



THE MOTIVES FOR INSTAGRAM USAGE AND THE TOPICS OF INTEREST  
AMONG STUDENTS IN UNIVERSITI TUNKU ABDUL RAHMAN.

LEE KAH SENG

A RESEARCH PROJECT  
SUBMITTED IN  
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR  
BACHELOR OF MEDIA AND CREATIVE STUDIES (HONOURS)  
FACULTY OF CREATIVE INDUSTRIES  
UNIVERSITI TUNKU ABDUL RAHMAN

MAY. 2023

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**APPROVAL FORM**

This research paper attached here to, entitled “ The Motives For Instagram Usage And The Topics Of Interest Among Students in Universiti Tunku Abdul Rahman ” prepared and submitted by “Lee Kah Seng ” in partial fulfilment of the requirements for the Bachelor of Media and Creative Studies (Honours) is hereby accepted.

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Date: 

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Project Supervisor

Dr. Lim Soo Jin

## ABSTRACT

Instagram is a combination of the words "instant camera" and "telegram." This social media platform allows the users to share photos and videos. In this era, Instagram can be said as one of the most popular social media platforms among the people who are between 18-24 years old. The theoretical framework that I applied to study this topic is uses and gratification theory. The objectives of this research topic is to investigate the motives of university students are using Instagram among the students in Universiti Tunku Abdul Rahman and to investigate whether the role of gender and course of studies affecting a student's topic of interest on Instagram among the students in Universiti Tunku Abdul Rahman. For this research study, a quantitative research will be conducted by distributing an online survey which consists of 31 questions toward 75 students from Universiti Tunku Abdul Rahman Sungai Long campus. The finding shows that out of the 5 main aspects of motives for Instagram usage, there are a total four main aspects which are including social interaction, documentation, escapism, and aspect of creativity are becoming the motives of Instagram usage for students in Universiti Tunku Abdul Rahman. Female students are more likely to look into topics of interest that are related to animals, celebrities' fashion, food, and lifestyle, according to the findings from the previous chapter, while male students are more likely to look into topics related to electronics & gadgets, foods, lifestyle, and possibly some memes. Moving on to the course of study, the research reveals that the majority of students who enrol in creative courses tend to select interests that are connected to their studies, such as those that revolve around animals, celebrities, clothing, food, lifestyle, and photography.

**Keywords:** Instagram , Motive, Usage, Topics of interest

## DECLARATION

I hereby declare that this final year project, entitled “The Motives For Instagram Usage And The Topics Of Interest Among Students in Universiti Tunku Abdul Rahman”, is the result of my own independent work and research, and that all sources consulted or used in the preparation of this project have been fully acknowledged and cited. The word count of this research report is 11607 words.

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Date : 04 May 2023

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## Chapter 1: Introduction

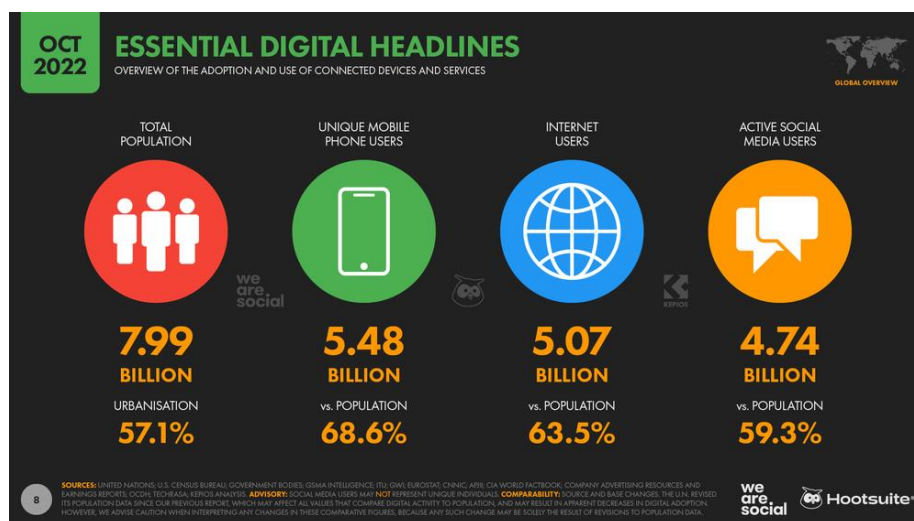
### 1.1 Background of study

Due to the rapid growth of technology, social media has become very popular among university students. What is social media ? Websites and programmes that emphasise collaboration, sharing of content, engagement, and community-based feedback are collectively referred to as social media.(Lutkevich & Wigmore, 2021). According to Experian's consumer research, more than 98 percent of college-aged students utilise social media. For students, those social media platforms such as Twitter, Instagram, Facebook, Snapchat, and other platforms have developed into crucial communication tools that offer avenues for learning, keeping in touch with friends, following news, networking, and generally being current. (*How Social Media Analysis Can Benefit Students*, n.d.) . According to a research which was being conducted by a few researchers, they stated that social media platforms give users the ability to search for, produce, share, collaborate on, and organise content among themselves while also offering a means of virtual self-presentation and self-disclosure. (Hamid et al., 2013) Social media and communication applications have developed into crucial tools for fostering relationships between individuals, creating communities, expressing one's opinions, and marketing and advertising for businesses therefore social media nowadays can be said to be acting an increasing role in today's life. This is because the normal situation that can be observed is that people nowadays use laptops, mobile phones, or other high-tech devices wherever and anytime to browse and surf social networking sites, read blogs, or chat. According to the data that was obtained from DATAREPORTAL, 5.48 billion people use mobile devices worldwide, with smartphones making up about 4 out of 5 active mobile devices. Since this time last year, there have been an additional 170 million mobile users worldwide, and 68.6% of all persons on Earth now use a mobile phone. In the year ending in October 2022, the number of internet users climbed by 3.5 percent, reaching 5.07 billion as we start the year's final quarter. Global internet

penetration has increased to 63.5 percent in the last 12 months thanks to 171 million additional users. (Kemp, *The global state of digital in October 2022 - DataReportal – Global Digital insights 2022*). Additionally, the data also showed that at the beginning of October 2022, there were 4.74 billion active social media users, an increase of 190 million over the previous year. Social media users currently account for 59.3 percent of the world's population, a rise of 4.2 percent over the previous 12 months in the global total population. The first picture below shows the essential of Digital Headlines on the Oct of 2022 while the second picture shows that the global digital growth october 2022

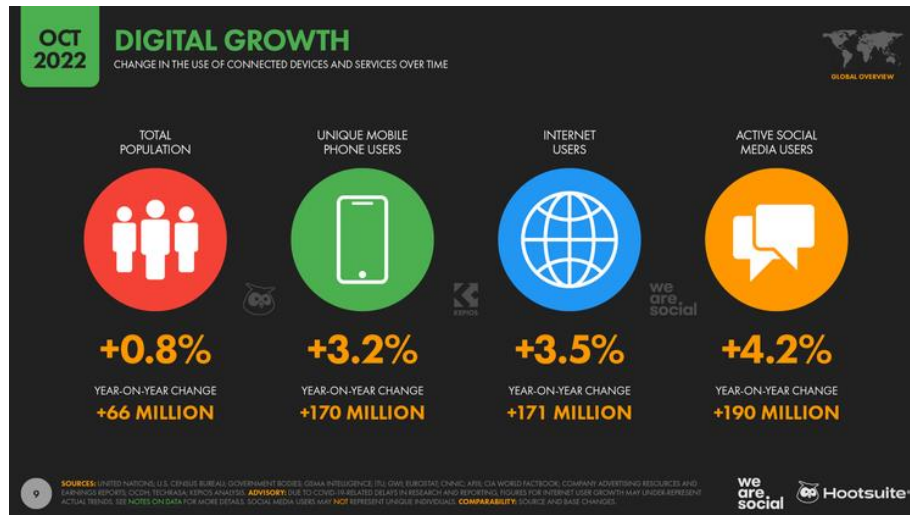
### Plate 1.1 : Essential Digital Headlines Overview Of The Adoption And Use Of Connected Devices and Services

Source: DATAREPORTAL.



## Plate 1.2 : Digital Growth Change In The Use of Connected Devices And Services Over Time

Source: DATAREPORTAL



In Malaysia, the data that was obtained from DATAREPORTALS show that in January 2022, there were 32.98 million people living in Malaysia. There were 29.55 million internet users in Malaysia and at the beginning of 2022, Malaysia's population had an internet penetration rate of 89.6%. (Kemp, *Digital 2022: Malaysia - DataReportal – global digital insights 2022*). Additionally, the data that was shown by DATAREPORTALS also stated that the number of social media users in Malaysia, there were 30.25 million active social media users in January 2022 and the percentage of people using social media at the beginning of 2022 was 91.7% out of the overall population. (Kemp, *Digital 2022: Malaysia - DataReportal – global digital insights 2022*).

### 1.1.1 What is Instagram

Kevin Systrom and Mike Krieger founded Instagram in San Francisco after initially attempting to build a platform resembling Foursquare but ultimately focusing solely on photo sharing. (Holak & McLaughlin, *What is Instagram? - definition from whatis.com 2017*). Instagram is a combination of the words "instant camera" and "telegram." Instagram



was purchased by Facebook in 2012. (Holak & McLaughlin, *What is Instagram? - definition from whatis.com* 2017). Through a mobile application, Instagram users can edit and post still images and brief videos.

### **1.1.2 Instagram usage in Worldwide and in Malaysia**

According to the data that was obtained, the age distribution of Instagram users globally as of April 2022 had shown that Approximately 30.2% of all Instagram global users as of April 2022 were between the ages of 18 and 24. (S. Dixon & 12, *Instagram: Age distribution of global audiences 2022*). Moving on to Malaysia, according to the data being obtained, Malaysia's young adult population, aged 18 to 24, this population makes up the second-largest Instagram user group with a total of 4,700,000 users which is equivalent to 17.6% of all users. In this total 4,700,000 users, male users make up 2,200,000 of the total, or 47%, while female users make up 2,500,000, or 53%. (Naim, *Malaysia Instagram users statistics 2022, 2022*). Therefore, based on the data that shown above, Instagram can be assumed as one of the social media platforms that is very popular among university students nowadays.

According to the data from an online source (DataReportal, 2023), it shows that since Instagram's tools don't provide a precise breakdown of the platform's advertising audience for all ages, calculating the average age of Instagram's active user population is difficult.

Nonetheless, the majority of Instagram's advertising audience, as determined by the most recent data, consists of users between the ages of 18 and 24, the majority of which are university students.

## **1.2 Problem Statement**

In this 21st century, using social media networks such as Facebook, Instagram has become popular, especially among university and college students. These social media platforms offer virtual self-presentation and self-disclosure while also enabling users to search for, produce, share, collaborate on, and organise content among themselves. Based on the past research and the data which is provided by (Naim, *Malaysia Instagram users statistics 2022* 2022), which shows that Instagram is very popular among the people who fall under the age group between 18 to 24 years old. Therefore, this research paper is conducted with the aim to examine the motive of university students of using Instagram and to investigate the role of gender and course of studies affecting students's topics of interest on Instagram.

## **1.3 Research objectives**

### **Objectives:**

1. To investigate the motives of university students are using Instagram among the students in Universiti Tunku Abdul Rahman
2. To investigate the role of gender and course of studies affecting a student's topic of interest on Instagram among the students in Universiti Tunku Abdul Rahman.

## **1.4 Research questions**

1. What are the motives of university students In Universiti Tunku Abdul Rahman using Instagram ?
2. Does the role of gender in Universiti Tunku Abdul Rahman affect the student's topic of interest on Instagram ?
3. Does the course of studies in Universiti Tunku Abdul Rahman affect the student's topic of interest on Instagram ?

### **1.5 Significance of study**

The research study is important to be conducted in order to understand the university students from Universiti Tunku Abdul Rahman about their motives that make them use social media, which is Instagram. Among university students nowadays, Instagram has unquestionably become their preferred social networking platform. Researchers in the behavioural sciences from the the United States and Europe have been investigating the reasons why students in those two continents use Instagram over the past two years from the perspectives of cross-cultural contrasts or behavioural addiction. In Asia, such recent research is less common these days.

### **1.6 Research gap**

The limitation of my research is since my sample respondents are only focused on the university students from Universiti Tunku Abdul Rahman, my final result may not be able to bring a huge impact toward the whole population of university students in the whole Malaysia. Therefore, in my future research, I should include the samples from various university kinds.

## **Chapter 2: Literature Review**

### **2.1 Internet addiction on smartphone among university students**

Internet addiction affects a shockingly large percentage of people in current society.(Huang & Su, 2018) . The number of smartphone users in the current era has been rapidly increasing across all ages and socioeconomic groups. However, it has been noted that one of the biggest and most significant target markets and the most frequent smartphone users is university students. According to the data that was conducted by a few researchers, they found that over half of the students out of the total population of 100 people used their smartphones three to six hours every day. They used their smartphones on average for 30 to 44 minutes every day and more than 40 hours per week. Therefore, the findings revealed that the university students somewhat had smartphone addiction. (Yuen Fook et al., 2021). Additionally, Malaysians spend 6.6 hours per day online on average according to a survey of Internet users conducted by the Malaysian Communications and Multimedia Commission (MCMC) in the year of 2018. ( HARIZAH KAMEL, 2019)

### **2.2 Social Engagement with Uses and Gratifications Theory**

The phrase "social media engagement" refers to a broad range of behaviours that indicate and quantify how much your audience engages with your material. Likes, comments, and shares are examples of social media involvement, however these metrics vary by platform. (Kenan, 2022) . Through more extensive networking and connections with local, national, and worldwide peers, social media platforms have boosted university students' social engagement. Instagram's social role is to help users connect with others, engage in social interaction, or decompress and unwind. (Huang & Su, 2018)

Therefore based on the statement above, Instagram can be said to support the principle of uses and gratifications. What is the use of gratifications theory? This theory is considered the perspective of audiences. (Sridharan, 2022). According to Cynthia Vinney, a psychology expert, she had pointed out that the people utilise the media to satisfy particular needs and wants. Uses and gratifications sees users as active agents that have influence over their media use, in contrast to many media theories that portray media consumers as passive. (Vinney, 2019)

### **2.3 Theoretical Uses and Gratifications Assumptions**

The notion that audiences actively select the media they view is a fundamental of Uses and gratifications theory. Despite what might be expected, audiences intentionally end up choosing media that will adequately meet their preferences and needs rather than being conscious of the reasons they want to consume it. Based on Cynthia Vinney, a psychology expert, she pointed out that there are a set of five presumptions regarding media consumption outlined by the uses and gratifications theory. (Vinney, 2022)

The first assumption which is related to media consumption is that the way we use media is driven and purposeful. Even if it's just out of habit or for enjoyment, people always have a reason for consuming media. Secondly, media is chosen with the hope that it would fulfil individual wants and needs.(Vinney, 2019) . Thirdly, individual social and psychological aspects influence how we consume media.(Vinney, 2022). Fourthly, for a person's attention, the media must compete with other forms of communication. For instance, someone might prefer to speak with someone face-to-face about a problem than watch a documentary about it. (Vinney, 2019). Lastly, people actively consume media, thus messages in the media don't have very big effects on them. (Vinney, 2022).

