
Functional Analysis of Instagram Usage Behaviour in Nigeria**Oghogho Uyi OSAZEE-ODIA, Ph.D.**

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Abstract: This study draws on online focus group discussions made up of convenience sample of five businesses and face-to-face focus group discussions with fourteen participants randomly selected from university students in different faculties/departments at Delta State University, Abraka to explore the utilization of Instagram in Nigeria. Data were obtained differently through online response to questions from business operators via e-mail and direct interaction with participants through questions and answers sessions, and responses to the questions were coded by hand, and analyses using comparative method to determine majority and non-majority opinions to each question. The results yielded demographic picture of Instagram users serving as potential influence on the platform usability. Furthermore, the results indicates that Instagram is offering a new dimension in business advertisement and marketing of products to consumers, and photos and live videos as communication strategies, reflective of the semiotics principles. The results noted that Instagram is creating a new life of sociability, and of self-presentation and selfies as contemporary social behaviour with posting /self-portrait photos and live videos as identity marker and self-performance. The study discussed the limitations relating to Instagram use and provide suggestions for further investigation to determine the impact of Instagram in Nigeria. The author concluded that the study has contributed to the advancement of literature in Instagram functionalities and social media research.

Keywords: Instagram, Nigeria, Functionalism Theory, University Students; Advertising and Marketing, Sociability, Semiotics.

INTRODUCTION

Instagram is the most recent of the social media communities that came on-board in 2010 and has taken the world by storm, and its adoption and usage cut across every demographic groups worldwide providing platform for communication, connectivity and photo-videos sharing in fulfillment of users' interest and social life [1-4] and business e-commerce [4-8].

Available data indicates that there are over 800 million active users of Instagram and 25 million businesses on the platform [9-11] and majority of users are between the ages of 18 to 29 years [12, 10]. For Africa, Nigeria (3.6 million) and South Africa (3.6 million) have the similar users' spread of Instagram compared to other regions in the continent [13]. The growth of Instagram in Nigeria is driven by the population of young adults between the ages 18-34 years, representing 69 percent of Instagram users population [13] and businesses and marketing [14, 15].

This paper therefore explores the significance of Instagram to Nigerians with four main issues as a focus of investigation. First, what is Instagram in today's social media environment? Second, theoretical positions under which the study of Instagram is feasible in Nigeria and therefore, to review the existing theories

that has been used by scholars with a view to identified gap and then proposes a theory for this study. Third, studies involving the functionalities of Instagram with advertising and marketing, and sociability as an exploration. This paper begins with the explanation of Instagram.

Defining Instagram?

Researchers like [3, 16-19] have provided useful interpretation of what Instagram means for a more understanding of the platform. For examples, Wnent [3] points out that Instagram is about posting pictures and presenting oneself in a form of digital photo album to others, having contact with friends, getting attention and admiration, making a lot of likes and followers as well as making money through advertisement. Wendy, Donaghey *et al.*, [20] sees Instagram as a way of connecting physical and digital space, enhancing online presence and identity, interacting with customers and for marketing and promotional purposes. Emphasis on the interaction of Instagram with marketing, business promotion and customers' relation is single out for further explorative discourse. As Stamper [19] explains Instagram uses images as the medium through which user share their lives and interests with friends noting that female are predominant users compared to male. She therefore

defined Instagram as a simple, image-based social network used for both taking and sharing pictures and short videos with friends or followers. These definition provide useful indications on what Instagram means in reality.. The next discussion examines theoretical issues.

