agree	22	5,7
Total	388	100,0

Source: Created by the author.

Looking at Table 28 regarding overcoming loneliness, it is seen that 41 participants (10.6%) responded "agree" and 22 (5.7%) responded "strongly agree". Accordingly, a total of 63 participants (16.3%) positively agreed with this statement. In contrast, 121 participants (31.2%) responded "disagree" and 136 participants (35.1%) responded "strongly disagree". This indicates that a total of 257 participants (66.3%) did not agree with the statement. Furthermore, 68 participants (17.5%) stated that they were undecided on this statement. Overall, it can be said that a large portion of the participants do not use Instagram to overcome loneliness, but a small segment does use the platform for this purpose.

Table 29: “To achieve what I want without putting in too much effort”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	136	35,1
Disagree	128	33,0
Undecided	53	13,7
Agree	50	12,9
Strongly Agree	21	5,4
Total	388	100,0

Source: Created by the author.

Looking at Table 29 regarding achieving what one wants without much effort, 50 participants (12.9%) responded "agree," and 21 (5.4%) responded "strongly agree." Therefore, a total of 71 participants (18.3%) positively agreed with this statement. In contrast, 128 participants (33.0%) responded "disagree," and 136 participants (35.1%) responded "strongly disagree." This indicates that a total of 264 participants (68.1%) disagreed with the statement. Furthermore, 53 participants (13.7%) stated they were undecided. Overall, this suggests that a large majority of participants do not view Instagram use as a means of achieving goals without much effort.

Table 30: “To relax” Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	68	17,5
Disagree	59	15,2
Undecided	63	16,2
Agree	141	36,3
Strongly Agree	57	14,7
Total	388	100,0

Source: Created by the author.

Looking at Table 30 regarding relaxation, it is seen that 141 participants (36.3%) responded "agree" and 57 (14.7%) responded "strongly agree". Accordingly, a total of 198 participants (51.0%) positively agreed with this statement. In contrast, 59 participants (15.2%) responded "disagree" and 68 participants (17.5%) responded "strongly disagree". This indicates that a total of 127 participants (32.7%) did not agree with the statement. Furthermore, 63 participants (16.2%) stated that they were undecided on this statement. Overall, this suggests that a large majority of participants use Instagram for relaxation purposes.

Table 31: “To browse photos related to my interests.”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	66	17,0
Disagree	56	14,4
Undecided	49	12,6
Agree	142	36,6
Strongly Agree	75	19,3
Total	388	100,0

Source: Created by the author.

Looking at Table 31 regarding browsing photos related to their interests, it is seen that 142 participants (36.6%) responded "agree" and 75 (19.3%) responded "strongly agree". Accordingly, a total of 217 participants (55.9%) positively agreed with this statement. In contrast, 56 participants (14.4%) responded "disagree" and 66 participants (17.0%) responded "strongly disagree". Thus, it is understood that a total of 122 participants (31.4%) did not agree with the statement. Furthermore, 49 participants (12.6%) stated that they were undecided on this statement. Overall, this reveals that a large majority of participants prefer using Instagram to follow visual content related to their interests.

Table 32: “To get a glimpse into the daily lives of celebrities.”
Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	130	33,5
Disagree	94	24,2
Undecided	64	16,5
Agree	71	18,3
Strongly Agree	29	7,5
Total	388	100,0

Source: Created by the author.

Looking at Table 32 regarding glimpsing the daily lives of celebrities, it is seen that 71 participants (18.3%) responded "agree" and 29 (7.5%) responded "strongly agree". Accordingly, a total of 100 participants (25.8%) positively agreed with this statement. In contrast, 94 participants (24.2%) responded "disagree" and 130 participants (33.5%) responded "strongly disagree". Therefore, it is understood that a total of 224 participants (57.7%) disagreed with the statement. Furthermore, 64 participants (16.5%) stated that they were undecided on

this statement. Overall, this indicates that a large majority of participants do not view Instagram use as a means of glimpsing the daily lives of celebrities.

Table 33: “To browse different, ornate photos” Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	109	28,1
Disagree	90	23,2
Undecided	48	12,4
Agree	103	26,5
Strongly Agree	38	9,8
Total	388	100,0

Source: Created by the author.

Looking at Table 33 regarding browsing different, ornate photos, it is seen that 103 participants (26.5%) responded "agree" and 38 (9.8%) responded "strongly agree". Accordingly, a total of 141 participants (36.3%) positively agreed with this statement. In contrast, 90 participants (23.2%) responded "disagree" and 109 participants (28.1%) responded "strongly disagree". Thus, it is understood that a total of 199 participants (51.3%) disagreed with the statement. Furthermore, 48 participants (12.4%) stated that they were undecided on this statement. Overall, this indicates that a large majority of participants do not use Instagram for the purpose of browsing different, ornate photos.

