

Examining Instagram Addiction and Social Isolation: Study Conducted Among Iranian Students Based on Uses and Gratification Theory

Media Watch

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Abstract

This article concentrates on identifying problematic usage of Instagram, emphasising the mediation effects of Instagram use gratification among students. A quantitative methodology was employed via a structured questionnaire survey. A sample comprising 392 students from Ferdowsi University of Mashhad in Iran was selected utilising a stratified random sampling technique. The students' ages varied from 18 to 47, with the majority being in the younger group of 18 to 23. The pattern and purpose of using Instagram influence the gratification derived from its use. Instagram use gratification demonstrates significant associations with social isolation; however, this correlation is not evident to the purposes and patterns of Instagram usage. The findings indicated that no substantial relationships existed between the patterns of Instagram usage and the gratification obtained from it, nor with Instagram addiction. However, a significant correlation was observed concerning the purpose of Instagram usage. The mediating effect of Instagram gratification was notably significant solely in social isolation. The moderating influences of gender, academic discipline, marital status and parental educational level were deemed insignificant. The implications arising from this study are subsequently discussed.

Keywords

Instagram addiction, social isolation, patterns and purposes of using Instagram, gratification of using Instagram, Iranian student, uses and gratification theory