People in social life has made their voices be listened over the social media. Nearly every user thinks that there is a mass listening and following himself/herself (Dağıtmaç, 2015: 27). For this reason, individuals care for the mass who listen to them and who follow them, make their sharing for the people around them on Instagram, and are mostly inclined to follow their friends.

Table 10 – The Most Important Reason Drawing People to Use Instagram

	Frequency	Percent	Valid Percent	
Photograph	68	28,3	28,3	
Curiosity	38	15,8	15,8	
Following a friend	33	13,8	13,8	
Its being popular	27	11,3	11,3	
Boredom	19	7,9	7,9	
The environment	18	7,5	7,5	
Information and other visual sharing	13	5,4	5,4	
Spare time activities	9	3,8	3,8	
News	3	1,3	1,3	
Girls	2	,8	,8	
Football/Footballers	2	,8	,8	
Automobiles	2	,8	,8	
Professional	2	,8	,8	
Video	2	,8	,8	
Entertainment	2	,8	,8	
Total	**240**	**100,0**	**100,0**	

When the students were asked why they started to use Instagram, the answer was *photograph* with 28,3%. The first purpose of Instagram was photograph sharing, and although many properties (watching/loading videos, tagging) have been added in time, it is still being used for photographs, which was the core reason of its emergence.

Providing the opportunity of sharing photographs from their own viewpoints is the most important reason for Instagram being preferred. While photograph is a tool for establishing the identity of the user in social media applications, it is also converted into a tool for being approved by the others (the likes of the shares and positive comments in general) (Şener and Özkoçak, 2013: 124) and contributed to the personal satisfaction.

The other important reasons that make the students use Instagram are *curiosity* with 15,8%; *following a friend* with 13,8%; and *popularity* with 11,3%. These reasons show similarities with the reasons of the use of other social media applications.

Table 11 – The User Names on Instagram

	Frequency	Percent	Valid Percent	
My own name	219	91,3	91,3	
Nick name	21	8,8	8,8	
Total	**240**	**100,0**	**100,0**	

When the students were asked what kind of names they used in their Instagram profiles, 91,3% stated that they used their own names; 8,8% stated that they used nicknames. The individuals prefer to be on Instagram with their own identities. This is a proof showing that Instagram is considered as a reliable social media application.

Table 12 - Instagram Account

	Frequency	**Percent**	**Valid Percent**	
Hidden	167	69,6	69,6	
Open to everybody	73	30,4	30,4	
Total	**240**	**100,0**	**100,0**	

When the students were asked about their Instagram accounts, 69,6% stated that their profiles were hidden; 30,4% stated that their profiles were open for everybody. With the property of keeping the profile hidden on Instagram, individuals may open their shared contents for everybody and also they may limit them with certain people by adjusting their privacy thus enabling the people they approve to view and follow their shared contents. The individuals using their profiles as open to everybody allow the people other than family and friends, i.e. the semi-public people, and follow them with the hashtags.

When the students were asked about how they expressed themselves on Instagram, 29,2% answered as *friendly*; 18,3% of them as *photograph-addict*; 15% of them *curiosity*, 14,6% of them as *likes travel/fun*; 13,3% as *colorful*. It is understood that Instagram, which emerged as a social media application, is used in accordance with its main purpose and attracts the attention of the users (Table 13).

Table 13 – The Expression/Identity on Instagram

	Frequency	**Percent**	**Valid Percent**	
Friendly	70	29,2	29,2	
Photograph-addict	44	18,3	18,3	
Curiosity	36	15,0	15,0	
Likes travel/fun	35	14,6	14,6	
Colorful	32	13,3	13,3	
Adventurous	14	5,8	5,8	
Automobile-addict	3	1,3	1,3	

	Communication expert	2	,8	,8
	Respected	1	,4	,4
	Political	1	,4	,4
	Active	1	,4	,4
	Social	1	,4	,4
	Total	**240**	**100,0**	**100,0**

Table 14 – If the Account That S/He Wants to Follow is Hidden

When the students were asked what they did when the person whom they wanted to follow had a hidden account, 62,1% stated that they sent a request; 15,8% stated that they quit. For the majority of the participants, the account being hidden is not a reason to quit. In addition, 22,1% was indecisive. Sending or not sending a request for these individuals may depend on their curiosity at the time.

Table 15 – The Average Number of Following and Being Followed

When the students were asked about the number of following and being followed, the numbers were as 219 followers; 261 being followed. The lowest number of following was 2, while the highest number of following was 3235; the least being followed number was 10, and the highest being followed number was 4050. As it may be understood from these numbers, Instagram is used as a socializing and friend-finding tool among the university students.

