When it first appeared, photographs were the main elements being shared on Instagram, and the area of use for it developed in time. Today, various visuals and short messages are used in an intense manner to reach wide masses (Kırcova and Enginkaya, 2015: 62). In other words, it has become to be used in a more efficient manner thus bringing the satisfaction of the users to a top level. Instagram was bought by Facebook in 2012 for 1 billion dollars. After Facebook bought it, new properties were added as well as sharing photographs (direct message and video) and this made it an important way of introduction for people. In addition, Instagram serves people with 29 languages from English to Chinese (Instagram, 2015), and is growing as an efficient communication and marketing tool.

### 2.1. Some Studies on Instagram in the Literature

The studies conducted on Instagram so far generally deal with the usage, cultural indicators, and marketing and public relations. The studies conducted on this field are less than the studies conducted on the other means of social media tools. Some of these are as follows;

Hochman and Manovich (2013) conducted a study on analyzing the use of images on Instagram on position-based visual information and forming a frame for this topic.

Silva et al. (2013) conducted a study and focused on cultural behaviors rather than commercial comments, and characterized the cultural behaviors and user behaviors over the photographs on Instagram.

Wallsbeck and Johansson (2013) and Bern and Niman (2014) conducted studies on the users of Instagram and examined the elements that had to be included on Instagram by companies according to customer preferences.

McCune conducted a study on Instagram in 2011, and determined the motivations of the people using Instagram, which is among the first study in this field. The other two important studies were conducted by Hochman et al. (2013) and Silvia et al. (2013) and performed visual and cultural analyses to discover their social and cultural worlds over Instagram photographs of the people coming from different cities of the world. The first comprehensive study on this field is "What We Instagram: A First Analysis of Instagram Photo Content and User Types". In this study, which was conducted in 2014, Yuheng Hu, Lydia Manikonda and Subbarao Kambhampati performed quantitative and qualitative analyses on the contents and the users of Instagram, and determined 8 popular photograph types, and 5 different user types according to the photographs used. In addition, another interesting results of this study was the fact that the number of the followers was independent from their shared photographs; i.e. it was not influenced. Hu et al. reported in this study that Instagram should find the place it deserve among the other social media tools and needed more studies. According to them, very few studies focused on Instagram in academic terms.

The general purpose of this study is to reveal the sharing and usage behaviors of the individuals on Instagram. In this context, answers for the following questions will be sought in the light of the research and the authors in the literature:

- How much time do the individuals spend on the Internet in a day? And how much of this time is spent on Instagram?
- For how long and with which frequency do the individuals use Instagram?
- For what reasons have the individuals started to use Instagram?
- What do the individuals share on Instagram, who do they follow, what do they check and how do they express themselves?
- What properties do the individuals use when they are on Instagram?
- Do the individuals pay attention to privacy on Instagram?

### 3. METHOD

Young people allocate more energy and time for social media via interaction with the materials they share in the social media, reshaping the materials, and sharing messages (Ternes, 2013: 1).

Based on the assumption that the young people use Instagram more (Salomon, 2013; Ternes, 2013), the universe of the study consists of the students of the Faculty of Communication in Selcuk University. In determining the sampling of the study, the Quota Sampling Method was used, 270 students were selected from among 2700 students attending the Public Relations and Introduction, Journalism, Radio Television Cinema and Advertisement Departments of the Faculty of Communication. These students represented the universe of the study, and were selected with 10% quota. 70 students were contacted from each department. The questionnaire was filled by 270 students from the Faculty of Communication with the face-to-face method. Some questionnaires were not taken into consideration because they were empty or the markings were missing. 240 questionnaires were taken into consideration in total, and the data obtained were analyzed on the SPSS 15.0 program thus receiving the results on the use of Instagram at individual level.

In the questionnaire scale, the questions were asked to determine the current status of the demographic characteristics as well as the Internet and Instagram usage. In the following parts, there were questions that were directed towards Instagram usage and habits of the students. In developing questions to determine Instagram usage habits, we made use of the classifications on the photographic contents and the user types of Instagram in the study conducted by Hu et al. (2014) with the title "What We Instagram: A First Analysis of Instagram Photo Content and User Types", and from the photographic classifications made by Anna Margret Gunnarsdottir (2014) in her study "Let me take a Selfie - Motives for Posting Electronic Word-of-Mouth in Visual Content on Instagram".

### 3.1. Findings and Interpretation

The field research analysis results of this study done for defining Instagram usage habits on Selcuk University Communication Faculty example are presented below.

#### Table 1 - Gender

|  | Frequency | Percent | Valid Percent |
|---|---|---|---|
| Woman | 114 | 47,5 | 47,5 |
| Man | 126 | 52,5 | 52,5 |
| Total | 240 | 100,0 | 100,0 |

114 participants out of 240 were women in the study, and 126 were men.

#### Table 2 - Age

|  | Frequency | Percent | Valid Percent |
|---|---|---|---|
| 18 | 23 | 9,6 | 9,6 |
| 19 | 21 | 8,8 | 8,8 |
| 20 | 64 | 26,7 | 26,7 |
| 21 | 59 | 24,6 | 24,6 |
| 22+ | 73 | 30,4 | 30,4 |
| Total | 240 | 100,0 | 100,0 |

The age range of the students who participated in the study were determined as 18, 19, 20, 21, 22 and over.

