


Typology of the Instagram audiences and users in Iran

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Article Info	Abstract
<p>Original article</p> <p>Main Object: Media</p> <p>Received: 17 December 2025</p> <p>Revised: 01 February 2026</p> <p>Accepted: 07 February 2026</p> <p>Published online: 22 February 2026</p> <p>Keywords: media activism, media consumption, social network of Instagram, users.</p>	<p>Background: With the advent of online social networks, some new form of life was developed in a virtual environment and the relationship among people became different from its traditional form.</p> <p>Aims: The present study examines the status quo of the use of one of the most popular social networks in Iran, namely Instagram, and the typology of its users.</p> <p>Methodology: The data was collected using a questionnaire and almost 1000 Instagram users answered the questions. In order to understand the use of Instagram and the typology of its users, the theoretical concepts of "uses and gratifications", "transition from audience orientation to user orientation", "online identity", "networked individualism" and "cyberloafing" were examined.</p> <p>Findings: The daily use of social networks by users is an average of 139 min, of which approximately 104 min are dedicated to Instagram, and that there was a significant relationship between the use of Instagram and the age group, marital status, and social classes.</p> <p>Conclusion: Instagram users comprise a spectrum from passive consumer actors to active producer actors. Different user types based on the use motives are: instrumental/commercial users (consumer or passive and productive or active), interactive users (social communicator and relationship builder), information seeking users (wide scope information seeking and local scope information seeking), disclosing users (aesthetic and lifestyle), loafing users (tourists and celebrities) and specialty-oriented users.</p>

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1. Introduction

With the advent of online social networks, some new form of life was developed in a virtual environment and the relationship among people became different from its traditional form. In other words, these networks brought about kind of a revolution in the field of communication (Akbari et al., 2012). They are one of the most popular media, enjoying various audiences, especially the young generation. Their interactive features and capability of being a platform for social relationships are among the reasons why they are welcome favorably. Due to the affordances, they provide, social networks turned into the first priority of internet users. Within social networks, individuals are connected to a wide range of people and share with them their interests in different areas (Akbari, 2021). In social networks, people can have a completely chosen identity, based on which they expand their virtual communication with others. Cultural changes in today's world have made people prefer to have extensive communication with the world around them, while being alone. And, social networks provide for this demand. In fact, by providing users with various facilities and services, they strongly affect their lives, society and social behaviors.

Social networks have several inherent characteristics that make them different from and more popular than traditional media. They are easily accessible, interactive, with high-speed content production and exchange. They have long-lasting and changeable content. They are multimedia and it is easy to access their users. By changing the environment of daily life, social and interactive networks have provided unique opportunities for content production and consumption. The multitude of passive audiences who are separate from the media and just receive and consume the media messages is replaced with numerous users who not only are active and message producers, but they also shape the media's identity. In these networks, users and audiences are all producers since they send photos and content and write comments. Among the social media, Instagram has achieved a lot of success and has attracted many users or so-called followers by providing services such as image sharing. The increasing growth of Instagram, which is basically based on sending and sharing photos and videos, indicates the enhanced attractiveness of visual social media and the users' increased interest in them (Kemp, 2020).

In recent years, using the social network of Instagram has become part of the users' daily life all over the world. People with different interests, ideas and motivations use these media, resulting in the development of different lifestyles. In fact, users' style of media use differs based on the differences existing among them. In parallel with other countries in which the social media has become popular and attracted many users, social media in Iran also attracted many various users. One of these media that has gained high popularity in Iran in recent years is Instagram (Kemp, 2020).

In Iran, the social network of Instagram is considered the most popular for different reasons: visual autobiography, high potential of inter-cultural communication, popularity, representation of identity, introduction of lifestyle, interaction with celebrities, social power and economic capabilities. Therefore, given the popularity of Instagram in Iran and the great number of its users, it is necessary to examine and analyze the different aspects of its use, and since there is a high diversity in Instagram users, a typology of its users will be presented based on the type of use and the level of activism in users. The typology of social network audience and users is a process through which the population of social network users is investigated and analyzed and divided based on different characteristics and behaviors. It emphasizes that social networks are environments facilitating social communication and interactions, and therefore, they play an important role in shaping people's behaviors and attitudes.

In this viewpoint, the main purpose of the typology of audiences and users is to have a better understanding of the communication and interactions within social networks to be able to customize the contents, advertisements and user experiences according to different needs and desires in people. To this end, data related to users, including personal characteristics such as age, gender, location address, language, and participation in social networks is analyzed to better understand audiences and users and provide them with customized and optimized experiences.

Another advantage of presenting a typology is that it will be possible for social networks to provide users with desired content and choices via a better analysis and understanding of the user community, and, as a result, to increase the participation and satisfaction in users. On the other hand, audience and user analysis helps advertisers recognize the strengths and weaknesses of their ads and target specific groups of users to increase the effectiveness of marketing campaigns. Perhaps it can be claimed that the typology of social network audience and users plays a very important role in shaping behaviors and attitudes in society. Emphasizing the impact of social networks on communicative processes and social interactions, this perspective examines and renders a better understanding of the user community leading to effective improvements in content presentation and user experience.

2. Theoretical literature

2.1. Experiential background

Research examining the typology of social network audiences demonstrates that understanding user communities is essential for comprehending platform dynamics and engagement patterns. For instance, Brandtzaeg and Heim (2011) developed a behavioral typology of Facebook users that categorizes individuals into distinct groups—including socializers, debaters, and lurkers—based on their content-

sharing practices and sociability motives. Their findings revealed substantial heterogeneity in user participation, with many individuals maintaining large networks of "friends" yet engaging in minimal reciprocal interaction, thereby highlighting significant diversity in both behavioral patterns and content-sharing strategies across social platforms.

Complementing this behavioral segmentation, research has also established robust connections between personality characteristics and social media usage patterns. Amichai-Hamburger and Vinitzky (2010) investigated how Big Five personality traits influence engagement on Facebook and found that extraversion positively predicted both times spent on the platform and the number of social connections maintained, while conscientiousness showed a negative correlation with intensive usage behaviors. Their study demonstrated that personality traits significantly shape not only how much users engage with social networks, but also how they interact: revealing systematic differences in communication styles, self-presentation strategies, and relationship-building behaviors based on underlying psychological dispositions. Together, these studies underscore that both behavioral typologies and personality frameworks provide complementary lenses for understanding the complex ecology of social media participation.

Li et al. (2021) investigated the influence of demographic factors such as age, gender, and education on user behaviors in social networks. The research results showed that the users' demographic characteristics had a significant influence on their behavioral patterns in social networks.

Hassouneh and Brengman (2013) divided social network users into seven groups based on their motives: pretenders, relationship seekers, deceivers, achievers, friendship seekers, withdrawers, and reality avoiders. The majority of the users of the social virtual world are pretenders.