Emerging Theories in Instagram and the Present Theories for the Study

The relationships between theory and Instagram research is coming with evidence from the work of scholars providing sensible indication. Fitzsimmon [21] takes-on Feminist theory to examine the relations of men and women on the use of Instagram with the socio-cultural differences between them. Oloo [22] on the uses and gratifications theory and social information processing theory to examines how people get to know each other online and how they develop and manage relationships in Instagram community; Tyler [23] uses cultivation theory (effect of the media and the resulting modification in users perceptions and behaviour, refers to as emergent reality of media exposure) and social cognitive theory (actions and reactions as determinant factors arising from the effect of the media). Furthermore, Pugh [24] discusses the connection of semiotics, as visual narratives in the study of Instagram and in which the relations of text and photographic image, pictures or videos are critical factors of evaluation and generative meanings, refers to as the visual sensibilities of Instagram photos and videos and their meanings to users. Moreover, Ting, Hiram, Poh Ming, Winnie Wong *et al.*, [25] took the theory of reasoned action (TRA) to examine the beliefs about the use of Instagram. For the purpose of the study, the theory of functionalism is applied to study the connecting relations between Instagram users and a theoretical gap this study hopes to make contribution

Theoretical Framework: Functionalism Theory

Functionalism theory is sociologically linked, and helps explain how society and its institutions work in the interest of man as individuals with self-interest, lifestyle and needs. Scholars like Obaro [26] notes that functionalist theories is all about stability, integration and functional relations in society and Peretomode [27] explains that the core assumption of functionalism border on the functions of institutions in society.. These views provide ground to argue that Instagram as an important aspect of social media and a component of media institution helping to build new individuals beyond the physical environment of face-to-face interaction, communication and friendships network. As Prakoso [28] and Fernandes, Maryjo, [29] explains Instagram has provide platform to express ourselves, to share about ourselves and what we like in today's virtual society, helping to enhance our stability in terms of connectivity (forging connection with other Instagram users) constructive self-identity and self-presentation (formation of personal profile for others to know who they and what they are with photos upload

and live videos as self-image projection and identity marker) and building followers of similar users [30]. For business and marketing, Instagram is facilitating connection with potential consumers through advertisement with aesthetic photos and live videos of product/brand display to inspire sales motivation and consumer consciousness towards purchasing decisions [31]. These discussions brings out the reality of Instagram functionalism in society..

Connecting the Theories to the Study of Instagram

Instagram is performing life changing functions in society in which individuals and businesses is at the heart of usage performance. As McCune [32] explains Instagram possess diversity of functions for users citing for examples sharing (desirability for sharing or exchange of images with people throughout the Instagram network); documentation (capturing, recording, or preserving experiences with a reflection on photography); seeing (enables one to "look through the eyes of others" and present one's own viewpoint for a similar exchange of vision and consistent visual status updates for friendships building and sustenance); community (constructing individual photographic network for self-expression and identity projection) and creativity (creative outlet" or space for "artistry" to showcase who we are and what we are) Pugh [24] capture the essence of Instagram in modern life citing sharing pictures to inspire happiness, sending a tweet,. sharing special moment, indulging in a little luxury as its functions adding that people choose the site to tell stories about themselves and creative cultural value on business-marketing strategy in which pictures/image becoming factor of consumer motivation and projection of online business identity. Furthermore, Lux [33] considers several functions of Instagram photo sharing (taking pictures with camera app and sharing or use photos that already exist in your camera), photo manipulation (selection of photos to reflect self-mood and countenance); social (constructing friendships network or being follows by others) The author therefore submit that Instagram is a platform of running documentary of life using photographs as a reflection of life process (looking through to see where I've been and what I've done) and an education on our shared humanity (getting a glimpse into the everyday lives of people who I'll never meet, who live completely different. This discussion represents mediating framework on which the significance of Instagram unfolds its relevance in virtual sphere. Next is the literature relating to use of Instagram in society

Literature Search

Research on Instagram is gradually gathering steam and as such the literature on the functional analysis of Instagram in the context of Nigeria came from diverse sources, from observers and commentators to academic researchers on Instagram. This put together provides insightful picture on the value of Instagram in

today's society and the review is organised into two sections and are. First Instagram advertising/marketing serving as a medium of products/brand advertisement and services promotion to the awareness of consumers and visual language via the contextual principles of semiotics in products are symbols of denotative and connotative values and meanings [34]. Second, Instagram sociability in which self-presentation and selfies is motivating self-expression and identity performance. The discussion begins with advertising and marketing information on Instagram

Advertising and Business Marketing on Instagram

Earlier researcher like Liu and Ying [35] point to the significance of social networking sites in driving businesses, helping to inspire products promotion, consumer's receptivity and competitors marketing strategy. This assertion provides ground to argue that Instagram possesses similar quality in which to advance its complimentary relationships in advertising and business marketing [36]. Thus, Instagram is seen to be changing the landscape of business operation serving as a medium of products marketing and stimulating consumers' awareness [37-39].

