

# Recent Advances in Social Science, Education and Humanities Research

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CHAPTER

**14**

**Recent Advances in Social Science,  
Education and Humanities**

**R e s e a r c h**

**The Increase of Personal and Corporation use of Instagram  
How Did It Succeed? An Update about the Growth of  
Instagram in the Global World and Turkey (Mihalis  
(Michael) Kuyucu)**



## **The Increase of Personal and Corporation use of Instagram How Did It Succeed? An Update about the Growth of Instagram in the Global World and Turkey**

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### **1. Introduction**

As digital technologies continue to facilitate the use of communication channels and platforms more easily and more widespread, people will be connected to each other more than ever. This connection provides that users with common aims come together and share various issues, that they make comments and offer guidance over what is shared and thus, the new content that is produced enhances following the same process for a partnership to take place. Additionally, recently it is frequently observed that carrying out some social activities, activities of various non-governmental organizations and organizations of groups is possible on social media and various tools of social media.

On the other hand, the wish to reach up-to-date information and news without having to be linked to a certain location and to tendency to experience an interactive platform with other people on any subject stimulates people to use this medium. In addition, the opportunity to be able to reach more than one channel in one device only increases the demand for social media.

Consequently, there are various reasons for social media and its tools to be preferred by the users intensively and several motivating factors are in question related to the subject. The features of each social media tool are different from each other or what the relevant tool offers the users is different. Having mentioned this, it cannot be stated that the usage convenience or the security infrastructure of the social media tools are the same. All these reasons are the factors that impact the fact why any social media tool is preferred by the users or why it is used more/less compared to other tools. In other words, different factors such as the convenience offered to the users by the social media tools, security applications, sufficient content production etc. or the positive perception of the user for the relevant tool impact the motivation for usage.

### **2. Social Media and Social Media Networks**

In recent years, the concept of social media has been one of the topics that has been discussed about and researched the most. Moving from the social network concept, researchers have made hundreds of social media definition

so far. The change experienced in communication technologies has contributed to each definition new features and the changed te characteristics and scope of the concept.

Social network is the title given to virtual communities that have been formed by individuals with common or similar aims in order to share issues and interact (Preeti, 2009:135). According to Marshall (1999; 35) the individuals on the social network are related to each other with social relations such as affinity, communication, friendship and authority. These individuals linked to each other form a virtual community and act together and aim at sharing ideas, generating new solutions and doing similar activities Özmen,2011:45).

Social media that we have encountered as a new area at internet based applications provided opportunities for sharing information, opinions, interest and knowledge for the users and has become a term used commonly for online tools creating interaction and web sites (Sayımer,2008:12). As the new media developed fast, the social sharing network that increased its popularity provided that the communication area was re-shaped. In more general terms, social media can also be called as the general name for the platforms, where people publish and share the content produced by themselves.

The social media provides opportunities as an area with no time and space limitations, where individuals share their feelings, thoughts, and situations over the virtual world. A discussion platform is created, and people can share anything in every area they are interested in and the participants are encouraged for these activities (Ulusoy, 2012:96). Vural and Bat have compiled the features of social media that differentiate it from traditional media under five headings (2010:3352):

- Social media encourages the participants and receives feedback from each related user.
- It is the social media services that are open to feedback and to the participants the most. These services provide encouragement on polls and comment and information sharing. They put handicaps for communications very rarely.
- While the traditional media is about publishing (transmitting content or information transmitting to the listener), social media is better in terms of providing opportunities for two-way conversation.

- Social media communities give permission for fast and effective development. Thus, the communities share things that they are interested in such as photographs, politics, favorite TV Shows.
- Many kinds of social media realize related events, other sites, researches and people provide opportunities for links in any subject of interest.

The first examples within social media sites definition are the sites “Classmates.com”, established in 1995 and was aiming at helping old classmates meet again and “SixDegrees.com” established in 1997 that provided the users to have profiles and list their friends (Özmen,2011:46). The social media sites increased in the 2000s particularly. The most important social media sites of the world and their years of establishment are displayed in the table below.

In 2014 North America was the continent that used the social media the most with 56% social media usage. North America was followed by Europe with 44%, ranking as the second and Asia was the third ranking region of the world using social media the most with 43% (Global Digital Statistics 2014).

