Finding Fulfillment in Facebook Photo Sharing: A Uses and Gratifications Approach

by

Samantha K. Hickey

Submitted in Partial Fulfillment of the Requirements

for the Degree of

Master of Arts

in the

Professional Communication

Program

YOUNGSTOWN STATE UNIVERSITY

December 2019

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Samantha K. Hickey

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Samantha K. Hickey, Student   Date

Approvals:

_____

Dr. Adam Earnheardt, Thesis Advisor   Date

_____

Dr. Julia Gergits, Committee Member   Date

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Dr. Bruce Keillor, Committee Member   Date

_____

Dr. Salvatore A. Sanders, Dean of Graduate Studies   Date

ABSTRACT

The intent of this study is to identify and analyze what variables influence Facebook photo sharing and the motives users have for sharing those photos. Following the findings of previous research, primary data was collected from 88 Facebook users through an online survey related to their photo sharing activity. Data suggest that respondents share photos on Facebook to disclose happenings around them, share something important, and share something informative. Results also indicate that Facebook users share photos online for the opportunity to receive feedback, archive photos, share information, and keep in touch, especially with distant family and friends. Limitations to this study and areas for future research are also discussed.

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Introduction

Over the years, online photo sharing has become increasingly popular. Social media users share personal life updates through the lens of a camera — often from mobile devices. Due to the influx of online photo sharing over the last decade, researchers have taken interest in the reasons people have for sharing these images on social media. Previous research suggests that there's more to online photo sharing than just habit. This study will explore those previous findings through a review of literature, ask two questions related to the motives people have for and variables leading to photo sharing, and some areas for future analyses.

Rationale

Online communication often focuses on users posting photos and videos to share their experiences with their followers — near and far. According to Oeldorf-Hirsch and Sundar, "Eighty-five percent of digital camera owners believe it is important to share photos and 55% feel guilty if they do not share" (2016, p. 625). Wilson, Gosling, and Graham (2012) note that one of Facebook's most popular features is the capability for its users to share photos with their online network. "Personal photography has always been driven by the need to share one's experiences, and the move to sharing photos online is directly influenced by the capabilities of the technology (e.g., increased bandwidth, social media features) that enhance these needs" (Oeldorf-Hirsch & Sundar, 2016, p. 625).

As online photo sharing continues to become a mainstream activity on social media, Oeldorf-Hirsch and Sundar note that it is important to understand what motivates and appeals to users about this form of online communication, but also what makes online photo sharing fulfilling (2016). Uses and gratifications theory is one of the

applicable theories that may help better explain what motivates and appeals to users about online photo sharing.

Theory

Uses and gratifications theory (UGT) focuses on why a receiver or person uses particular media outlets, such as engaging in social media, watching the news or listening to the radio. According to Katz, Blumler and Gurevitch, UGT engagement is ongoing because "humans have options and free will, individuals will make specific decisions about which media to use and when to use them," (1973). There are three assumptions commonly associated with UGT, 1.) Audience members actively use various media to fulfill certain needs or goals, 2.) mass communication isn't something that happens to you; nor do mass media do anything to you, and 3.) media outlets compete with other available means of satisfying personal needs (Dainton & Zelley, 2011). These assumptions suggest that people use media for four different motivations: entertainment, information, personal identity, and personal relationships and social interaction (McQuail, 1987). Understanding the motives behind UGT may help in better understanding social media users' photo sharing habits.

As cited earlier, Oeldorf-Hirsch and Sundar (2016) applied the theoretical underpinnings of UGT to theory analysis of Their examination revealed four types of gratifications: seeking and showcasing experiences, technological affordances, social connection, and reaching out. It can be suggested then that this type of photo sharing activity is motived by social needs through important features of the social media design. Their findings, when explored under the guise of UGT, reveal the need for further analyses of the psychological and technological application implications.

While UGT provides an excellent framework for research like Oeldorf-Hirsch and Sundar's 2016 study, UGT is often met with criticism and argued whether it is a theory or paradigm. There are a number of people in academia who argue that UGT is a paradigm — a positioning perspective, rather than a theory because of how easily adaptable and applicable it is to research across the board. Regardless of the ongoing criticism, it is believed and proven by previous literature that UGT helps researchers better understand social media users' photo sharing habits.

