

## “HOW DO I LOOK”: SELF-DISCLOSURE OF INSTAGRAM USERS IN INDONESIA

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### ABSTRACT

*Social media is a media to support human interaction, one of which is Instagram. Approximately there are 400 million of activities on Instagram every month and an average of photos uploaded every day is more than 80 million, which indicate a desire of users to upload personal photos on Instagram. The objective of this study is to determine the factors that influence users to upload personal photos on Instagram based on a model. The model consists of 7 constructs, namely Perceived Security Control, Trust in Member, Trust in Provider, Habit, Benefit, Perceived Risk and Self-Disclosure. Data obtained from the survey of 217 active Instagram user range from 16 to 24 years old. Structural Equation Modeling (SEM) is used to analyze the factors. The results of this study indicate that factors influencing self disclosure through photos uploaded on Instagram are advantages to be gained from the use of Instagram, risk and perceived security control of Instagram account.*

Keywords : Instagram, Self Disclosure, Perceived Risk, Perceived Security Control, Structural Equation Modeling (SEM)

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### Introduction

The increasing of technology facilitates communication between human, as such distance is no longer a reason for not to be able to communicate. For example by using telephone, people can easily communicate between cities, provinces, islands, and even countries. Not only over the telephone, now with Internet, it easier for people to communicate. There are some media that can be used to communicate via Internet, including social media.

There are several types of social media, some of which are: Facebook, Twitter, Instagram, Google+, Youtube, LinkedIn, and there are still some other social media. In 2015, Data Global Index Web Survey reported the average time of users accessing social media is 1.77 hours per day. According to the survey result Instagram ranks the 3<sup>rd</sup> highest user account (Mander, 2015). Instagram is one of the social media focused on photos and video sharing for free. This application is available on AppleiOS, Android and Windows phone. Approximately 400 millions activities on Instagram every month, and there are 3.5 billions “like” a day, while the average of photos uploaded everyday is more than 80 million (Instagram, 2016). Users who uploaded photos on social media want to show their best to others, and social recognition is indeed necessity, there is even an area of the brain devoted to social activities (Widiani, 2013). However, while uploading the photos, they only concern with personal satisfactions without considering its negative impact, such as cyber-bullying and their privacy violation.

Instagram users publicize themselves through photos on Instagram certainly influenced by several factors. Therefore this study aims to explore what factors are causing users to publish themselves through their uploaded photos on Instagram.

This study is quantitative research data analysis, which aims to confirm the research that has been published by Buckel (Buckel, 2013) and Koehorst (Koehorst,2015). The model is adapted from those studies, but with different data analysis, which is Structural Equation Modeling (SEM).

### Literature Review

In this research, two research studies of Koehorts (Koehorst,2015) entitled Personal Information Disclosure on Social Network and Buckel (Buckel, 2013) with the title Predicting The Disclosure of Personal Information on Social network: An Empirical Investigation are studied. Both studies had the same object of social media, which is Facebook, and discussed what factors affecting individuals publishing personal information. Models for both studies can be seen in Figure 1 and Figure 2 respectively.