## **2.4 Motives for Instagram Usage**

Motives are the internal elements that motivate and direct conduct in psychology. Motives can be defined as needs or desires that drive behaviour, and they can be impacted by biological as well as environmental variables. Motives, according to Murray (1938), are "a set of internal conditions that activate and direct human conduct" (p. 44). Motives in physiology mean that it is something that causes us to act or behave in order to reach a goal or desired endpoint.

Since Instagram is one of the most popular social media platforms among university students. They might use it for various reasons. A recent study that came out by Kar and Kumar (2021), to analyse the motivations for Instagram usage among Indian millennials. According to their research, the major reasons for using Instagram are self-expression, social connection, and amusement. Furthermore, the researchers discovered that gender and personality factors like openness to experience had a big impact on the main reasons why people are using Instagram.

Secondly, there is a similar research which was conducted by Kim and Sung (2020), they found out that social connection, self-expression, and amusement were the major motivations for Korean millennials to use Instagram. The researchers also discovered that age, gender, and personality attributes all had an impact on why people used Instagram.

Overall, these studies indicate that self-expression, social connection, and amusement are the key motivations for Instagram usage across different countries and demographics, while other factors such as gender, personality traits, and cultural context can also have a substantial impact.

## **2.5 Influence of Gender on Motives for Instagram Usage**

According to a background study of Instagram users in Taiwan, women make up the majority of users and are also the most active. Furthermore, the majority of users have a college degree or higher (Kim & Han 2014 cited by Abd Aziz & Abd Aziz, 2020) . Instagram is used substantially more frequently in Taiwan by junior high school students (12 years old) and recent university graduates (under 24 years old) than by users of other age groups. In addition, 71% of teenagers between the ages of 18 and 24 use Instagram. This demonstrates how Instagram is very well-liked among young people in Taiwan.

Male and female Instagram users will not abandon other social media platforms. Girls use it to socialise and express themselves, whilst guys use it to get information and pass the time. Both will utilise it to show people their daily lives; yet, Malaysian culture and traditions may mediate such use. Because "social attitudes have stayed essentially steady" (Nydell.M, 2006 cited by Abd Aziz & Abd Aziz, 2020) in the conservative culture, females will be more hesitant about displaying themselves to others in personal photographs.

Based on another previous study, In a survey of 450 undergraduate students, researchers at the University of California, Irvine discovered that while men were more likely to use Instagram for self-promotion and networking in the workplace, women were more likely to use it for socialising and connecting with friends.

For instance, Instagram can be used by female college students to stay in touch with high school pals, share personal images and updates, and follow influencers for fashion and beauty inspiration. Instagram can be used by a male college student to build his personal brand, network with other professionals in his field, and get inspiration from business leaders and entrepreneurs.

## **2.6 Influence of course major on Motives for Instagram Usage**

According to research, it suggests that University Major preferences vary substantially with gender. Men are more likely to major in fields like engineering, physics, and computer science, which are more object-oriented. On the contrary, females prefer humanities-based majors like education, nursing, art, and literature.

According to Durak and Saritepeci 2018 which is cited by (Huang & Su, 2018) environmental stress affects each gender's motivations and behaviours, which in turn affects cognitive style. Men define themselves as being inclined towards spatial imagery, whilst women consider themselves as being inclined towards object imagery, from the perspective of visual cognitive tendencies. In other words, women appear to place more importance on the fine details and hues of the images themselves than on their positioning and spatial transformation. This probably applies to Instagram as well, which allows for visual picture communication.



## **Chapter 3: Methodology**

### **3.1 Introduction**

The phrase "research methodology" refers to the exact steps or methods used to locate, choose, analyse, and organise information regarding a given research study. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. Coherent research development depends on the effectiveness of technique selection. In this particular chapter, it will discuss the sampling, research design, measurement and procedure for this research topic. Moreover, the ethical consideration and reliability of research will be discussed as well.

### **3.2 Research approach**

In this research paper, the method that I will be using is the quantitative research method. The process of gathering and interpreting numerical data is known as quantitative research. It can be used to identify trends and averages, formulate hypotheses, examine causality, and extrapolate findings to larger populations.(Bhandari, 2022).

### **3.3 Sampling**

Sampling framework refers to tools or techniques, which are used in a research collection requiring samples of data. In this research paper, the sampling technique that will be used in order for me to collect my data is through the probability sampling method. This sampling technique means that I am using a completely random sample from the population that I was interested in. In my research, my population is the university students in Universiti Tunku Abdul Rahman.

### **3.4 Research design**

A research design is a plan for employing empirical data to respond to your research topic. (McCombes, 2022). According to McCombes (2022), there are four primary types of

quantitative designs where you can examine cause-and-effect links using experimental and quasi-experimental designs, whereas descriptive and correlational designs let you quantify variables and explain how they relate to one another. For my research topic, I will use an experimental method in order for me to investigate the motive of Instagram usage among UTAR students and whether the role of gender in Universiti Tunku Abdul Rahman and course of studies will influence the motives of instagram usage and the topics of interest .

### **3.5 Measurement**

The procedures used to analyse obtained data are referred to as data analysis tools and methods. To analyse the research's sample data, a quantitative data analysis method was employed. It is crucial for the topic to have a descriptive research design in order to get the results in an acceptable and straightforward way. The accuracy of the research outcomes is enhanced significantly with the help of this research design. In this research, SPSS will be used to calculate the mean and the relationship of both variables such as gender and topics of interest.

### **3.6 Data Collection Method**

The process of gathering information is referred to as the data collection method for outside sources on the subject matter of the specific research. The data collection that is being applied in this research is the quantitative data collection. As cited by Houston, (2022), she stated that quantitative data is measurable numerical data researchers collect by asking close-ended or multiple-choice questions using surveys, polls, questionnaires, and other methods. In this research paper. Therefore, a quantitative survey method has been employed in the research for collecting those data.

Those data will be collected from 75 respondents which are the students from Universiti Tunku Abdul Rahman through a survey questionnaire that consisted of 31 questions. The questionnaire includes 24 closed-ended questions and 7 demographic questions. A five-point

Likert scale was used to help develop the closed-ended questions in order to gauge the frequency of responses and this has made it easier to comprehend the participants' reaction patterns.

### **3.7 Procedure**

In this research, I will distribute an online survey by using google form in order for me to learn more about the objectives and preferences of Instagram use among the students in Univeristi Tunku Abdul Rahman. The characteristics of gender, major, and the typical daily usage of Instagram were being used in the analysis of variance.

In this online survey form ,the questionnaire consists of 3 sections which consist from section A, B, and C. In the first page of the google form, there will be an ethical clearance to inform the participant.

After this form is created, I will distribute the form randomly to students from Universiti Tunku Abdul Rahman. The target respondents for my questionnaire are 75 students from Universiti Tunku Abdul Rahman Sungai Long Campus.

### **3.8 Reliability and Ethical Consideration**

By using primary quantitative approaches, the research has ensured the validity of the data. Primary quantitative analysis is crucial for both gathering reliable data from outside sources and factually evaluating that data. As a result, the study's findings or outcome are perceived by the readers as genuine and trustworthy.

## Chapter 4.0 Data Analysis

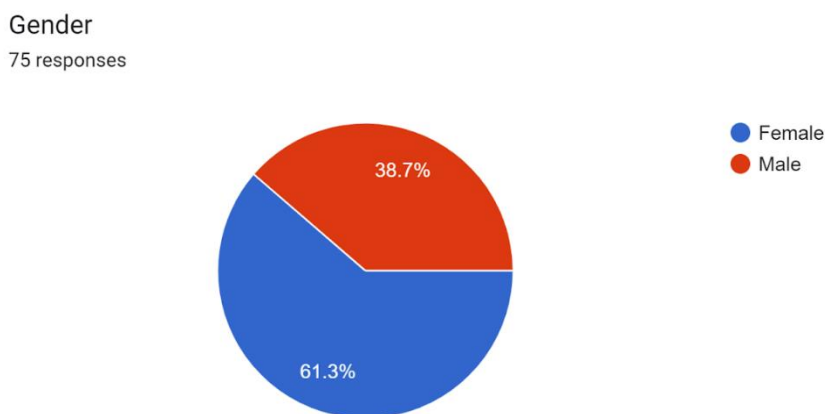
### 4.1 Introduction

The questionnaire was administered from 6 March to 20 March 2023. This google form took approximately five to seven minutes to fill in . A total of 75 students from Universiti Tunku Abdul Rahman had participated in the google survey form.

### 4.2 Data Analysis

#### Section 1: Demographic

##### Question 1: Gender



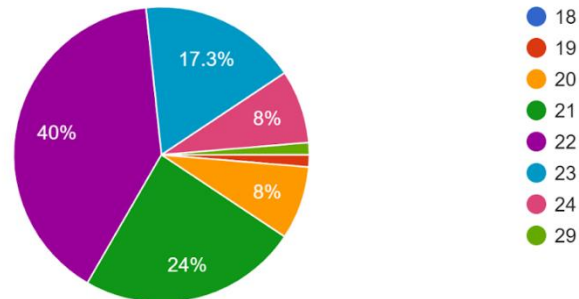
**Figure 4.1: Gender**

Based on the Figure 4.1 above, the data shown that the number of female students are more than male students. There are total of 46 female students which equal to 61.3% whereas there are total of 29 male students which equal to 38.7% that involved in this research. This can be seen on a Statista report in 2022 indicated that there were 358,600 female students against 234,080 male students enrolled in Malaysia's public higher institutions in 2020.

### Question 2: Age

Age

75 responses



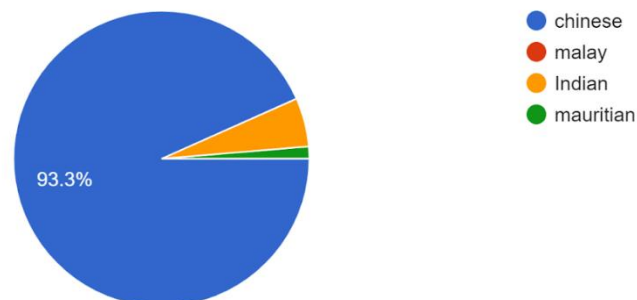
**Figure 4.2: Age**

Based on the Figure 4.2 above, the data illustrated that the most age group of students that participated in this research is 22 years old, there are a total of 30 students under this age group which equal to 40 percent in the pie chart above. Secondly, the second most age group of students are 21 years old which consist of 18 students that equally to 24 percent.

### Question 3: Ethnicity

Ethnicity

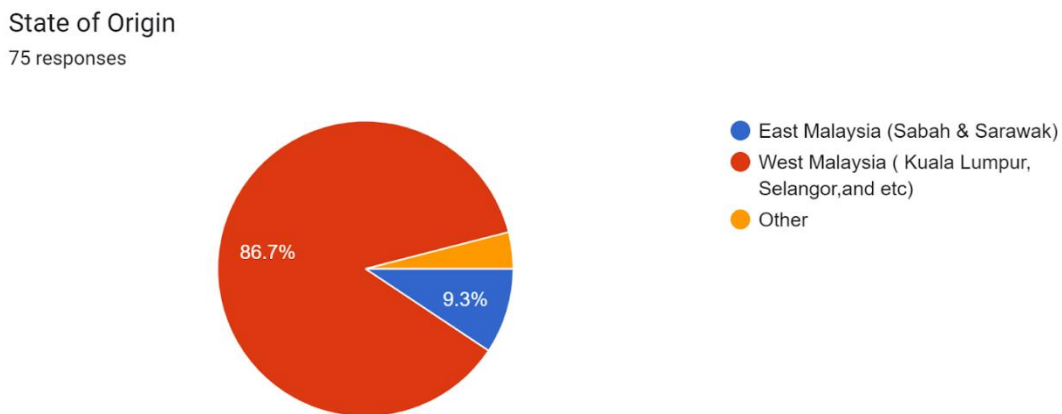
75 responses



**Figure 4.3: Ethnicity**

Looking at Figure 4.3 above, the data showed that there were 70 Chinese students, of which 93.3% had participated in this research. Secondly, there were 4 Indian students, of which 5.3% had participated in this research as well.

