

# **INSTAGRAM: MOTIVES FOR ITS USE AND RELATIONSHIP TO NARCISSISM AND CONTEXTUAL AGE**

**By**

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**APPROVAL FOR EXAMINATION**

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief; its standard is quite suitable for submission for further evaluation. Plagiarism test has been conducted using HEC prescribed software (on turnitin) and found its similarity index at 19% which is within the acceptable limits. I have also found that the thesis is in a format and standard as set the Department of Management Sciences.

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### ABSTRACT

Instagram is a mobile and desktop based application which allows its users to connect with their friends and share their pictures and videos. Instagram has grown fast globally in a short period of time. As it has gained a lot of fame in a very short span of time, this study aims to find motives behind Instagram use and its relationship to narcissism and contextual age. This study investigates how life position indicators (interpersonal interaction, life satisfaction, social activity and narcissism) impact Instagram use for surveillance, documentation, coolness and creativity.

The survey involves a sample of 250 Instagram users residing in Karachi, Pakistan.

This research found out that Instagram users in Karachi use Instagram for four main reasons surveillance, documentation, coolness, creativity. According to first finding interpersonal interaction highly impacts surveillance. According to second finding of this research interpersonal interaction highly impacts documentation which explains that individuals who have strong interpersonal interaction with their families and friends use Instagram also for documentation. According to the third finding of this research narcissism has highest impact on coolness. The fourth finding suggests indicates that narcissism has highest impact on Instagram use for creativity.

**KEYWORDS:** Instagram, narcissism, contextual age, interpersonal interaction, life satisfaction, social activity, surveillance, documentation, creativity, coolness.