Table 34: “To get a glimpse into the daily lives of people around the world.” Frequency and Percentage Distribution

Response Options	Frequency (n)	Percentage (%)
Strongly Disagree	73	18,8
Disagree	75	19,3
Undecided	56	14,4
Agree	122	31,4
Strongly Agree	62	16,0
Total	388	100,0

Source: Created by the author.

Looking at Table 34 regarding browsing the daily lives of people around the world, 122 participants (31.4%) responded "agree," and 62 (16.0%) responded "strongly agree." Therefore, a total of 184 participants (47.4%) positively agreed with the statement. In contrast, 75 participants (19.3%) responded "disagree," and 73 participants (18.8%) responded "strongly disagree." Thus, a total of 148 participants (38.1%) disagreed with the statement. Furthermore, 56 participants (14.4%) indicated they were undecided. Overall, this suggests that a large majority of participants use Instagram to browse the daily lives of people around the world.

Average of the items

The study examined whether the dataset exhibited a normal distribution, and the descriptive statistics and normality test results for the scale sub-dimensions are presented below.

Table 35: Descriptive Statistics and Normality Test Results for the Scale Sub-Dimensions

Sub-dimensions	N	Mean	Std. Deviation	Skewness	Kurtosis
Social Interaction	388	3.28	0.99	-0.64	-0.26
Archiving	388	2.86	1.10	-0.09	-0.91
Surveillance	388	2.86	1.13	0.06	-1.01
Escape	388	2.45	1.00	0.48	-0.42
Self-Expression	388	2.21	0.93	0.79	0.31

Source: Created by the author.

Table 35, which shows the descriptive statistics and normality test results for the sub-dimensions of the scale, indicates that the skewness and kurtosis values for the sub-dimensions of the scale used in the study range from +1.5 to -1.5. These values show that the assumption of normal distribution of the data is met. Therefore, parametric

tests (T-test and ANOVA) were used in hypothesis testing. When the participants' search for satisfaction was examined, it was observed that the highest average was in the Social Interaction dimension ($\bar{x}=3.28$), followed by Archiving ($\bar{x}=2.86$) and Surveillance ($\bar{x}=2.86$) dimensions, respectively. The lowest search for satisfaction among the participants was found in the Self-Expression dimension ($\bar{x}=2.21$).

Difference Analyses Based on Demographic Variables

In this study, T-tests and ANOVA analyses were used to examine whether there was a statistically significant difference between the demographic characteristics (gender and education level) of the participants and their satisfaction levels. The findings are presented below.

Table 36: T-test by Gender

Alt Boyutlar	Grnder	N	Mean	Std. Deviation	t	p (Sig.)
Social Interaction	Female	231	3.34	0.95	-1.60	.110
	Male	157	3.18	1.05		
Archiving	Female	231	3.08	1.07	-4.77	<.001
	Male	157	2.55	1.07		
Self-Expression	Female	231	2.27	0.91	-1.35	.179
	Male	157	2.14	0.95		
Escape	Female	231	2.45	0.97	-0.08	.937
	Male	157	2.44	1.04		
Surveillance	Female	231	3.00	1.10	-3.15	.002
	Male	157	2.64	1.15		

Source: Created by the author.

When examining Table 36, which shows the results of the T-test by gender, a statistically significant difference was found between the gender of the participants and their gratification seeking in Archiving ($t=-4.77$, $p<.05$) and Surveillance ($t=-3.15$, $p<.05$). When the means are examined, the Archiving gratification score of female participants ($\bar{x}=3.08$) is significantly higher than that of male participants ($\bar{x}=2.55$).

Similarly, the Surveillance gratification score of females ($\bar{x}=3.00$) is higher than that of males ($\bar{x}=2.64$). On the other hand, no statistically significant difference was found between genders in the sub-dimensions of Social Interaction, Self-Expression, and Escape ($p>.05$). This indicates that these gratification seeking patterns are similar regardless of gender.

Table 37: Eğitim Durumuna Göre ANOVA Sonuçları

Independent Variable	Sub-dimensions	Sum of Squares	Mean Squares	F	P (Sig.)	Tukey
Educational Status	Social Interaction	4.891	1.630	0.967	.408	No difference
Educational Status	Archiving	4.449	1.483	0.837	.474	No difference
Educational Status	Self-Expression	4.270	1.423	1.080	.358	No difference
Educational Status	Escape	6.851	2.284	1.450	.228	No difference
Educational Status	Surveillance	4.030	1.343	0.721	.540	No difference

Source: Created by the author.