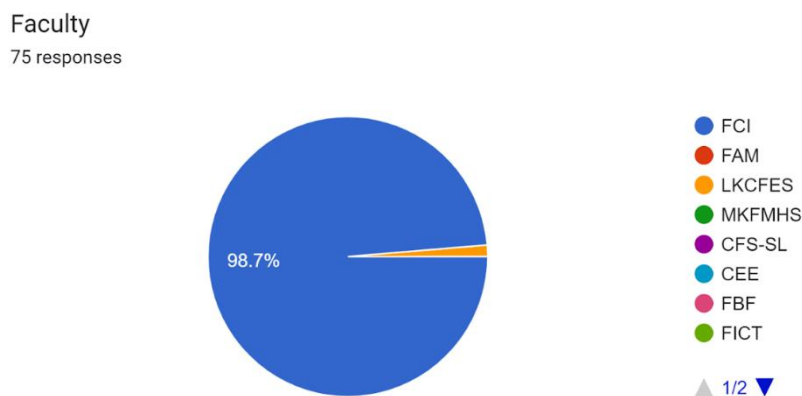
#### Question 4: State of Origin



**Figure 4.4: State of Origin**

According to the statistics in Figure 4.4 above, there is a sizable percentage of 86.7%, of which 65 students are from West Malaysia. This is followed by 9.3%, of which 7 students are equally distributed between East Malaysia. Lastly, they also exhibited 4% of which 3 students came from overseas, for instance, China.

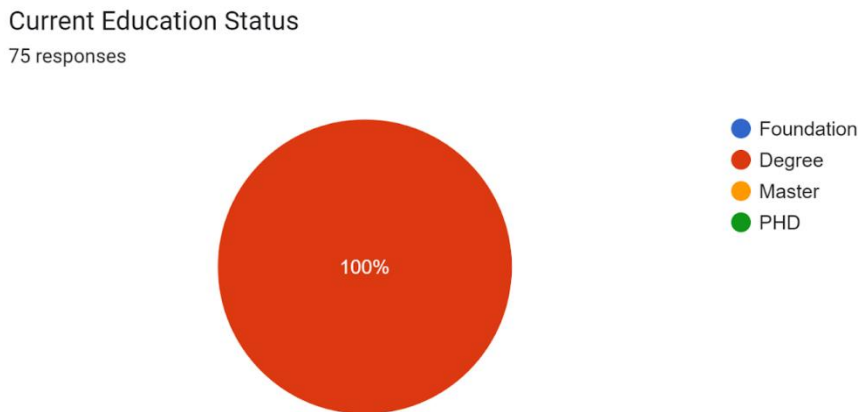
#### Question 5: Faculty



**Figure 4.5: Faculty**

Looking at the Figure 4.5 above, the data shows that there is a 98.7% which equally 74 students come from the Faculty of Creative Industries (FCI) followed by 1 student from the Faculty of Lee Kong Chian Faculty of Engineering and Science (LKCFES).

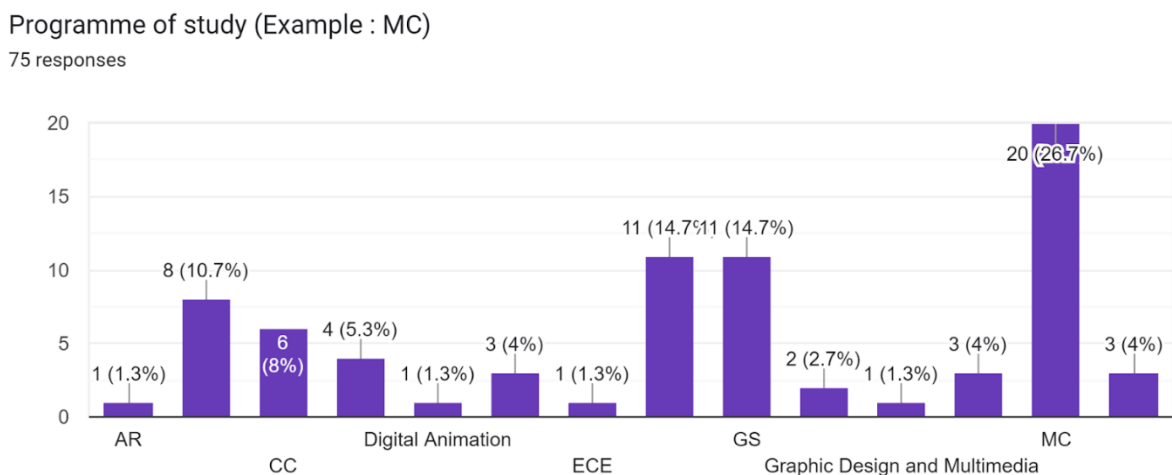
**Question 6: Current Education Status**



**Figure 4.6: Current Education Status**

Based on the Figure 4.6 above, there are a total of 75 students who are currently pursuing degrees and have participated themselves in this research.

**Question 7 :Programme of study**



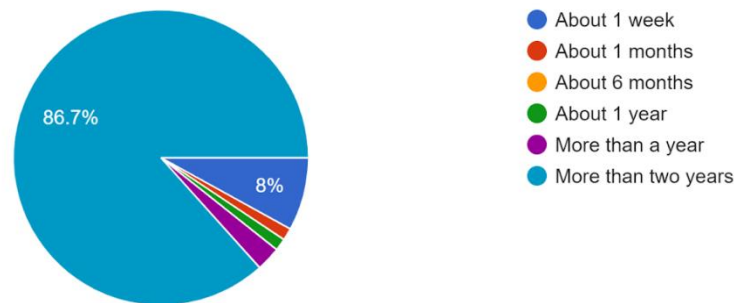
**Figure 4.7: Programme of Study**

Based on the Figure 4.7 above, there are 26.7% which equally to 20 MC students had participated in this research. Secondly, a total of 11 students from Graphic Design(GD ) and 11 students from Game Design (GS) had participated in this study.

**Section 2: Instagram Usage**

Question 8: How long have you been using Instagram ?

How long have you been using Instagram ?  
75 responses



**Figure 4.8 : How long have you been using Instagram ?**

		Gender	
		Female Count	Male Count
How long have you been using Instagram ?	About 1 months	0	1
	About 1 week	4	2
	About 1 year	0	1
	More than a year	2	0
	More than two years	40	25

**Table 4.1: How long have you been using Instagram**

Looking at the Figure 4.8 above, there is a significant percentage which is 86.7 % equally to 65 students who have been using Instagram for more than two years. Secondly, there is only 8% which equals 6 students who are new users of Instagram where they only use Instagram for about 1 week. Based on the table 1 above , the data shows that there are 40 female students and 25 male students who use instagram for more than two years.



Question 9: How many hours did you spend on Instagram per day ?

How many hours did you spend on Instagram per day ?

75 responses

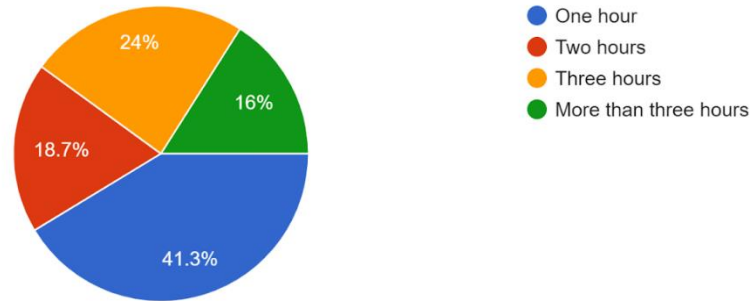


Figure 4.9 :How many hours did you spend on Instagram per day ?

		Gender	
		Female Count	Male Count
How many hours did you spend on Instagram per day ?	More than three hours	8	4
	One hour	15	16
	Three hours	14	4
	Two hours	9	5

Table 4.2: How many hours did you spend on Instagram per day

Source: SPSS

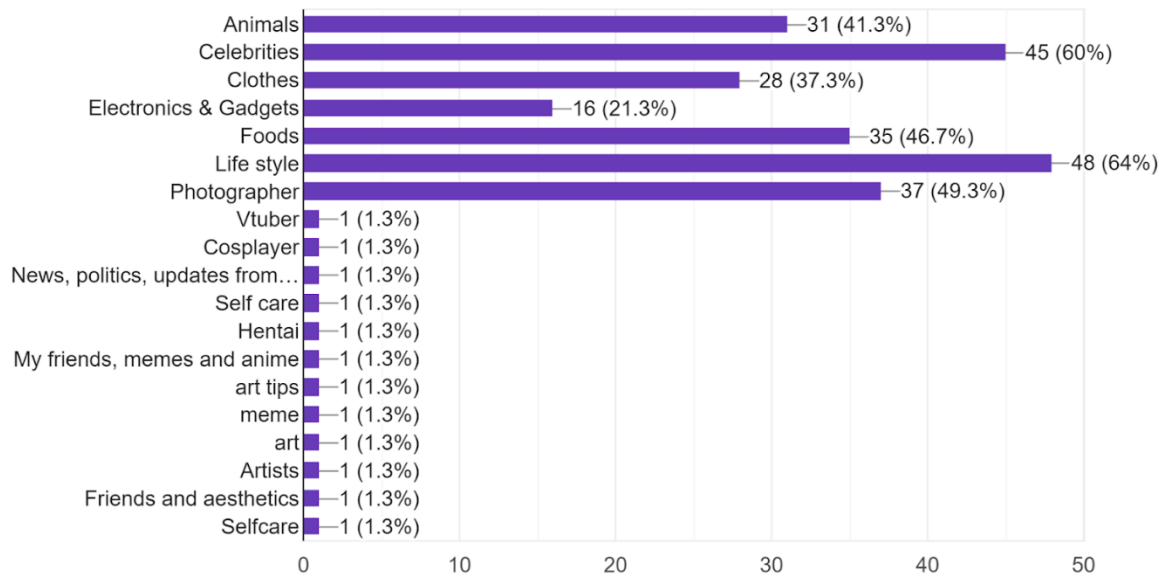
According to Figure 4.9 above, the data show that there are a total of 41.3% which is the same as the 31 students that spend about one hour on Instagram every day. According to data that I got from an online source (Team, 2023), the data show that on average per day, the people spend about 29 minutes on Instagram which nearly matches the result that I collected from 75 students from Univerisiti Tunku Abdul Rahman. Secondly, there is a 24 % which is equivalent to 18 students who spend about three hours on Instagram per day. Thirdly, there is a total of 18.7% which is equivalent to 14 students who spend about two hours per day on Instagram. Lastly, there is 16% which is the same as 12 students who spend more than three hours per day on Instagram. According to table 2 above, the data shows that there are a total of 14 female students who spend more than three hours on Instagram per day compared to 4 male students .A

JAMA Psychiatry study found that US students who used social media for more than three hours per day had a 60% higher risk of mental health problems than those who steer clear of these apps. (Outlook India, 2022)

#### Question 10 : Topic of interest when you usually use Instagram ?

Topic of interest when you usually using Instagram ? (Please select all that apply)

75 responses



**Figure 4.10 : Topic of interest when you usually use Instagram ?**

According to Figure 4.10 above, the most significant topic of interest when a user uses Instagram is about their lifestyle. This consists of 64% which is equivalent to 48 students. One of the reasons that university students may choose to search for lifestyle topics of interest on Instagram is because it will be able to provide a social connection. University students can connect with people who have similar interests in lifestyle subjects on Instagram. They can participate in discussions, follow accounts that are relevant to their interests, and create a community around those interests. Secondly, University students use Instagram to look for lifestyle influencers or accounts that portray ideal lifestyles for inspiration and aspiration. In

order to improve their lifestyle or establish goals for themselves, they could look for inspiration on fashion, travel, food, fitness, and other lifestyle-related issues.

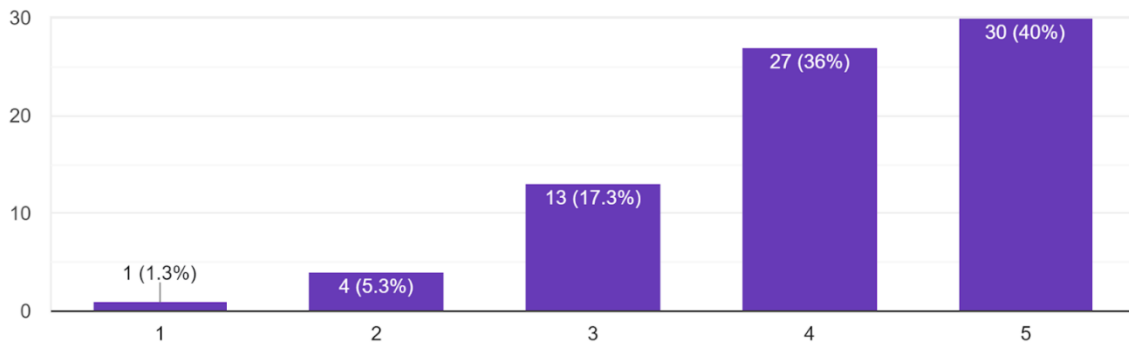
The second highest topic of interest among the students from Universiti Tunku Abdul Rahman is about celebrities. The data show that there are 60 % which is equivalent to 40 students. The motives that influence the university students might be due to celebrity worship. Celebrity worship is an extreme feeling of attachment to a celebrity. (Vinney, 2022) University students may ascribe to or respect particular celebrities and follow them on Instagram to stay up to date on their latest updates, events, and lifestyle. Their preference celebrities' Instagram posts may provide them with inspiration, encouragement, or enjoyment.

The third highest topic of interest among the students from Universiti Tunku Abdul Rahman is about the photographer. The data illustrated that there are 49.3% which is the same as 37 students who had chosen this topic of interest. The motive that influences students to choose this topic of interest might be due to inspiration and learning process. This is because university students who are interested in photography might use Instagram as a platform to get ideas from well-known photographers and their photographic endeavours. They may look up photographer themes of interest in order to learn about different photography techniques, styles, and genres, as well as to acquire insights and ideas for their own photographic endeavours.

