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AN EMPIRICAL STUDY OF INSTAGRAM ADDICTION AMONG UNIVERSITY STUDENTS IN JAPAN

Abstract:

Various problems have been pointed out in the many researchers conducted in relation to internet addiction and social networking service (SNS) addiction. However, few studies have focused on Instagram addiction despite the increasing number of Instagram users in recent years.

This study seeks to clarify the relationship between Instagram addiction among university students in Japan and the psychology of internet behaviour. In this study, a questionnaire was conducted with 93 Japanese university students, assuming that psychological status and behaviour in communication on the internet affect Instagram addiction. Young's 20-item Internet Addiction Test was used to measure the degree of Instagram addiction. The scale was modified for application to Instagram addiction: the psychological scale of communication on the internet was previously used in the study of addiction to SNS other than Instagram.

As a result of the survey, it became clear that Instagram addiction is correlated to emotional reaction to the internet, consideration for posting expression and a sense of belonging. In addition, it was revealed that use time of Instagram, number of followers and number of followings are correlated with Instagram addiction. Instagram addiction is not correlated with a skill for not caring.

In conclusion, the present study suggests that the amount of use of Instagram, the size of Instagram connections, the emotional connection with others and approval desire are related to Instagram addiction.

Keywords:

Instagram addiction, questionnaire, Young's 20-item Internet Addiction Test

JEL Classification: Z00