Alarcón-del-Amo et al. (2011) classified and described users of social networking websites and identified the four groups of introverted users, innovative users, versatile/multimodal users, and professional communication users.

Al-Kanderi et al. (2016) indicated that people use Instagram for visual expression, social interactions, expression of opinion, photography experience and entertainment. Social media brings together people with similar interests. Instagram is selected by people who adopt visual methods of self-expression, mainly through photo sharing. The Instagram use is related to self-disclosure, the voluntary disclosure of personal information to the public.

Krairit (2018) divided social network users into groups of non-users, periodic users, discussers, recreational users, social users, passive users, utility users, and advanced users based on the variety and amount of use.

Bezzubtseva & Ignatov (2013) focused on social network services including blogs and websites, and dealt with the existing typology of Internet service users. They identified four groups of users including relationship builders, specialists, sellers, and translators. Then, they typified Internet users based on participation, which resulted in the six groups of celebrities, debaters, creatives, critics, tourists, and inactives.

Huang and Su (2018) showed that the motives for using Instagram were mainly to view posts, especially for social interactions and entertainment. Studies conducted in other countries deal with the user typology based on the level of activism in users, variety of activities, and their level and style of participation in the virtual environment. The resulted user types in the majority of studies included: communicative users, social users, introverted and passive users, showy users, disclosing users, creative users, etc. These studies also examined the typology of internet and social network users (with the exception of Instagram).

Among the research conducted in Iran, Zokaei and Hasani (2016) investigated the typology of motivation for social media use and divided the user motivation into three categories: the first category of users included the four central motivations of entertainment and spending time, obtaining information and news, maintaining relationship with current friends, finding old friends and communicating with them; The second category included motivation for discussion, maintaining relationships with family members and relatives, informing and teaching others, and expressing feelings and emotions, and the third category comprised observing others and nosiness, gaining social prestige, self-perception and marriage.

From the perspective of Shahabi and Bayat (2013), social network users in Iran included: users who strengthen and develop social communication, users who express their real self and release their emotions, users who seek information and share general information, users interested in entertainment and fun, users seeking a shared and enjoyable leisure experience, and users who acquire virtual communication capabilities.

Ravadrad and Gishnizjani (2017) investigated the representation of Iranian users' body in the Instagram and identified three types including social body, showy body and aesthetic body among them.

Zolghadr and Ghasemzadeh (2013) investigated the users' motivations to use the Facebook and identified four major motives and needs including entertainment, acquiring personal identity and cognitive and social motives.

Latifi et al. (2018) showed that communication and interaction with others, freedom of speech and self-reporting of social needs, information seeking and sharing and curiosity, fun and entertainment and spending free time and enjoying solitude are the most important motivations for using the social networks of Facebook, Instagram and Telegram.

Moradi et al. (2014) showed that the most important reason for being attracted to Facebook is self-disclosure, improvement of personal position and immersion in the media.

Razeghi et al. (2017) referred to the motivations of Facebook users: the primary motivations including curiosity, pressure from friends and peers, being up-to-date, entertainment and spending time, and rebuilding the community, and secondary motivations including the revival of old relationships, self-expression, feelings of being, avoidance, free discussion, information seeking and sharing, and membership in virtual communities.

Studies conducted in Iran emphasize the motivation of using virtual networks and the Internet, and have mostly used the theoretical approach of "uses and gratifications" to explain the motivation of using virtual networks. The most important motivation for using social networks is strengthening and developing social communications, expressing feelings and emotions, cyberloafing in the form of spending free time and wandering into the public-private arena related to users in the virtual environment, freedom of speech and self-disclosure of social needs, and information seeking and sharing. Studies conducted in Iran have examined the typology of Internet and social network users, specifically Facebook, Telegram, and YouTube users. Since Instagram has a different nature (it is visual), the motivation of Instagram users has not been studied, there is no typology of Instagram users and the frequency of different types of users is not determined.

2.2. The typology of new media and the Instagram position

Social media is the product of the synergy of social networks with web technology, and social networks can be considered as a kind of structure consisting of actors and the dynamic relationships among them. Actors can also include individuals or groups, organizations, and even computer programs. Social media, which are web-based social networks, enjoy special capabilities and flexibility. These networks transform communication from one-to-many broadcasting devices to a many-to-many conversational system, and since they are naturally manifold and not restricted to time and place, they enable people to communicate at any time and from any place (Mandiberg, 2012: 80).

Social media is not limited to social networking sites such as Facebook and Twitter; Rather, they include all interactive media that facilitate the production, sharing and exchange of content by users (Taprial & Kanwar, 2012: 6).

In a hybrid approach, Kaplan and Haenlein (2010) classified social media based on the criteria of "media richness" and "users' self-expression". By media richness was meant the number of users engaged in communication and the amount of information transferred in time intervals, and self-expression referred to influencing others to gain points. The media richness had three levels (high, medium, low) and

users' self-expression had two levels (high, low). Moreover, six different types of social media were identified. Thelwall (2009) also preferred the term "social network sites" instead of social media and argued that these sites all enjoy a social environment, but they can be divided into three flexible groups based on the main design goals—sociability, networking and social exploration; Sociability means interpersonal communication for entertainment purposes, networking means creating new virtual relationships, and social exploration means using communication as an instrument to search for information and Internet resources. Thelwall's typology is in the form of a triangle, each vertex of which represents one of the main goals of social networking sites (Zokaei & Hasani, 2016: 83). From a consolidated perspective and based on what Kaplan and Haenlein (2010) and Thelwall (2009) inspired, the two rich criteria of network sociability and media richness can be considered as the basis of a fourfold and flexible typology; Network sociability refers to the amount of network communication and the possibility of content production and leisure-oriented activities by users, and media richness also refers to the variety of content forms and multimedia.

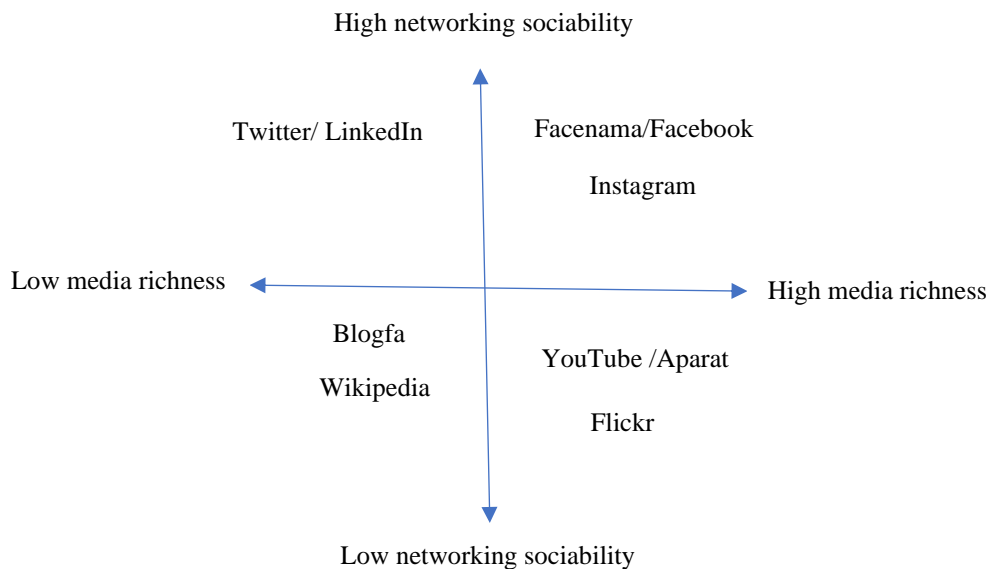


Figure 1. An objective typology of social media (Thelwall, 2009; Kaplan & Haenlein, 2010)