### **Section 3: Motives that lead to the usage of Instagram**

#### **Part 1: Social Interaction on Instagram**

To follow my friends  
75 responses



**Figure 4.11 : To follow my friends**

		Gender	
		Female Count	Male Count
To follow my friends	1	0	1
	2	3	1
	3	6	7
	4	12	15
	5	25	5

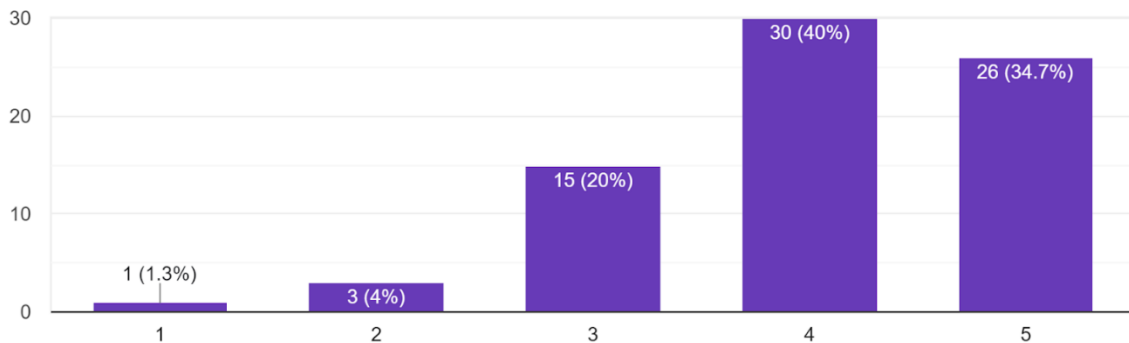
**Table 4.3: To follow my friends**

**Source: SPSS**

According to Figure 4.11 above, the data above show that there is a significant percentage which is 40 % which is equivalent to 30 students who strongly agree that the motive of using Instagram is to follow their friends. Based on the data that was analysed form SPSS which is shown by Table 4.3, it shows that out of 30 students , there are a total of 25 female students who strongly agree on the motive that they use Instagram to follow their friends. University students can use Instagram to grow their social networks and meet various individuals by following and talking with other students, joining groups relating to their campuses or their courses , and taking part in online events or activities. The second reason can be due to social validation and acceptance . Social validation is concerned with social standards and how people

frequently turn to others' behaviours in deciding how to behave in different settings, particularly in confusing contexts.(Thangbiakching & Kapoor, Neera,2020). To put it another way, we frequently analyse how others act and behave in comparable circumstances.

To see their current status  
75 responses



**Figure 4.12 : To see their current status**

		Gender	
		Female Count	Male Count
To see their current status	1	1	0
	2	1	2
	3	7	8
	4	18	12
	5	19	7

**Table 4.4: To see their current status**

**Source: SPSS**

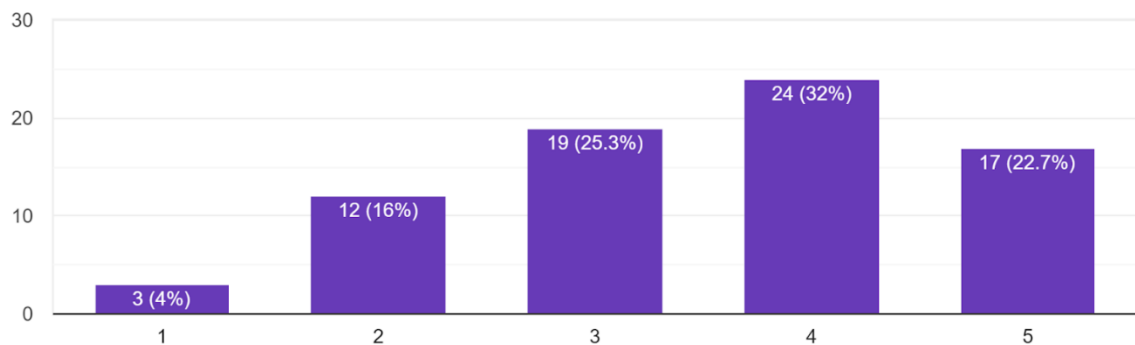
According to Figure 4.12 above, there is 40% equivalent to 30 students who agree that they use instagram to see their friend's current status.Based on the data that was analysed form SPSS which is Table 4.4, it shows that out of 30 students , there are a total of 18 female students who agree on the motive that they use Instagram to see their current status.

The motivation for university students to use Instagram to check their present status can be analysed from a variety of viewpoints, including social comparison theory. Social comparison

is a behaviour in which we compare specific characteristics of ourselves (e.g., our behaviour, opinions, status, and success) to other people in order to gain a better understanding of ourselves (Buunk & Gibbons, 2007 as cited by Alicia Nortje, 2020). This social media platform, Instagram, provides university students a tool to compare their current situation and life. University students might use Instagram as a comparison tool for their lives and current situations with their friends. Therefore, university students nowadays can use Instagram to examine how they compare to their friends in terms of academic achievements, social activities, relationships, and other elements of their lives. They may compare themselves to others on Instagram to get a sense of self-worth, discover areas for growth, or affirm their own achievements.

To interact with others

75 responses



**Figure 4.13 : To interact with others**

		Gender	
		Female Count	Male Count
To interact with others	1	1	2
	2	5	7
	3	11	8
	4	14	10
	5	15	2

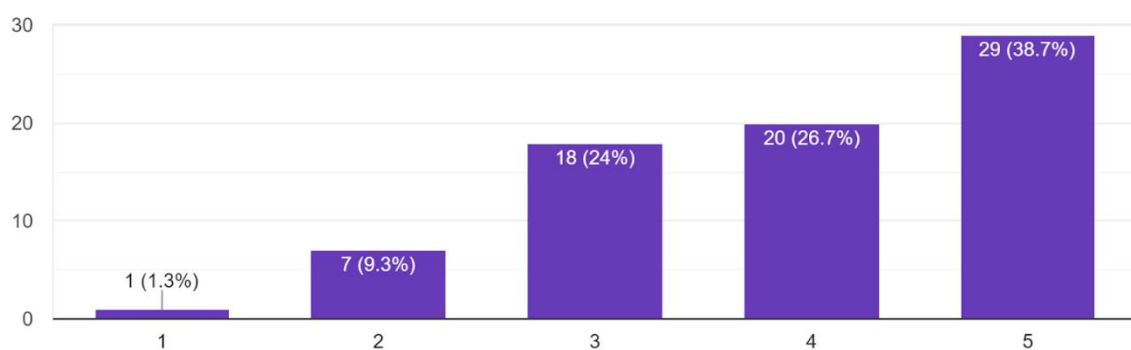
**Table 4.5: To interact with others**

Source: SPSS

Looking at the Figure 4.13 above, the data that was collected showed that there are 32% which is the same as 24 students who agree that the statement where the motive of the Instagram usage is to interact with others. Based on the data that was analysed from SPSS which is Table 4.5, it shows that out of 24 students, there are a total of 14 female students who agree on the motive that they use Instagram to interact with others. Instagram usage among university students to interact with others can be considered as a tool to connect, communicate, and socialise with their peers. Instagram allows students to communicate with their friends and acquaintances by exchanging messages, comments, likes, and engaging in heated discussions. It can be used to maintain social relationships, communicate feelings, and keep up to current on the lives of people. Instagram can also help with group interactions, such as organising events or activities, creating study groups, and disseminating information about organisations or events on campus. Instagram can also be used to share experiences and inquire about social support, such as posting about personal struggles or academic victories or even asking for peer guidance.

To look for something new (Example: new restaurant & attraction)

75 responses



**Figure 4.14 : To look for something new (Example: new restaurant & attraction)**

		Gender	
		Female Count	Male Count
To look for something new (Example: new restaurant & attraction)	1	1	0
	2	2	5
	3	14	4
	4	9	11
	5	20	9

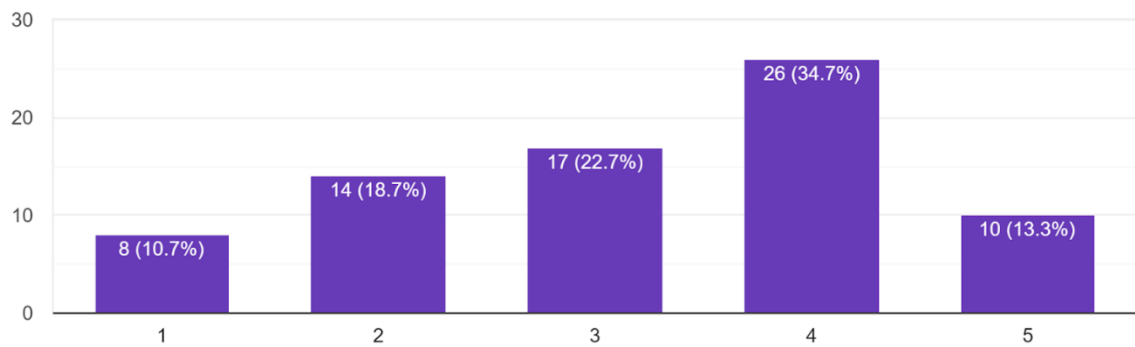
**Table 4.6: To look for something new**

**Source: SPSS**

Based on Figure 4.14 above, the data that was collected from 75 students from Universiti Tunku Abdul Rahman Sungai Long Campus showed that there is a significant percentage of 38.7% which is the same as 29 students from various courses who strongly agree that they use Instagram to look for something new. Based on the data that was analysed from SPSS, it shows that out of 29 students, there are a total of 20 female students who agree on the motive that they use Instagram to look for something new. Instagram is a search through visuals, discovery, and sharing platform where users can find and share photos and details about a variety of locations, such as restaurants, tourist sites, events, and more. When searching for new restaurants, destinations, or points of interest, Instagram may be a source of ideas and knowledge. They can look for hashtags or location tags connected to their interests, read reviews or comments from other users, and watch photographs or videos of the areas they're interested in. Instagram can be used to share personal suggestions and experiences with others.



To prevent self isolation  
75 responses



**Figure 4.15 : To prevent self isolation**

		Gender	
		Female Count	Male Count
To prevent self isolation	1	2	6
	2	10	4
	3	11	6
	4	15	11
	5	8	2

**Table 4.7 : To prevent self isolation**

**Source: SPSS**

Referring toward the Figure 4.15 above, the data illustrated that there is total of 34.7% which equivalent to 26 students out of the total of 75 students from Univeristi Tunku Abdul Rahman Sungai Long Campus have agree that the motive of the Instagram usage is to prevent self-isolation. Based on the data that was analysed form SPSS, it shows that out of 26 students , there are a total of 15 female students who agree on the motive that they use Instagram to prevent self-isolation. Social isolation, a state in which an individual lacks a sense of social belonging, true engagement with others, and fulfilling relationships, is associated with increased morbidity and mortality. (Primack et al., 2017) Instagram gives university students a platform to communicate with their friends, classmates, and peers and to post photographs,

stories, and messages about their lives. Instagram can be a tool for university students to stay in touch with their social networks, particularly at times when they can feel emotionally or physically apart from others, such as during breaks, holidays, or when studying remotely. It can be a means for people to interact with others online, provide information about their life, and keep up with others' lives.

**Descriptive Statistics**

	N	Mean	Std. Deviation
To follow my friends	75	4.08	.955
To see their current status	75	4.03	.915
To interact with others	75	3.53	1.131
To look for something new (Example: new restaurant & attraction)	75	3.92	1.062
To prevent self isolation	75	3.21	1.211
Valid N (listwise)	75		

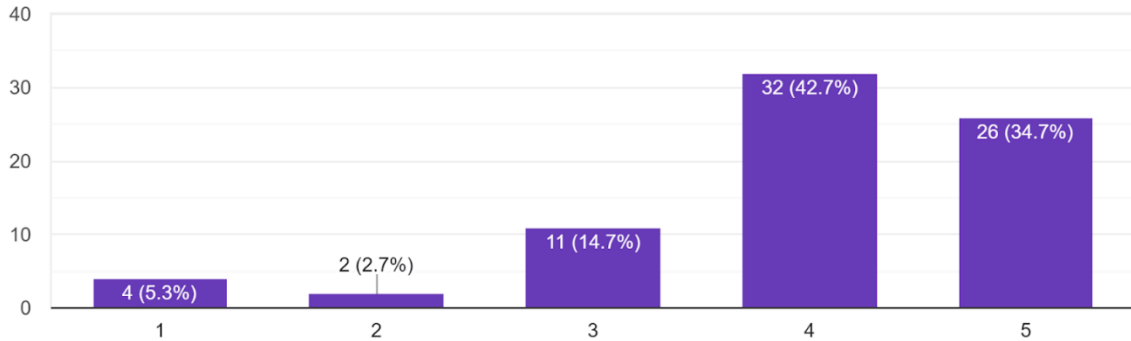
**Table 4.8 : Mean value of Part 1 : Social Interaction**

**Source: SPSS**

Based on the data that was analysed by the SPSS. Table 4.8 above shows that the mean value of “to follow my friends” scores 4.08 which is the highest score among five aspects under the social interaction part. This can be illustrated as most of the University students in Universiti Tunku Abdul Rahman use Instagram to follow their friends. Secondly, the second highest motive is “to see their current status” which scores 4.03.

