

communication types. The number of the users of Instagram has grown since the day it was first released. Instagram is one of the most modern ways that enable people show their existence online.

Instagram also connects the physical and digital realms to each other, and contribute to the development of the identities of both the individuals and the business environments (Ting, Ming et al., 2015: 18).

1. THE INTERNET, WEB 2.0 AND SOCIAL MEDIA

In late 19th century and the 20th century, one of the main actors of the developments in the communication technology was the Internet, which is an information and communication technology. The communication technology was called as Web 1.0 in the times when the Internet was first used, and was focused on receiving information with a one-way communication. In Web 1.0, people could only interact with the Internet sites which were stable in those times. In further years, the two-way web interaction which was focused on forming information instead of merely receiving information, which was called as Web 2.0 was developed.

Web 2.0 period expresses a period in which the new style replaced the traditional functioning of the websites. Instead of the websites where only the contents that were produced by the institutions, were shared, Web 2.0 enabled the users to form the contents and share them, even comment on, and tag them. This new platform may be called as the technical infrastructure where the power and value production were transferred from institutions to consumers (Berthon, Pitt et al., 2012: 263).

Web 2.0 was named in 2004 by Tim O'Reilly, who was the founder of O'Reilly Media, and changed the one-way communication, which was provided by Web 1.0, and replaced it with a new structure which was based on human-human interaction and which acted as a bridge between the users of the dynamic sites, and which was constantly updated (Çemrek, Baykuş and Özyaydın, 2014: 64). In Web 2.0, the users, who joined in with the membership to the platforms developed by others, could express their feelings without being prevented by any limitations and without being interrupted by quotas, and their friends could learn their sharing in a fast way, and start mutual interaction (Kircova and Enginkaya, 2015: 6-7). Web 2.0 influenced the Internet and therefore our lives in every aspect with the services that made our lives easier and faster like wikis, blogs, content sharing sites, social networks (Kahraman, 2013: 19).

In 2000s, with the development of the Internet technology and the Web 2.0 technology, social media reached points that could influence any people from any part of the society (Dağıtmaç, 2015: 19). It is also a participative and interactive at the highest level with the help of its tools that are specific to it (Kahraman, 2013: 20). In time, the Internet has become a personalized information area which was shaped by the users, who were exposed to it, according to their needs and desires.

Today, after this social media stage, which was called as Web 2.0, we are proceeding towards Web 3.0 period in which the information is processed at great amounts in the platforms by being merged with artificial intelligence programs, and by automatizing various processes and by producing decisions and applying them. In this period, the machines are the means of communication with the humans. Web 3.0 technology, which is also called as Semantic web, provides intelligent search and data forming cooperation and opportunity to the users with its new applications and platform (Kircova and Enginkaya, 2015: 8).

With the development of the Internet technology, and therefore with the easy usage of its applications, the information which piled up was updated in a fast and easy manner, and this situation contributed to the increase in the number of the users and the applications with each passing day, and also attracted the attention on social media and thus increased the power of the social media.

Although it is hard to explain social media with a generally-accepted definition, with its broadest meaning, it is possible to define it as the websites that are established on Web 2.0 technologies and that enable the formation of communities and starting cooperation projects with deeper social interaction. As it is clear

from the definition, Web 2.0 is defined with the emphasis on its technological dimension, and social media is emphasized with its social dimension and its social use together (Bruns and Bahnish, narrated from 2009: 7 by Akar, 2011: 21).

According to another definition, social media is the web-based technology and mobile media in which people and communities present their contents, discussions, and creations over interactive platforms. In terms of functioning, social media helps people to interact with each other by sharing their ideas, critics and experiences. In brief, it is a whole of platforms where there are no time and place limitations (mobile-based) and where sharing and discussion are the core bases (Kırcova and Enginkaya, 2015: 7). Maybe the single common point of the social media tools in which different technologies and different methods are used is their providing sharing services at an upper level (Kahraman, 2013: 21). Social media provides individuals with instant, direct interactive and new communication media with its speaking, forming a society, cooperation, interpretation and contribution elements.

The biggest innovation of social media is on the one hand it brings many people together from beyond geographical borders having the same interests in the same platform, and on the other hand, providing the opportunity of mutual interaction with the interactive aspects of Web 2.0 (Erkayhan, 2013: 25).

Social media is a special medium in which the concepts like gossips, whispers, viral marketing, which are outside the mass media and which feed the interest areas of the individuals in virtual reality, are used; however, in which there are individual preferences (Yamamoto and Şekeroğlu, 2014: 7).

Social media is a dynamic and living platform, which is different from the traditional media, and everybody has equal usage and equal right for speech (Yamamoto and Şekeroğlu, 2014: 11). With these characteristics, social media contributes to the satisfaction of the individuals in a positive manner. There are some differences between the social media and the traditional media in terms of the quality of the content, the coverage, the accessibility, the usability, endurance, and measurability.

Social media devices may be expressed as the wikies, social networks, content sharing sites, blogs, location-based services, dictionaries, micro-blogging sites, and forums.