The platform's popularity in business marketing and sales drives is spreading around the world, with 25 million businesses on the network and 1 million monthly active advertisers sharing photo-and-video app for products promotion and services enhancement [40-42]. As Chaykowski [40] explains over 80% of Instagram users follow business on the app noting over 120 million users engages business profiles to visit a website and get contact with business organisations. Moreover, Sparks [8], Terrelonge [39], Lee [43] provides useful insight to Instagram-business connection and point out that the growth of Instagram advertising provide opportunities for businesses and companies to engage in products promotion and marketing noting that 80 percent of people follow businesses of choice on Instagram, with complimentary videos with sound-on and stories-on-camera in content advertisement and information flow. Dhankar [44] states that advertising is all about storytelling in Instagram and creative picture or video story with text, colors and filters make it easier and quicker for companies to keep their follower's engage in products icon. Moreover, Lazizzera [45] reflect on Instagram as a visual advertising channel in building brand promotion for e-commerce business. A study carried out by Salpini [46] indicates the power of Instagram in business operations and that 72 percent of Instagram users were influence to purchase different products of choice owing to what they saw on the platform advertisement and emphasis that Instagram is the most influential social media platform to engage for shopping.

Sociability on Instagram

Sociability on Instagram has advances users self-presentation and connectivity to a new form of social life in today's society. Ellison and Boyd [47] concept of sociality in social networking sites (SNSs) emphasis the importance of friending relationships and technologies as critical factors of engagement with individual profiles formation, uploading photos as a process of communication and self-performance.. Research by Brown [48] indicate the following reasons why people engage in self-presentation and are; to facilitate social interaction in which individual plays his/her own role; to enables people to gain material and social rewards; to enable individuals to create impression of self, and constructive identity. For Instagram, self-presentation is becoming a major sociability performance allowing users to interact, connect and communicate with other users in the network, and a platform for constructing personal identity for the likes of others. Kneidinger [49] claims that sociability on social media sites foster self-presentation in which communication, information and personal identity are self-practice behaviour. Thus, sociability is significant in determining self-presentation in socialisation

Researchers [50-53] point to the significance of self-presentation in social media community with profiles photos, posted photos and videos as a crucial factor of visual engagement in users' social behaviour. As Lupinetti [54] and Tyler [23] notes Instagram enables individuals to express themselves and interact with others primarily via photograph sharing of body image, to the reinforcement of self-identity, and uploading photos and videos for others to know who they are and comments from friends as an expression of likes [55, 56]. Findings from the study of Sarita and Suleiman [48] shows that the need to belong relative to ingratiation was a major benefit of Instagram self-presentation among adolescents and the number of followers and uploading photos was a routine practice of self-presentation.

Selfies on Instagram

Selfies or digital self-portrait is thriving sociability in Instagram community, extending further the significance of self-presentation [57-59]. Kramer, Feuerstein *et al.*, [60] and Maher [61] refers to *selfies* as self-portrait or photographs taken by oneself with the aid of smartphone or a webcam and subsequently uploaded to social media website noting that posting selfies online is all about self-fulfillment and unique in the eyes of others. Senft and Baym [62] sees selfies as a photographic object that initiates the transmission of human feeling in the form of a relationship (between photographer and photographed, between image and filtering software, between viewer and viewed, between individuals circulating images, between users and social software architectures, etc.). The authors therefore

submits that selfies is a practice - a gesture that can portray different messages to different individuals, communities, and audiences.