	N	The lowest	The highest	Average
Following	240	2,00	3235,00	219,6000
Being followed	240	10,00	4050,00	261,2583

Table 16 – Knowing the People Followed

	Frequency	Percent	Valid Percent	
	I know many of them	95	39,6	39,6
	I know almost all of them	76	31,7	31,7

	Frequency	Percent	Valid Percent	
	I send a request	149	62,1	62,1
	I quit	38	15,8	15,8
	I do not know	53	22,1	22,1
	Total	240	100,0	100,0
	I know very few of them	53	22,1	22,1

	I know almost half of them	16	6,7	6,7
	Total	**240**	**100,0**	**100,0**

When the students were asked about the people they followed, 39,6% of them stated that they know many of them; 31,7% of them stated that they know almost all of them; 22,1% of them stated that they know very few of them. The individuals on Instagram follow each other with their families, friends and other social environments, they also have the opportunity of following people or groups who are of interest for them. In this context, the fact that they knew the people they followed and they had the inclination of following people whom they do not know is a significant result.

Table 17 – What Do They Follow the Most on Instagram?

	Frequency	**Percent**	**Valid Percent**	
	My friends	162	67,5	67,5
	People of my interest	33	13,8	13,8
	Groups of my interest	24	10,0	10,0
	My family	9	3,8	3,8
	The hashtags I am curious about	5	2,1	2,1
	The messages on the places I am curious about	4	1,7	1,7
	The celebrity	3	1,3	1,3
	Total	**240**	**100,0**	**100,0**

When the students were asked what they followed the most on Instagram, 67,5% of them stated that they followed their *friends*; 13,8% of them stated that the followed the *people of their interests*; 10% of them stated that they followed the *groups of their interests*; and 3,8% of them stated that they followed their *families*; and the others stated that they followed the *hashtags they were curious about*, the *places they were curious about* and *the celebrity*. Instagram acts as a tool covering the needs of the individuals such as curiosity, receiving information, and socializing.

As Boyd and Ellison (2007: 211) stated, on Instagram and many of the other social media applications, the users have the purpose of meeting and communicating with new people and beyond that, continuing the communication with their present friends or other people they know. These results approve this purpose.

Communication has become virtual because of Instagram and other social media tools, and has surpassed the face-to-face communication. Today, individuals even tend to follow their friend whom they can contact face-to-face in their daily lives on Instagram.

When the students were asked about whether they had a struggle to increase the number of the followers on Instagram, 90,4% of them answered as "No". In other words, Instagram do not only serve people to increase the number of their followers, but also cover their socializing needs (Table 18).

49,2% of the students stated that they used the direct message property, and 50,8% stated that they did not use it. Direct messaging was added to Instagram in later times than its first emergence, and is used by nearly half of the users (Table 19).

Table 18 – The Struggle to Increase the Number of the Followers on Instagram

	Frequency	Percent	Valid Percent	
Yes	23	9,6	9,6	
No	217	90,4	90,4	
Total	**240**	**100,0**	**100,0**	

Table 19 – Using the Direct Message Property

	Frequency	Percent	Valid Percent	
Yes	118	49,2	49,2	
No	122	50,8	50,8	
Total	**240**	**100,0**	**100,0**	

When the students were asked about with whom they send direct messages, 33,3% of the students who used the direct message stated that they sent them to their *friends*, and 13,3% of them stated that they sent them to the *people of their interest*. Instagram is also used as a communication tool in an efficient manner (Table20).

When the students were asked about their sharing on Instagram, 93,8% of them stated that they shared *photographs*; 3,8% *illustrations – GIF*; and 1,3% *videos*(Table 21).

Table 20 – Whom Do You Send Direct Messages?

		Frequency	Percent	Valid Percent	
	My friends	80	33,3	67,8	
	People of my interest	32	13,3	27,1	
	My family	6	2,5	5,1	
	Total	118	49,2	100,0	
	Missing System	122	50,8		
Total		**240**	**100,0**		

Table 21 – Visual Used on Instagram

	Frequency	Percent	Valid Percent	
Photograph	225	93,8	93,8	
Illustrations – GIF	9	3,8	3,8	
Video	3	1,3	1,3	
Cartoons	3	1,3	1,3	
Total	**240**	**100,0**	**100,0**	

On 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). In other words, it is possible to infer some facts like their identities and lifestyles over the sharing of people on Instagram. Instagram is one of the modern ways for people showing their online existence.