2. INSTAGRAM AS A SOCIAL MEDIA APPLICATION

With 2000s, computers, digital cameras and video recording devices changed as well as the Internet technologies, and their usage increased when their prices became cheaper. As a result of this spread, the curiosity of the individuals in taking photographs and videos increased. In time, with the development in technology, and with the use of smart phones in which the computer-telephone-camera were integrated in one single device, the interest of the individuals in sharing their photos also increased. In this context, people began to make use of the sharing sites that were called as "UGC (User Generated Content) to cover their curiosity.

In 2007, the first developed touchscreen mobile phone of the world was brought into use and a new era began in the use of mobile technology and mobile phones. These new mobile phones had high-resolution touchscreens with faster processors and bigger memories and QWERT keyboards and viewed standard webpages with a web browser. Today, these phones are also used as mobile phones and to take photos, listen to music, play games, send e-mails, downloading maps, watching videos, and sending messages. It is possible to claim that there is a computer skill and flexibility in these devices, which are called as smart phones (Bergström and Bäckman, 2013: 9). It is also possible to claim that cameras and video cameras have become indispensable in the human lives with the help of smart phones.

These devices are preferred by wide masses, and the most prominent characteristics of them are their being private to the individual. This characteristics is called individuality and brings with it the voice communication and the interactive communication together in smart phones. In this context, smart phones may be accepted as the new communication devices on everyday life with their various applications. The most

distinctive characteristics of smart phones, which have a great number of properties, is the applications in them (Yengin, 2012: 354-355). With the help of the new possibilities brought by the Internet technology, although there are many ways of video and photograph sharing, one of the most widely-known applications is Instagram, which is a mobile application that works in smart phones. Instagram appeared as an application that enabled people to share and filter photographs in mobile devices (Hochman & Schwartz, 2012). Instagram was developed by Kevin Systrom and Mike Krieger for the first time in October 2010 for IOS (iPhone and iPad), and was among the many Web 2.0 applications.

In Instagram and other social media applications, firstly, the photograph is the proof of the person himself/herself. The photograph is shared as the proof of personal experiences and the memories. The individual makes himself/herself visible by using the photograph, and the sharing of his/her images is the expression of the existence of this individual (Larsen and Cruz, 2009: 215).

Instagram became very popular in a short time with the quality filters (25 filters) and social network characteristics. Instagram enables the individuals to share the photographs taken by the individual in the smart phone in a professional quality with special filters (Kahraman, 2013: 41). The second reason in the fast spread of Instagram and that it is easily integrated with social media platforms. A visual that is shared on Instagram may also be shared on Facebook, Twitter, Swarm, Flicker, and Tumblr.

In order to understand the dimensions of social media, which is considered as a revolution in communication, it is useful to evaluate the measurements made in this field. For example, according to the data for 2015 shared by Facebook, Instagram, which may be defined as courageous lifestyle, is a social media application with 400 million active users per month. 70 million photographs are loaded in a day in average receiving 2,5 billion likes. Around 16 billion photos have been shared since 2010. More than 75% of Instagram users live outside the USA. In recent period, more than half of the 100 million users, who registered in Instagram, live in Europe and Asia (<http://blogs.wsj.com>).

On Instagram, the profile names of the users either belong to them or they use nick names. In addition, there are short information on who they are (likes, comments, followers, and those whom they follow). The individuals may reveal the contents for everyone or they may use limits with certain users.

The users may adjust the privacy preferences on Instagram and thus ensure that only the ones they approve may follow them. If someone wants to follow them, they may send a request awaiting approval. The latest photographs and videos shared by the individuals are listed in reverse chronological order, in other words, the latest shared ones appear in the first row. The follower of the individual may like the photographs or the videos or may comment on them. The likes and comments of the individual may also be observed by the followers. The individual may adjust these settings in the "those you follow" and "you" pages.

The following of the individuals for each other is asymmetrical on Instagram. In other words, when someone follows another user, if the one who is being followed does not follow the other person, they cannot follow each other. In addition, the users may send direct messages to each other. If the profile of the person is hidden, and if someone who is not a follower sends a message, this is presented for approval to the user. If the individual wants to see the message, s/he approves it and reads it. This may be expressed as the access privilege of Instagram.

In addition, if the individual wants to load videos, it is possible for 15 seconds. These videos may be played automatically when the users stand on them in the flow of the news-line. Placing a hashtag (#) under the photographs on Instagram increases the interaction and the interest in the photographs; and by doing so, the photographs become discoverable. If we want to define hashtag briefly, it is placing the # symbol on the words desired thus converting them into a connection on which the users may click. It is possible to make searches on social share sites with hashtag technology, and it is easy to find who said what on which topic. For this reason, it is important to place a hashtag under the photographs loaded (Kircova and Enginkaya, 2015: 62). Tagging people is made with the (@) sign. In addition, it is possible to place geographical tags on the photographs to give information on where they are taken and connections may be formed with the place.