The popularity of selfies appears to be stronger among younger generation, between the age of 18 -24 years, known as the selfies generation [63] and findings from Ofcom [64] indicates that 71 percent of the millennial post selfies of themselves to look good or impressive to others and that women (82 %) are more incline to post selfies compared to men (58%). Wickel [65] found from the study of females students at Elton University that posting selfies allow their audience to notice their social life. Moreover, Nilsson [66] found that females have the highest selfies presentation and followers on Instagram compared to the male users with less followers and Bashir and Akhtar [67] observe that young people are into crazy selfies for self-popularity and likes from their followers

Kramer *et al.*, [60] notes that selfies are extension of self in virtual sphere and Sung, Yonguin *et al.*, [68] claims that posting selfies is all about attention seeking, communicating, archiving and entertainment are practical benefits in everyday social life, highlighting as well three key practice of selfies posting: the me selfies relating to profile picture, significant other selfies (variation of pictures with different composition and visual effect e.g. photos of people or the ones with human faces in them) and group selfies (more than one in a single picture) [69].

Factors Influencing Instagram Adoption and Use

As Routley [70] explains Instagram is increasingly becoming a cultural touch point for millions of people around the world serving as a platform for sociability and businesses (product marketing and inspiring consumer purchasing decision and sales performance). Thus, there are identifiable attributes influencing Instagram adoption and use around the world and are; First, the Instagram semiotics in which the principles of denotation (pictures/photos and videos including self-posting selfies are reflection of visual character) and connotation (words depicting stories telling and caption as a textual reflection) providing valuable communication (meaning) for users [66, 71]. For Instagram advertising and business marketing, the convergence of visual image or picture of products as signs and symbols (denotation through images and colours) and words and caption description of the products (connotation) as a single message form are visible to the eyes, providing a more understanding of products message or information for consumer reception [72]. As Pinson [73] put it products are symbols for sale and therefore semiotics represent major tools for message development to target consumers and facilitate sales performance. Thus, Instagram advertising arguably extend the persuasive

function of products marketing and its role in society.

Second, demographic influence on Instagram adoption and use appears to show generation spread and that 59 percent of young generation between the ages of 18-29 years are active users [12, 19, 36]. Manovich [37] takes-on the words Instagram class to describe millions of young people around the world who are using Instagram in diverse ways with visually sophisticated feeds. Yang and Zongchao [53] reported from the study of Chinese college students' self- presentation that education, cultural background, personal values and cognitive levels influence self- presentation on social networking sites with posting photos as image performance. Ting *et al.*, [25] reported Instagram reaches the younger generation and they spend more time on the platform.. Crucial to bring up is the increasing use of the term *digital natives* to describe the influence of the millennial demographic in Instagram uses and smartphone equipped with camera a major factor of engagement [71, 12, 75-77].

Third, gender self-presentation tactics. Instagram is an example of a unique platform for self-portraits practice in which young men and young women display different forms of self-aesthetics photograph for self-recognition, sense of intimacy and authenticity [78, 79]. Evidence from researches on Instagram use and gender [80, 25, 81, 12] shows there is diversity of usage patterns in which women are more likely than men to use Instagram for sociability.

Fourth, Instagram language flexibility: the platform adoption cut across different cultures around the world and usage patterns is available in twenty five different languages including the English language which is officially spoken and written in 53 countries [82-85].

Fifth, Instagram model through posting selfies for monetary benefits [86] and business model or Instagram revenue model with monetisation through advertisement and business marketing [87, 8, 88] and a platform for electronic commerce which has open opportunities for advertisers to engage in active product marketing and services promotion with a combination of photo shots, live videos, and stories telling as a single message strategy for stimulating consumers purchasing decision and selling.

Summary of Literature

This review literature took cognizance of functionalism theory to advance the place of Instagram in today's society and mobile media playing major influence in the platform adoption and use. Researches has shown that Instagram is breaking new ground in

product advertising and marketing, and prompting up innovative strategies for e-commerce. The review took note of the increasing role of Instagram in forging constructive communication relations and self-presentation with photos and videos, and selfies as a creative self-performance and comments from followers. The review isolates a number of factors that has positively influence Instagram adoption and use citing: semiotics of Instagram marketing, demographic characteristics, self-presentation tactics and Instagram business model. The current study builds on these discourses to study the functions of Instagram in Nigeria.

