



# Instagram Case Study

Zhaobi (Viola) Chen, Emily Choi, Samantha Lee

# Table of Contents

Topic Overview

Research Methods

Questionnaire

Focus Group

Laddering Interview

Research Findings

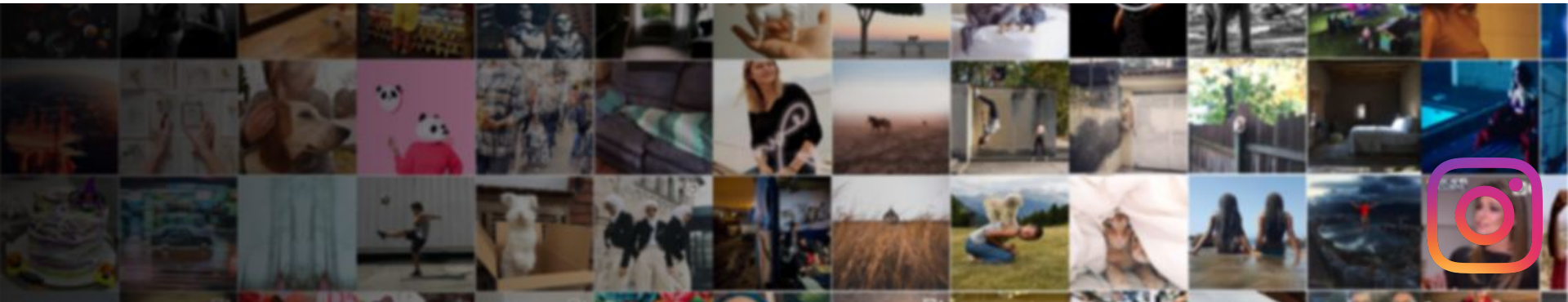
Recommendations





# Instagram

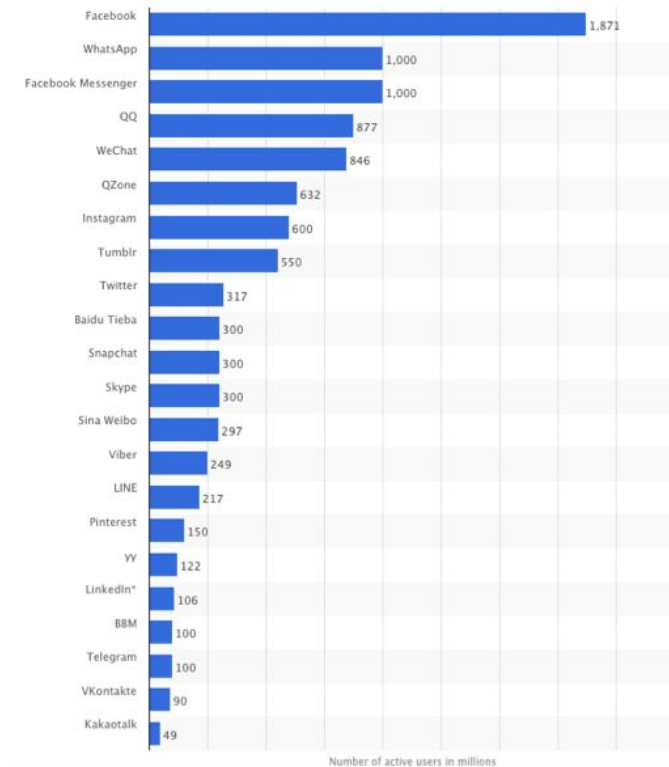
- There are over 700 million Instagrammers
- Of Instagram's 700 million users, 400 million are active every day
- 95 million photos and videos are shared on Instagram per day





# Instagram

Social network sites worldwide ranked by number of active users (in millions, as of January 2017,)



Source: Smart Insights





# Instagram

Urban Location

28%

28% of people living in urban locations are Instagram users.