The digital world that came into view as the social media platforms increased started to have a considerable place in world brands. The increase of interest in social media platforms caused a new digital world to come forward. One of the most exciting points of this digital world is that people have the convenience to reach anybody who has internet connection. Within this context, the consumers can communicate with people in different parts of the world without distinction of location (Solomon,2003:203). These people communicating with each other directly can also exchange opinions with each other about the products. We could only get ideas from people living in close proximity or that we knew; however, due to the social media spreading with the developments in internet technology we can now receive information from people, whom we do not know, living at other ends of the world and we can benefit from other people’s consumption experiences (Uraltaş and Bahadrlı, 2012:30). This has caused the social media undertake a significant mission in order to promote the brands providing services and products.

### **3. The Place of Instagram in Social Media Use**

Instagram is a social networking platform that provides opportunities for its users generally for uploading photographs and videos, arranging these records with ready-made software. It also provides the opportunity for this work to be shared on media such as Flickr, Tumblr, Facebook and Twitter that

have significant places in areas of their own social network and photograph sharing. The main element of the system is the smart phones with Android or iOS based operating systems (Türkmenoğlu, 2014: 95).

Currently, following Facebook and Twitter, it is Instagram that springs to mind when social media is mentioned, and it has become the world's most famous photograph sharing application. Its foundation story is similar to those of Facebook and Twitter and it was founded by the informatics devotee Kevin Systrom, a graduate of Stanford, one of the USA's most prestigious universities, and Mike Krieger in October 2010. Systrom worked at Google for two years and Krieger was an intern at Microsoft before they founded Instagram and they used their knowledge and experience during their work to establish Instagram (Kara, 2014; 87). During its first two years Instagram only had the iOS operating system and could be used at iPhone, iPad and iTouch mobile devices and as of April 2012 it can also be used at phones with Android operating system (Türkmenoğlu, 2014: 95).

Instagram defines itself as “a medium, where users can share their lives with their friends fast and in an enjoyable way with the help of photographs” and states that Instagram is a medium that “turns the photographs (moments) arranged by the users with the help of various filters into memories”. The social network that uses photographs as tools connects the world with the help of photographs (<https://instagram.com/about/faq/#>). Initially Instagram was a social media network that permitted photograph sharing only, but in 2013 it provided its users the opportunity to upload videos of 15 seconds. When this feature was added to the platform, the first day the users uploaded five million videos (Social Networks,2013).

Instagram was acquired by Facebook on 26 February 2013. In 2014 the monthly number of users was 200 million, but then its daily number of users exceeded 75 million. Instagram became a medium that particularly attracted the young people. In the first quarter of 2013 the Instagram usage rate of the 16 – 19 age group was 85%. The annual growth rate of Instagram mobile application was 66% in 2013. In 2014 daily 60 million photographs were shared on Instagram and the daily average number of likes was 1,2 billion. On this social network 8500 likes occur and one thousand comments are written every second.

It has been expressed in 2014 that worldwide 2,5 billion people are using the internet and 1,8 billion of these people have social media accounts (Digital Agencies,2014). It has been stated that in 2014 in Turkey the internet penetration was 45% and Facebook usage penetration was also 45%. These data show that almost each internet user in Turkey has a Facebook account.



The daily social media use time was 2 hours 32 minutes and social media use rate through smart phones was stated to be 51%. The social media users in Turkey use mostly Facebook and Twitter. The third ranking social media platform is Linked In and the fourth is Instagram. It was confirmed that in 2014 26% of the Turkish social media users had an Instagram account.

In the second quarter of 2014 20% of the internet users between 16-64 years of age had an Instagram account and Instagram became a rather widely spread application among young people. 41% of the users in this segment and 35% of the users of 24-32 years of age used Instagram (Salihbohca,2014;14).

According to Iconosquare data, in the first quarter of 2015, 64% of Instagram users are females and 36% are males. The ages of Instagram users change between 15 and 35 years. Iconosquare states that Instagram is mostly used at 20 and 21 hours. Instagram users make 30% of their posts on Saturdays and Sundays. 37% of Instagram users follow one to five brand accounts and 32% follow the Instagram accounts of more than five brands.

In the world in the first quarter of 2015 the number of people with an active social media account has been 2.08 billion. The number of people using the social media through mobile platforms has been 1.69 billion (We Are Social, 2015:24). In the same period the number of users of the world's most widely used social media platforms is displayed in the table below:

Table 1 : Social Media Platforms by Active User Numbers 2015 First Quarter  
(We Are Social, 2015)

<b>Social Media Network</b>	<b>Number of Users (Million)</b>
Facebook	1366
QQ	829
Qzone	629
Whatsapp	600
Facebook Messenger	500
Wechat	468
Google+	343
Skype	300
Instagram	300
Twitter	284
Tumblr	284
Viber	209
Baidu Tieba	200
Line	170
Sina Weibo	157
Vkontakte	100
Snapchat	100