**Part 2: Documentation**

To recall significant events  
75 responses



**Figure 4.16 : To recall significant events**

		Gender	
		Female Count	Male Count
To recall significant events	1	3	1
	2	1	1
	3	6	5
	4	19	13
	5	17	9

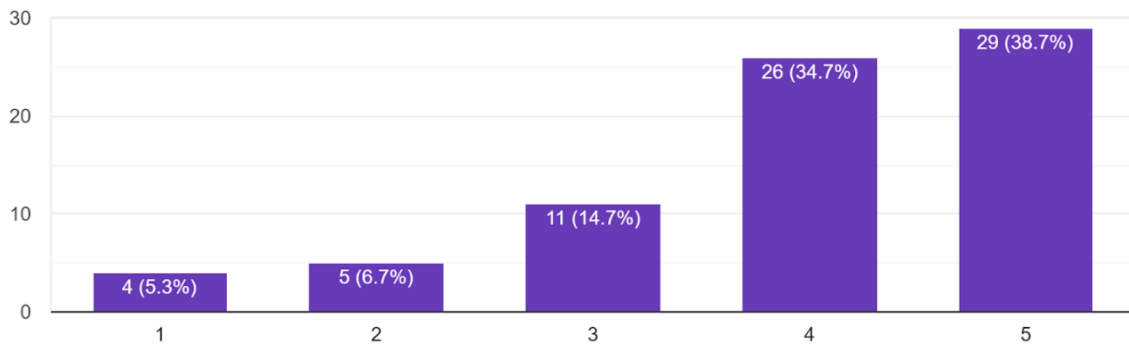
**Table 4.9: To recall significant events**

**Source: SPSS**

In the Figure 4.16 above, the data that I got from 75 university students , it shows that there is a significant percentage of 42.7% which is the same as 32 students who agree that they use instagram in order to recall the significant events. Based on the data that was analysed form SPSS which is Table 4.9, it shows that out of 32 students , there are a total of 19 female students who agree on the motive that they use Instagram to recall significant events. The purpose of using Instagram to remember key occasions among undergraduates might be interpreted as a technique to reflect, reminisce, and keep memories of significant life events. Therefore, university students will be able to share and repost images, stories, and posts about important occasions like graduation, birthdays, travel, accomplishments, and other special

moments on Instagram. According to research, sharing personal experiences on social media helps people's memory of those situations. (Wei, 2021) People are more likely to remember experiences that they publish about on social media. The process by which social media helps people remember events is known as "the mnemonic effect" on autobiographical memories. A mnemonic device is a method or memory aid that facilitates information retention. Mnemonic devices include acronyms, rhymes, songs, pictures, and other inventive ways to link information to something more memorable. (Webb , nd).

To record my life via pictures or videos  
75 responses



**Figure 4.17: To record my life via pictures or videos**

		Gender	
		Female Count	Male Count
To record my life via pictures or videos	1	2	2
	2	2	3
	3	5	6
	4	17	9
	5	20	9

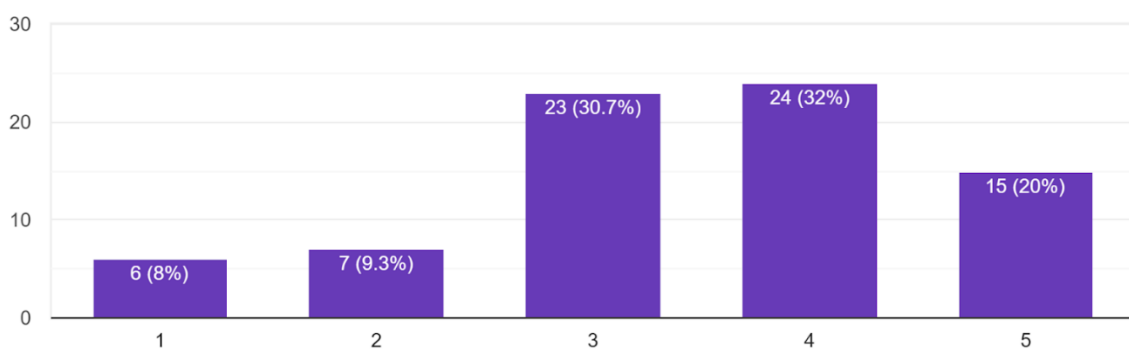
**Table 4.10: To record my life via pictures or videos**

Source: SPSS

According to Figure 4.17 above, the data that was collected from 75 students from Univerisiti Tunku Abdul Rahman, the result shows that there is a total of 38.7% which is equivalent to 29 students that strongly agree that they use instagram to record their life via pictures or videos. Based on the data that was analysed form SPSS which is Table 4.10, it shows that out of 29 students , there are a total of 20 female students who agree on the motive that they use Instagram to record their life via pictures or videos. The motivation for university students to use Instagram to document and store their life experiences, construct a visual timeline, and capture events that hold personal meaning can be appreciated. Students can upload and preserve photographs and videos on Instagram to create a digital album of their memories and experiences. The urge to archive memories, express themselves creatively, and share their life experiences with others may motivate people to document their lives via photos or videos on Instagram. As university students carefully choose their Instagram posts to represent their interests, values, and way of life, it may also be used as a method of identity building and self-representation.

To express my innermost expressions as well as psychological responses

75 responses



**Figure 4.18: To express my innermost expressions as well as psychological responses**

		Gender	
		Female Count	Male Count
To express my innermost expressions as well as psychological responses	1	3	3
	2	3	4
	3	14	9
	4	14	10
	5	12	3

**Table 4.11: To express my innermost expressions as well as psychological responses**

**Source: SPSS**

Looking at Figure 4.18 above, the data that is amassed shows that there is 32% which is the same as 24 students who agree that they use Instagram to express their innermost expressions as well as psychological responses. Based on the data that was analysed from SPSS which is Table 4.11 above, it shows that out of 24 students, there are a total of 14 female students who agree on the motive that they use Instagram to express their innermost expressions as well as psychological responses. Instagram usage by university students to communicate their innermost sentiments and psychological responses might be interpreted as a kind of emotional expression and self-communication. Instagram allows students to communicate their thoughts, sentiments, and emotions with others via images, captions, and other creative techniques.

<b>Descriptive Statistics</b>			
	N	Mean	Std. Deviation
To recall significant events	75	3.99	1.046
To record my life via pictures or videos	75	3.95	1.138
To express my innermost expressions as well as psychological responses	75	3.47	1.155
Valid N (listwise)	75		

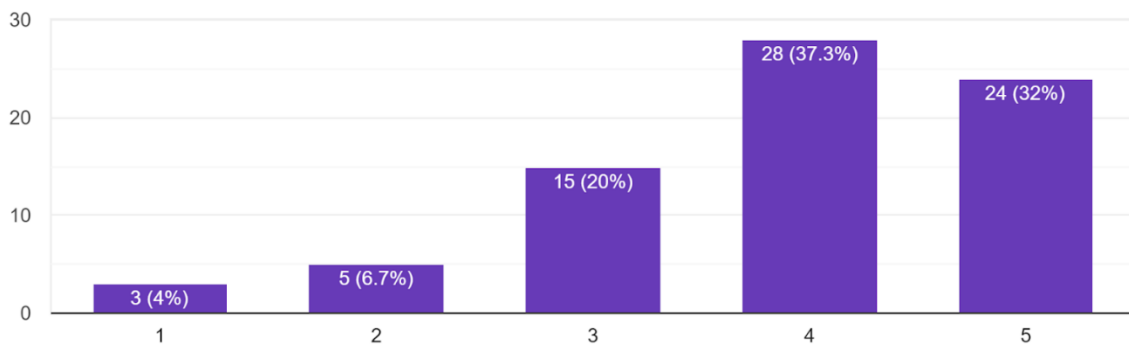
**Table 4.12: Mean value of Part 2 : Documentation**

**Source: SPSS**

Based on the data that was analysed by the SPSS, Table 4.12 above shows that the mean value of “to recall significant events” score 3.99 which is the highest score among three aspects under the documentation part. This can be illustrated as most of the University students in Universiti Tunku Abdul Rahman use instagram to recall a significant event for them. Secondly, the aspect “to record my life via photos or videos” has the second highest mean value which is 3.95.

**Part 3: Escapism**

To kill time  
75 responses



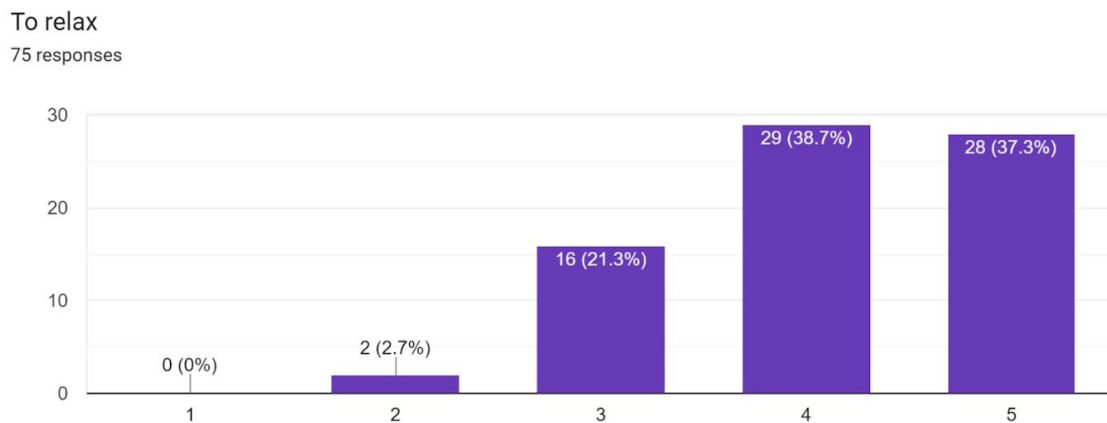
**Figure 4.19: To kill time**

		Gender	
		Female Count	Male Count
To kill time	1	3	0
	2	2	3
	3	11	4
	4	14	14
	5	16	8

**Table 4.13: To kill time**

Source: SPSS

According to Figure 4.19 above, the data that was collected from 75 students from Univerisiti Tunku Abdul Rahman, the result shows that there is a total of 37.3% which is the same as 28 students who agree that they are using Instagram to kill time. Based on the data that was analysed form SPSS by the Table 4.13, it shows that there are the same numbers of both gender students which is 14 female and 14 male students that agree with this motive of instagram usage. Instagram use among undergraduates as a way to pass the time might be viewed as a type of leisure or entertainment. Like other social media platforms, Instagram may give students a chance to kill time and enjoy themselves during their downtime. When they have downtime or are waiting for an appointment or between courses, these university students may use Instagram to fill in the holes in their schedule.



**Figure 4.20: To relax**

		Gender	
		Female Count	Male Count
To relax	2	1	1
	3	11	5
	4	16	13
	5	18	10

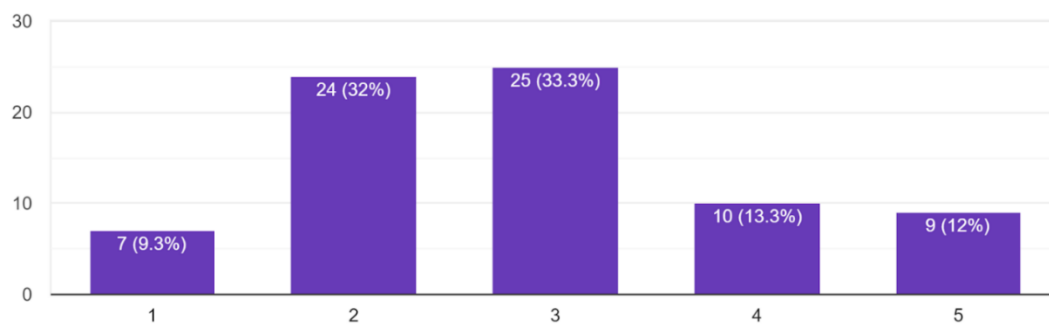
**Table 4.14: To relax**

**Source: SPSS**



According to Figure 4.20 above, the data that was collected from 75 students from Univerisiti Tunku Abdul Rahman, the result shows that there is a total of 38.7 % which is the same as 29 students who agree that they are using Instagram to relax. Looking at Table 4.14 above, the data shows that out of 29 students , there are a total of 16 female students who agree on the motive that they use Instagram to relax. Instagram can be used by higher education learners as a way to unwind or escape from their studies or other obligations. It is possible to momentarily change their attention and take a mental vacation by scrolling through Instagram feeds, seeing and interacting with posts, stories, and engaging with material.

To prevent loneliness  
75 responses



**Figure 4.21: To prevent loneliness**

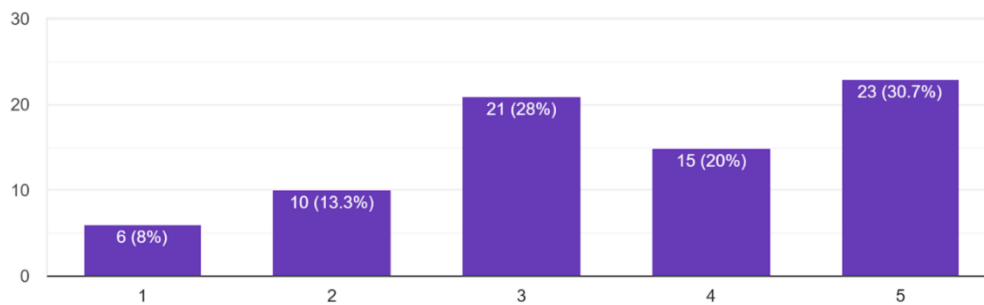
		Gender	
		Female Count	Male Count
To prevent loneliness	1	3	4
	2	15	9
	3	17	8
	4	4	6
	5	7	2

**Table 4.15: To prevent loneliness**

**Source: SPSS**

According to Figure 4.21 above, the data that was collected from 75 students from Univerisiti Tunku Abdul Rahman, the result shows that there is a total of 33.3 % which is the same as 25 students who stay neutral as they are using Instagram to prevent loneliness. Based on the data that was analysed form SPSS by Table 4.15, it shows that there are a total of 17 female students and 8 male students who stay neutral on this motive of Instagram usage. The desire for social connection and companionship can be linked to the motivation for Instagram use among university students to combat loneliness. Like other social media sites, Instagram can promote a sense of virtual socialisation and lessen feelings of social isolation or loneliness.

To prevent awkward situations (e.g., acting as if one is busy or stuck in traffic)  
75 responses



**Figure 4.22: To prevent awkward situation**

		Gender	
		Female Count	Male Count
To prevent awkward situations (e.g., acting as if one is busy or stuck in traffic)	1	3	3
	2	4	6
	3	13	8
	4	7	8
	5	19	4

**Table 4.16: To prevent awkward situation**

Source: SPSS

Looking at Figure 4.22 above, the data that was collected from 75 students from Universiti Tunku Abdul Rahman, the result shows that there is a total of 30.7% which is equivalent to 23 students who strongly agree that they use Instagram to prevent awkward situations. Based on the data that was analysed by SPSS which is Table 4.16 above, it shows that there are a total of 19 female students who strongly agree with the motive where they use Instagram in order to prevent awkward situations. University students can use Instagram as a platform to highlight their social lives, interests, successes, and experiences, avoiding any embarrassing situations that might occur from face-to-face social interactions. Students can project a positive image of themselves on Instagram and avoid posting unpleasant or humiliating situations by carefully choosing and modifying the stuff they upload.