2.3. The approach of transition from audience perception to user perception

In research on communication, there are two views about the audience: the passive and the active. At first glance, the audience is considered as a mass of unrelated receivers who are influenced by the message sent from the media. For example, in the hypodermic needle model, it was

argued that mass communication messages have strong and similar influences on all audiences who are exposed to them. Due to advances in communication research, the orientation of theories changed towards the active audience. In these theories, the audience is considered as an active receiver who has a relatively creative and significant role and is not necessarily influenced by the messages sent due to his social and individual characteristics (Windhal et al., 2008).

The theory of uses and gratifications is one of the theories that has such a view on the audience. The main assumption is that the audience has needs such as obtaining guidance, comfort, conformity, information and personal identification, which are fulfilled by media (McQuail, 1987). The conception of active audience was more deeply investigated by cultural studies theorists, especially Stuart Hall in 1980s. It was hypothesized that media consumers are active and handle messages creatively. People experience media use in the context of their daily lives, and shape their identity, differences, and culture through creative media use. By presenting an active and selective image of old media audiences, cultural studies paved the way for the replacement of the word "user" instead of "audience" and the development of social media user studies. With the introduction of the Internet into the everyday life in 1990s, the interactive user replaced the active user (Ross & Nightingale, 2003: 146).

New media such as Internet and mobile phones were introduced that resulted in a different environment conceptualized by various terms like networking, cyber and virtual spaces (Boyd, 2008: 126). According to Jenkins, in such collaborative culture, producers and consumers of media are not separate, but they cooperate and interact together (Littlejohn & Foss, 2009: 67).

The interactive and networking nature, lack of hierarchy and remarkable communication between consumers and producers are the major characteristics of social media, which have made it essential to use the word "user" instead of audience due to the transformation made into the nature of the audience. First, the "receiver audience" becomes a "consumer audience" (Mandiberg, 2012) and then becomes an "interactive audience" appearing in different roles (Fiske, 1992).

In addition, the word "user" is not necessarily related to communication in all cases. It also refers to dishwasher and toaster users. In other words, the more we focus on the diversity in media technologies, the more the research on audience moves away from the question of acceptance and goes towards the question of consumption of goods or services (Livingstone, 2005: 18).

2.4. Uses and Gratifications approach

The approach of uses and gratifications explains with functional reasons why people use a certain media and imagines the needs that make people turn to the media to fulfill them. Now, if the media in question

can satisfy a person's need well and there is a match between the content of the media and the person's need, the person will be satisfied and gratified, and otherwise, he will turn away from the media in question. The main premise of this theory is that the audience is, more or less actively, looking for the content that will provide them with the most gratification. The degree of this gratification depends on the needs and interests of the individual (Windhal et al., 2008).

In this regard, Katz and Blumler (1974) believe that social and psychological contexts bring with them needs that result in expectations from mass media. The total needs and motivations of the audience in using the media can be placed in the four main categories of "awareness and monitoring", "personal relationships", "personal identity" and "entertainment and escape from reality" (Laughey, 2007). Katz, Hass and Gurevitch (1973) also presented a typology of media users' needs, including five categories: cognitive needs (acquiring information, awareness and recognition), affective needs (emotional, pleasurable or aesthetic experiences), personal needs (reinforcement of credibility, trust, stability of the base), social needs (establishing contact with family, friends and the world) and needs of avoiding tension (leisure and comfort).

In this regard, McQuail has classified the motivations of the media audience: awareness and monitoring: people use the media in order to obtain news and information from the surrounding world and monitor their social environment. In personal relationships, in the process of communication, people consider the media as their companions and use the media content to communicate and converse with others. In personal identity, people use the media to gain self-awareness, find behavioral patterns and strengthen personal values. And, in entertainment and escape from reality, people use the media to have fun and escape from the daily life problems and to discharge their emotions (McQuail, 2013: 12).

2.5. The approach of new media and the online identity

The first essential factor concerning a complete understanding and evaluation of the interaction among people is to pay attention to their identity; But in the virtual world, this identity is equivocal and many personality features and social roles that appear in the virtual space do not match with the real physical world (Giddens, 2003). Identity is developed in a continuum between online and offline. Our online identity is updated through a series of photos, images, videos, and writings that are supported by real-life experiences and fictional stories (Elwell, 2014). By expressing the theory of "No Sense of Place", Meyrowitz believes that electronic media provide new options for the production of individual and collective meaning and identity and lack a sense of place (Laughey, 2007). Turkle believes that virtual space is driving us to a postmodern culture based on discrepancy and dispersion,

because the possibility of anonymity and removal of physical signs allows the user to easily play multiple and different roles at different times (Turkle, 1996).

Stone also believes that the mediation and role-playing based on imagination in virtual spaces are also among the appeals of such interactions (Hamman, 1995).

Horad Ringold also believes that participating in virtual communities reduces the pressures of adapting to group and collective expectations in the real world and gives the individuals more freedom to realize their desired self. Moreover, participating in local virtual communities also strengthens local aspects of identity and participating in global communities can also lead to the development of a kind of global or cosmopolitan identity in the user (Rheingold, 2000). However, new media can also create a very disturbing situation, since in terms of the social and material life conditions, this environment is completely different from the environment of a person's daily action and even contradicts it (Thompson, 1995).

2.6. The approach of networked individualism and the new media

Rainie & Wellman believed that modern communication technologies made a fundamental paradigm change in human interactions; The transition from connected social groups to dispersed and individualized social networks, called networked individualism (Rainie & Wellman, 2012: 280). Networked individualism means that users have gone through "active receivers" and learn how to do networked work and how to be a medium themselves (Wellman, 2002: 16). That is, being an audience in the information age is a more active and interactive experience than in the mass media age, and they are involved with media texts (Ross & Nightingale, 2003: 162).