Literature Review

Facebook use. To investigate "what motives young adults have for Facebook use, which of those motives were endorsed more than the others, and how those motives were related to the tendency of expressing one's 'true self' through Facebook use," (2012, p. 1510), Tosun surveyed 143 students at two Turkish state universities. Tosun acknowledged that Facebook serves many needs of its users, but one of the primary gratifications is the possibility for people to keep in touch with old or current friends, to post or look at photos, to make new friends, to have fun, to share information about oneself, and to learn about social events," (p. 1510). According to Tosun, photo sharing includes posting photos, commenting on photos, tagging photos, etc. (p. 1511). Of the 143 survey participants, 37 of the students were male and 106 of the respondents were female. The average age reported was approximately 22-years old (p. 1512). Tosun's results suggest that the primary motive for Facebook use was to maintain long-distance relationships, followed by game-playing/entertainment, active forms of photo-related activities, organizing social activities, passive observations, establishing new friendships, and initiating and/or terminating romantic relationships (p. 1515).

Photo sharing. A rise in personal photography and digital photo sharing on Facebook can likely be attributed to the recent advancements of technology and social networking services (SNS). A study led by Malik et al. (2015) sought to better understand the user gratification that comes with sharing photos online. To conduct their survey, Malik et al. (2015) designed a cross-sectional online survey that invited "any Facebook user who has ever posted photos on the platform…" (p. 131). The 35-question survey was posted in numerous public Facebook groups that had a minimum of 1,000 followers and was deemed of public interest. A total of 442 Facebook users completed the questionnaire, but after cleaning up the data, the overall sample size shrunk to 368 Facebook users. The eight gratifications used in the survey were borrowed from previous UGT studies on SNS. The gratifications listed were affection seeking, attention seeking, disclosure, entertainment, habitual pastime, information sharing, social influence, and social interaction (p. 132). From those eight gratifications, results showed six prominent photo-sharing gratifications: affection, attention seeking, disclosure, habit, information sharing, and social influence (p. 134). The results also suggested that there are significant relationships between certain gratifications and demographics, such as older SNS users share photos to "disclose and achieve social influence" (p. 133).

A 2016 study by Oeldorf-Hirsch and Sundar also researched motivations for online photo sharing through the lens of UGT. In order to determine what users' motivations were, the pair recruited 22 graduate students from a large U.S. university to participate in two focus groups. At the beginning of each focus group, each participant was asked to complete a short questionnaire, then followed by a series of open-ended questions (p. 630) about online photo sharing, including: 1. What is the first thing that

comes to mind when you think about what you enjoy most about sharing photos online? 2. What other words describe what you enjoy about sharing photos online? 3. Using single, easy-to-understand terms, why do you share your photos online? 4. What uses of photo sharing sites are most important to you? Through the two focus groups, Oeldorf-Hirsch and Sundar found 42 different motivations for online photo sharing, but the most common motivations were: stay connected/maintain relationships, ease of sharing, see what others are up to, show others what I'm doing, and share my events/experiences (p. 630). The results of the pair's study suggest that users' online photo sharing is motivated by social needs and interface features.

Beldad and Hegner's 2017 study on photo sharing showed that "self-presentation-related and communication-related benefits," such as communication maintenance, relationship maintenance, and new relationship creating (p. 411), positively influence millennial-aged Dutch Facebook users' photo sharing continuance intention. The pair defined photograph as, "a more personal type — one that always includes the person sharing either alone or with other individuals (e.g., friends, family) and who may or may not be engaged in a particular activity (e.g., vacationing, visiting a restaurant) or be capturing a special moment or event," (p. 410). To test their hypotheses, Beldad and Hegner distributed an online questionnaire, via snowball sample, to Dutch Facebook users, ranging from 18-25-years old. More than 470 Facebook users responded. Of the 473 total, 179 were male and 294 of the respondents were female. Respondents' answers suggest that when it comes to both male and female Dutch Facebook users, "self-presentation appears to be a very strong predictor of their intention to continue sharing photos on the site," (p. 417). Beldad and Hegner note, "These findings could suggest that

people prefer to engage in self-presentation by using visual cues (e.g., photos) instead of textual cues (e.g., daily updates)," (p.418).