Research Questions

- RQ1: What benefits do businesses and companies drive from using Instagram?
- RQ2: In what way is Instagram influencing sociability of users?

METHODOLOGY

Research Design

The emergence of Instagram provides further advancement in qualitative social media research direction and the focus group discussions as a data collection procedure citing Murphy, Michael *et al.*, [89] who argue that social media researchers are open to two processes of data collection. e.g. the quantitative-based surveys with closed-ended questionnaire and qualitative-based focus group discussions with semi-structured questions. The latter is the main method of data collection for this study. Newman [90] Crossman [91] sees qualitative research and focus group discussion to involve small sample sizes, from 5 to 15 participants in a conversation to generate opinions on issues under investigation. Therefore, the participants for the study falls within the suggested scope of sample size, both business and face-to-face focus groups..

Questionnaire Design

The questionnaire design involves two part structures and are; The first part takes-on business operators who are users of Instagram in forging and sustaining product advertising and marketing to consumers. The semi-structured questions serves as a guide to online focus groups interview reflecting the issues on why the use Instagram and for what reasons and whether Instagram has positive influence on business operation in terms of products advertisement and selling to consumers. The online participants opinions to questions was derived by e-mail interaction (questions was email to business participants, answered and returned to the researcher) [92, 93, 94].

The second focus group involves interactive questions and answers sessions with students of Delta State University, Abraka. The choice of the students was informed by their background (literacy/education, exposure to Instagram and smartphone camera for

taking and sharing visual image (photos) and videos). The semi-structured questions were used as a guide to find out why and how they use Instagram for sociability including selfies [95, 96]. Similar combination of traditional face-to-face focus groups and online focus groups discussions as a data collection strategy has been found from the work of Tates, Kiek *et al.*, [97].

Participants: Sampling, Recruitment and Recording

Recruitment of participants for the study was carried out in two procedures: First, the online focus group recruited randomly from business community with Instagram profile and a sample size of six participants were obtained for their experience on business advertising and marketing practice. Second, the face to face focus group was recruited in different Faculties/departments using convenience sampling procedure and a sample size of Fourteen (14) Instagram users. Gender breakdown were seven men and seven women to ensure representative opinions on questions and answers [98].

Prior to main discussion sessions, pilot interviews were conducted with online business group and offline students group to assess their opinions on Instagram usage and the feedback to the questions were useful in fine-tuning the final questions.

Recording

The face-to-face focus group sessions was conducted in the department of mass communication broadcasting studio with semi-structured questions to guide the discussion and were all audiotaped with the assistant of the studio staff. The discussions were in separate session starting with the men and then the women, and each discussion session lasted one hour and twenty minutes. The recorded audio-taped was playback, transcribed verbatim and cross-checked for validity of the individual opinions. Previous work of relevant researchers was useful in guiding the recording session [99, 100, 90].

Ethical Observation

Fouka and Mantzorou [101] note that ethics deal with the dynamics of decision-making regarding what is right and what is wrong. Ethics generally involve the protection of dignity of subjects and the publication of information about a research. For the study of Instagram, both online and face-to-face focus groups participants were given explanation on the nature of the discussion sessions with the assurance that their opinions on the questions is mainly for academic purpose [102, 103].

Coding and Analysis

The response of the five participants in the online focus group and the fourteen participants (seven men and seven women) the focus group at the Delta State University, Abraka was transcribed

verbatim and coded using „B1 – B5 to represent individual business operators and P” for students participant, split into P1-P7 for men group and P8-14 for the women (see Table-1). This was done for ethical observation and their responses were then cross-checked and re-checked to ensure conformity with what they said in relation to the questions. The analysis was done using constant comparative method in reducing the participants’ opinions into categories

of similar opinions (majority opinions to question) and dissimilar opinions (few opinions to the questions) to come up with specific decision relative to the research questions [104, 105]. The submission of majority opinions was positive answer to question and the basis on which the main finding was established and discussed. Next is the findings and discussions.