Wellman and Rainey believed that networked individualism was the result of the triple revolutions of "social network", "internet" and "mobile phones" and made people to interact with people beyond their closed and limited groups. By social networks is meant a concept that goes beyond online social networks such as Facebook, Instagram, Telegram, etc., and mostly refers to real social networks. The revolution of mobile phones also refers to the expansion of the Internet use in them and the increased accessibility to information, which has made people act as networked individuals (Rainie & Wellman, 2012: 6). According to Rainey and Wellman, in a networked society, boundaries are more permeable, interactions with others are different, people interact in multiple networks, and human relationships at home, workplace, and community have changed from a hierarchical and demarcated group structure with "dense texture" to social networks with "dispersed texture" (ibid: 21).

2.7. The approach of cyberloafing, as a leisure activity

Consumer culture is one of the most important characteristics of the lifestyle in the modern era and the capitalist system (Timothy, 2005), in which we encounter some prevailing phenomenon called leisure activity. In general, there are positive and negative views towards virtual loafing. The first view is that cyberloafing reduces user performance in work time. That is, there is a negative relationship between cyberloafing and work performance. A second view is that some types of cyberloafing behaviors are more detrimental to productivity than others (Lim, 2002). For example, interactive and social behaviors are negatively connected to work performance. A third view is that cyberloafing is an opportunity for relaxation and leisure (Belanger & van Slyke, 2002). A fourth view about cyberloafing is that it does not affect user performance, or that it only affects work performance in extreme cases (Blanchard & Henle, 2008). So, this view implies that people have to do a certain amount of work and when they have time, they engage in virtual loafing.

In the present study, the typology of new media and social networks was first discussed from the perspective of efficiency, interactivity, participation and accessibility, and the position of the Instagram and its efficiency were investigated. One of the most important features of social networks is their interactive and collaborative nature, so that the actor is not just a mere consumer, but can also be a producer, and turns from a passive audience to an active audience, and finally can be a media user. Therefore, it is important to use the concepts of audience perception and user perception and "transition from audience perception to user perception".

Users have different motivations to use social networks. The theoretical approach of "uses and gratifications" displays users' motivations. Social network users may appear with a different or opposite identity. So, there is a cultural and personality gap among some users as to the online and offline identity, and using the theoretical approach of "online identity" explains such a gap. Users in social networks establish social groups based on their cultural, social, political and lifestyle interests, or become members of social groups that are geographically separate from them. Therefore, using the approach of networked individualism can be important for explaining the collective networking of users. Paying attention to entertainment and recreation dimensions of social networks and the way social network users spend their free time is an inseparable part of them, and the concept of cyberloafing has been used to explain the entertainment and recreation functions of social networks.

3. Methodology

The purpose of the present study is neither to test theory or make

hypothesis, nor to discover different aspects of social media use, but rather, this study aims to examine the status quo of using the Instagram, understand the reasons for its use, and conduct a typology and analysis of the problems the Instagram users and audiences face. Therefore, the survey method can provide accurate information about the current situation by providing pertinent statistics. The survey method is the most common in social research and in order to investigate the degree of social media consumption, a quantitative survey method is used. The most important technique for collecting information in the survey is using questionnaires.

After conducting theoretical and experimental studies and examining the main indicators of the meta-analysis, a questionnaire is developed, distributed to the statistical population and completed through questions the questioner directly asks the sample of the statistical population. In this method, a questionnaire is used with face-to-face questioning to collect information because in this way, it is possible to collect information from a large sample size in a limited period of time and generalize it to the statistical population (Blaikie & Priest, 2019).

The multistage sampling is the most appropriate sampling method for this research. In multistage sampling, the statistical society is selected according to the hierarchy (from larger to smaller units) from all types of units in the society. In this method, the main sample elements are selected through several steps; It means choosing a sample from another sample. The statistical society of all Instagram users in Iran and the statistical sample consisted of approximately 1000 users. The multistage sampling method used included parametric and non-parametric tests, statistical tests of chi-square, Cramer's V, Kendall Tau-c, T-test, etc. The advantage of the stage sampling method is that at each stage, a "condition" is placed on the members of the community and in this way the desired sample is selected. Stage sampling is an expanded form of cluster sampling, however, multi-stage sampling is more accurate compared to cluster sampling. Because in multi-stage sampling, the final stage sample units are scattered throughout the community and the changes in the variable under study in the sample represent the changes under study in the community. While this is not possible in cluster sampling. Since the analysis of ethnicity, religion and place of residence is important in the present study, in the first stage, after selecting Tehran as one of the most important geographical regions, the provincial capitals are divided into ethnic and religious groups. In the second stage, a city center is selected from the ethnic and religious group, of course, an attempt has been made to select provincial centers where a specific ethnicity or religion resides. In this study, the city centers of Tabriz, Sanandaj, Ahvaz, Zahedan, Khorramabad, and Rasht were selected. In the third stage, the neighborhoods of the provincial center were extracted and several neighborhoods were

selected from each center. In the fourth stage, two to three blocks are selected as a sample from among the neighborhoods. In the fifth stage, approximately 10 to 12 people who are Instagram social media users are selected as a sample from the selected blocks. The condition for multi-stage sampling is the use of Instagram social media.

In the current research, data analysis is performed using the techniques and methods in descriptive statistics and inferential statistics, including parametric and non-parametric tests, statistical tests of chi-square, Cramer's V, Kendall Tau-c, T test, etc. For this purpose, after collecting the questionnaires, the coding operation is done and the data is fed into the SPSS. To describe the data, the usual methods in descriptive statistics, such as preparing a frequency table, calculating mean indices, and column charts, and also the inferential statistics methods are used. Table 1 shows the demographic information of the present research.

Table 1. Demographic indicators

Variable	Indicator	Frequency	Percent
Gender	Female	457	46.3
	Man	531	53.7
	Total respondents	988	100
Age category	Less than 20 years	129	13.1
	From 21-30 years	340	34.4
	From 31-40 years	313	31.7
	From 41-50 years	131	13.3
	Over 50 years old	59	6.0
	No answer	16	1.6
Marital status	Single	465	47.1
	Married	480	48.6
	Without spouse due to death or divorce	35	3.5
	no answer	8	0.8
Education	High school	134	13.6
	Diploma	355	35.9
	Associate degree	145	14.7
	Bachelor and above	337	34.1
	No answer	17	1.7

3.1. Validity and Reliability

During the design of the questionnaire, several professors of communication, media, and cultural studies were consulted, and the questionnaire was also reviewed by several people who are experts in the field of media consumption. The agreement of these experts with the content of the questionnaire and the fact that the questionnaire measures what it is intended to measure confirmed its validity. In the present study, Cronbach's alpha is also used to determine the reliability of the questionnaires. Of course, examining reliability requires collecting pre-test or pre-test data. In other words, two steps are taken for reliability: the indicators and measures of the variables are examined

among 10% of the statistical sample, and if the measures that have low reliability are adjusted or changed, the questionnaire is redesigned.