Sharing of photographs and videos through Instagram has a significant role in social media marketing. The increase of social media use has caused that brands move away from traditional marketing methods and turned towards social media marketing. Brands that can communicate with their consumers and target groups directly and one-to-one contact them directly. The advantages that the social media network Instagram has against traditional media has caused this platform to be used like a marketing medium. The advantages of Instagram that is a social media platform compared to traditional media can be shown as below:

Table 2 : Sharing Visuals on Traditional Media and Social Media – Advantages and Differences

<b>Traditional Media</b>	<b>Social Media</b>
Fixed, it is impossible to change the image published after it reaches to the final consumer.	Can be updated instantly and the image can be changed at any time.
Comments are not real-time, late feedback is done.	Unlimited and real-time – instant feedback is possible.
Measurement is limited, time is required to make a measurement.	Measurement is done with instant and nearly hundred percent correct data
Archiving is hard and tiring due to the time and space limitation.	Digital archiving is possible.  Hundreds of thousands of images can be archived in a single physical and virtual environment.
Synergy with other media tools is limited.	By courtesy of the multimedia feature, synergy can be provide with all the media tools and can be shared in multiple media.
Open to bureaucratic processes such as editorial board, audit, and censorship.	End user can be reached without any censors and audits.
Mutual sharing as a result of interactivity is not possible.	The users may mutually share with each other among themselves and may contribute in the distribution of the said image via viral ways.

In addition to Instagram becoming prevalent, the advantages of the platform compared to traditional media has caused the individual users and brands to develop different strategies in order to increase their interaction

performances. The created strategies contribute to different types of marketing of the brands through Instagram. According to the research performed by Simply Measured, 73% of the brands share content on Instagram at least once a week. 50% of the comments on these visual sharing of the brands occur within the first six hours after the post has been shared. As the brands share their posts, they use at least one hashtag for 88%. 12.6% of the visuals posted with hashtags receive more interaction. Other data related to visual sharing on Instagram is about the number of characters of the posts. In the research it is stated that the texts in the posts of the brands sharing visuals on Instagram are on average 138 characters (Mancar,2014;47).

#### **4. Establishment of Instagram and it's Technological Development**

Whenever social media is mentioned, what springs to mind following Facebook and Twitter is Instagram that was put to use by Kevin Systrom and Mike Krieger in October 2010.

Before they founded Instagram, Systrom and Krieger gained experience in the prominent companies of the Silicon Valley. Before the establishment of Instagram, Systrom worked at Google for 2 years. Then he was an intern at Odeo and met the founders of Twitter there. Mike Krieger was an intern at Microsoft before the foundation of Instagram.

With the experience they gained at these companies they could arrange the photographs easily and they had the idea of developing an application that provided sharing of this with close environment. The successful couple implemented the practice of this idea in the best way and carried the photograph arrangement and sharing application into effect, which is currently used the most in the world. The application won recognition immediately. The users smartened the common photographs they took with their mobile phones with the filters provided by the Instagram application. Thus, the application presents marvelous photographs to amateur photographers and attracts even more attention. (Kara, 2014;24)

Besides all these, series of innovations were also put into effect when Instagram started its broadcast life. Over time, Instagram started to accommodate more than one features within the application to provide convenience for the users. Following the updates of the application and compiling the news on the media, the Instagram innovations could be listed as follows;

- October 2010: Instagram started its life as a photo-oriented social platform.

- December 2010: Instagram reached to 1 million users.
- January 2011: The hashtag, i.e. tag application, has been introduced for users to find the images they are looking for, more easily.
- November 2011: The number of Instagram users exceeded 10 million.
- April 2012: Facebook purchased Instagram for 11 billion US Dollars.
- April 2012: Instagram also opened the Android application after the IOS application.
- July 2012: The number of users reached to 80 million.
- November 2012: The application has become viewable by the web browsers.
- February 2013: Official number of users reached 100 million.
- May 2013: Specifying Instagram users, namely tagging feature in the shared photo, became active.
- June 2013: Instagram is now not just a platform for photographs. Users can now share 15-second videos on their profile.
- October 2013: Instagram activated the sponsorship posts.
- December 2013: Direct message feature between the users was activated.
- March 2015: Carousel advertisements were added to the sponsorship posts.
- February 2016: The number of advertisers on Instagram reached 200,000.
- March 2016: The video sharing time had been increased from 15 seconds to 60 seconds.
- May 2016: Instagram added video to the carousel advertisements.
- May 2016: Instagram changed its logo and design.
- August 2016: Instagram introduced stories. Photos or videos shared as stories can be watched by the followers for 24 hours.
- August 2016: Businesses started using Instagram stories to promote product, sales and behind-the-scenes of entertainment.
- September 2016: There are 500,000 active advertisers per month on Instagram.
- November 2016: Boomerang integration was added.
- November 2016: Vertical photograph and video advertisements were announced.
- January 2017: The insights platform, which shows access, impression, and response statistics for each story of the users in the business profile, has been announced.
- February 2017: Multiple photo and video sharing is available in one post. Up to 10 photos or videos are available.
- March 2017: Advertisements shared in the story became available for businesses as well.