Another photo-sharing study was conducted in 2016 by Sorokowska, Oleśkiewicz, Frackowiak, Pisanski, Chmiel, and Sorokowski, to test their prediction "that selfie-sharing on various OSN sites (including Facebook) is positively related to social exhibitionism, extraversion, and self-esteem," (p. 119). Sorokowska et al. defines selfies as "a self-portrait photograph of oneself (or of oneself and other people), taken with a camera or a camera phone held at arm's length or pointed at a mirror, which is usually shared through social media," (p. 120). Through the review of previous literature, the group discovered two basic needs that social media satisfies: the need to belong and the need for self-presentation (p. 120). Their study tested to see whether selfie-sharing was related to self-presenting behaviors, or not. The 2016 two-part study included a total of 1,296 participants (685 women and 611 men), ranging from 17-47-years old. In each study, the participants were instructed to complete three separate personality questionnaires, including the Self-esteem (SES) Rosenberg scale, the Extraversion scale of the NEO-Five Factor Inventory and the Murray Social Exhibitionism Index (p. 120). The results of the study suggest that "women engage in selfie-posting behavior significantly more often than do men, and that extraversion and social exhibitionism, but not self-esteem, predict online selfie-posting behavior in two large samples of men and women," (p. 122).

Participating in online communities. Rather than focusing on photo-sharing gratifications, Lampe et al. (2010) used UGT to determine what users' motivations are when participating in online communities. The group defines UGT as a theory that "helps

explain what motivates individual users to consume media based on their own anticipation of what they will receive by doing so," (p. 1927). The group also used the Organizational Commitment theoretical perspective to determine users' organizational participation in online communities. The study also notes the difference between the two different types of gratifications: "the ones sought by the users and the ones actually obtained from the use of the media," (p. 1928). The researchers adopted five motivations for participating in online communities from previous research conducted by Dholokia et. al (2004). The motivations include purposive value, self-discovery, maintaining interpersonal connectivity, social enhancement, and entertainment. To research users' different motives, Lampe et al. (2010) surveyed anonymous and registered Everything2.com users. The website serves as an online encyclopedia and writing platform. A total of 295 anonymous users and 304 registered users completed the survey that was built with a number of scales that measured the six dimensions, internet efficacy, and user satisfaction (p. 1930). Overall, the results of the group's study suggest that most users visit Everything2.com for information, but also showed additional motivations for entertainment or providing information purposes.

Facebook groups. A 2013 study conducted by Karnik et al. used UGT as a lens to explore a "music sharing group on Facebook." In 2011, the group created "Saturday Morning Classics" (SMC), an online community, specifically designed for their research. The Facebook group stayed "Open" so new members could join as they pleased. Over the span of two years, a "two-stage process" was conducted to better understand the uses and gratifications of Facebook groups like SMC. The first study asked 35 users to "generate lists of words or phrases that represented their uses and gratifications," (p. 822). Out of

the 35 invitees, 20 users completed the request. The most common themes discovered

were discovery, social interaction, content, and nostalgia (p. 823). The second study used

a total of 34 questions that related back to the four themes found in the first study.

Researchers used a 7-point Likert scale for each response option. This survey increased

its number of invitees by 50 users, all of who did not participate in the first study and

received responses from a total of 57 participants. The four themes were refined to

contribution, discovery, social interaction, and entertainment, and used as factors to

analyze respondent data. While the group's data matched up with some areas in previous

research, the 2013 results also highlighted two different factors: contribution and

discovery, suggesting that each individual group may represent unique user motivations.

Research Questions

These previous studies revealed many important findings related to photo sharing

but did not specifically identify the variables that influence photo sharing on Facebook

and the motives for doing so. Because of this, the following research questions were

asked to guide this study:

RQ1: What variables influence Facebook photo sharing?

RQ2: What are the motives Facebook users have for sharing photos?

To answer these questions, a survey of Facebook user photo sharing behaviors

and motives was administered. The following sections identify these activities and the

results from the survey data.