**Table 3 - Department**

|  | Frequency | Percent | Valid Percent |  |
|---|---|---|---|---|
| HIT | 65 | 27,1 | 27,1 |  |
| Journalism | 60 | 25,0 | 25,0 |  |
| RTV | 59 | 24,6 | 24,6 |  |
| Advertisement | 56 | 23,3 | 23,3 |  |
| **Total** | **240** | **100,0** | **100,0** |  |

The quota was applied in the study on the department basis; however, since some of the question forms were left out of the analysis, the number of the students who participated in the study according to the departments is Public Relations and Introduction 65, Journalism 60, Radio Television and Cinema 59, Advertisement 56)

Nearly all of the students who participated in the study (234 students (97,5%)) connect to Instagram over their smart phones( Table 4).

The students spend time between 2-4 hours (32,9%) in the social media in an intense manner. 28,8% of them stated that they spent less than 2 hours; 24,2% stated that they spent 4-6 hours. As it may be understood from the percentages, the majority of the students spend at least 2 hours for social media on a daily basis(Table5).

**Table 4 - The Device Used to Connect to Instagram**

|  | Frequency | Percent | Valid Percent |  |
|---|---|---|---|---|
| Smart phone | 234 | 97,5 | 97,5 |  |
| Tablet computer | 5 | 2,1 | 2,1 |  |
| Desktop computer | 1 | ,4 | ,4 |  |
| **Total** | **240** | **100,0** | **100,0** |  |

**Table 5- Time Spent on the Social Media in a Day**

|  | Frequency | Percent | Valid Percent | |
|---|---|---|---|---|
| Less than 2 hours | 69 | 28,8 | 28,8 | |
| Between 2-4 hours | 79 | 32,9 | 32,9 | |
| Between 4-6 hours | 58 | 24,2 | 24,2 | |
| Between 6-8 hours | 16 | 6,7 | 6,7 | |
| 8+ hours | 18 | 7,5 | 7,5 | |
| **Total** | **240** | **100,0** | **100,0** | |

**Table 6 – Time Spent on Instagram in a Day**

|  | Frequency | Percent | Valid Percent | |
|---|---|---|---|---|
| Less than 2 hours | 158 | 65,8 | 65,8 | |
| Between 2-4 hours | 56 | 23,3 | 23,3 | |
| Between 4-6 hours | 13 | 5,4 | 5,4 | |
| Between 6-8 hours | 5 | 2,1 | 2,1 | |
| 8+ hours | 8 | 3,3 | 3,3 | |
| **Total** | **240** | **100,0** | **100,0** | |

When the time students spend on Instagram in a day is examined it is observed that 65,8% of them spend less than 2 hours. When the variety of the social media is considered, spending 0-2 hours on Instagram is important in that it explains the importance of Instagram in our lives.

It is observed that 5,4% of the students started to use Instagram 4-6 years ago, 17,1% started 2-4 years ago, 42,9% started 1-2 years ago, (18,3%+16,3%) 34,6% started within the last 1 year. When these rates are considered, it is observed that the users of Instagram, which entered our lives in 2010, increased constantly in time.(Table 7).

77,9% of the students check their Instagram accounts on a daily basis. As it is understood from the results, Instagram has had its place in the routine of the daily lives as a mobile application. The individuals need to check their Instagram accounts definitely within their everyday lives.

**Table 7 – The Time When the Individuals Started to Use Instagram for the First Time**

|  | Frequency | Percent | Valid Percent | |
|---|---|---|---|---|
| Before 0-6 months | 44 | 18,3 | 18,3 | |
| Before 6-12 months | 39 | 16,3 | 16,3 | |
| Before 1-2 years | 103 | 42,9 | 42,9 | |
| Before 2-4 years | 41 | 17,1 | 17,1 | |
| Before 4-6 years | 13 | 5,4 | 5,4 | |
| Total | 240 | 100,0 | 100,0 | |

**Table 8 – The Frequency of Checking Instagram Account**

|  | Frequency | Percent | Valid Percent | |
|---|---|---|---|---|
| Everyday | 187 | 77,9 | 77,9 | |
| In 1-3 days | 20 | 8,3 | 8,3 | |
| 4-6 days | 10 | 4,2 | 4,2 | |
| When necessary | 10 | 4,2 | 4,2 | |
| Rarely | 13 | 5,4 | 5,4 | |
| Total | 240 | 100,0 | 100,0 | |

78,8% of the students need to check what their friend had shared and what they had liked as the first thing when they go online on Instagram. The participants have had the chance to follow easily the developments about their friends and the other things they were curious about in the social media. Right on this stage, it is possible to claim that Instagram fulfils its duty as providing information, which is one of the basic functions of communication.

**Table 9 – The First Thing Checked When on Instagram**

|  | Frequency | Percent | Valid Percent | |
|---|---|---|---|---|
| The sharing of my friends | 189 | 78,8 | 78,8 | |
| The likes of my sharing | 31 | 12,9 | 12,9 | |
| The comments on my sharing | 2 | ,8 | ,8 | |
| Message box | 7 | 2,9 | 2,9 | |
| The hashtags I wonder | 11 | 4,6 | 4,6 | |
| Total | 240 | 100,0 | 100,0 | |