Age Range of Largest Demographic

18-29

59% of Instagram users are between 18-29 years old

College Users

32%

32% of Instagram users attend college

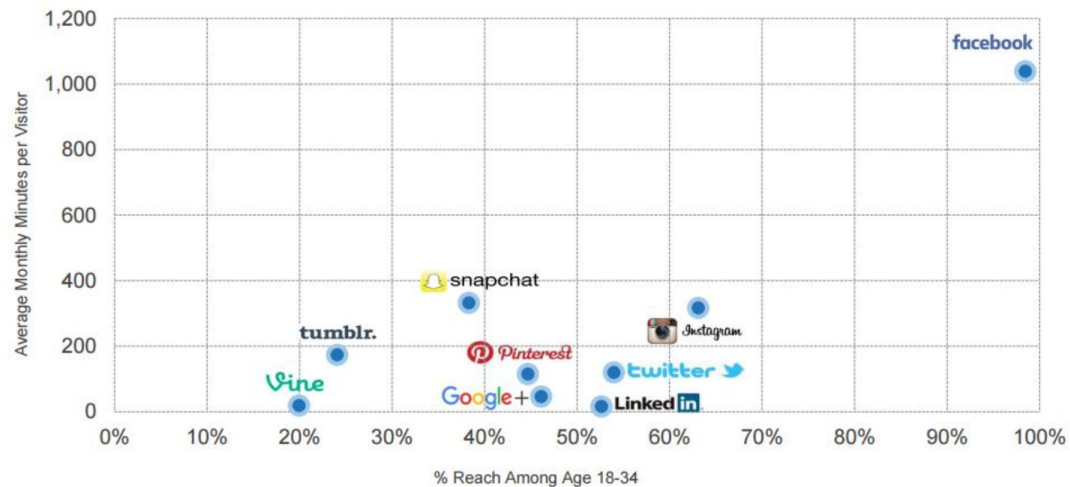




# Instagram

## Age 18-34 Digital Audience Penetration vs. Engagement of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015



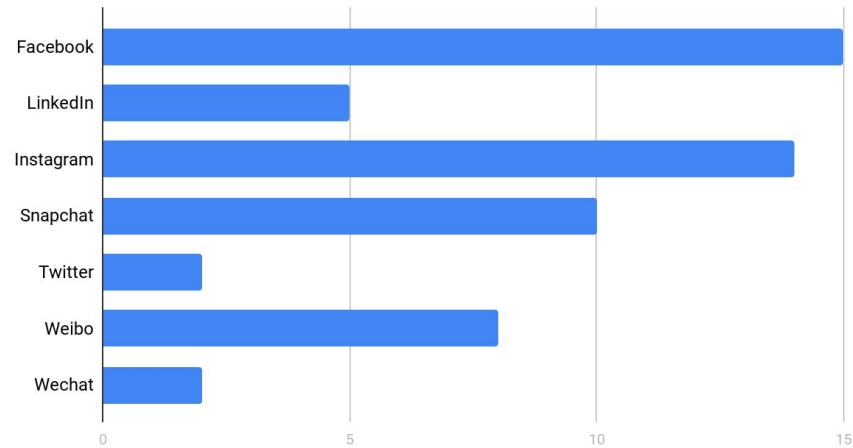
Source: Smart Insights





# Questionnaire

What social media applications do you use?





# Focus Group | Breakdown

## Group 1

5 females

4 Asian pacific islanders,

1 Hispanic Latino.

College students

## Group 2

5 females

4 Asian pacific islanders,

1 Caucasian.

College students

## Group 3

2 males, 3 females

3 Asian pacific islanders,

2 Caucasians

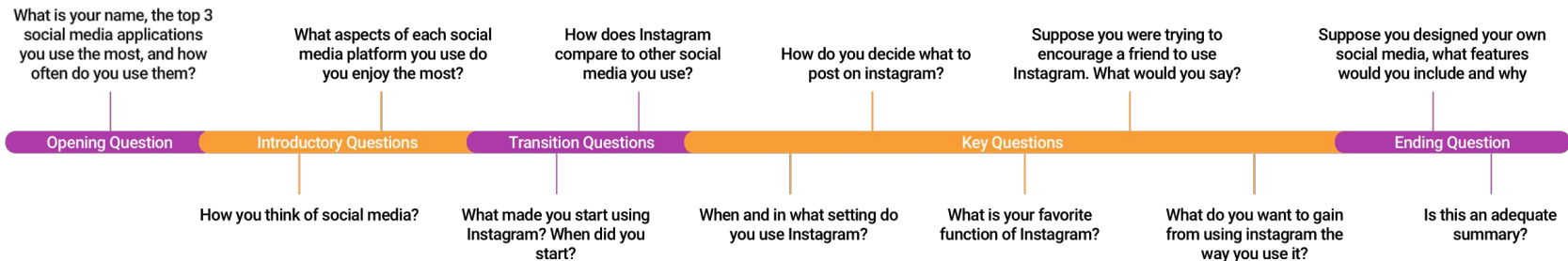
College students







# Focus Group | Questions



# Focus Group | Findings

- 01 | Motivation for using Instagram
- 02 | Motivation for posting on Instagram
- 03 | Motivation for using other Social Media Applications





# Focus Group | Motivation for using Instagram

People use Instagram when they are bored or trying to pass time.