Methodology

Sample. Participants were recruited through campus-wide student and faculty/staff email and social media at a midsized, Midwest U.S. university. Active Facebook users ($N = 88$) were asked to participate in an online study. This convenience sample was encouraged to ask fellow users (i.e., "Facebook friends") to participate in the study to create a sort of snowball effect. Of the 88 respondents, 88.6% ($N = 78$) identified as female and 11.4% ($N = 10$) identified as male. While respondents' ages ranged from 18 years old to 73 years old, the average respondent age was 42.2 years old.

Procedure. Data was collected through a self-report survey housed in Google Forms. Before participants accessed the survey, they were directed to a consent form. Following the consent form, participants were then routed to the 10-minute survey.

Measures. This survey was constructed with a number of open-ended questions and to identify Facebook users' for sharing photos (see Appendix). A beginning qualifying question also determined whether survey participants were eligible or not. A portion of the survey questions were based off of previous scales and questions in studies by Karnik, Oakley, Venkatanathan, Spiliotopoulos, and Nisi (2013), as well as Malik, Dhir, and Nieminen (2015).

Analysis. The findings of this research were used to explore what variables influence Facebook photo sharing and what are the motives Facebook users have for sharing photos. Responses from the online survey were thematically coded and analyzed to search for similarities in respondents' answers to better understand their Facebook photo sharing motives.

Results

To code for themes, data were separated by respondents' answers and entered into a spreadsheet. From there, frequency of keywords and phrases were used to analyze each response. Those with higher frequency were placed into categories. Frequency and categories are discussed below.

Research question one asked "What variables influence Facebook photo sharing?" To answer research questions one, I asked Facebook users a number of questions regarding online photo sharing. Based on Malik, Dhir, and Nieminen's 2015 study, eight user gratifications (affection seeking, attention seeking, disclosure, entertainment, habitual pastime, information sharing, social influence, and social interaction), survey respondents identified three primary variables that influence their Facebook photo sharing. Survey results indicate that respondents share photos on Facebook to disclose happenings around them ($N = 64$), share something important ($N = 59$), and share something informative ($N = 55$). Additionally, users identified that they share photos on Facebook to disclose more about themselves ($N = 42$), share something useful ($N = 41$), and sharing photos on Facebook is part of their online activities ($N = 41$).

While the overarching theme that Facebook users share photos to inform others what's going in in their lives and around them remained the same among different age groups, the way respondents expressed their online photo sharing motives varied. The youngest respondents, ages 18-24 years old, kept their answers short and sweet. One respondent noted that they share photos on Facebook, "To share experiences and memories," while another respondent shared, they post photos to, "Keep people up to date on my life activities." Respondents aged 25-39 years old offered more sentimental

responses, including, "To keep in touch with family and friends, but largely to document life as it happens. I like to write, so I will try to include an anecdote or two to coincide and hopefully inspire or touch someone," and another shared, "To share my happiest moments with my family and friends. To inspire others to be curious about the world around them." While those in age ranging from 40-49 also agreed that they share photos to keep others informed, their responses suggest that they are also concerned about the ease of sharing and consuming said photos. One respondent said that they share photos on Facebook because it's, "Easier for my parents to see pictures of the family," and others noted, "It's easy to post photos on Facebook and my family can see them," and "We have family all over the US and this is one way for them to see my kids growing up." Those again 50-73 seemed more concerned about sharing photos on Facebook to bring happiness to others, while showing off their grandchildren. One respondent posts photos on Facebook to, "Reflect fond memories, homage to my ancestors, and to be happy and to celebrate good things in life," while another noted their primary reason for online photo sharing is to, "Show off my handsome, smart grandson."

Research question two asked, "What are the motives Facebook users have for sharing photos?" To answer research question two, I asked survey takers to describe what type of response they seek when you posting photos in online communities, such as Facebook, why do they post photos on Facebook, how do they feel when they post photos on Facebook, and how do they feel when people respond to their photos. Respondents' feedback showed that the opportunities to receive feedback, archive photos, share information, and keep in touch—especially with distant family and friends, motivates Facebook users to share photos.