**Descriptive Statistics**

	N	Mean	Std. Deviation
To kill time	75	3.87	1.070
To relax	75	4.11	.831
To prevent loneliness	75	2.87	1.143
To prevent awkward situations (e.g., acting as if one is busy or stuck in traffic)	75	3.52	1.277
Valid N (listwise)	75		

**Table 4.17: Mean value of Part 3 : Escapism**

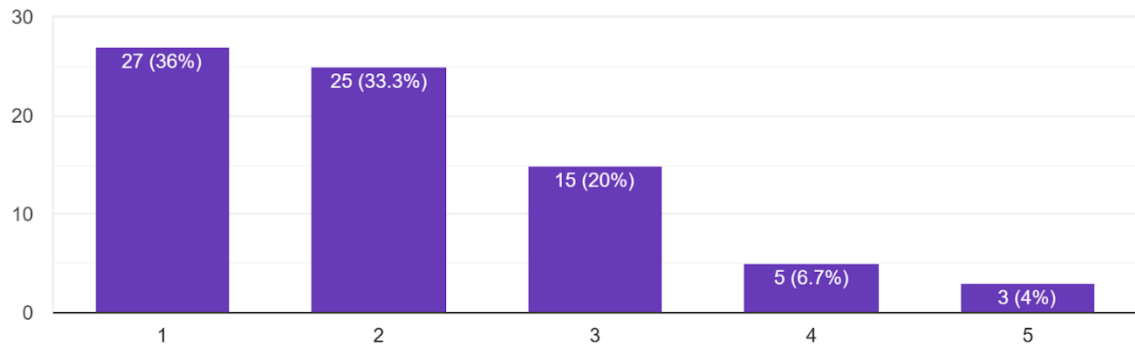
**Source: SPSS**

Based on the data that was analysed by the SPSS on the Table 4.17 above, the mean value of “to relax” score 4.11 which is the highest score among four aspects under the escapism part. This can be illustrated as most of the University students in Universiti Tunku Abdul Rahman use Instagram to relax.

## Part 4: Self satisfaction

To become famous

75 responses



**Figure 4.23: To become famous**

			Gender	
			Female	Male
To become famous	1	Count	16	11
	2	Count	15	10
	3	Count	11	4
	4	Count	3	2
	5	Count	1	2

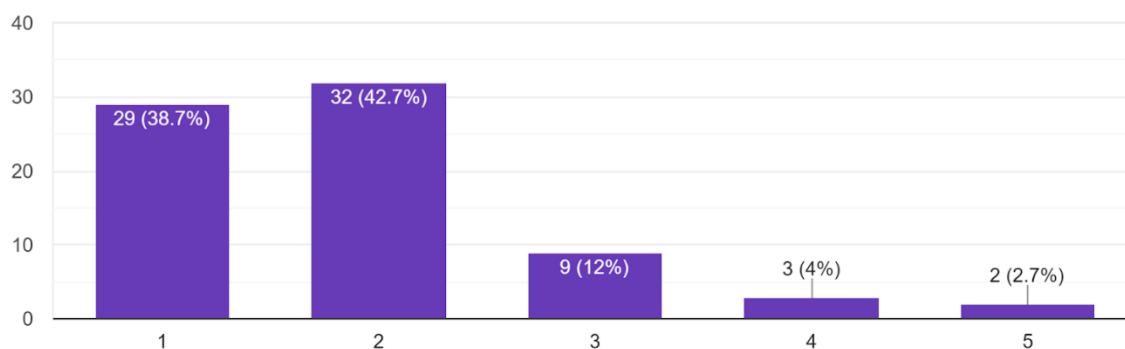
**Table 4.18: To become famous**

**Source: SPSS**

According to Figure 4.23 above, the data that was collected from 75 University students from UTAR sungai long shows that there is a high significant percentage which is 36% which is equivalent to 27 students who strongly disagree that they use Instagram in order to become famous. Based on the data that being analysed from SPSS which can be observed from Table 4.18, it shows that there are total of 16 female students and 11 male students that strongly disagree on this motive which is “to become famous” University students may disagree that they use Instagram to become famous due to the privacy concern. Some undergraduates might prefer to keep their personal affairs private and refrain from using social media sites like Instagram to gain notoriety or attention. Instead of using Instagram to gain notoriety or public

recognition, some people use it only for private communication or to stay in touch with their immediate family and friends.

To show off toward others  
75 responses



**Figure 4.24: To show off toward others**

			Gender	
			Female	Male
To show off toward others	1	Count	19	10
	2	Count	20	12
	3	Count	5	4
	4	Count	1	2
	5	Count	1	1

**Table 4.19: : To show off toward others**

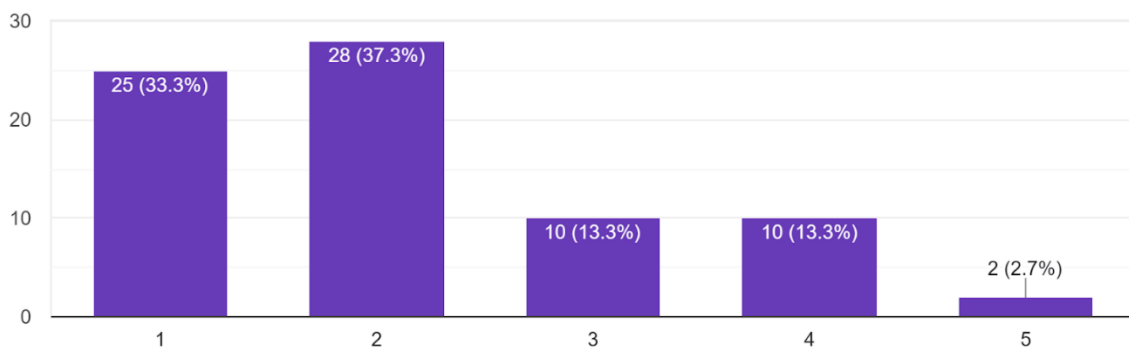
**Source: SPSS**

Looking at the Figure 4.24 above, the data illustrates that is a total of 42.7 % which is equivalent to 32% of students which is nearly half of the total numbers of students in this research. Based on the further data analysis from SPSS which refers to the table 4.19 above , it shows that there are a total of 20 female students and 12 male students that disagree with the motive “ to show off toward others”. University students may disagree that they use Instagram to show off toward others due to their self perception. Self-perception is the process of observing and interpreting one’s own behaviors, thoughts, and feelings, and using those observations and

interpretations to define oneself (Robak, 2001 cited by Huntington, nd). University students may not consider their Instagram usage as bragging, even if their pictures or activity on the network are perceived as such by others. Without the purpose of bragging or seeking approval from others, they may perceive their posts as a method to express themselves, share their experiences, or save their memories.

To earn attention from others (eg, comments and likes )

75 responses



**Figure 4.25: To earn attention from others**

			Gender	
			Female	Male
To earn attention from others (eg, comments and likes )	1	Count	15	10
	2	Count	15	13
	3	Count	7	3
	4	Count	7	3
	5	Count	2	0

**Table 4.20: Analyse from SPSS**

As Figure 4.25 above, the data that was obtained from 75 university students , shows that there is a significant percentage of 37.3% which is the same as 28 students who disagree that they use instagram in order to earn attention from others. Further looking at the data which is being analysed fromSPSS which is Table 4.20 above, it shows that there are a total of 15 females

students and 13 male students who choose to disagree with this motive where they use Instagram to earn attention from others. The main reason that can be seen is due to the social desirability bias. The social desirability bias occurs when respondents submit responses to questions that they think would make them look good to others while hiding their real beliefs or experiences. (Nikolopoulou, 2023) University students could feel under the influence of social pressure to respond in a way that is socially acceptable, and confessing that they only use Instagram to get attention might not be in line with cultural standards or expectations. As a result, people may play it defensively or deny using Instagram for these purposes in order to avoid offending others.

	N	Mean	Std. Deviation
To become famous	75	2.09	1.093
To show off toward others	75	1.89	.953
To earn attention from others (eg, comments and likes )	75	2.15	1.111
Valid N (listwise)	75		

**Table 4.21 : Mean value of Part 4 : Self-satisfaction**

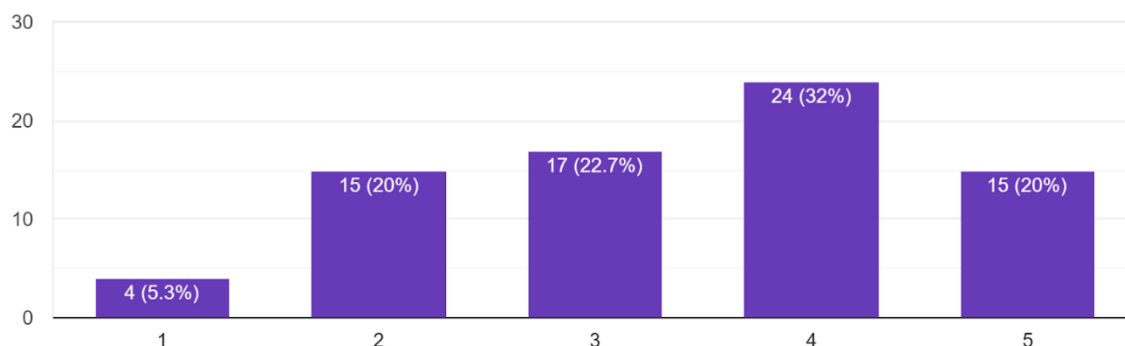
**Source: SPSS**

Based on the data that was analysed by the SPSS which shows from Table 4.21 above , the mean value of “ to earn attention from others ” score 2.15 which is the highest score among three aspects under the escapism part. This can be illustrated as most of the University students in Universiti Tunku Abdul Rahman disagreed with the motive of Instagram usage which “ to earn attention from others”

## Part 5: Aspect of Creativity

To create art or illustration and post it on Instagram

75 responses



**Figure 4.26: To earn attention from others**

			Gender	
			Female	Male
To create art or illustration and post it on Instagram	1	Count	3	1
	2	Count	6	9
	3	Count	11	6
	4	Count	15	9
	5	Count	11	4

**Table 4.22 : To earn attention from others**

**Source: SPSS**

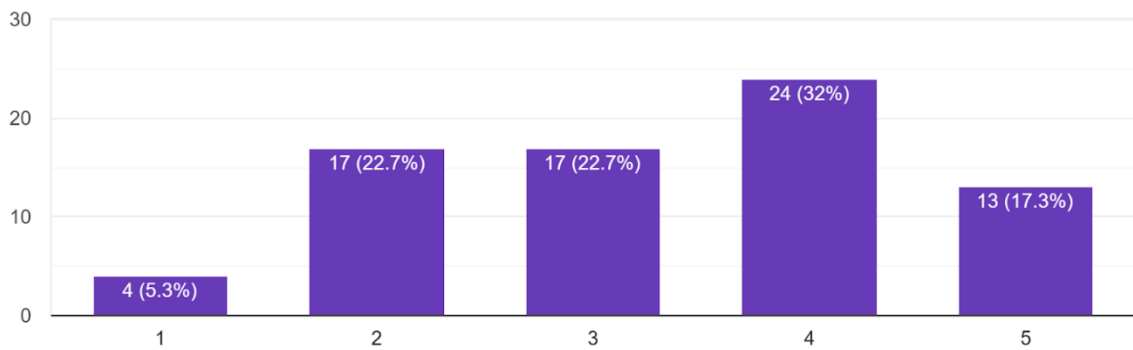
According to Figure 4.26 above, the data above show that there is a significant percentage which is 32 % which is equivalent to 24 students who agree that the motive of using Instagram is to create art or illustration and post it on Instagram. Referring to Table 4.22 which shows that the numbers of female students that had agreed with this motive are 15 students. The reason why university students may agree that they use Instagram to create art or illustration and post it on the platform is due to the creative outlet. A creative outlet is something that we do to express ourselves in a creative manner. Anything from writing to videography to self-care can be considered a creative outlet. (WU, 2023). University students with artistic tendencies can express their creativity through various types of art, such as drawing, painting, photography,



and digital illustrations, on Instagram, which offers a visually focused platform. They might view Instagram as a venue where they can display their artistic prowess, share their works with a larger audience, and get comments and credit for their efforts.

To showcase my photographing abilities

75 responses



**Figure 4.27: To showcase my photographing abilities**

			Gender	
			Female	Male
To showcase my photographing abilities	1	Count	2	2
	2	Count	9	8
	3	Count	8	9
	4	Count	15	9
	5	Count	12	1

**Table 4.23: To showcase my photographing abilities**

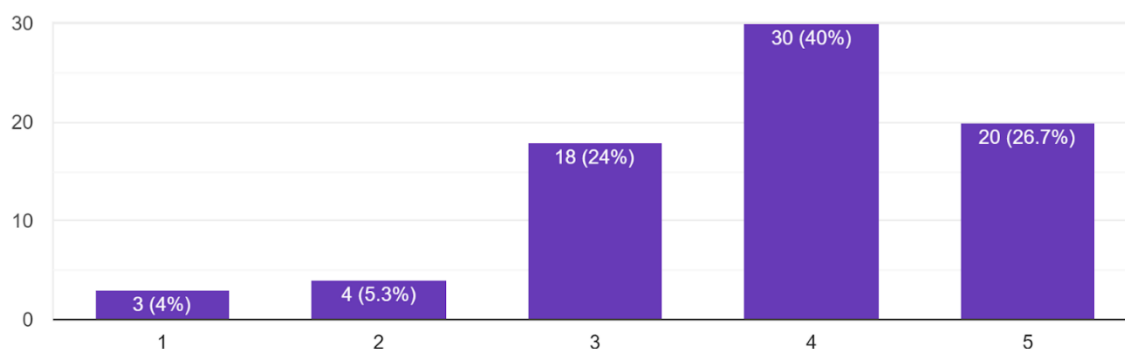
**Source: SPSS**

Referring on the Figure 4.27 above, there is a 32 % which is equivalent to 24 students who agree that the motive “ to showcase my photographing abilities” Looking further on the data that being analysed from SPSS which is shows by Table 4.23 above, it can be observed that there is total of 15 females and 9 male students who agree this motive. The reason why these students agree with this motive is due to the passion for photography. Instagram can be a

platform for university students who love photography to share their images with a larger audience. They can be proud of their photographic prowess and want to display their capacity for capturing and producing eye-catching photos.