*"I use Instagram when I'm bored or when I want to take a break, or if I have a picture to post."*

*"I use Instagram when I'm tired of doing homework, and when I'm waiting in lines for mails for example I just feel awkward if I'm doing nothing while waiting."*

*"I check my Instagram before going to bed."*

People use Instagram to connect with friends.

*"My friend asked me to start an account, so I can like her posts."*

*"A lot of my friends are using it, so I want to see what they are doing."*

*"Before I never say hi to those people I kind of know but don't know them well. After I follow them on Instagram, we somehow become friends."*



# Focus Group | Motivation for using Instagram

## People use Instagram to follow accounts they are interested in

*"If I'm browsing online and I see someone interesting, I would check if they have an Instagram account so I can follow and get inside to their **personal lives**."*

*"You can follow all the celebrities/artists, so you can get more insight into their **personal lives**."*

*"I like and hate the **"explore"**, it can predict what I like so well, but I also will spend lots of time in it."*

*"I really like accounts of cats because these accounts are only on Instagram and don't post on other social media accounts."*

## People use Instagram because the content is easy to process (all visuals)

*"You should use Instagram because it is all about visuals and pictures. You don't need to spend a lot of time reading. So when you are bored, this is a good social media application that doesn't require you to analyze anything."*

*"I feel that because Instagram was built as a **mobile application**, all the content can be absorbed really quickly as it is only an image with a caption. But for Facebook there are so many different types of content that it is more challenging to go through your feed quickly on a mobile device."*





# Focus Group | Motivation for posting on Instagram

**Post images which display the user's life and/or personality in a positive manner**

*"I post an image if I look good in it and I think that it is artistic enough or if the image represents a memorable event."*

*"I post images that I think will get the most likes or will appeal to many people. The photos do not have to include myself."*

*"I want to show that I'm doing something fun. It is not about school life."*

**Post images which fit into the aesthetic theme created for their account**

*"I use 3 applications to help me edit my pictures and on average it takes me 30 minutes to an hour. After using Visco Cam for a while, I have 3 go-to filters I would use. I tend to stick to these filters because It makes my feed look consistent."*

*"I have friends who like to arrange their profiles to look good and their personal "feed is aesthetically pleasing."*





# Focus Group | Motivation for using other Social Media Applications

*"Snapchat is more personal because I only add people I know."*

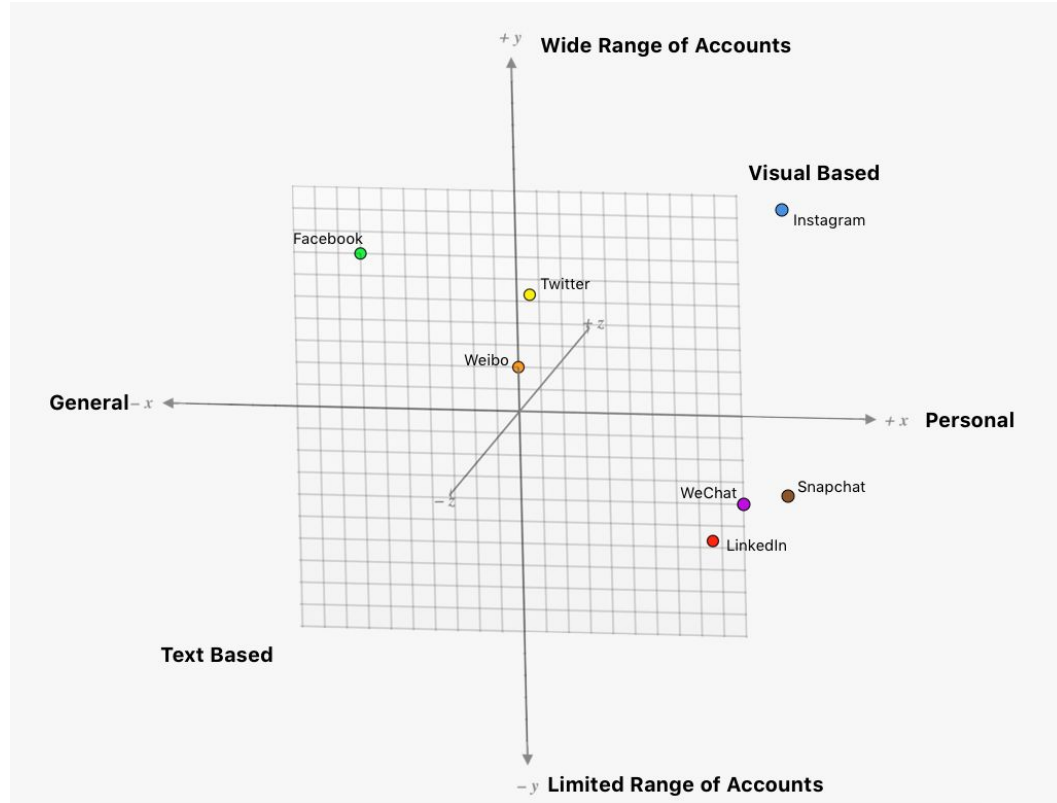
*"Weibo allows me to follow Chinese celebrities that only use this social media."*