When examining Table 37, which shows the ANOVA results according to educational status, no statistically significant difference was found in any sub-dimension of Instagram gratification seeking (Social Interaction,

Archiving, Self-Expression, Escape, and Surveillance) according to the Educational Status variable ($p > .05$). This indicates that even if the educational levels (Associate Degree, Bachelor's Degree, or Postgraduate Degree) of university students vary, their motivations for using Instagram are similar.

Findings Related to Hypothesis 1

The first hypothesis of the study is: "Is there a significant difference between social interaction satisfaction and the frequency of Instagram use?" Within this scope, the findings were examined for each sub-dimension. Participant opinions regarding the first hypothesis are presented in Table 38.

Table 38: ANOVA Results of Items Constituting the Social Interaction Dimension Based on Instagram Usage Frequency

Social Interaction Items	Sum of Squares	df	Mean Squares	F	p (Sig.)	Tukey
To interact with specific individuals	8.82	4	2.20	1.46	.214	No difference
To maintain positive relationships with others	23.24	4	5.81	3.88	.004	3h+> 30min-1h
To get updates about my family and friends	37.47	4	9.37	5.59	.000	3h+> 30min-
To stay connected with my family and friends	31.56	4	7.89	4.86	.000	3h +> 30min-
To communicate with my family and friends	28.15	4	7.04	4.26	.002	3h +> 30min-
Because people around me use Instagram	25.44	4	6.36	3.58	.007	3ht+> 1-2 hours
To stay informed about what's going on around me	20.52	4	5.13	3.32	.011	3h +> 30min-
To connect/meet people with similar interests	30.47	4	7.62	4.22	.002	3h +> 30min-1h

Source: Created by the author.

When examining Table 38, which shows the ANOVA results of the items constituting the social interaction dimension according to Instagram usage frequency, statistically significant differences were observed in 7 out of 8 items constituting the social interaction dimension according to Instagram usage frequency ($p < 0.05$). Only in the item "To interact with some people" was no significant difference found between the groups ($p > .05$).

When the items with significant differences were examined, it was seen that the general trend was that "the level of participation increased as the usage time increased." In particular, in the items "To receive updates about my family and close friends" ($F=5.59$; $p < .001$) and "To stay connected" ($F=4.86$; $p < .001$), the averages of those who use it for more than 3 hours a day are significantly higher than those who use it less (less than 30 minutes).

This situation shows that users who spend more time on Instagram use the platform more intensively as a tool to maintain their connections with their social circles and to follow current events. Accordingly, Hypothesis 1 is accepted.

Findings Related to Hypothesis 2

The second hypothesis of the study is: Is there a significant difference between archiving satisfaction and the frequency of Instagram use? In this context, the findings were examined for each sub-dimension. Participant opinions regarding the second hypothesis are presented in Table 39.

Table 39: ANOVA Results Based on the Frequency of Use of Expressions Constituting the Archiving Dimension

Archiving Statements	Mean Squares	F	p (Sig.)	Tukey
To record everyday events through photos	11.34	6.52	<.001	3h+> 30min-
To create my personal space	6.72	4.05	.003	3h+> 30min-
To record my tracks with a map of photos (e.g., travel)	9.12	5.28	<.001	3h+> 30min-
To do personal blogging	6.56	3.87	.004	3h+> 30min-
To take fancy photos and save them online	7.95	4.46	.002	3h+> 30min-
To upload photos and videos with various filters applied	6.30	3.88	.004	3h+> 30min-

Source: Created by the author.

When examining Table 39, which shows the ANOVA results according to the frequency of use of the statements constituting the archiving dimension, significant differences were observed in all statements constituting the archiving dimension. In all cases of differentiation, the averages of the group using it for more than 3 hours were significantly higher than those using it for less than 30 minutes. In particular, for the items "To record daily events through photographs" (F=6.52; p<.001) and "To create my personal space" (F=5.28; p<.001), the averages of those using it for more than 3 hours a day were significantly higher than those using it less (less than 30 minutes). Accordingly, Hypothesis 2 was accepted.

Findings Related to Hypothesis 3

The third hypothesis of the study, "There is a significant difference between satisfaction with self-expression and frequency of Instagram use," was tested. In this context, the expressions constituting the self-expression dimension were examined according to the participants' daily usage times, and the analysis results are presented in Table 40.