FINDINGS AND DISCUSSIONS

Table-1: Age, Gender, Participant Location, Years on Mobile Media, Years on Instagram, Number of Followers

Subject	Age	Gender	Participant Faculty/Department	Years on Mobile Media	Years on Instagram	Number of Followers
P1	20	Men	Faculty of Social Science/Sociology	4	2	244
P2	24	Men	Faculty of Education/Guidance & Counseling	3	3	235
P3	20	Men	Faculty of Social Science/Mass Communication	4	3	225
P4	24	Men	Faculty of Science/Geology	5	3	255
P5	20	Men	Faculty of Arts/ History and International Diplomacy	4	2	205
P6	22	Men	Faculty of Basic Health Science/Medicine	5	3	265
P7	24	Men	Faculty of Pharmacy/ Department of Pharmacology and Toxicology	5	4	258
P8	25	Female	Faculty of Social Scinces/Mass Communication	6	3	429
P9	24	Female	Faculty of Basic Health Science/Nursing	6	4	526
P10	24	Female	Faculty of Science/Chemistry	5	3	385
P11	22	Female	Faculty of Education/Social Studies	4	3	429
P12	24	female	Faculty of Pharmacy/Clinical Pharmacy and Clinical Practice	5	4	520
P13	23	Female	Faculty of Law	5	3	561
P14	25	Female	Institute of Science and Laboratory Technology	6	4	485

NOTE:

- PS:1-7 Denotes Individual Men in the Focus Group Discussions
- P:8-14 Denotes Individual Women in the Focus Group Discussions
- Location of Recording: Mass Communication Studio (Radio) Delta State University Abraka
- Date of Recording: Men Focus Group 6th December 2017
- Date of Recording: Women Focus Group 7th December 2017
- Duration of Focus Group Discussions: 1hr 20mins per Group

Analysis of Data: Demographic Information of Participants in Focus Group Discussions

The data on Table-1 provide useful picture of focus group participants in terms of age, gender, faculty/department of study, years on mobile media, years on Instagram and number of followers. This information can exert influence on Instagram adoption and usage ability and on which these submissions are drawn. First, the ages of the participant falls within Instagram generation of young adults: 18 to 29 years, with Instagram profiles [25, 12 19]. Second, gender engagement with Instagram in which men and women are users providing further indicator of gender influence in the platform popularity [12, 81]. Third, participants use of mobile media (mobile phone with internet connection and smart media) the number of year as a

measurable experience. This observation appears to reinvigorate the connecting role of the device in Instagram adoption and spread around the world citing for examples Ellison and Boyd [47], Kramer, Feuerstein *et al.*, [60], Maher [61] who ascribe much importance of smart media to social media users including Instagram relative to the number of years as an indicator of usage experience. Fourth, the numbers of followers are friends of respective participant (men and women) in the focus group serving as index of self-presentation on Instagram. Earlier researchers like Ting [56] and Sarita and Suleeman [48] capture the essence of followers in Instagram community. Fifth, the faculty/department of participants indicate the status of digital natives who grew up to imbibe the culture of mobile media and Instagram usage behaviour with

English language expressions (written and spoken), connectivity, friendship network, and stories telling or comments on Instagram [74, 106, 76, 75]. These analyses are insightful to support Yang and Zongchao's [53] study of Chinese college students' self-presentation on social networking sites with concerns for education, cultural background, personal values and cognitive levels and posting photos as demographic influence on social networking and Manovich [37] use of Instagram class to specifically spot the university students as young people of Instagram community.

Advertising and Business Marketing on Instagram

The research question one to what benefits do business organisations derives from using Instagram was capture from the literature on advertising and marketing practice. This was informed by the growing evidence that Instagram is a powerful visual landscape for e-commerce. Responses from the online focus group discussions via e-mail were diverse and these point to the significance of Instagram in product marketing tool and customer motivation towards product purchasing decisions and selling.