*"Facebook groups are great because I can post content there that are not urgent but my friends can get back to later."*

*"I feel Instagram is more about pictures. Even it has the "direct message function", I would more like to chat with my friends through other apps."*

*"When I stalk people on Instagram and go really far into their history, I am always worried that I accidentally click "like". And on Instagram, clicking "like" will automatically send the user a notification, if they have it turned on, so even if I unlike it, the person will still see that I liked it."*





# Laddering | Breakdown

9 participants

2 males | 7 females

6 Asians

1 Southeast Asian

2 Caucasian (1 male, 1 female)







# Laddering | Questions

**Eliciting distinctions:** Distinguish Instagram from 3 similar forms of social media.

**Occasions:** When/during what occasion do you use Instagram?

**Negative laddering (why do certain things):**

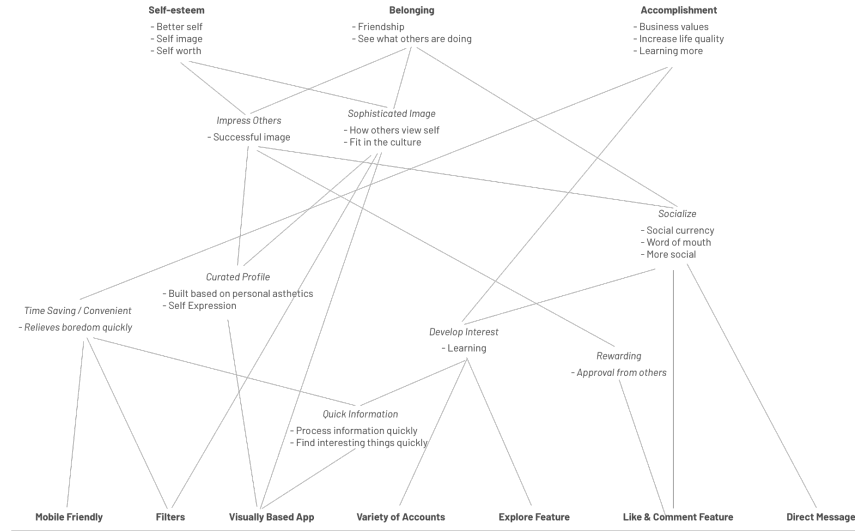
- Why post these kinds of photos on Instagram?
- Why follow these types of account on Instagram?
- Why not use another social media application?