- March 2017: Monthly number of advertisers in Instagram reached to 1 million.
- April 2017: 200 million people used the story feature.
- April 2017: Instagram has 700 million users.
- May 2017: Instagram explained its new targets for the story advertisements. (These targets include the video views, traffic, conversions, and mobile app installation.)
- July 2017: There are 15 million business profiles in the application.
- September 2017: There are 2 million advertisers monthly.
- September 2017: Instagram has 800 million users.
- October 2017: Questionnaire feature was activated in Stories.
- February 2018: Text sharing feature was added in stories.
- January 2018: GIF's to be used in the stories were added.
- May 2018: The ability to share the posts of other users in your own story has been announced.
- May 2018: The ability to mute the sharing of the people who were followed was introduced. Now, the shares of the users being followed will no longer appear on the home screen when muted.
- June 2018: IGTV Service of Instagram was first introduced.

## **5. Instagram With Numbers in Turkey and World**

Instagram is one of the social media tools where the individuals can interact with each other by sharing content. Instagram is a social networking application that allows the users to share photos and videos, and that has especially focused on the user to share photos and videos with his/her friends. It was specially made available for iOS platform in 2010 by Kevin Systrom and Mike Krieger and after 2 years, it became available for the telephones using the android operating system (Murph, 2012; 65). It has increased the number of users very quickly since its first release and reached to a monthly 90 million users within 2 years and has become a platform where 40 million photos are shared daily (DesMarais, 2013; 121). This rapid increase and increasing popularity have drawn the attention of Mark Zuckerberg, who is the owner of Facebook, the biggest social networking platform, and Instagram is purchased by Facebook in 2012 against 1 billion US Dollars (Stern, 2012; 45).

Several factors causing the Instagram application to become so popular can be specified. First one is that the medium-quality photos taken by mobile phones have gained a professional look via the filters provided by Instagram. Secondly, a photo taken by the phone can be shared on several different social networking platforms at the same time by courtesy of Instagram, instead of dealing with individual sharing. Thirdly, the transfer speed of photographs and

videos is higher and more effective than other services (WEB2). Besides, the simpler use of Instagram when compared to other applications can be shown as another reason. While it is required to focus on different features in other applications, Instagram has only one main feature, that is to make it easy to share photos and view the shared photos.

According to the results of social media research presented by Statista (2017) in January, Instagram is the seventh social network platform with 600 million active users after Facebook, Whatsapp, Facebook Messenger, QQ, WeChat, and QZone. When compared to the data of September 2015, the number of active Instagram users has increased by 50%, and by 500% by increasing from 90 million to 600 million according to the subsequent January 2013 data after it is purchased by Facebook (Statista, 2017; 82). This increase rate attracts more attention when compared to other social media platforms. A reason for this may be the increasing number of mobile phone users throughout the world. According to the research of We Are Social (2017), while two-third of the world population has mobile phones, more than half of the web traffic throughout the world is carried out via mobile phones. In addition, the number of active social media users on mobile phones has increased by 30% when compared to the previous year (We Are Social, 2017; 39). Although Instagram can also be accessed from the computers via the website, the main purpose of this application is to be used via mobile phones and tablet computers and to make sharing. Therefore, the increase in the use of mobile devices and the use of social media via mobile devices can be seen as one of the factors that can explain the aggressive increase in the number of Instagram users. Together with the increase in the number of users and usage rates of Instagram, it can be expected that some positive and negative effects may be encountered in the lives of these individuals. One of them can be considered as the use of Instagram at pathological levels and becoming addicted by not adjusting the usage amount.