In addition, the students were also asked to write the photographs they shared on Instagram were about, 35,4% stated that they were *selfie*; 34,2% stated that they were about their *friends*; 14,6% of them stated that they were about the *different activities* (travel, sports etc.), and 5,8% stated that they were about their *families*. Other photographs were stated as the ones that were related with *events*, the *things they owned*, *food-beverage*, *animals* or *fashion*.

Şener and Özkoçak (2013: 123) stated the social importance of sharing photographs on Instagram and said "the users use the photographs as a means of expressing themselves. They show a kind of performance via the photographs. Each photograph shared on the social media, no matter whether the person sharing the photograph is on it or not, provides clues on the identity of the user and on who s/he is, just like any other sharing."

Table 22 – What are the Photographs Shared on Instagram About?

	Frequency	**Percent**	**Valid Percent**	
Selfie	85	35,4	35,4	
Friends	82	34,2	34,2	
Different activities I do	35	14,6	14,6	
My family	14	5,8	5,8	
Photographs about the events	9	3,8	3,8	
Photographs with titles-texts on them	8	3,3	3,3	
Electronic devices-cars etc.	2	,8	,8	
The things I own	2	,8	,8	
Food-Beverage	1	,4	,4	

	Animals	1	,4	,4
	Fashion	1	,4	,4
	Total	**240**	**100,0**	**100,0**

Table 23 – Information of the Photographs Shared on Instagram

	Frequency	**Percent**	**Valid Percent**	
	They are the photographs taken by me.	195	81,3	81,3
	I share any photograph I like.	27	11,3	11,3
	I share the photographs I like belonging to others.	18	7,5	7,5
	Total	**240**	**100,0**	**100,0**

81,3% of the students stated that they preferred to share the photographs that were taken by them. As it is understood from this number, the individuals form their own identities on Instagram. For this reason, it is meaningful that an individual shares the photographs from his/her own viewpoint. Because, Instagram helps us acquire deep understanding on the activities, social, cultural and environmental issues of an individual from the viewpoint of the photographs they share. This property is more obvious on Instagram than the Twitter, which is a text-based platform (Hu, Manikonda et al., 2014). It becomes easier with the photographs that are taken by the individuals.

Table 24 – What Kind of Sharing are Generally Liked on Instagram

	Frequency	**Percent**	**Valid Percent**	
	The sharing of my friends	125	52,1	52,1
	Selfie	55	22,9	22,9
	Photographs about the events	13	5,4	5,4
	Activities	11	4,6	4,6
	The photographs with texts-tags on them	9	3,8	3,8
	The sharing of the celebrities	8	3,3	3,3
	Food-beverage	7	2,9	2,9
	Fashion	7	2,9	2,9
	Electronic goods-cars etc.	3	1,3	1,3

	The sharing of my family	2	,8	,8
	Total	**240**	**100,0**	**100,0**

When the students were asked about what kinds of sharing they liked on Instagram, 52,1% stated that they liked the *sharing of their friends*; 22,9% stated that they liked the *selfies*.

When the students were asked whose sharings they liked most on Instagram, 74,2% stated that they liked the ones by their friends; 10% of them stated that they liked the people that were related with their areas of interest; 6,3% stated that they liked the groups of their interests; 5,8% stated that they liked the sharings of their families. The others like the sharings by celebrities, the sharings of the people whose hashtags they were curious about; and the ones that were about the places they were curious about. People generally prefer the people they know when they like a sharing. The sharing/like/comment on the photographs on Instagram is important in that it shows that the photographs are used as a means of ensuring and sustaining the social relations.

The most-frequently used hashtags: When the students were asked to state the first three hashtags they used the most, a very colorful hashtag list appeared before us. The most-frequently used hashtags were; Fenerbahçe, brother, tbt, instamood, instagood, instalike, friend, travels, soul mates, happiness, and different words about daily life, health, sports, happiness and social relations. The hashtags are among the most important properties of Instagram in that they ensure that the individuals reach the messages, people and places they are curious about (Table 26).

Table 25 – Whose Sharings Do You Like the Most on Instagram?

	Frequency	**Percent**	**Valid Percent**	
	My friends	178	74,2	74,2
	The people I am interested in	25	10,4	10,4
	The groups I am interested in	15	6,3	6,3
	My Family	14	5,8	5,8
	Celebrity	4	1,7	1,7
	The people using new hashtags I am curious about	2	,8	,8
	The people sharing the messages about the places I am curious about	2	,8	,8
	Total	240	100,0	100,0