To admire various ways of life and photographic works

75 responses



**Figure 4.28: To admire various ways of life and photographic works**

		Gender	
		Female Count	Male Count
To admire various ways of life and photographic works	1	2	1
	2	2	2
	3	9	9
	4	18	12
	5	15	5

**Table 4.24: To admire various ways of life and photographic works**

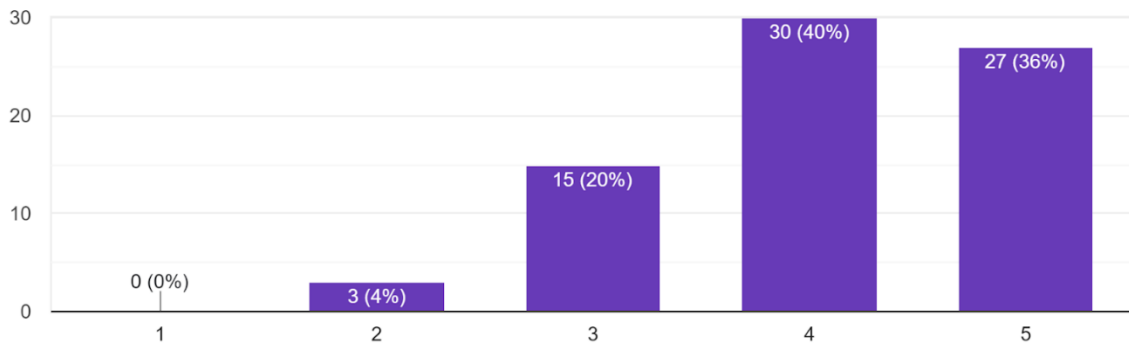
**Source: SPSS**

As show from the Figure 4.28 above, the data show that there is 40% of students which is equivalent to 30 students who agree with the motive of using instagram “ To admire various ways of life and photographic works” Looking further on the data from SPSS which is referring to the Table 4.24 above, the data show that there are total of 18 female students and 12 male students that choose to agree this motive. University students can agree that they use Instagram to admire different lifestyles and photographic works because the platform it offers allows users

to research and learn about numerous civilizations, ways of life, and artistic creations. Students can become exposed to fresh viewpoints and experiences through following other users and looking up certain hashtags, which can be both inspiring and enlightening. Instagram also gives photographers and artists a platform to showcase their work and achieve exposure, which can open doors for networking and career progress. Because of this, college students might use Instagram to extend their perspectives and appreciate the variety of human experience and creativity.

To look for creative inspiration for one's work (eg, bizarre & unusual items, as well as artistic & cultural designs.)

75 responses



**Figure 4.29: To look for creative inspiration for one's work (eg, bizarre & unusual items, as well as artistic & cultural designs.)**

		Gender	
		Female Count	Male Count
To look for creative inspiration for one's work (eg, bizarre & unusual items, as well as artistic & cultural designs.)	2	2	1
	3	9	6
	4	19	11
	5	16	11

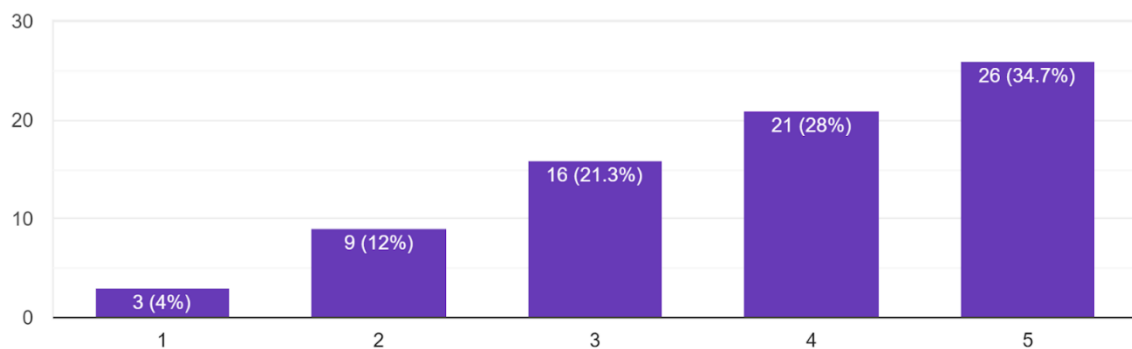
**Table 4.25: To look for creative inspiration for one's work (eg, bizarre & unusual items, as well as artistic & cultural designs.)**

**Source: SPSS**

Referring to the Figure 4.29 above, the data that being collected from 75 university students, the data show that there is a total of 40 % which is equivalent to 30 students who is agree with them motive of using Instagram is “ To look for creative inspiration for one's work (eg, bizarre & unusual items, as well as artistic & cultural designs.)” Looking at the further analysis by SPSS which is Table 4.25 above, it shows that there are a total of 19 female students and 11 male students that agree with the statement above. Students at universities may concur that they use Instagram to get inspiration for their work because it gives users a platform to explore and learn about a variety of creative content, such as interesting objects, artistic designs, and societal trends. Students can expose themselves to fresh concepts, methods, and aesthetics through the use of pertinent accounts and hashtags, which can encourage and inform their own creative endeavours. In addition, Instagram users may store and arrange posts to create a customised collection of inspiration that can be viewed from any location at any time. As a result of that, undergraduates can consider Instagram to be a useful resource for coming up with new ideas and expanding their own creative abilities.

#### To view the current fashion trends

75 responses



**Figure 4.30: To view the current fashion trends**

		Gender	
		Female Count	Male Count
To view the current fashion trends	1	0	3
	2	4	5
	3	12	4
	4	14	7
	5	16	10

**Table 4.26: To view the current fashion trends**

**Source: SPSS**

According to Figure 4.30 above, the data illustrate that there is a total of 34.7% which is equivalent to 26 students who strongly agree with the motive above. By looking further into the data from SPSS as shown by Table 4.26 above , the data show that there are 16 female students and 10 male students that strongly disagree with the motive where they use Instagram “ To view the current fashion trends.” University students may agree that they use Instagram to examine current fashion trends because Instagram is a famous platform for fashion influencers and brands to promote their latest collections and designs. Students can stay flux on the newest trends and get inspiration for their own personal style by following fashion influencers and brands. Additionally, users can learn about fresh fashion trends and styles that they might not have otherwise been exposed to thanks to Instagram's explore page and search function. Students who are studying fashion or aiming to work in the fashion industry may find this particularly helpful.

<b>Descriptive Statistics</b>				
	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
To create art or illustration and post it on Instagram	75	3.41	.136	1.175
To showcase my photographing abilities	75	3.33	.135	1.166
To admire various ways of life and photographic works	75	3.80	.119	1.027
To look for creative inspiration for one's work (eg, bizarre & unusual items, as well as artistic & cultural designs.)	75	4.08	.098	.850
To view the current fashion trends	75	3.77	.135	1.169
Valid N (listwise)	75			

**Table 4.27: Mean value of Part 5 : Aspect of creativity**

**Source: SPSS**

Based on Table 4.27 above, the data that was analysed by the SPSS, the mean value of “To look for creative inspiration for one's work (eg, bizarre & unusual items, as well as artistic & cultural designs.)” score 4.08 which is the highest score among five aspects under the aspect of creativity part. This can be illustrated as most of the University students in Universiti Tunku Abdul Rahman use instagram in order to look for creative inspiration for one's work.

## Analysis of Gender and Topic of Interest of Instagram

		Gender	
		Female Count	Male Count
Topic of interest when you usually using Instagram ? (Please select all that apply)	Animals	2	0
	Animals, Celebrities, Clothes, Electronics & Gadgets	2	1
	Animals, Celebrities, Clothes, Electronics & Gadgets, Foods, Life style, Photographer	2	1
	Animals, Celebrities, Clothes, Electronics & Gadgets, Photographer	1	1
	Animals, Celebrities, Clothes, Foods, Life style	1	0
	Animals, Celebrities, Clothes, Foods, Life style, Photographer	3	1
	Animals, Celebrities, Clothes, Life style, Photographer	1	0
	Animals, Celebrities, Cosplayer	0	1
	Animals, Celebrities, Electronics & Gadgets, Foods, Life style, Photographer	1	0
	Animals, Celebrities, Electronics & Gadgets, Photographer	1	0
	Animals, Celebrities, Foods, Life style	1	0
	Animals, Celebrities, Foods, Life style, Photographer	0	1
	Animals, Celebrities, Life style	1	0
	Animals, Celebrities, Photographer	1	0
	Animals, Clothes, Foods, Life style	1	1
Animals, Foods	1	1	
Animals, Foods, Life style	0	1	
Animals, Foods, Photographer	1	0	
Animals, Life style	1	0	
Animals, Photographer, art tips	0	1	
Celebrities, Clothes, Electronics & Gadgets, Foods, Life style	0	1	
Celebrities, Clothes, Electronics & Gadgets, Foods, Life style, Photographer	1	0	

Celebrities, Clothes, Foods, Life style, Photographer, art	1	0
Celebrities, Clothes, Foods, Photographer	0	1
Celebrities, Clothes, Life style	0	1
Celebrities, Clothes, Life style, Photographer	1	0
Celebrities, Clothes, Photographer	0	1
Celebrities, Foods	2	0
Celebrities, Foods, Life style	1	0
Celebrities, Foods, Life style, Photographer	1	1
Celebrities, Foods, Life style, Self care	1	0
Celebrities, Life style	3	0
Celebrities, Life style, Photographer	4	0
Celebrities, Life style, Photographer, News, politics, updates from friends, media and arts industry	0	1
Celebrities, Photographer	1	0
Clothes, Foods, Life style, Selfcare	1	0
Clothes, Life style, Photographer	1	1
Electronics & Gadgets	0	2
Electronics & Gadgets, Foods, Life style	0	1
Electronics & Gadgets, Life style, Artists	1	0
Foods	0	1
Foods, Life style, Friends and aesthetics	1	0
Foods, Life style, Photographer	2	0
Hentai	0	1
Life style	0	2
Life style, Photographer	2	0
meme	0	1
My friends, memes and anime	0	1
Photographer	0	1
Vtuber	0	1

**Table 4.28: Gender and topic of interest on Instagram**

**Source: SPSS**

Based on table 4.28 , the data showed that female students tend to choose the topic of interest which is related to animals, celebrities and clothes while male students are more likely to choose electronics & gadgets as their topic of interest.



## Analysis of Course of studies and Topic of Interest of Instagram

				Count
Programme of study (Example : MC)	AR	Topic of interest when you usually using Instagram ? (Please select all that apply)	Life style	1
	BC	Topic of interest when you usually using Instagram ? (Please select all that apply)	Animals, Celebrities, Clothes, Electronics & Gadgets, Photographer	1
			Animals, Celebrities, Clothes, Foods, Life style, Photographer	2
			Celebrities, Clothes, Life style, Photographer	1
			Celebrities, Life style	1
			Celebrities, Life style, Photographer	1
			Clothes, Life style, Photographer	1
			Foods, Life style, Photographer	1
			CC	Topic of interest when you usually using Instagram ? (Please select all that apply)
	Animals, Celebrities, Clothes, Foods, Life style	1		
	Animals, Celebrities, Electronics & Gadgets, Photographer	1		
	Animals, Celebrities, Foods, Life style, Photographer	1		
	Celebrities, Foods, Life style, Self care	1		
	Foods, Life style, Photographer	1		
	DA	Topic of interest when you usually using Instagram ? (Please select all that apply)	Animals, Celebrities, Clothes, Electronics & Gadgets	1
			Animals, Clothes, Foods, Life style	1
			Animals, Foods,	1

		Photographer	
		Animals, Photographer, art tips	1
		Celebrities, Clothes, Foods, Life style, Photographer, art	1
EA	Topic of interest when you usually using Instagram ? (Please select all that apply)	Celebrities, Clothes, Foods, Life style	1
		Celebrities, Clothes, Foods, Life style, Photographer	1
		Celebrities, Foods	1
ECE	Topic of interest when you usually using Instagram ? (Please select all that apply)	Foods, Life style, Friends and aesthetics	1
GD	Topic of interest when you usually using Instagram ? (Please select all that apply)	Animals	2
		Animals, Celebrities, Clothes, Electronics & Gadgets	1
		Animals, Celebrities, Clothes, Foods, Life style, Photographer	2
		Animals, Celebrities, Photographer	1
		Celebrities, Foods, Life style, Photographer	1
		Celebrities, Life style, Photographer	1
		Clothes, Foods, Life style, Selfcare	1

		Electronics & Gadgets, Life style, Artists	1
		Hentai	1
		Life style, Photographer	1
GS	Topic of interest when you usually using Instagram ? (Please select all that apply)	Animals, Celebrities, Clothes, Electronics & Gadgets, Foods, Life style, Photographer	1
		Animals, Celebrities, Cosplayer	1
		Animals, Celebrities, Foods, Life style	1
		Animals, Clothes, Foods, Life style	1
		Animals, Foods	1
		Celebrities, Clothes, Life style	1
		Life style	1
		meme	1
		My friends, memes and anime	1
		Photographer	1
		Vtuber	1
GV	Topic of interest when you usually using Instagram ? (Please select all that apply)	Electronics & Gadgets	1
		Electronics & Gadgets, Foods, Life style	1
JC	Topic of interest when you usually using Instagram ? (Please select all that apply)	Animals, Celebrities, Electronics & Gadgets, Foods, Life style, Photographer	1
		Celebrities, Life style	1
		Celebrities, Life style, Photographer	1

Mc	Topic of interest when you usually using Instagram ? (Please select all that apply)	Animals, Foods, Life style	1	
		Celebrities, Clothes, Photographer	1	
		Celebrities, Photographer	1	
MC	Topic of interest when you usually using Instagram ? (Please select all that apply)	Animals, Celebrities, Clothes, Electronics & Gadgets, Foods, Life style, Photographer	2	
		Animals, Celebrities, Clothes, Electronics & Gadgets, Photographer	1	
		Animals, Celebrities, Clothes, Life style, Photographer	1	
		Animals, Celebrities, Life style	1	
		Animals, Foods	1	
		Animals, Life style	1	
		Celebrities, Clothes, Electronics & Gadgets, Foods, Life style	1	
		Celebrities, Clothes, Electronics & Gadgets, Foods, Life style, Photographer	1	
		Celebrities, Clothes, Foods, Photographer	1	
		Celebrities, Foods	1	
		Celebrities, Foods, Life style	1	
		Celebrities, Foods, Life style, Photographer	1	
		Celebrities, Life style	1	
		Celebrities, Life style, Photographer	1	
		Celebrities, Life style, Photographer, News, politics, updates from friends, media and arts industry	1	
			Clothes, Life style, Photographer	1
			Electronics & Gadgets	1
	Foods	1		
	Life style, Photographer	1		

**Table 4.29: Course of studies and topic of interest on Instagram**

**Source: SPSS**

By Referring to the Table 4.29 above, it can be seen that most of the students who study the course of MC which is Media and Creative Studies , their topics of interest on Instagram are majority about animals, celebrities , clothes, foods, lifestyle, and photography.