### **5.1. Instagram Rate in Turkey**

Of 51 million social media users in Turkey, 46%, i.e. more than 37 million individuals, uses Instagram. According to the statistics, 47 percent of the Instagram users in Turkey are female, 53 percent are male, and 41 percent of female users are between the ages of 18 and 24, and 42 percent of the male users are within the same age range. According to such data, the mean age of the Instagram users can be specified as adolescents. Instagram, that is one of the 3 most popular social media platforms used by adolescents, is the mostly used social media platform by 29 percent. Every user in Turkey has 87 followers on average and follows 115 accounts. Instagram is most often used while resting at home, during traveling, in bed before going to sleep, meeting friends or relatives, and at the places such as cafes/bars/restaurants. When the

reasons of the Instagram users for using this platform so actively is asked, the answers are listed as following the celebrities, sharing their own actions, being aware of what their friends are doing, sharing their passions, and following the popular culture. (Çakır, 2014;145)

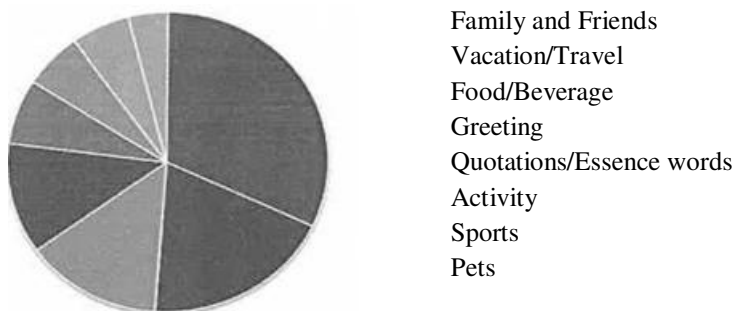


Fig.1. Instagram Shares in Categories Distribution of Categories

When Instagram shares are categorized, 32 percent of the contents includes the family and friends. Afterwards, travel/vacation comes with 19 percent, food and beverage with 14 percent, and greeting with 12 percent. Of the user shares, quotations/essence words constitute 7 percent, activity 6 percent, sports 6 percent, and pets 4 percent. Even though the video sharing rate on Instagram increases every year, videos constitute only 5 percent according to the researches carried out in 2015. (Yeniçikti,2016; 11)

In the category of family and friends, which is the category with most sharing's, it is stated that the words "mother", "sister" and "father" take place in the second place. Although the most shared content under the food and beverage category is coffee with a rate of 27 percent, tea, which is considered as our traditional drink, is in the third place with a rate of 12 percent. Special days and family-themed posts are mostly shared by female users, while the posts in sports and vacation categories are mostly shared by male users.

Maximum number of likes taken in Instagram, where numerous posts are shared in various categories in Turkey, are taken by the contents in the quotations category with a rate of 22 percent. In the continuation of the list, other categories are listed as greeting, sports, food/beverage, and family/friends. The most shared pet in Instagram is cat with a rate of 59 percent in Turkey. Also pets take place in the videos with an increasing number of posts every passing day with a rate of 23 percent in Instagram although they stay in the background when compared to sharing photographs (Yeniçikti, 2016;12).

## **5.2. Instagram Rate in the World**

According to the 2018 Internet Usage and Social Media Statistics published by We Are Social, when the most used social networks in the world are ranked, the top three are Facebook, Youtube, and Whatsapp, respectively. In the research carried out by Global Web Index, Instagram is in the third rank among the fastest growing social networks.

In fact, when Facebook bought Instagram for \$1 billion in 2012 that was just 8 years ago only 13 people were working for Instagram. Instagram has shown a rapid growth since 2012 and its number of users throughout the world is over 800 million.

Instagram, which was the only a photograph sharing application when it was founded in 2010, has acquired a wide variety of features over time. Many more features such as sending direct messages, tagging someone in the photo shared, reaching the desired image by putting a tag on the photos, sharing videos and stories, making a questionnaire, and adding various stickers to the story are made available.

Along with every innovation that Instagram has brought and incorporated, it has ended the presence of various applications. As an example, it can be specified that Scorp is severely damaged when the live broadcast feature is added, and also Snapchat is damaged when the story sharing feature is added.

According to the statistics published by We Are Social in January 2018, the female/male distribution in Instagram is almost equal. When the age distribution of the Instagram users is considered, it is revealed that 1/3 of the users is between 18 and 34 years old. Based on the same statistics, the rate of using Instagram decreases as the age of the people increases.

## **6. Instagram Addiction**

Before Instagram addiction is defined, the general definitions of addiction and the concept on internet addiction should be investigated. There are several definitions for addiction in literature. Armstrong and Pickard (2013;21) have defined addiction as a very strong desire, a wish that prevents the will to control the behavior from being displayed and repeated although it harms the individual and that arises from habits. Goodman (1990;65) describes addiction as being incapable of controlling a behavior in spite of the harm and negative consequences it causes for the individual because it provides good feelings and decrease in inner qualm. Moving from this description, the definition of addiction could be summarized as being incapable of controlling the behavior



due to the pleasant feelings received and displaying the behavior without realizing it. Besides the general definitions for addiction, it has been considered to be beneficial to examine internet addiction as well as Instagram cannot be regarded independent of the internet. Yellowlees and Marks have described the symptoms displayed by internet addicted individuals as not being able to control the time spent offline, getting bored of life outside the internet, moving away from real life relations and interactions and increase in depression and feelings of loneliness.

