

Results

Descriptives

Frequencies

Frequencies of Education

Levels	Counts	% of Total	Cumulative %
Bachelor degree (University)	7	31.8 %	31.8 %
High school or GED	5	22.7 %	54.5 %
Postgraduate degree (University)	10	45.5 %	100.0 %

Frequencies of Gender

Levels	Counts	% of Total	Cumulative %
Female	12	54.5 %	54.5 %
Male	10	45.5 %	100.0 %

Frequencies of InstaUse

Levels	Counts	% of Total	Cumulative %
fewer than on a monthly basis	3	13.6 %	13.6 %
several times per day	16	72.7 %	86.4 %
several times per month	1	4.5 %	90.9 %
several times per week	2	9.1 %	100.0 %

Frequencies of FollowInfluencers

Levels	Counts	% of Total	Cumulative %
less than 5	5	22.7 %	22.7 %
more than 10	9	40.9 %	63.6 %
more than 100	2	9.1 %	72.7 %
more than 5	2	9.1 %	81.8 %
more than 50	4	18.2 %	100.0 %

Frequencies of Scroll the feed

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	1	4.5 %	4.5 %
Normally, everytime when I am on Instagram	13	59.1 %	63.6 %
Once in a while when I am on Instagram	5	22.7 %	86.4 %
Very seldomly when I am on Instagram	3	13.6 %	100.0 %

#### Frequencies of Look at user stories

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	3	13.6 %	13.6 %
Normally, everytime when I am on Instagram	11	50.0 %	63.6 %
Once in a while when I am on Instagram	7	31.8 %	95.5 %
Very seldomly when I am on Instagram	1	4.5 %	100.0 %

#### Frequencies of Look at user profiles

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	1	4.5 %	4.5 %
Normally, everytime when I am on Instagram	3	13.6 %	18.2 %
Once in a while when I am on Instagram	9	40.9 %	59.1 %
Very seldomly when I am on Instagram	9	40.9 %	100.0 %

#### Frequencies of Look at company profiles/posts

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	2	9.1 %	9.1 %
Normally, everytime when I am on Instagram	2	9.1 %	18.2 %
Once in a while when I am on Instagram	8	36.4 %	54.5 %
Very seldomly when I am on Instagram	10	45.5 %	100.0 %

#### Frequencies of Like posts

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	3	13.6 %	13.6 %
Normally, everytime when I am on Instagram	11	50.0 %	63.6 %
Once in a while when I am on Instagram	4	18.2 %	81.8 %
Very seldomly when I am on Instagram	4	18.2 %	100.0 %

#### Frequencies of Comment on posts

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	6	27.3 %	27.3 %
Normally, everytime when I am on Instagram	1	4.5 %	31.8 %
Once in a while when I am on Instagram	4	18.2 %	50.0 %
Very seldomly when I am on Instagram	11	50.0 %	100.0 %

#### Frequencies of Write messages with other users

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	7	31.8 %	31.8 %
Normally, everytime when I am on Instagram	8	36.4 %	68.2 %
Once in a while when I am on Instagram	4	18.2 %	86.4 %
Very seldomly when I am on Instagram	3	13.6 %	100.0 %

#### Frequencies of Create stories and/or posts

Levels	Counts	% of Total	Cumulative %
I never do these things on Instagram	7	31.8 %	31.8 %
Normally, everytime when I am on Instagram	1	4.5 %	36.4 %
Once in a while when I am on Instagram	8	36.4 %	72.7 %
Very seldomly when I am on Instagram	6	27.3 %	100.0 %

## Descriptives

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	Age	LQHand	DispoToInfluencer
N	22	22	22
Mean	28.2	75.9	2.61
Median	25.0	100	2.67
Standard deviation	9.37	51.9	0.746
Minimum	18	-100	1.00
Maximum	49	100	4.00

## References

- [1] The jamovi project (2021). *jamovi*. (Version 2.2) [Computer Software]. Retrieved from <https://www.jamovi.org>.
- [2] R Core Team (2021). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from <https://cran.r-project.org>. (R packages retrieved from MRAN snapshot 2021-04-01).