4. The data analysis

Table 2 shows the daily amount of time spent in using messengers and social networks and displays that almost 20% of users use social networks for less than an hour. Approximately 45% of users use messengers and social networks between one and three hours, and approximately 35% of users use messengers and social networks for more than three hours. On average, users spend 139 min in messengers and social networks.

Table 2. The amount of use of messenger and social networks

	Frequency	Percentage
> 30 min	74	7.5
30-60 min	128	13
1-2 hr	170	17.2
2-3 hr	275	27.8
3-4 hr	137	13.9
< 4 hr	204	20.6
Total	988	100
Average (by min)		139

Table 3 shows the use of messengers and social networks based on different background variables and indicates that there is a significant relationship between the use of social networks and age group, marital status and social classes, and the significance level is less than 0.05. Also, there is no significant relationship between the use of social networks and gender and educational group, and the significance level is above 0.05.

- Gender does not affect the degree of social network use, so that men and women use social networks almost to the same extent.
- Age group influences the degree of social network use, so that the younger age group uses social networks more than the older age group.
- Marital status has an effect on the amount of social network use, so that single people use social networks more than married people.
- The educational group does not affect the amount of social network use. In other words, the higher or lower educational degree one has does not affect the amount of social network use.
- Users' social and economic class is effective on the degree of social network use, so that as the social status increases, so does the amount of social network use.

Table 3. The amount of use of social networks by background variables

Background variables	Social class			Study group			Marital status		Aage category					Gender		
	Top	Medium	down	Bachelor and above	Associate degree	Diploma	High school	Married	Single	<50 years	41-50 years	31-40 years	21-30 years	> 20 years	Male	Female
> 30 min	5.6	6.9	8.9	7.1	4.8	7.6	11.9	9.4	5.6	6.8	13.7	8.3	4.7	6.2	8.3	6.6
30-60 min	5.6	11.9	15	12.2	12.4	13.2	16.4	15.8	9.7	25.4	17.6	14.4	8.8	9.3	12.4	13.6
1-2 hr	21.3	17.2	16.1	19	17.2	16.3	14.2	19.6	14.6	20.3	21.4	18.8	15.6	12.4	18.1	16.2
2-3 hr	36	28.3	24.5	30.6	28.3	27.6	19.4	26.3	29.7	20.3	32.8	25.9	31.2	22.5	30.2	24.9
3-4 hr	12.4	14.6	13.7	13.4	15.2	14.1	11.9	12.7	14.2	11.9	9.2	13.1	16.2	15.5	11.9	16.2
< 4 hr	19.1	21.2	21.9	17.8	22.1	21.1	26.1	16.3	26.2	15.3	5.3	19.5	23.5	34.1	19	22.5
Average (by min)	145	143	132	136	145	139	135	127	151	119	108	134	151	160	136	142
Valid number	928			971				945		972					988	
Statistic	0.03			0				0.17		0.17					0.09	
Significance	0.03			0.80				0		0					0.10	

Table 4 indicates the degree of the daily Instagram use and shows that approximately 39% of users use the Instagram social network for less than an hour. Approximately 39% of users use the Instagram between one and three hours, and approximately 22% of users use it for more than three hours daily. On average, the Instagram is used for 104 min a day.

Table 4. The amount of Instagram use

	Frequency	Percentage
> 30 min	205	20.7
30-60 min	180	18.2
1-2 hr	201	20.3
2-3 hr	187	18.9
3-4 hr	96	9.7
< 4 hr	119	12
Total	988	100
Average (by min)		104

Table 5 shows the use of the Instagram based on background variables and indicates that there is a significant relationship between the Instagram use and the age group and the marital status, and the significance level is less than 0.05. Also, there is no significant relationship between the use of the Instagram and gender, educational group and social class, and the significance level is greater than 0.05.

- Gender does not influence the amount of the Instagram use, and men and women use the social network Instagram almost to the same extent.
- Age group influences the amount of the Instagram use and the younger age group uses the Instagram roughly more than the older age group.
- Marital status has an influence on the amount of the Instagram use, so that single people use the Instagram approximately 30 min more than married people.
- The educational group does not affect the use of the Instagram. In other words, the higher or lower educational degree one has does not affect the amount of the Instagram use.
- The users' social and economic class does not affect the amount of the Instagram use. However, high social class uses the Instagram more than other social classes.

Table 5. The amount of Instagram use by background variables

Background variables	Social class			Study group				Marital status		Age category					Gender	
	Top	medium	Down	Bachelor and above	Associate Degree	Diploma	high school	married	Single	Over 50 years old	41 to 50 years	31 to 40 years	21 to 30 years	Less than 20 years	Male	Female
> 30 min	11.2	19	23.6	19	14.5	22	29.9	26.5	13.3	40.7	27.5	26.2	12.4	14.7	18.8	23
30-60 min	14.6	18.3	18.9	19.6	19.3	16.9	18.7	20	16.1	18.6	27.5	17.3	15.3	17.8	19.8	16.4
1-2 hr	24.7	22.2	17.1	22.8	22.1	19.2	14.9	21.3	20.9	20.3	23.7	17.9	23.5	16.3	23.2	17.1
2-3 hr	19.1	19	18.9	19.9	14.5	21.1	14.9	15	23	10.2	13.7	18.2	21.8	21.7	18.8	19
3-4 hr	12.4	9	9.5	8.3	12.4	8.2	11.2	8.5	10.3	6.8	6.1	9.3	11.5	10.9	7.2	12.7
< 4 hr	18	12.4	11.9	10.4	17.2	12.7	10.4	8.8	16.3	3.4	1.5	11.2	15.6	18.6	12.2	11.8
Average (by min)	125	97	115	102	116	105	94	91	120	68	73	99	121	122	103	106
Valid number	928			971				945		972					988	
statistic	0.07			0.03				0.21		0.20					0.13	
Significance	0.2			0.30				0		0					0.06	

The theorists in cultural studies point to the active perception of the audience and put forward the assumption that media consumers are not passive recipients of media messages, but are active and creatively intervene in the messages and even take a position against them. People's experience in using media takes place in the context of their daily lives, and the audience shapes their identity, differences, and culture through creative media use. By presenting an active and selective image of old media audiences, cultural studies paved the way for the replacement of the word "user" instead of "audience". Such change in the theorizing of the audience became tangible with the emergence of the word user instead of the audience, and thus the interactive user replaced the active user.