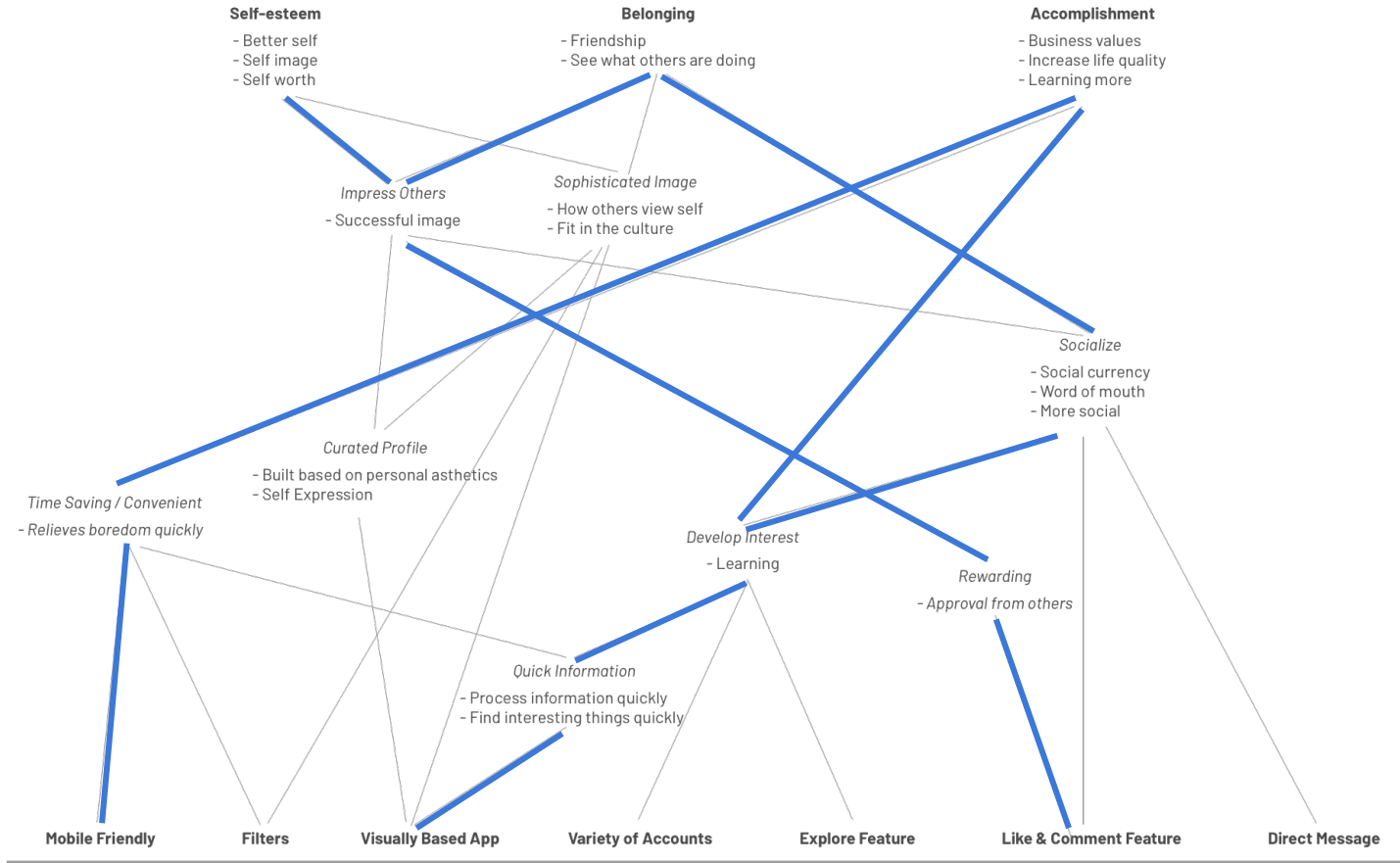
**Third person probe:** How do you think of your friends who are using Instagram?

What feature of Instagram do you like the most?