**Figure 1. Research Model of Koehorst (Koehorst, 2015)**

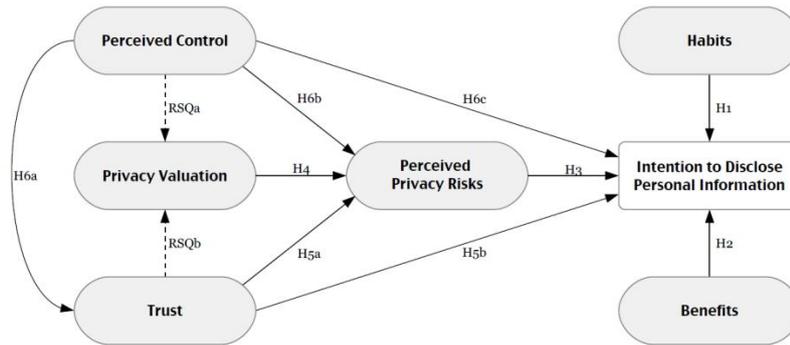
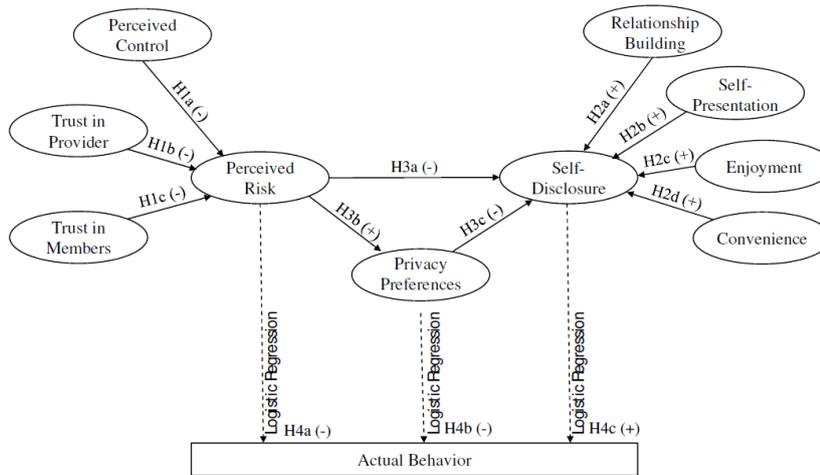


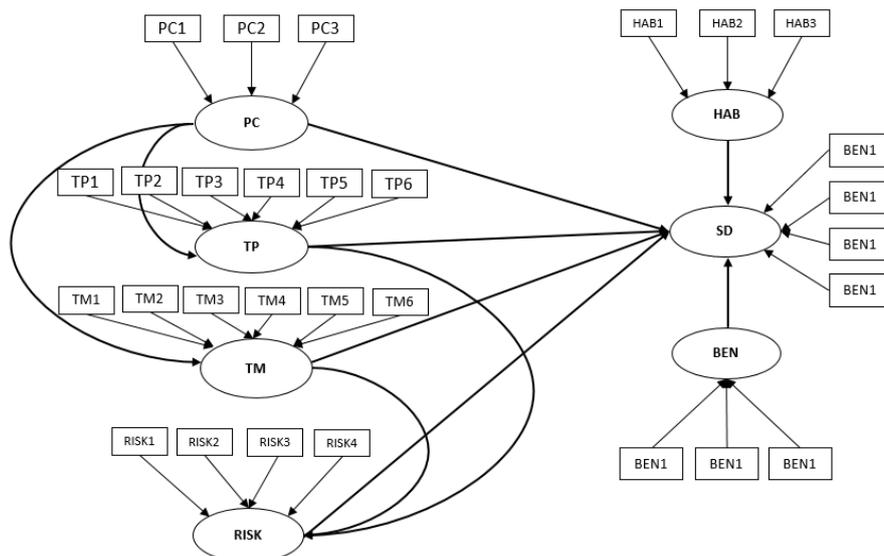
Figure 2. Research Model of Buckel (Buckel, 2013)



**Research Model**

This study modifies the model of both studies and depicted in Figure 3, which describes the relationship between latent variables. There are 7 variables in total in the model, which are Self-Disclosure (SD), Trust in Provider (TP), Trust in Member (TM), Perceived Security Control (PC), Risk (R), Habit (HAB), and Benefit (BEN). For each variables, there are manifest as indicators. There are 29 indicators and these indicators are used to develop the questionnaire.

Figure 3. Research Model



1. Perceived Security Control (PC)

Perceived Security Control describes about users' control over privacy settings feature on Instagram.

2. Trust in Provider (TP)

There are two variables of trust in this study, trust in provider and in member. Trust in provider describes whether provider is good enough to secure their account

3. Trust in Member (TM)

Trust in member describes user reliance to the other user in Instagram, because the user has selected other users to view their personal photos uploaded on Instagram.

4. Risk (RISK)

Users will accept risk as a result of the publication of themselves through photos on Instagram depending on how many photos and types of personal photos uploaded on Instagram.