## **Chapter 5: Discussion and Conclusion**

### **5.1 Introduction**

In this final chapter, it will feature a full discussion on The motives for instagram usage and the topics of interest among students in Universiti Tunku Abdul Rahman based on the study findings in Chapter 4. Furthermore, the findings, consequences, limits, and recommendations for future research will be discussed. And last, a conclusion to summarise the entire research study.

### **5.2 Summary of descriptive analysis**

In this whole research, the google form was distributed to 75 students from Universiti Tunku Abdul Rahman. In this study, there were a total of 61.3% of female students which is equivalent to 46 students and 38.7% which is equivalent to 29 male students who participated in this research. Their majority age group of respondents are between the ages of 21 and 22 . There is a 24 % which is 21 students who are 21 years old while there is a 40% which is 30 students who are 22 years old. In this research, the data revealed that there is a total of 86.7% which is the same as 65 students that have been using Instagram for more than two years. In this entire online survey, the data illustrated that there is 41.3% which is the same as 31 students who are using Instagram for one hour per day. Furthermore, based on the result that being collected from those respondents, it also shown that the top 5 topics of interest of Instagram usage are “Lifestyle” which is 64% , 48 students; “ Celebrities” which is 60%, 45 students; “Photographer” which is 49.3%, 37 students; “ Foods” which is 46.7%, 35 students; and lastly is “ Animals” which is 41.3%, 31 students.

### 5.3 Discussion on the motive of Instagram

Aspect	N	Mean Value
To follow my friend	75	4.08
To see their current status	75	4.03
To interact with others	75	3.53
To look for something new	75	3.92
To prevent self isolation	75	3.21
<b>Total</b>		<b>3.76</b>

**Table 5.1 : Social Interaction**

Aspect	N	Mean Value
To recall significant events	75	3.99
To record my life via pictures or videos	75	3.95
To express my innermost expressions as well as psychological responses	75	3.47
<b>Total</b>		<b>3.80</b>

**Table 5.2 : Documentation**

<b>Aspect</b>	<b>N</b>	<b>Mean Value</b>
To kill time	75	3.97
To relax	75	4.11
To prevent loneliness	75	2.87
To prevent awkward situations	75	3.52
<b>Total</b>		<b>3.62</b>

**Table 5.3 : Escapism**

<b>Aspect</b>	<b>N</b>	<b>Mean Value</b>
To become famous	75	2.09
To show off toward others	75	1.89
To earn attention from others	75	2.15
<b>Total</b>		<b>2.04</b>

**Table 5.4: Self satisfaction**

<b>Aspect</b>	<b>N</b>	<b>Mean Value</b>
To create art or illustration and post it on Instagram	75	3.41
To showcase my photographing abilities	75	3.33
To admire various ways of life and photographic works	75	3.80
To look for creative inspiration for one's work	75	4.08
To view the current fashion trends	75	3.77
<b>Total</b>		<b>3.68</b>

**Table 5.5: Aspect of Creativity**

In this subtopics, there will be a discussion about the motive of Instagram usage. Based on the previous chapter. Based on Table 26 to Table 30, the aspect that have a positive influence on the the result are including the aspect of “ Social interaction” which score the mean value of  $3.76 > 3.0$  ; “Documentation” which score the mean value of  $3.80 > 3.0$  ; “Escapism” which score the mean value of  $3.62 > 3.0$ ; and lastly which is the “ Aspect of creativity” which score the mean value of  $3.68 > 3.0$ .

#### **5.4 Linking with objectives**

The objective of this study is to investigate the motive of Instagram usage among the university students in Universiti Tunku Abdul Rahman. This objective can be defined in the finding of this study. Based on the results obtained through this whole study, the result shows that most of the students in Universiti Tunku Abdul Rahman are using Instagram for social interaction, documentation, escapism ,and for the purpose of creativity.



Moving on to the second objective which is to investigate whether the role of the gender and the course of studies will affect the topics of interest and the motive of usage of Instagram. Based on the analysis from the previous chapter , the finding shows that the role of gender among university students from Univerisiti Tunku Abdual Rahman have some of the differences in affecting the topics of interest of Instagram usage . In the finding from previous chapter , the result shows that female students are more likely to look into the topics of interest which are related to animals, celebrities clothes, food and lifestyle while the male students tend to more likely to look in the topics which related to electronics & gadgets, foods, lifestyle,somewhat some memes as well. Moving on to the course of studies, the find shows that the majority of the students who study the creative related course such as Media and Creative Studies tend to choose the topics of interest that related to their course such as the topic of interest that being chosen by them are mostly related to animals, celebrities , clothes, foods, lifestyle, and photography.

### **5.5 Implication of studies**

According to (Kevin , 2023), the implication of studies in a research paper mean that what the study's findings signify to researchers or to specific subgroups or populations beyond the fundamental data and interpretation of results.

In this research paper, social media platforms have become a significant issue of interest for researchers, scholars, and practitioners across a variety of sectors as a result of their rising popularity. Instagram has particularly attracted the attention of young individuals, notably university students, among these sites. The purpose of this study is to look into university students' interests and reasons for using Instagram.

Throughout this research, it can be observed that Instagram has many motives of usage which are social interaction, documentation, escapism and in the aspect of creativity. These findings have consequences on a theoretical viewpoint.

From a theoretical point of view, this study illuminates some insight into the complicated nature of Instagram usage among university students. The result shows that the majority of students from Universiti Tunku Abdul Rahman use Instagram not only for social interaction but also for documentation, escapism, and the aspect of creativity.

Furthermore, by revealing the topics of interest among university students on Instagram, this study adds to the literature on social media. According to the findings, university students are interested in a variety of topics which include “Lifestyle”, “Celebrities”, “Photographer”, “Foods” and “Animals”. These results are consistent with earlier studies that found related subjects of interest among social media users. This study therefore lends credence to the notion that social media platforms give users a place to express and explore their interests.

Additionally, Instagram has developed into a resource for students to discover their interests and recreational activities. Students can use the platform to learn about new cities, eateries, and attractions as well as interact with people from various cultures and lifestyles. This demonstrates the need for more inclusive and diverse content on Instagram to satiate people's varied interests. Instagram has also developed into a source of motivation for students' academic and professional endeavours. The site is a great resource for students looking to increase their knowledge and abilities because it provides a lot of material on many different topics.

In short, studies on the motivations for Instagram usage and themes of interest among university students have major consequences for social media use. This study highlights the motive of Instagram usage by university students from Universiti Tunku Abdul Rahman including social interaction, documentation, escapism and the aspect of creativity.

### **5.5 Limitations of this study**

In this paper, there are a few limitations that can be improved for future research. Firstly, the first limitation is about the sampling bias. Sampling bias occurs when some members of a population are systematically more likely than others to be selected in a sample. (Bhandari, 2023). This study's sample was restricted to university students, which may not accurately reflect the general population. Additionally, because the sample was drawn from a single university, it might not accurately represent the goals and interests of students at other higher education institutions. As a result, consideration should be taken when extrapolating the findings of this study to a larger population.

Secondly, there is also a limitation of the scope of study throughout this whole research. Since this study concentrated solely on university students' interests and reasons for using Instagram. Age and other potential influencing factors, such as cultural variations, were not taken into account in this study. As a result, it is impossible to extrapolate the findings of this study to other populations.

Thirdly, the next limitation that needs to be considered is the cross-sectional design for this research. According to (Cherry, 2022), she stated that cross-sectional study examines data from one specific point in time and in this kind of study, participants are chosen based on certain variables of interest. Since cross-sectional design was used in this study, which does not allow for causal inference. The study only gives a brief overview of the respondents' interests and motivations at one particular period. It makes no mention of how these motivations and interests evolve throughout time.

Lastly, the other drawback of this research is lacking depth in the data. This is because the study only adopted a quantitative methodology, which precluded a thorough investigation of the interests and motivations. The study didn't go into greater detail about the individuals'

motivations for being interested in particular subjects or how those topics linked to their own personal interests.

In short, there are a few limitations from this particular study which include the sampling bias, limitation on the scope of study, cross sectional design, and lacking depth in the data. These limitations should be addressed by the researchers when evaluating the study's findings and designing future research.

### **5.6 Recommendations of future research**

After looking at the limitations of this study, there are some recommendations that can be considered by the future researchers. Firstly, to solve the sampling bias, the researcher can use stratified sampling. According to (Thomas, 2022), he stated that researchers split a population into homogeneous subpopulations known as strata (the plural of stratum) in a stratified sample based on particular criteria (e.g., race, gender identity, location, etc.). Each person in the population under study should belong to one specific strata. (Thomas, 2022)

Secondly, to solve the second limitation which is about the limitation of the scope of study. The future researchers can compare the motives of university students using Instagram and the topics that they are interested in to those of other age groups, such as high school students or working people. Thirdly, future researchers can apply the longitudinal study instead of cross sectional study. (Thomas, 2022) stated that in a longitudinal study, researchers test the same people over and over again to detect any changes that may occur over time. Since this study was a cross-sectional survey, it would be advantageous to carry out longitudinal research to look at how university students' motives for using Instagram and their interests shift over time.

Fourthly, the future researchers can conduct a qualitative study, such as focus group discussions or in-depth interviews, which could give a more in-depth understanding of the reasons why university students use Instagram and the issues that interest them. In short, future research based on these suggestions could help researchers better understand why university students

use Instagram and what interests them, as well as how these things may change over time or in different cultural contexts.

### **5.7 Conclusion**

This study aimed to explore the motives for Instagram usage and the topics of interest among university students. Based on the finding that being shown for this research, the final result show that out of the 5 main aspect of motives for instagram usage, there are total four main aspect which are including social interaction, documentation, escapism ,and aspect of creativity are becoming the motives of Instagram usage for students in Univerisiti Tunku Abdul Rahman . Female students are more likely to look into topics of interest that are related to animals, celebrities' fashion, food, and lifestyle, according to the findings from the previous chapter, while male students are more likely to look into topics related to electronics & gadgets, foods, lifestyle, and possibly some memes. Moving on to the course of study, the research reveals that the majority of students who enrol in creative courses like Media and Creative Studies tend to select interests that are connected to their studies, such as those that revolve around animals, celebrities, clothing, food, lifestyle, and photography. In a nutshell. The trend of Instagram usage is on the rise in this modern age. Therefore, it is strongly advised that more extensive research be done on the subject in the future to increase the topic's credibility.

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## Appendices

### Survey Questions

#### Section A: Demographic

Email

Gender

Age

Ethnicity

Origin

Faculty

Current Education Status

Programme of study

#### Section B:

##### **How long have you been using Instagram**

1. About 1 week
2. About 1 months
3. About 6 months
4. About 1 year
5. More than a year

##### **How many hours did you spend on Instagram per day**

1. One hour
2. Two hours
3. Three hours
4. More than three hours

##### **Topic of interest when you usually using Instagram ( can choose more than one)**

1. Animals
2. Celebrities
3. Clothes
4. Electronics & Gadgets
5. Foods
6. Life style
7. Photographer

#### Section C: Motives that lead to the usage of Instagram

##### **Part 1 : Social Interaction on Instagram (likert scales from 1-5)**

To follow my friends

To see their current status

To interact with others

To look for something new (such as new restaurant or attraction)

To prevent self isolation

**Part 2 : Documentation (likert scales from 1-5)**

To recall significant events

To record my life via pictures or videos

To express my innermost expressions as well as psychological responses.

**Part 3 : Escapism (likert scales from 1-5)**

To kill time

To relax

To prevent loneliness

To prevent awkward situations (e.g., acting as if one is busy or stuck in traffic)

**Part 4 : Self satisfaction (likert scales from 1-5)**

To become famous

To show off toward others

To earn attention from others (eg, comments and likes )

**Part 5 :Aspect of Creativity (likert scales from 1-5)**

To create art or illustration and post it on Instagram

To showcase my photographing abilities

To admire various ways of life and photographic works

To look for creative inspiration for one's work (eg, bizarre & unusual items, as well as artistic & cultural designs.)

To view the current fashion trends