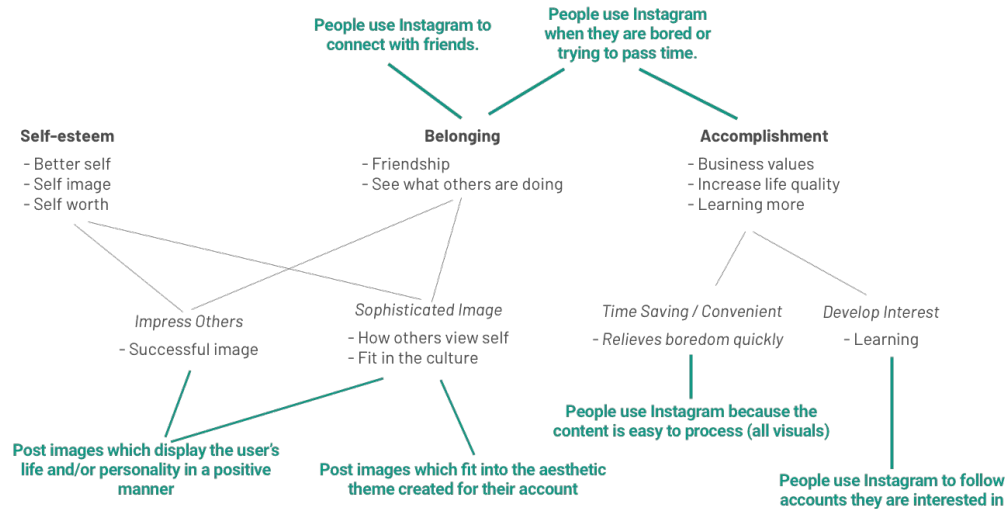


# Laddering | Findings





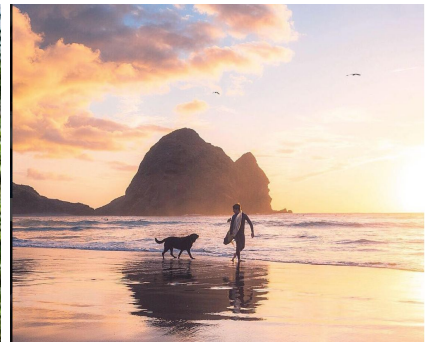
# Research Findings





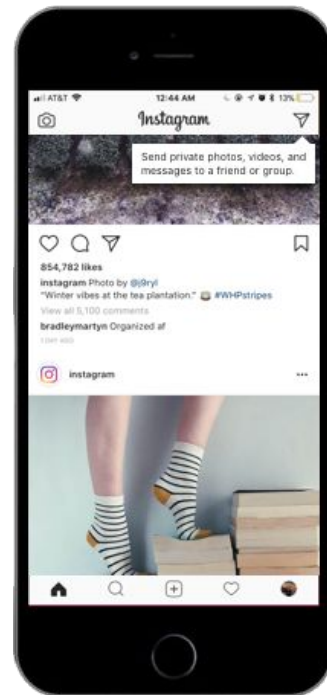
# Recommendations

- 01 | Implement an onboarding process
- 02 | Map view of bookmarked posts
- 03 | More Privacy Options
- 04 | Filter feed
- 05 | Search through friends' posts



# Recommendations

- 01 | Implement an onboarding process
- 02 | Map view of bookmarked posts
- 03 | More Privacy Options
- 04 | Filter feed
- 05 | Search through friends' posts



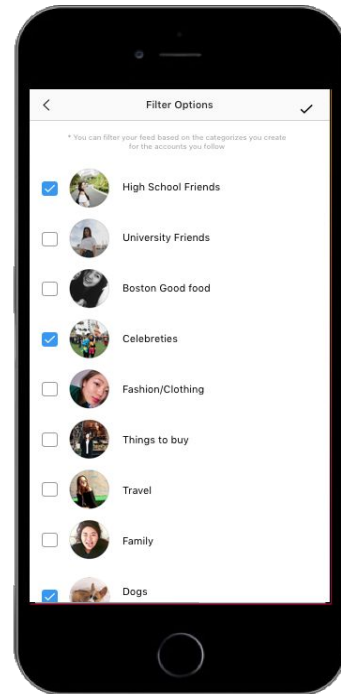
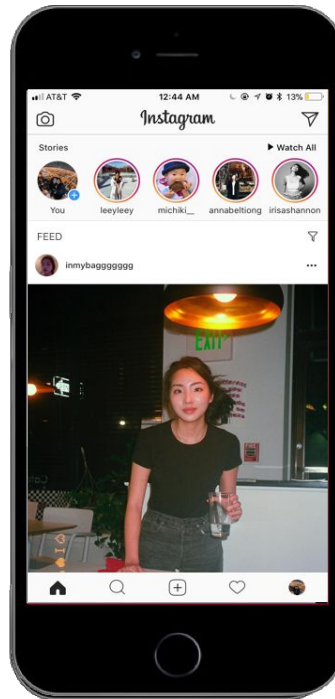
# Recommendations

- 01 | Implement an onboarding process
- 02 | Map view of bookmarked posts
- 03 | More Privacy Options
- 04 | Filter feed
- 05 | Search through friends' posts