As B2 explains as an online retail store, pictures help us influence buyers With Instagram we tell stories around the items we sell, this increases our customer base as well. And B4 said, advertising on Instagram is fast and helps their clients to be abreast with their products we use photos and videos in telling more of our brand to clients

These expressions resonates the views of earlier researchers and commentators [44, 8, 39, 43, 88] who considers Instagram as a creative medium for products marketing and consumer stimulation and Lazazzera [45] who point to Instagram marketing as a constructive medium of products communication for e-commerce and revalidation of Pinson [73]; Dharma, Keerth and Ranjan [72] on the interaction of semiotics principles in products advertising and marketing on which the comments of B4 affirms that advertising keeps up-to-date information on products flow and B2 expressions on the role of stories telling with pictures support the descriptive language of products marketing. Thus serving as an influencer of consumers motivation towards products patronage and sales performance, and the function of advertising as an institution of information delivery in society [10].

Sociability on Instagram

Two intervening variables are pursue in addressing the relations of sociability and Instagram with social life and selfies as an exploration. The research question two in what way is Instagram influencing social life was raised from the literature

with self-presentation as a focus of evaluation/ Results from the opinions of discussants were diverse and these opinions indicates useful thoughts to established positive positions relative to similarity of viewpoints citing however representative opinions.

As P11 remarked social life on Instagram as a public display of oneself and as self-presentation in virtual community, posting pictures to impress my followers and their comments gives me a sense of joyous mood. Furthermore, P6 said I use Instagram to connect with friends and keep up with their activities, and as a personal picture journal to save precious memories and to tell the world to see me and comment on wherever I post

These opinions demonstrate the relations of Instagram in social life affirming the belief of earlier researchers [48, 54, 23].

Selfies on Instagram

Selfies is becoming popular among young generation creating innovative dimension in social life and self-presentation. Thus, the participants were asked to give their opinion on why selfies is crucial to them on Instagram. The opinions from men and women discussant point to insightful knowledge and in which representative comments are cited.

As P8 comment selfies has taken over social media especially Instagram. People mostly take selfies compare to the full body picture because it's the easiest to do by you without help from other people. But these days girls especially takes crazy selfies (exposing selfies) just to get more likes on that particular picture and followers Similarly, P1 said selfies are expressions of oneself and amazing way of taking photo shots and posting on Instagram.

These analyses are indications that selfies have taken a more instinct value in the mind of the young generation reaffirming the thought of previous researchers on selfies [60, 61, 64]. This also aligns with Bashir and Akhtar's [67] use of crazy selfies to describe its popularity with the young generation who use it to attract likeness and comments from circle of followers.

Thoughts on Instagram Photos and Videos

The issue on why participants snap and share photos, and videos on Instagram was established as an important variable from the discursive review and the visual sensibilities of Instagram photos and videos and their meanings was important to explore Thus, the opinions of the focus group participants was sought to know the extent to which photos and videos influence the sociability of Instagram users.. The comments from

the focus groups were thoughtful to argue that the use of photos and videos plays complimentary role in sociability of Instagrammer. Two representative comments are therefore cited:

P13 states Instagram photos and videos is technically my way of giving the world a sneak peak of the aspect of my life I want them to see. It's not a full expose, just a projection of what I want out there. So when I share a photo or video, it projects a message or view to the public to see. I get orders when I post photos or video of my goods on Instagram.

Whereas P8 said Instagram videos and photos are informative, sensational, stress free and easy to work with.

These comments find relevance with earlier researches [66, 71, 24] which recognises the impact of visual images and denotation/iconic as a semiological sign in which Instagram photos and videos are known for its attraction and aesthetic value... Moreover, the words *I get orders when I post photos or videos of my good on Instagram* show the vitality of photos and videos in product advertisement and marketing. To suggest, quickly look at Instagram photos and videos in mobile device (smartphone), one will see the denotative/iconic effect of the medium message, visually appealing to the eyes. As Roland Barthes cited in Hall [108] explains pictures or photos are more imperative than writing, they impose meaning at one stroke without analysing or diluting it noting that Instagram photos and videos falls within the heartbeat of visual language which are easily recognisable in all culture.