The interactive and networked nature, the lack of hierarchy and significant communication between consumers and producers are the main characteristics of social media, which made it necessary to use the word "user" instead of the audience, given the transformation in the nature of the audience. Audience studies have gone through two paradigm changes: the first change is the transformation of "receiver audience" into "consumer audience". In this paradigm, the audience, as the end recipients of the one-way media system, were considered as consumers and interpreters of media messages in its social context. The second paradigm change is the transition from "consumer audience" to "interactive audience". In this new paradigm, users are considered active actors who, using interactive media, can appear in various roles, including user-producer-consumer, and consumer-producer in their interaction with others and the media itself. Social network users in particular form a spectrum from passive users to active producers. So that 25.8% of users are completely passive and have little activity as consumers. 21.7% of users are passive and mostly consume content. 23.4% of users are somewhat active and known as content users, 17.3% of users are active and somewhat content producers, and 11.8% of users are fully active and are recognized as content producers (Table 6).

Table 6. The amount of activism of Instagram users

	Frequency	Percentage
Completely passive actor	231	25.8
Passive actor	194	21.7
Somewhat active activist	209	23.4
Active activist	155	17.3
Fully active activist	106	11.8
Total	895	100

Table 7 shows the level of activism in users based on background variables and shows that there is a significant relationship between the level of activism in users and their age group, marital status, and social classes, and the level of significance is less than 0.05. Also, there is no significant relationship between the level of activism in users and their gender and educational group, and the significance level is above 0.05.

Table 7. The amount of activism of Instagram users by background variables

Background variables	Social class			Study group				Marital status		Age category					Gender	
	Top	Medium	down	Bachelor and above	Associate degree	Diploma	High school	Married	Single	<50 years	41-50 years	31-40 years	21-30 years	> 20 years	Man	Female
Completely passive actor	21.3	25.7	25.8	28.9	20.4	24.7	26.8	32.3	18.9	48.1	32.3	28.4	21.5	14.8	25.6	26
Passive actor	22.5	22	21.7	22.3	19.7	23.1	20.3	22	21.5	18.5	27.4	20.7	21.5	21.7	21.8	21.5
Somewhat active activist	26.3	24	21.4	23.9	22.6	23.8	21.1	23	23	16.7	27.4	19.3	25.1	23.5	21.2	25.8
Active activist	16.3	18.3	17.3	17.3	16.1	16.9	19.5	13.6	21.8	11.1	8.9	21.1	16.6	21.7	19.7	14.7
Fully active activist	13.8	10	13.9	7.6	12.2	11.6	12.2	9.1	14.8	5.6	4	10.5	15.3	18.3	11.7	12.1
Average (%)	55.8	53	54.4	50.4	59	53.6	54	49	58.4	41.4	45	53	56.6	61.4	54	53
Valid number	885			881				858		885					895	
Statistic	0.16			0.03				0.18		0.12					0.07	
Significance	0			0.2				0		0					0.2	

- Gender does not affect the level of activism in users, so that the level of activity and activism in men and women on Instagram is almost the same.
- Age group is effective on the level of activism in users, so that the level of activity and activism of the younger age group on Instagram is more than that in the older age group.
- Marital status is effective on the level of activism in users, so that the level of activity and activism of single people on Instagram is more than that of married people.
- The educational group does not influence the level of activism in users, so that the higher or lower educational degree one has does not affect their level of activity and activism on Instagram.
- The social and economic class in users does not affect their level of activism, so that there is not much difference in the level of activity and activism in different social and economic classes on Instagram.

Table 8 shows the motivation for using the social network of Instagram and shows that approximately 22.5% of Instagram users buy goods (clothing, home appliances, etc.) or check prices on Instagram, and approximately 15.5% use Instagram to earn money, sell goods or perform activities related to job or production. Approximately 47.6% of users use Instagram to communicate and get informed about their friends and acquaintances. Approximately 15.3% of users use Instagram to interact with friendship groups and make friends with the opposite gender. 26.6% of users use Instagram to follow updated social, political, and cultural news, and 21% use Instagram to follow local news. Approximately 16.8% of users use Instagram to express their critical social, political and religious views. Approximately 13% of users use Instagram with the motivation of displaying beauty or physique. Approximately, 17.4% of users use Instagram to introduce their cultural interests and lifestyle to others. Approximately, 33.6% of users use Instagram for the purpose of liking, viewing stories, and browsing channels and pages. 20.2% of users use Instagram to follow the news and pages of celebrities and influencers. Roughly, 34.8% of users use Instagram to listen to music, and watch movies (movies, series). Almost, 20.1% of users use Instagram to record and share important life events in the form of photos and videos. Almost, 24% of users use Instagram to get education in a specific field. Almost, 17.9% of users use Instagram to see professional and specialized lectures and meetings. Almost, 10% of users use Instagram to join social campaigns such as environmental campaigns, or support groups. Almost, 10.7% of users use Instagram to peek into other users' lives. Approximately, 6.8% of users use Instagram to participate in betting and lotteries.

Table 8. Motivation to use the social network

Motivation	Value	Very much	Much	Somewhat	Low	Very little	At all	Total	Average (%)
Buying goods (clothes, household appliances, etc.) or checking prices	Frequency	58	162	139	167	214	236	976	39
	Percentage	5.9	16.6	14.2	17.1	21.9	24.2	100	
Making money, selling goods or activities related to work or production	Frequency	53	97	129	154	136	399	968	30.7
	Percentage	5.5	10	13.3	15.9	14	41.2	100	
Communicating and getting informed about the status of friends	Frequency	154	304	197	161	101	46	963	62.3
	Percentage	16	31.6	20.5	16.7	10.5	4.8	100	
Interacting with friendship groups and establishing friendships with the opposite sex	Frequency	56	92	131	138	144	411	972	30.1
	Percentage	5.8	9.5	13.5	14.2	14.8	42.3	100	
Following the social, political and cultural news	Frequency	75	181	195	202	157	153	963	46.6
	Percentage	7.8	18.8	20.2	21	16.3	15.9	100	
Following local news	Frequency	47	154	172	196	165	226	960	40.1
	Percentage	4.9	16	17.9	20.4	17.2	23.5	100	
Expressing your social, political and religious critical views	Frequency	49	113	151	184	179	291	967	35.1
	Percentage	5.1	11.7	15.6	19	18.9	30.1	100	
Showing the beauty or body	Frequency	36	93	119	152	157	408	965	28.4
	Percentage	3.7	9.6	12.3	15.8	16.3	42.3	100	
Introducing your cultural interests and lifestyle to others	Frequency	37	131	140	193	194	268	963	35.5
	Percentage	3.8	13.6	14.5	20	20.1	27.8	100	
Liking, watching stories and viewing channels and pages	Frequency	117	208	211	167	135	128	966	52.2
	Percentage	12.1	21.5	21.8	17.3	14	13.3	100	
Following the news and pages of celebrities	Frequency	59	134	152	154	147	310	956	36.4
	Percentage	6.2	14	15.9	16.1	15.4	32.4	100	
Listening to music, watching films (movies, series)	Frequency	126	209	173	139	154	161	962	50.2
	Percentage	13.1	21.7	18	14.4	16	16.7	100	
Recording and sharing important life events in	Frequency	60	132	161	187	187	232	959	39

