



Communication and Interaction on Instagram. A Psychological Science Perspective

By Kaan Akkanat

GRIN Verlag Gmbh Feb 2015, 2015. Taschenbuch. Book Condition: Neu. 210x149x14 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2012 in the subject Communications - Mass Media, grade: 1.33, Jacobs University Bremen gGmbH, language: English, abstract: 'We're communicators by nature, and things like Instagram offer us a new language to speak with' say Daryl Peveto and Matt Slaby from Luceo Image Agency in a recent interview about the shifts in the paradigms of photographic and online communication (Laurent, 2012). Considering the increasing volume of communication via online channels, their words may be interpreted as not surprising at all. However, the universe of social media platforms shows a great diversity in terms of the distinct offerings for different motivational needs of the users. Inspiring from this variance, this paper will first highlight the distinct features of Instagram. Secondly, the paper will attempt to assert Instagram into an alternative and empirically supported framework of social media goals by Hoffman and Novak (2012) in order to differentiate its utility from other platforms. Thirdly the paper will critically compare and contrast Instagram and other well-known social media platforms (Facebook, Twitter, LinkedIn, Xing, Google+) on the...



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