

UNIVERSITI TEKNOLOGI MARA

**INVESTIGATING THE
DYSFUNCTIONAL SATISFACTION
OF IMAGE POSTING FOR
INSTAGRAM USE AMONG YOUNG
STUDENTS: A QUALITATIVE
RESEARCH**

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PHD


August 2021

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Instagram is a powerful tool that allows individuals to take and upload images and videos and share them with other users and varies on social platforms. Further, Instagram is popular that has grown a prime interest in investigating the Instagram phenomenon. This research involves the dysfunctional satisfaction of university students' image postings for Instagram use. Dysfunctional satisfaction means not functioning normally, while satisfaction means as the need for fulfillment, consumption or purchase experience, pleasure or displeasure, consumption evaluation, comparison with best outcomes, and deficit or surplus obtained. When the elements of dysfunctional satisfaction combine, it means an abnormal gratification that individuals seek. For instance, if comparing oneself is demotivating, an individual may continue to compare because it enables satisfaction of oneself. Two theories were guided in this study: a) Uses and Gratification Theory; which is suitable because it allows to understand how and why users actively seek specific media to satisfy specific needs, and b) Maslow Hierarchy of Needs; which has a specific focus on the self-esteem element. The researcher selected the informants from three universities based on a purposive sampling strategy by employing a qualitative approach. She also based the selection of informants on the active use of Instagram. All data were collected from in-depth interviews and analyzed by using thematic analysis and triangulation approach. Findings show dysfunctional satisfaction has become a new norm among young users for Instagram use. The new finding has provided new insight into this research. Competing with one another is favorable. Dysfunctional satisfaction has portrayed a whole character between online and offline. Interestingly, most individuals are infatuated with the 'like' button. Also, individuals look forward to the 'like' button and depending on it as part of their life support system. Individuals' image postings have planned to plot, edit, filter, and best pose before uploading on their Instagram. Therefore, the function of image postings was to share among connectors, but it had led to a different direction through individual's intention and strategies.

Keywords: dysfunctional satisfaction, young students', intention, strategies, motivations, self-esteem, uses and gratifications, the hierarchy of needs

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TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR’S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF ABBREVIATIONS	xiv
CHAPTER ONE: INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem Statement	7
1.3 Research Objectives	11
1.4 Scope of Study	11
1.5 Significance of The Study	13
1.6 Summary of The Chapter	16
CHAPTER TWO: LITERATURE REVIEW	17
2.1 Introduction	17
2.2 Dysfunctional Satisfaction	17
2.3 Gratifications Sought and Gratifications Obtained from Media	21
2.4 Uses and Gratifications Theory	27
2.4.1 Uses and Gratifications Research on Social Networking Sites	30
2.4.2 Uses and Gratifications Research for Instagram	31
2.5 Instagram	33
2.5.1 Instagram Image Postings	35
2.5.2 Engaging in Instagram and Its Problems	37