Motivation	Value	Very much	Much	Somewhat	Low	Very little	At all	Total	Average (%)
the form of photos and videos	Percentage	6.3	13.8	16.8	19.5	19.5	24.2	100	
Receive training in a specific field (hairdressing, medicine, language, etc.)	Frequency	69	160	131	143	131	319	953	37.7
	Percentage	7.2	16.8	13.7	15	13.7	33.5	100	
Follow up of specialized and professional lectures and meetings	Frequency	58	115	110	172	193	322	970	33.3
	Percentage	6	11.9	11.3	17.7	19.9	33.2	100	
Nosy in the lives of other users	Frequency	38	66	118	137	187	420	966	26.3
	Percentage	3.9	6.8	12.2	14.2	19.4	43.5	100	
Membership in social campaigns and supporting them such as environmental campaigns	Frequency	31	66	72	164	202	437	972	24
	Percentage	3.2	6.8	7.4	16.9	20.8	45	100	
Participation in online betting and lotteries	Frequency	32	34	45	71	112	679	973	14.1
	Percentage	3.3	3.5	4.6	7.3	11.5	69.8	100	

5. Discussion

The statistical society studied in the present research consists of Instagram users. Instagram is one of the three most popular social networks in Iran, although Akbari (2019) focusing on why Iranian students widely use social networks, showed that Telegram was the most popular among students. However, it seems that Instagram has gained a lot of popularity in Iran by providing video services, and Telegram is a suitable space for information sharing and reading news and creating news and analytical groups. WhatsApp is a space for exchanging information and data due to its high security and Twitter is a social network that has a higher penetration rate among experts and elites, through which official and reliable information and data are exchanged.

Also, some domestic social networks in Iran have provided the possibility of financial exchanges and watching movies and series. Therefore, some users prefer to use several social networks at the same time.

The results of this research showed that only 2.9% of users use only one social network, 29.7% of users use two social networks, 53.8% of users use three social networks, which are mostly Instagram, WhatsApp and Telegram, and 13.5% of users use more than three social networks, of which domestic social networks are also a part.

Rainie and Wellman (2012) believe that with the emergence of new communication technologies in today's society, human interactions have undergone a fundamental paradigm shift; The transition from connected social groups to scattered and individualized social networks, which is called networked individualism. With the development of new communication means, interaction methods in humans have changed. In the past decades, the mass media of television, due to its entertainment function, played a central role in the coming together of the family, especially at night. However, with the popularity of social networks, especially the Instagram, this function of the television declined and media consumers turned to individual networks so that more than 50% of users use Instagram at night. From the users' point of view, the social network of Instagram is highly accepted and popular among Iranian users due to its "up-to-date news and information", "opening without a VPN", "visual appeal and graphic quality", "ease of communication", "universal network", "variety and abundance of information", "easy access to video and photos", "capability to create a business" etc. Therefore, Instagram users are stable consumers and move less to other social networks, so that nearly 60% of users have been using the Instagram for more than two years. Communication experts develop a typology of new media and social network users on the basis of participation and participation style in users, activism in social networks, consumption of social networks, and motivation to use social networks. In the current study, a typology was

developed for the Instagram users based on their motivation of using Instagram.

5.1. Commercial instrumental users

According to Krairit (2018), Kaplan and Haenlein (2010), and Thelwall (2009), commercial instrumental users are defined as a very prevalent type of users who are related to the media in general and to the Instagram in specific. To this group, the Instagram is an opportunity for buying and selling and commercial and economic exchanges. In fact, the main purpose and motivation of this group to use Instagram is "buying goods or checking prices" and "earning money, selling goods or activities related to job or production". According to the results of this research, instrumental users can be divided into two groups based on their activism:

- **Consumer or passive instrumental users;** Approximately 22.5% of users use Instagram to "buy goods or check prices". They are known as instrumental users.
- **Productive or active instrumental users;** 15% of users use Instagram with the purpose and motivation of "earning money, selling goods or activities related to a job or production".

According to the typology approach of Hassouneh, & Brengman (2013), these users are present in virtual life in order to manage their business and production and earn money, while scoring the highest in the success factors and the lowest in pretense. As expected, the highest percentage of job ownership in the virtual life is found in this group. According to Hootsuite (2021), by January 2021, there were more than 1 billion active Instagram users worldwide, 90% of whom followed at least one business account. In addition, 81% of people use Instagram to research products and services, and 130 million Instagram users click on shopping posts every month. These values indicate that there is a significant and growing commercial usage of Instagram.

5.2. Interactive users

By definition, interactive users are those whose main motivation for using Instagram is social interaction with others (Lee et al., 2015). Based on the results of the present research, interactive users can be divided into the two groups of social communicator and relationship builder. The social communicator's main motivation to use Instagram is to communicate and get informed about friends and acquaintances, often kinship groups or old friends, through videos and images, and their purpose is social communication. Almost, half of the users use Instagram with the motive of "establishing communication and getting informed about friends and acquaintances".

Relationship builders are also a group that easily establish friendships. This group is more active in "writing letters or messages",

"contacting others" and "searching for new friends". Approximately 15% of users use Instagram to "interact with friendship groups and make friends with the opposite gender". In other words, 15% of users use Instagram with the motive of building relationships.

Moreover, there is another type we call curious users. These users are curious about the lives of other users and often use a fake name. According to the present research results, 10.7% of users are of this type. However, there is no research conducted on this type of users neither in Iran nor in other countries of the world.

5.3. Information-seeking users

Information-seeking users are those who gather social, political, and cultural news and information on a national and local scale with a cognitive motivation. Shahabi and Bayat (2013), and Latifi et al. (2018) have mentioned this type of users. The results of the present research showed that there are at least two types of Information-seeking users.

- **Wide-scope Information seeking users** that follow news and gather social, political, and cultural information on a national scale. Approximately 26.6% of users use Instagram to "follow the social, political, and cultural news and information of the day".
- **Local-scope Information seeking users** who follow news and gather social, political, and cultural information in the local area.

The development of new media, especially social networks, has provided an opportunity for localization and representation of small groups and communities. Approximately 21% of users use Instagram to "follow local news". According to a study conducted by the Pew Research Center (Auxier & Anderson, 2021), around 11% of Americans say they regularly check news on Instagram. However, this study does not provide specific information on receiving local news. Therefore, it can be stated that this type of users exists more in Iran than in America. It seems that Iranian users are interested in following news through social networks. Among these, there is a type called "critical users" who, in addition to following the news, express their critical social, political and religious views. In fact, these users are not just consumers of information and data; Rather, they produce content and react to other people's content. Approximately, 16.8% of users use Instagram to "express their critical social, political and religious views". This can go back to the fact that there is a high tendency among the Iranian users to receive information and news.