CONCLUSION

This article has examined the way Instagram is used in Nigeria and has examined its connection with business operations and sociability. The data for the study were obtained from two sources of focus group discussions namely, the online focus group with five participants being selected randomly using Instagram business profile and semi-structured questions were sent out via e-mail and returned through the same process All business participants were coded B1-B5 while the face- to-face focus group discussions with participants, made of seven men and seven women selected through convenience sample in different faculties/departments at Delta State University, Abraka and semi-structured questions was used as a guide in handling discussion sessions. All participants are users of mobile media. The participants responses were transcribed, coded by hand and subjected to comparative method of analysis for consensus and non-consensus opinions. All the participants were coded P1-7 for men and P8-14 for women.

The findings are therefore put in summary

First, Instagram is providing complimentary route in product advertising and marketing, serving as an influencer of consumer consciousness in purchasing decisions, and photos and videos aesthetically bringing out image value of products message or information to enhance sales drive. Second, Instagram is creating a new virtual community for individual to be whoever they want, wish or hope to be and as such projecting a new form of self-display and self-expressions with photos and live videos as a strategies for visual self-presentation and self-construct selfies to the likes of followers who are Instagrammer. Third, Instagram is propelling what social media scholars and commentator refers to as a second life in virtual world [51, 109, 110, 111]. Evidence from the focus group discussions to the question do you think of Instagram as a second life in virtual communities? unfolded diverse comments citing for instances:

P10 describe Instagram is another world in itself and in which individuals are now converging for socialisation, self-image making, and connectivity and P4 remarked Instagram is a place where some people live and show a different life.

Fourth, the findings from the demographic picture of participants showed insightful knowledge of generations influence on Instagram usage and two main factors of influence playing interventionist role: the young adults (university students also known as Instagram natives and mobile media serving as drivers of university students use of Instagram. Fourth, the theory of functionalism finds relevance in the study of Instagram in Nigeria and the consensus opinions from the focus group participants suggests that Instagram is transforming society, to users gratifications in different forms of social affairs e.g. integration of Instagram in business/advertising practice for businesses to thrive and functional relations (sociability and selfies as self-presentation with photos and live videos as visualisation reinforcement and building constructive network of friendships and followers.

Limitations

The issue of limitation came-up in the focus group discussions and the participants were asked what do think are the limitations in your use of Instagram? Responses from men and women discussant revealed as follows;. First, comments on mobile network data consumption was overwhelming suggesting its effect on young adults ability to use Instagram to maximum satisfaction and Second, effect of finance on Instagram use implying that adequate subscription to mobile networks is needed for consistent utilisation.

As P14 opines viewing of post could take a lot of data charges compared to other social

media app. Emphasiing that without data one cannot access or at least view people's post

Third, business limitations and some participants opinions were emphatic on the scam accounts.

As P7 comments, in business delivery, there are scavengers and scam using Instagram for business and extorting money from people

The next limitation is the nature of study participants which is limited to the sample of Instagram users made up of business operators and university students.. The sample size for each group of Instagram users were relatively small and therefore the findings cannot be generalize for the entire population of Instagram users in Nigeria.

Future research

There is growing speculation that the social media has open-up opportunities for consumer to get information on products marketing over the traditional adverts of product promotion [112, 113]. This author consider this observation as a potential area for inquiry with a view to determine whether Instagram is displacing, complimenting or supplementing the traditional adverts of product advertisement [114, 115] on displacement or complimentary effect on internet and media use. Furthermore, the comment: *The use of Instagram makes me read less. Whenever, I am on Instagram I forget my book* raise another curiosity and therefore the suggestion for research in order to ascertain whether or not Instagram is influencing the downward trend of students' academic performance and specifically whether the Instagram photos/image and live videos that are post and watch including selfies on Instagram community affects students' academic concentration and performance [116]. These suggestions are important in order to have better knowledge on the other side of Instagram, at least from the perspective of developing society.

Finally, this study contributes to the understanding of Instagram utilisation in Nigeria relative to how young adults; specifically the university students exploit the landscape for business/marketing and sociability. The study therefore is knowledge driven and has contributed to the advancement of literature in Instagram functionalities and social media research.

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