The Instagram application provides the opportunities to follow the profiles of other people, being followed by others, uploading photographs and videos, liking the photographs and videos uploaded by other people and commenting on them. These features may become an addiction for the individuals as they upload excessive photographs, check the application continuously to follow the likes and comments for the uploaded photographs or have a desire to continuously follow the photographs uploaded by other people (Mateo, 2014;32). Instagram is like a small window in the hand opening to the whole world. From this window you can touch people that you will never be able to see or interact with in real life virtually, have an idea on the lives of people that you find interesting by looking at what they share and discover what different people share on different subjects. The most dangerous one here is that Instagram is an application that is very acquirable as an addiction as over time people follow the colorful lives of some exaggerated or some real people in order to move away from their boring reality by observing those other lives (Blalock, 2014;14). Also, as on Instagram there are pages of fitness – motivation, cars, travel etc. to all kinds of brands, commercial companies and activities besides the profiles of individual users and this can be considered as a factor that increases the time for use without realizing it.

Following the definitions for addiction and the unique features of Instagram, a definition for Instagram addiction would be the lack of ability of the individual to control his/her time on Instagram both for her posts and also for following the flow of others, the individual getting bored of his/her life outside Instagram as the people, whose photographs and videos are on Instagram, are more interesting and colorful than those in real life, the number and quality of the people on Instagram (those followed and the followers) being more and better than those in real life and fulfilling the need for socialization and communication on Instagram, which lead to dissociation of social relations in real life and to experiencing an increase in depression and feelings of loneliness.

## 7. Instagram Statistics: How Did This Platform Grow

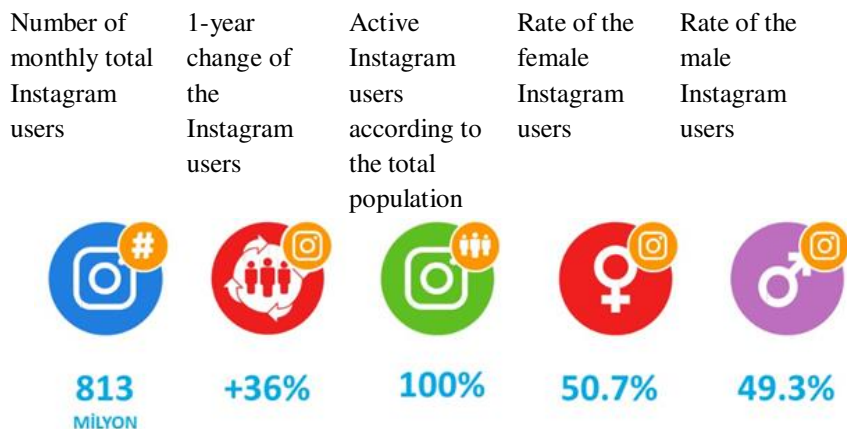


Fig. 2: Rates of the Active Instagram Users throughout the World (2019)

We Are Social has published the Instagram user statistics. According to the data, female-male user distribution in the platform with 8143 million users is almost equal.

Of the Instagram users, 1/3 are between the ages of 18 and 34. It is seen that Instagram, having a quite wide use, has a lower use as the age group increases when it is compared to Facebook.

#	COUNTRIES	USERS	ANNUANL INCREASE	ANNUAL INCREASE	#	COUNTRIES	USERS	ANNUAL INCREASE
1	USA	110.000,000	+9%	+10.000,00	12	ITALY	17.000,000	+6%
2	BRAZIL	57.000,000	+7%	+4.000,00	13	ARGENTINA	15.000,000	+7%
3	INDIA	53.000,000	+13%	+7.000,00	14	FRANCE	15.000,000	+7%
4	ENDONESIA	52.000,000	+6%	+3.000,00	15	SPAIN	14.000,000	+8%
5	TURKEY	33.000,000	+3%	+1.000,00	16	THAILAND	14.000,000	+8%
6	RUSSIA	29.000,000	+7%	+2.000,00	17	CANADA	12.000,000	+9%
7	IRAN	24.000,000	0%	Not changed	18	SAUDI ARABIA	12.000,000	0%
8	JAPAN	22.000,000	+5%	+1.000,00	19	COLUMBIA	11.000,000	+10%
9	UNITED KINGDOM	21.000,000	+10%	+2.000,00	20	EGYPT	11.000,000	+10%
10	MEXICO	20.000,000	+5%	+1.000,00	21	SOUTH KOREA	11.000,000	0%
11	GERMANY	18.000,000	+13%	+2.000,00	22	MALESIA	11.000,000	0%

Table 3 : Counties using Instagram for the Most (2019)

Instagram is mostly used in the United States of America with 110 million users. Brazil, again a South American country, is in second rank with 57

million users. India follows Brazil with 53 million users. Turkey, with 33 million users, is in the fifth rank.