Table 40: ANOVA Results Based on Frequency of Use of Self-Expression Statements

Expressions of Self-Expression	Mean Squares	F	p (Sig.)	Tukey
To keep myself updated	9.26	5.68	<.001	3h+> 30min-1h
To be noticed by others	2.85	2.37	.052	No difference
To express my true self	5.56	3.90	.004	3h+> 30min-1h
To share my personal information with others	4.03	3.79	.005	3h+> 30min-1h
To show what I have	2.07	1.89	.111	No difference

Source: Created by the author.

When examining Table 40, which shows the ANOVA results based on the frequency of use of self-expression statements, significant differences were found in all statements except "To be noticed by others" and "To show what I have" based on the frequency of Instagram use. Significant differences emerged between those who used Instagram for more than 3 hours a day and those who used it for 30 minutes to 1 hour. This finding indicates that the level of participation in some self-expression statements increases as the usage time increases. Therefore, Hypothesis 3 is partially accepted.

Findings Related to Hypothesis 4

The fourth hypothesis of the study, "There is a significant difference between escapism satisfaction and the frequency of Instagram use," was tested. In this context, the expressions constituting the escapism dimension were examined according to the participants' daily usage times, and the analysis results are presented in Table 41.

Table 41: ANOVA Results Based on the Frequency of Use of Escape Phrases

Escape Phrases	Mean Squares	F	p (Sig.)	Tukey
To escape reality	2.59	1.80	.128	No difference
To forget my problems	4.50	2.54	.039	3h+> 30min-1h
To escape loneliness	1.22	0.86	.487	No difference
To achieve what I want without much effort	6.86	4.92	.001	3h+> 30min-1h
To relax	5.86	3.37	.010	3h+> 30min-1h

Source: Created by the author.

When examining Table 41, which shows the ANOVA results based on the frequency of use of escape statements, significant differences were found in the statements "to relax," "to achieve what I want without much effort," and "to forget my problems," which constitute the escape dimension, according to the frequency of Instagram use. This difference was observed not in the escape dimension as a whole, but in some sub-dimensions, depending on the frequency of use. These differences emerged between those who used Instagram for more than 3 hours a day and those who used it for 30 minutes to 1 hour. No significant difference was found in the statements "to escape reality" and "to escape loneliness." Accordingly, Hypothesis 4 is partially accepted.

Findings Related to Hypothesis 5

The fifth hypothesis of the study, "There is a significant difference between surveillance satisfaction and the frequency of Instagram use," was tested. In this context, the statements constituting the surveillance dimension were examined according to the participants' daily usage times, and the analysis results are presented in Table 42.

Table 42: ANOVA Results Based on Frequency of Use of Surveillance Statements

Surveillance Statements	Mean Squares	F	p (Sig.)	Tukey
To browse photos related to my interests	6.32	3.42	.009	3 saat+> 30 dk- 1 saat
To take a look at celebrities' daily lives	7.55	4.52	.001	3 saat+> 1- 2 saat
To browse different, glamorous photos	11.12	6.14	<.001	3 saat+> 30 dk alti
To take a look at people's daily lives from all over the world	9.56	5.25	<.001	3 saat+> 30 dk- 1 saat

Source: Created by the author.

Table 42, showing ANOVA differences based on usage performance in monitoring problems, reveals significant differences in all details of the monitoring dimension. Those who use more than 3 devices per day consistently have significantly stronger motivations for monitoring their sleep compared to the 30-1 hour or less than 30-minute groups. Specifically, the average scores for those who use more than 3 devices per day are significantly higher than those who use less (less than 30 minutes) for the reasons "To browse different, fancy photos" (F=6.14; p<.001) and "To browse the lives of people all over the world" (F=5.25; p<.001). Therefore, Hypothesis 5 is accepted.

CONCLUSION AND RECOMMENDATIONS

This study examined the differences in Instagram usage satisfaction among university students based on their frequency of use. The findings indicate that the frequency of Instagram use is a determining variable for some types of satisfaction. The study first examined the demographic characteristics of the participants and the differences in their Instagram usage purposes regarding satisfaction. It was determined that the majority of the sample consisted of young adults, and a significant portion of the participants used Instagram for more than 1 hour a day. This indicates that Instagram holds a central place in the daily lives of university students.

Comparisons based on gender revealed that female participants scored significantly higher than male participants in archiving and surveillance satisfaction. Conversely, no significant gender-based differences were found in social interaction, self-expression, and escapism satisfaction. This finding suggests that some Instagram usage purposes are adopted independently of gender.