Through the coding process, I noticed several of the following ongoing themes throughout my interviewee's response. These included sharing photos to receive a positive response, seeking feedback when photos are posted, sharing photos as an archival method, and sharing photos to maintain long-distance relationships, especially with distant family and friends.

A positive response. One of the motivations users identified when participating in online communities in the 2004 study by Dholakia, Bagozzi, and Pearo included purposive value. Survey results indicate that respondents primarily felt happy or on the other hand, apathetic when posting photos to Facebook. One respondent shared, "I feel excited to share something exciting with others — like when I used to love showing a photo album to family and friends," while others noted, "I feel normal, it doesn't change my mood," and "Just posting to post...not really looking for attention or responses necessarily."

The sense of purposive value carried through most survey takers' answers when asked how they feel when they post photos to Facebook. Additional responses regarding their feelings included, "Good. I don't over-analyze posting a photo on Facebook like I do when I post a photo on Instagram," "Typically, I post pictures that I find especially funny or proud about," and "I usually feel happy since I'm typically posting pictures of things I have done that I enjoy."

Feedback is appreciated. Many respondents noted that they enjoy when other Facebook users acknowledge their posts, especially containing photos, by liking and responding to their posts. Respondents shared, "I would like to have people acknowledge the pictures by at least "liking" them," "Positive, encouraging responses. Possibly healthy

debate if applicable," and "I love to read the comments and hear from family and friends that I don't see all the time." These affection and attention seeking gratifications were also observed in the 2015 study by Malik, Dhir, and Nieminen.

Although the majority of respondents noted that they enjoy when other Facebook users acknowledge their posts, such as "Happy that the people I'm friends with care and want to somehow be connected to me and my life," and "I enjoy responses, it's a good feeling when people respond more positively than I thought they would," a few responses showed a sense of indifference. Whether you refer to it as indifference or apathy, a handful of responses such as, "I don't care, I'm not seeking approval from others," and "No real feelings," did appear throughout the results.

An archival method. The idea of sharing photos on Facebook as an archival method also appeared several times throughout survey responses. Respondents shared thoughts along the lines of, "I use it as an archiving tool," and "For memory sake." While gratification doesn't appear in previous photo sharing literature, Karnik, Oakley, Venkatanathan, Spiliotopoulos, and Nisi (2013) did note nostalgia is a common theme among Facebook group users.

When it comes to archiving their photos, the surveyed Facebook users expressed their desires for organization. One respondent noted, "I like to have my photos organized in my albums," and another shared, "To be able to easily find and catalog memories and events." The survey responses also indicate the sense of memory sharing photos on Facebook provides. Some of the responses include, "I like that it pops up in my memories in years to come," and "Memories - since we don't print pictures."

Keeping in touch. In a 2012 study by Tosun, results indicate that one of the primary motives for Facebook use is to maintain long-distance relationships. The idea of keeping in touch and maintaining long-distance relationships, especially with distant family and friends, appeared often throughout survey takers' responses. Many noted that they share photos on Facebook as a way of including their distant family and friends in their lives — near and far. One respondent shared they use Facebook "mainly to share photos of my kids with friends and family. Most of which we do not get to see on a regular basis. Also, to have the memories in case I lose any data on my phone." Other respondents shared, "I post so that my family can feel included in my children's lives," and to "Bridge distance between friends and family."

Not only do respondents share photos on Facebook as a way of including their distant family and friends in their lives, it seems as if many of them specifically participate in online photo sharing to stay involved in the lives of those who are near and dear to them. Friends and family appeared numerous times throughout respondents' answers, "To share with family and friends. It allows you to keep up with old friends and their families," "So my family/friends can see my kids as many live a great distance away," and "To share what is happening in my life with friends and family members that I don't talk to on a daily basis."

Discussion

Research question one asked, "What variables influence Facebook photo sharing?" Results from respondents' answers suggest that the three most important variables when sharing photos on Facebook are to disclose happenings around them, to share something important, and to share something informative. Additional responses

indicate that sharing more about themselves and sharing something useful are important, while sharing photos on Facebook is simply part of their online activities. These results suggest that Facebook users share photos the social network site with self-presentation in mind. When users share photos, they believe they are doing a service for their followers by disclosing happening around them, sharing important and informative items. This form of self-presentation allows those Facebook users who share photos to feel as if they are playing a role in keeping their followers adequately informed about their personal lives and the surrounding areas.