# Recommendations

- 01 | Implement an onboarding process
- 02 | Map view of bookmarked posts
- 03 | More Privacy Options
- 04 | Filter feed**
- 05 | Search through friends' posts

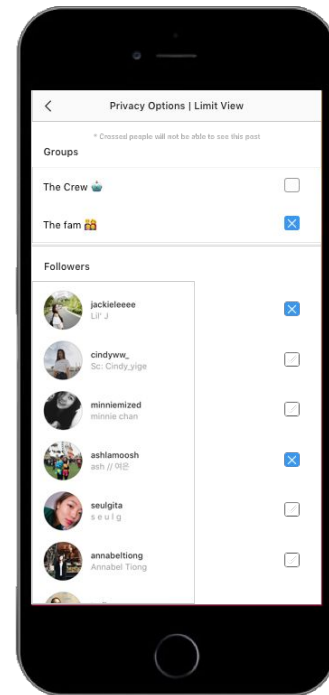
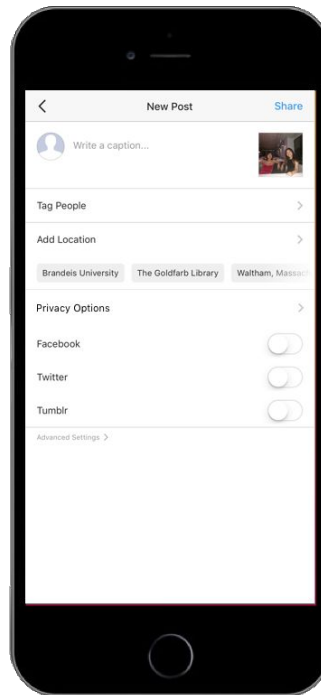






# Recommendations

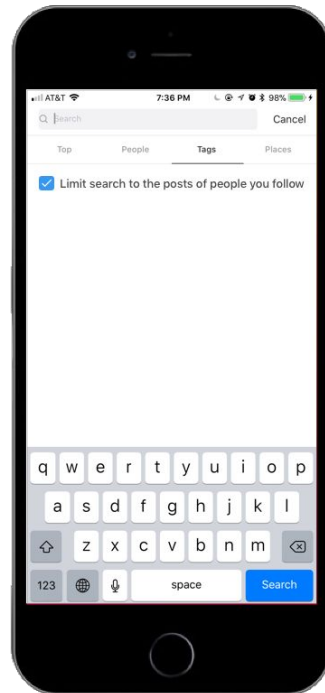
- 01 | Implement an onboarding process
- 02 | Map view of bookmarked posts
- 03 | More Privacy Options**
- 04 | Filter feed
- 05 | Search through friends' posts





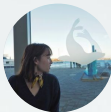
# Recommendations

- 01 | Implement an onboarding process
- 02 | Map view of bookmarked posts
- 03 | More Privacy Options
- 04 | Filter feed
- 05 | Search through friends' posts**





# Thank you.



@v\_viola



@itsme.samlee



@imemichoi





## Works Cited

- “700 Million.” *Instagram*, 26 Apr. 2017, [instagram-press.com/blog/2017/04/26/700-million/](https://instagram-press.com/blog/2017/04/26/700-million/).
- Allen, Robert. “Social Engagement.” *Smart Insights*, Smart Insights, 14 June 2016, [www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/attachment/screen-shot-2016-06-14-at-14-49-54/](https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/attachment/screen-shot-2016-06-14-at-14-49-54/).
- “EMarketer.” *Your Handy Guide to US Instagram Users*, [www.emarketer.com/corporate/coverage/be-prepared-instagram/](https://www.emarketer.com/corporate/coverage/be-prepared-instagram/).
- Lister, Mary. “33 Mind-Boggling Instagram Stats & Facts for 2017.” *WordStream*, WordStream, 8 Nov. 2017, [www.wordstream.com/blog/ws/2017/04/20/instagram-statistics](https://www.wordstream.com/blog/ws/2017/04/20/instagram-statistics).
- “Social Media Fact Sheet.” *Pew Research Center: Internet, Science & Tech*, 12 Jan. 2017, [www.pewinternet.org/fact-sheet/social-media/](https://www.pewinternet.org/fact-sheet/social-media/).