Analyses based on Instagram usage frequency showed strong correlations between social interaction satisfaction and usage duration. In the vast majority of items comprising the social interaction dimension, participants who used the platform for more than 3 hours a day had higher levels of engagement. This result indicates that Instagram strengthens the function of maintaining social relationships and staying connected with the environment for heavy users. The findings reveal that individuals who use the platform for more than 3 hours a day use it not just for leisure but 'purposefully' to protect their social capital. Therefore, as usage time increases, the platform ceases to be merely an entertainment tool and transforms into a fundamental communication necessity.

When examining the levels of archiving satisfaction and frequency of use, statistically significant differences were found in all items. In particular, individuals who spend a significant amount of time on the platform actively use Instagram to document their daily lives and accumulate memories. This finding proves that Instagram is not only a platform for instant sharing but also functions as a personal digital memory. The increase in archiving satisfaction along with increased usage time reveals that users position the platform as a memory repository, constructing and immortalizing their life stories in the digital environment.

Findings regarding satisfaction with self-expression showed significant differences in some expressions depending on frequency of use. However, this difference was not observed in all items. Therefore, it can be said that satisfaction with self-expression is only partially related to the duration of Instagram use. This suggests that motivation for self-expression may depend on more individual and contextual factors among users.

In terms of escapism satisfaction, significant differences were found only in certain items, depending on frequency of use. Specifically, users who frequently used Instagram for relaxation, achieving desired results without much effort, and forgetting problems experienced higher satisfaction. However, the lack of significant differences in items like escaping reality and escaping loneliness indicates that Instagram use does not function as an escape mechanism for every user.

When examining the levels of surveillance satisfaction and frequency of use, statistically significant differences were found in all items constituting this dimension. The analysis results show that individuals who use the platform intensively have significantly higher motivations for viewing content related to their interests, browsing different, visually appealing photos, and observing the lives of people around the world. This finding proves that as usage time increases, Instagram transforms from a simple sharing network into a social networking mechanism. It appears that heavy users spend longer periods on the platform to stay informed about what's happening in their social circles and the world, driven by a fear of missing out.

Based on the research findings, it was concluded that social interaction, archiving, and surveillance gratification have a strong influence on Instagram usage frequency, while self-expression and escapism have a more limited impact on usage frequency. These results demonstrate that Instagram usage is not driven by a single motivation, but rather by users pursuing diverse gratifications through the platform. Based on the data, it appears that Instagram has transcended being merely a leisure activity, becoming a medium where individuals construct and structure their digital identities, monitor their environment, gather information, and manage their social capital. In this context, it is recommended that universities update their digital literacy curricula to organize trainings that help students manage their 'archiving' and 'surveillance' motivations more consciously and safely. Furthermore, increasing users' awareness regarding personal data security in this environment, where they construct their digital identities, is of critical importance. Indeed, as usage intensity increases, Instagram can be said to have become an indispensable communication practice at the center of daily life. Future research examining the effects of usage intensity in greater depth and comparing its impact on different demographic groups is expected to contribute to a holistic understanding of digital communication dynamics.

Survey

Section 1: Demographic Information

1. What is your gender?

Female

Male

I don't want to specify

2. What is your age range?

18-25

26-34

Other

3. What is your education level?

- High school and below
- Associate degree
- Bachelor's degree
- Master's degree

4. What is your daily Instagram usage time?

- Less than 30 minutes
- 30 minutes - 1 hour
- 1-2 hours
- 2-3 hours
- More than 3 hours

5. How many years have you been using Instagram?

- Less than 1 year
- 1-3 years
- 3-5 years
- 5-7 years
- More than 7 years

Please indicate how well you agree with the following statements, depending on your purpose for using Instagram.

QUESTION	EXPRESSION	Strongly disagree (1)	Disagree (2)	Undecided (3)	Agree (4)	Strongly Agree (5)
6	To interact with specific individuals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	To maintain positive relationships with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	To get updates about my family and friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	To stay connected with my family and friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	To communicate with my family and friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Because people around me use Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	To stay informed about what's going on around me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	To connect/meet people with similar interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	To record everyday events through photos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	To create my personal space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	To record my tracks with a map of photos (e.g., travel)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	To do personal blogging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	To take fancy photos and save them online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	To upload photos and videos with various filters applied	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	To keep myself updated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	To be noticed by others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	To express my true self	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	To share my personal information with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	To show what I have	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	To escape reality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26	To forget my problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	To escape loneliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28	To achieve what I want without much effort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	To relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	To browse photos related to my interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31	To take a look at celebrities' daily lives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32	To browse different, glamorous photos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33	To take a look at people's daily lives from all over the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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