When we look at the number of the year 2020 Instagram is the sixth biggest social media platform among the world with its users numbers (We Social Statistics,2020)

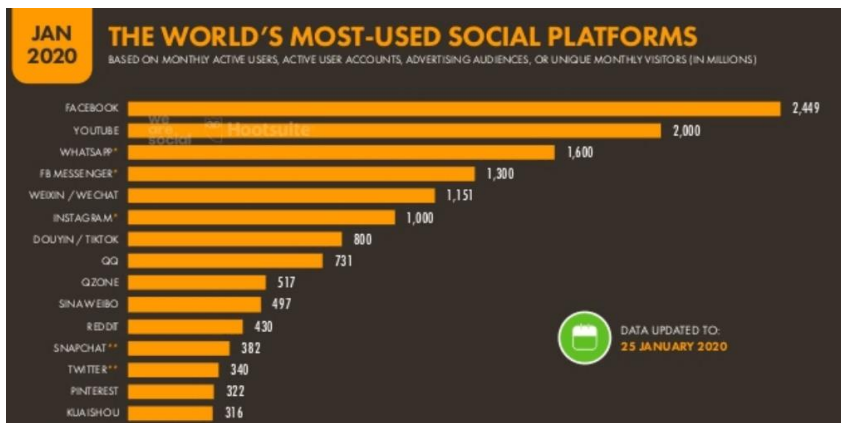


Fig.3. The World's Most Used Social Media Platforms



Fig. 4. The Instagram Users in Numbers in the World (WeAreSocial,2020)

Its very interesting to see that in Turkey Instagram is more popular than some other social media platforms. Instagram is the second preferred used social media platform in Turkey.

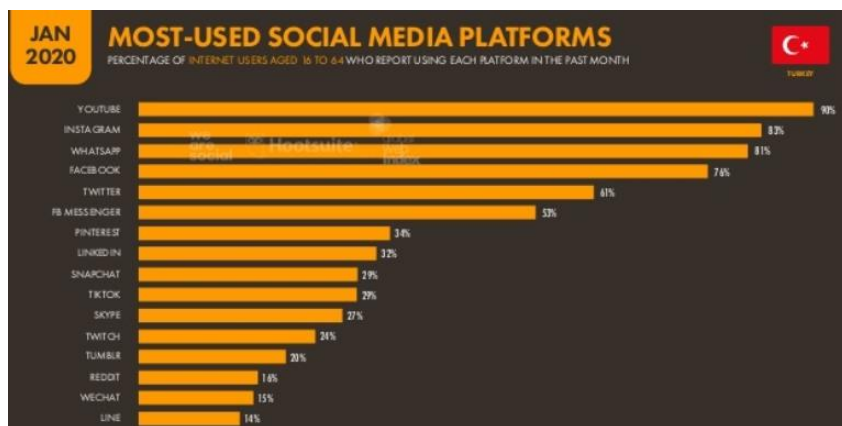


Fig. 5. The Most Used Social Media Platforms in Turkey By Year 2000/Q1 (WeAreSocial,2020)

## 8. The Use of Instagram in Corporations

Instagram is not used only by public. Recent years studies showed that the platform is started to be used by corporations as well as people. The most popular corporation social media platforms were Facebook and Twitter, but after the second decade of 2000s Instagram also became a popular social media platform in the eyes of corporations. Now by the year 2020, this platform is a “must” for the corporations with Facebook and Twitter use in social media marketing.

In Marion Ann’t Goor’s study, in which she analyzed 100 photographs of 20 brands, the photographs on Instagram have been considered in terms of traditional marketing strategy and social media strategy. In this study the necessity for a brand to clearly define its identity and values to its followers and also the need for the name, product or events related to the brand to be put forward in the photographs is stated.