5.4. Specialized users

Specialized users are those who subscribe to educational channels in specific fields such as language, medicine, therapy, hairdressing,

mechanics, cooking, etc., and use the educational facilities in the virtual environment for free or at low cost. They are mentioned in Bezzubtseva & Ignatov (2013). The results of the present research showed that approximately 24% of users use Instagram to "attain education in a specific field" and roughly 18% of users use Instagram to "see professional and specialized lectures and meetings". However, no study was found to provide statistics in this regard under similar conditions. But Carpenter et al. (2020) conducted a study on the use of Instagram by educators and concluded that 45% of educators posted about personal issues in addition to scientific content. This study states that Instagram can be a platform for students and teachers to communicate with each other and can have functions other than the educational content.

5.5. Loafing users

Belanger and van Slyke (2002), Lim (2002), and Blanchard and Henle (2008) defined cyberloafers as: those who intend to spend their free time surfing and watching in the cyberspace. Therefore, based on the results of the present research, two groups of tourist loafers and celebrity-oriented loafers can be distinguished:

- **Tourist loafers** are approximately 33.6% of users, who are considered mere consumers and do not show cooperative activism. Their motivation for Instagram use is liking, viewing stories, and loafing through channels and pages.
- **Celebrity-oriented loafers**, however, are approximately 20.2% of users, who are looking for a relationship with famous people in various cultural, social, political and sports fields, and so on.

This can indicate that relationships and communication with famous people in the cyberspace is important for this group of users. Moreover, these results can provide useful information to better understand the role of celebrities in attracting and interacting with this group of users online. It should be noted that the Instagram platform is one of the most important social networks where celebrities have a wide presence.

5.6. Disclosing users

Disclosing users are those who voluntarily disclose their personal information to the general public, and Instagram's visual features provide an opportunity for this (Al-Kandari et al., 2016; Lee et al., 2015). Based on the results of the present research, we divided disclosing users into the two groups:

- **Aesthetic disclosing users and lifestyle disclosing users.** The first are those who express themselves visually or show and represent the beauty and physique of their body and their aesthetic features. Approximately 13.3% of users use Instagram to "display beauty or physique" and this is higher in women than in men.

- **Lifestyle disclosing users.** Those who introduce and represent their consumption tastes, cultural consumption and their lifestyle in the virtual space. In this space, users face a new lifestyle that may include new cultural, social and economic structures. Therefore, Instagram can present a new lifestyle.

Approximately, 17.4% of users use Instagram to "introduce cultural interests and lifestyle". In this context, another user type can be introduced who uses Instagram to show their lives. They are called "narcissistic users". These users consider Instagram as a space to represent their daily life, and according to our research, they include approximately 20% of users. Some studies consider the issue of narcissism on Instagram the result of Instagram's visual features. Among them, there is the study of Moon et al. (2016), that examined 212 active Instagram users in Korea and believed that the level of their activity in this social network is related to the amount of sending selfies and representing their personal daily life. Sheldon and Bryant (2016) also conducted a study among college students and concluded that age and narcissism are related to motivations for using Instagram.

6. Conclusion

Social media is one of the most favorite media that has many audiences, especially among the young generation. Interactive features and developing a platform for social relationships are among the reasons why social networks are popular. Social media has become the first priority of Internet users due to the facilities they provide. Users communicate with a wide range of people and share with them their interests in different fields. The media consumption of social networks is considerably higher than other audio-visual media and printed media, and the number of social network users is increasing every day so that users use messengers and social networks for an average of more than two hours a day. Almost half of users use them between one and three hours, and almost a third of users use them for more than three hours.

Social networks are considered as the most prevalent and accepted media, among them the social network of Instagram is more popular and accepted in the world and especially in Iran. Instagram is a photo and video sharing social network that allows its users to share their photos and videos with their friends and other users. Instagram provides various facilities to users. The point that should be noted about Instagram in Iran is that, unlike other sites and social networks such as Facebook, Twitter, YouTube and other popular networks in the world, Instagram is not filtered totally in Iran.

Also, features such as visual autobiography, high potential of cross-cultural communication, popularity, representation of identity, providing a space for spending free time and virtual loafing, introduction of lifestyle, interaction with celebrities, providing for

social power and the development of social campaigns, and presenting a space for economic and business activities and services, have increased the amount of media consumption of the social network of Instagram compared to other social media. The Instagram users utilize it for approximately 104 min a day. 39% of users use Instagram for less than an hour. 39% use Instagram between one and three hours, and 22% use it more than three hours a day.

Instagram is highly accepted and popular among Iranian users due to its capabilities and features such as "up-to-date news and information", "opening without a VPN", "visual appeal and graphic quality", "easiness of communication", "global network", "diversity and abundance of information", "easy access to videos and photos", "providing a space for establishing a business" etc. And, these have made the Instagram users to be its permanent consumers and move less to other social networks. As a result, roughly 60% of users have been using the Instagram for more than two years.

Different typologies are developed for the Instagram users based on their participation and participation style, activism in social networks, social network consumption, and motivation to use social networks:

- **Instrumental users.** A quite common type of users who are related to the media in general and to the Instagram in specific. They use the Instagram as an opportunity for buying and selling and commercial and economic exchanges.
- **Interactive users.** Their behavior is considered recreational because of small conversations with others, and they have a high rate of participation. Information seeking users: There are facilitated and increased information seeking and information sharing to the public, and easy access to independent news and analyses through the online social network in the global community.
- **Critical users.** New media, especially social networks, have provided a space for users to take a stand and represent their critical social, political and religious views.
- **Disclosing users.** The Instagram has created an opportunity for users to represent and reveal themselves that is due to its visual capabilities.
- **Loafing users.** Cyberloafers are actually those who like to spend their free time surfing and watching in the cyberspace.
- **Art-loving users.** Users who engage in activities such as listening to online music and watching online art videos and clips.
- **Narcissistic users.** These users share their important life events in the form of photos and videos.
- **Specialized users.** Instagram has provided for users a variety of educational spaces. They subscribe to educational channels on specific fields such as language, medicine, therapy, hairdressing, mechanics, cooking, etc., and can use the

- educational facilities in the virtual space for free or at low cost.
- **Curious users.** Some users use the Instagram by the motivation of curiosity in other users' lives.
 - **Responsible users.** Social networks, especially Instagram, have provided a basis for the development of active communities, and active communities have an influencing power in the real social environment and can be involved in the process of social policy making.

Conflict of interest

The authors declared no conflicts of interest.

Ethical considerations

The authors have completely considered ethical issues, including informed consent, plagiarism, data fabrication, misconduct, and/or falsification, double publication and/or redundancy, submission, etc. This article was not authored by artificial intelligence.

Data availability

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