Generally speaking, the results didn't different greatly based on gender and age. Although there were minor nuances seen throughout the results, most Facebook users have similar motives, despite such a wide range of age across participants. One example of a gender-based nuance in participants' responses was when asked why they post photos on Facebook, of the 10 male respondents, most identified that they primarily share photos for the sake of their families. Interestingly, the two youngest males (ages 20 and 26), noted they have a heightened inclination to post photos on Facebook when they find the content humorous, rather than family related.

Research question two asked, "What are the motives Facebook users have for sharing photos?" Four primary gratifications arose from respondents' responses, including being able to receive feedback, archive photos, share information, and keep in touch — especially with distant family and friends. These results align well with previous research confirming popular themes such as affection, attention seeking, information sharing, and social interaction. Results indicate that Facebook users share photos as a resource to themselves and others, such as family and friends. Another theme that

intermittently appeared throughout results were apathetic responses, such as, "Don't really care what response I get," "I feel normal, it doesn't change my mood," and "No real feelings.

Limitations. Administering the anonymous survey solely online created barriers for probing and follow-up questions. Because of the anonymity of respondents, it was impossible to contact respondents to ask follow-up questions to expand on their original responses. A possible way to eliminate a limitation like this in the future, would be to add an additional question at the end of the survey which would allow respondents to list their email or phone number if they wish to be contacted for additional questions. This way, researchers have the capability to follow up with respondents to ask additional questions regarding their original survey responses. While this option would be convenient, researchers must remember that this will forfeit survey respondents' anonymity.

As several respondents shared, they post photos to keep in touch with distant family and friends, it's nearly impossible (without asking follow up questions) to determine what their definition of distant is. Being able to contact participants following the survey will allow researchers to close the gap and better define the unit of distance, as referred to so many times. It is possible distant for one participant could mean living a few hours away, while distant to another participant could mean living states or even countries away from their family and friends.

Another limitation that presented itself in this study was the need for an independent coder. Soliciting an outside, independent coder to analyze respondents' answers would have added another layer of reliability to the study.

While there was a nice age distribution amongst respondents from 18 years old to 73 years old, the number of female respondents ($N = 78$) versus male respondents ($N = 10$) was skewed. With a primarily female respondent population, it's hard to say whether results would have varied with a more evenly balanced population. Conducting future research would provide an opportunity to better monitor participants' demographics and reach out to the minority population for additional responses for a more evenly balanced response.

It was relatively difficult to find previous research that was directly, and exclusively, tied to Facebook photo sharing. While Facebook was the reigning photo-sharing social network site for some time, photo sharing apps like Instagram are competing with Facebook for users' content. It can be argued that limiting this study to just Facebook is a limitation, due to the number of additional photo-sharing apps, like Instagram. When conducting future research, it would be applicable to compare users' motives for sharing photos on Facebook versus Instagram to better understand online photo sharing across additional platforms. In addition to comparing Facebook and Instagram, it would be interesting to study the motives each generation or age group has for using the respective social networking sites.

Directions for future research. Conducting future research would present additional information on a number of topics — especially those mentioned in the section above. It would be worthwhile investigating the motives for online photo *and* video sharing in future research. Including photo and video sharing platforms, such as Instagram and TikTok, would provide researchers with more current data regarding the apps' younger generations, especially Gen Z, tend to prefer.

It is also suggested that future research further investigates the idea of relationship maintenance versus cultivating relationships when sharing photos online. It would be helpful for researchers and readers if both concepts (maintenance and cultivating) were defined early on in the study. Examining relationship maintenance and the cultivation of relationships when sharing photos online may help better explain whether said relationships are superficial or personal.

Additionally, as the theme of apathy intermittently appeared throughout results, it would be of note for future research to further investigate these motives. Perhaps, the ongoing sense of apathy comes from the fact that online photo sharing is part of their daily routine and they don't chalk up expectations. It is possible that this sense of apathy varies by generation and gender, as younger generations have grown up with high-functioning mobile devices that allow for quick, easy online photo sharing.