Guidry et al. (2014: 380-386) conducted a study aiming to analyze the crisis information of pioneering fast food companies shared by their followers on their Instagram page and besides this, they also aimed to investigate the answers that the companies gave to these and the general use of Instagram. They analyzed a total of 711 Instagram posts of 10 fast food companies with the widest chain in the world in a period of 2 weeks. They put forth that 611 of these posts were shared by the users and 49 were shared on the official page of the company. In this study it was found out that 69.3% of the messages by the followers were negative messages and that 71.7% of these negative messages were sent by the customers. The study also displayed that the fast food employees and customers used Instagram regularly to interact on the services of the companies, the working environments, food and brands.

Chang (2014: 37-44) conducted a study in order to research how the companies and customers re-form the brand value by the photographs shared on Instagram. The study analyzed 238 consumer – produced content and 62 corporately produced content. It was put forward in the research that in the official visual sharing of the companies the brand use of the customers generally displayed a positive brand sharing as a way for the customers to express themselves and to promote the use of the brand with implicative and indirect ways. Also the findings showed that at the centralization at the reformation of the brand value, many more difficulties could be encountered in order to manage and control a consistent brand image.

Çukul performed a study with the aim to specify and compare the content of 10 recognized fashion brands and to explain their attitudes. At this study it was found out that the frequency of Instagram use and the different types of messages in order to evoke user interaction at different levels showed differences from brand to brand. The study displayed that in the period specified the posts linked to public relations were ranking the second, but that some brands did not share any posts in the said period regarding public relations, use of sales promotion, special responsibility. Also, sharing of information on the events, advertisements or information on promotion causes the interaction to be at a lower level (Çukul 2015: 116-127).

A study by Dumas et al. (2017;17) presents that there is a positive relation between reasons for narcissism and peer belongingness of people using Instagram. The study also shows that the users use Instagram in order to increase popularity and to exhibit creativity.

According to the findings of another study conducted on 239 university students in the United States of America there is a meaningful relation between the motivation for use of Instagram for interpersonal interaction and for following up others and that the participants also used Instagram to plan and follow activities such as travel and sports (Sheldon & Bryant, 2016: 89).

The results of another study performed by Moon et al. (2016;18) on a total of 212 active Instagram users in Korea through an online survey shows that individuals have a tendency to publish their personal histories and the photographs presented to them, that they update their profile photographs more frequently and that, compared to their colleagues, they spent more time on Instagram.

Nine factors effective on Instagram use were put forth at a study researching the university students' use of Instagram within the context of uses and satisfaction approach. These factors are, respectively, individual presentation, fun/habit, social escape/relaxation, social interaction, decision making/getting information, personal development/expressing oneself, friendship, economy and follow up. Also meaningful relations between socio – demographic variables and Instagram use factors were encountered at the study (Yayla, 2018;130).

Çakmak and Baş (2017;97) conducted a study on university students through interviews, taking Instagram as the individuality presentation tool. The results show that students use Instagram to give information about themselves to their environment, to receive information from them, to follow fashion and the news and to do shopping.

## **9. Conclusion**

Currently, along with the new communication technologies, corporations have achieved the opportunity to be closer to their target groups and to reach them more easily. Particularly through the content sharing site Instagram, based on a visual foundation, the companies can both introduce their products and services and also present solutions directly for their followers' questions, suggestions, expectations, desires, complaints or problems regarding the company or the product and the service.

Although most photographs and videos are shared on Instagram accounts daily, the time period to share messages the most shows working hours. This shows that people check the social media during working hours as well and that companies can reach people through the social media during working hours too.

From the perspective of the companies, Instagram may be considered as an effective way to form brand identity and loyalty. The brand identity with the logo, slogan or color is not used on most of the photographs shared on Instagram. Companies use the logo, corporate color and slogan of their brand on their Instagram accounts, but they do not use slogans and logos on what they share.

Due to the comments below the posts on Instagram, experts receive feedback from their followers and can easily get information on the wishes, opinions and critiques of their followers. This increases the communication and interaction between the company and its followers. The followers have posted comments with wishes and criticism with likes, questions or emojis below the photographs or videos of the companies on the companies' Instagram accounts. Most of the companies have not answered these comments of their followers. A minority that did answer them either explained the situation or asked them to visit the corporate site. This shows that Instagram, which provides an opportunity for interaction between the company and its followers, is not used effectively by the companies purposefully for public relations and that the questions, desires, suggestions or likes of the followers are not taken notice of significantly. The contents of what companies share and the texts they post below what they share display the fact that companies are using Instagram intensively for product promotion.

We saw that Instagram is still becoming popular while we are going to the third decade of 2000's. Its in number 6 in the world and number 2 in Turkey in list of "most used social media platforms" . This is an evidence that, this platform is getting more and more popular. And again this evidence is a cause

to give importance to this platform for marketing of goods and services for the future.

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