As mentioned before, another possible and valuable direction for future research would be to include in-person follow-up interviews, in addition to the online survey. This way, researchers have the capability to study respondents' responses more in-depth. By adding an additional question at the end of the survey which asks respondents to list their email or phone number if they wish to be contacted for additional questions, researchers would have the capability to follow up with survey participants to ask additional questions regarding their original survey responses. Focus groups should also be taken into consideration for future research in this sense, as well. Inviting Facebook users to participate in several focus groups would allow researchers to better control their sample and provide them with an opportunity to ask more in-depth follow-up questions on the spot.

Conclusion

As online photo sharing continues to become increasingly popular, social media users will likely continue to share personal life updates through the lens of their mobile cameras. Previous research indicates that there's more to online photo sharing than just habit and overall, the results of this study generally aligned with findings from previous research — including similar variables and motives.

Regardless of the platform, online communication often focuses on users posting photos and videos to share their experiences with their followers — near and far. As time and research continue on, Uses and Gratification theory will help in better understanding social media users' photo sharing habits.

While the research findings of this study indicate that respondents share photos on Facebook to disclose happenings around them, share something important, and share something informative; results also suggested that Facebook users share photos online for the opportunity to receive feedback, archive photos, share information, and keep in touch — especially with their distant family and friends.

There is value in understanding what variables influence Facebook users' photo sharing and the motives Facebook users have for sharing photos. Not only will future research allow professionals and those interested in the communication field to better understand the motives affiliated with Facebook photo sharing, but also better understand online photo and video sharing association with various apps, such as Instagram and TikTok.

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Appendix A: Survey Measures

What type of response do you seek when you post photos in online communities, such as Facebook?

Why do you post photos on Facebook?

How do you feel when you post photos on Facebook?

How do you feel when people respond to your photos?

Select the statements you agree with: (Malik, 2015)

- I share photos on Facebook to get more likes

- I share photos on Facebook to get more comments

- I share photos on Facebook to disclose happenings around me

- I share photos on Facebook to disclose more about myself

- I share photos on Facebook to disclose more about others around me

- I share photos on Facebook to be more popular

- I share photos on Facebook to gain attention

- Sharing photos on Facebook is cool

- Sharing photos on Facebook is trendy

- I share photos on Facebook to share something informative

- I share photos on Facebook to share something important

- I share photos on Facebook to share something useful

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- Sharing photos on Facebook is part of my online activities

- Sharing photos on Facebook is one of my habits

What is the first thing that comes to your mind when you think about what you enjoy most when using the SMC Facebook group? (Karnik, 2013)

What other words describe what you enjoy about using the SMC Facebook group? (Karnik, 2013)

Using single, easy-to-understand terms, what do you use the SMC Facebook group for? (Karnik, 2013)

What uses of the SMC Facebook group are most important to you? (Karnik, 2013)

Please select your gender:
- Male

- Female

- Nonbinary

- Other

- Prefer not to answer

Please list your age on your most recent birthday.

Appendix B: IRB Approval

From: Karen H Larwin <khlarwin@ysu.edu>
Sent: Monday, September 30, 2019 5:45:05 PM
To: Adam C Earnheardt <acearnheardt@ysu.edu>
Cc: ckcoy@ysu.edu <ckcoy@ysu.edu>
Subject: #020-20(ltr)

Dear Investigator,

Your protocol entitled Finding Fulfillment in Facebook Photo sharing has been reviewed. You are going to survey active Facebook participants and ask them questions about their photo-sharing activity. You will only include adults in your study; you are using a passive consent form.

The research project meets the expectations of 45 CFR 46.104(b)(2) and is therefore approved. You may begin the investigation immediately. Please note that it is the responsibility of the principal investigator to report immediately to the YSU IRB any deviations from the protocol and/or any adverse events that occur. Please reference your protocol number 020-20 in all correspondence about the research associated with this protocol.

Good luck on your research.

Karen

Karen H. Larwin, Ph.D.
Associate Professor, YSU IRB Chair &
Distinguished Professor
Counseling, School Psychology, & Educational Leadership

Beeghly College of Education
Youngstown State University
One University Plaza
Youngstown, Ohio 44555-0001