5. Habit (HAB)

Uploading photos on Instagram is considered habit for user, either for relationship building or self-representation.

6. Benefit (BEN)

Users feel the benefits associated with the publication of personal photos on Instagram, which are enjoyment and convenience (Krasnova, 2009). By uploading a photo on Instagram users feel able to present themselves to other users in order to get the mutual form of positive or “like”.

7. Self-Disclosure (SD)

Every individual has the desire to be recognized and praised. However, there are several factors that causing users to publish themselves through their uploaded photos on Instagram.

Modification of the model is by dividing Trust into two variables, namely Trust in Provider (TP) and Trust in Member (TM). Variable Habit (HAB) is formed by combining two variables of Relationship building and Self Representation, also variable Enjoyment and Convenience combined into Benefit ( BEN).

**Data Collection**

Respondent of this study is active Instagram users range from 16 – 24 years old. Questionnaires were distributed to 317 respondents and 307questionnaire were returned. The respondents consisted of 137 men and 170 women.

In multivariate analysis, before data being processed, there are several tests that have to be done, namely (Santoso, 2015) :

a. Missing Data

There are 7 respondents who were not filling the questionnaire in complete manner; therefore these 7 respondents are discarded from the date due to missing data.

b. Outlier Test

To detect data outlier, Mahalanobis distance is performed. With the level error of 1%, Mahalanobis distance of the date is 49.59. From the test, there are 29 data that considered data outliers.

c. Reliability Test

The technique to perform reliability testing is by using Cronbach Alpha with value less than 0.6 (Abdillah, 2015). Reliability testing result for each construct can be seen in Table 1.

**Table 1. Construct Reliability Result**

<b>Construct Reliability</b>	<b>Cronbach alpha</b>
<b>Criteria</b>	<b>&gt; 0.6</b>
<i>Perceived Control (PC)</i>	0.643
<i>Trust in Provider (TP)</i>	0.754
<i>Trust in Member (TM)</i>	0.836
<i>Perceived Risk (RISK)</i>	0.610
<i>Habits (HAB)</i>	0.829
<i>Benefit (BEN)</i>	0.878
<i>Self Disclosure (SD)</i>	0.730

**Structural Equation Modelling**

Data analysis in this study is performed by using SEM. SEM is used to explain the relationship between variables in the model. SEM is not used to devise theory but rather used to check and correct a model. Data analysis using SEM is preferable than linear regression, due to SEM can analyze multiple layers of independent variables and the relationship between latent variables at the same time (Vitello, 2008).

**Analysis Of SEM**

1. OVERALL MODEL FIT

Overall model fit is performed to determine whether the model fit the data based on Goodness of Fit (GOF) indicator. Indicator and the result model fit can be seen in Table 2.

**Table 2. Godness of Fit Statistics**

GOF Indeks	Criteria	Obtained	Result
Chi-square	>0.05	297.421	Good
CMIN/DF	(1.0<CMIN/DF<3.0)	1.194	Good
GFI	>0.9	0.931	Good
AGFI	>0.9	0.903	Good
RMSEA	(<0.05 good fit, <0.08 acceptable fit)	0.026	Good
NFI	>0.9	0.916	Good
CFI	>0.9	0.985	Good

## 2. STRUCTURAL MODEL FIT

Structural model fit in SEM is performed with Path Analysis. Table 3 show the result of structural model fit of the model.

**Table 3. Structural Model Fit Statistics**

Variable	Estimate	C.R	p-value	Result
	>0.5	>1.960	<0.05	
SD ← HAB	0.113	1.277	0.202	Not Significant
SD ← BEN	0.596	4.873	***	Significant
SD ← TP	-0.709	-0.784	0.433	Not Significant
RISK ← TP	0.377	2.063	*	Significant
SD ← TM	0.182	0.720	0.472	Not Significant
RISK ← TM	-0.027	-0.236	0.813	Not Significant
TP ← PC	1.937	4.289	***	Significant
TM ← PC	1.114	4.569	***	Significant
SD ← PC	0.935	0.972	0.331	Significant
SD ← RISK	0.459	2.123	*	Significant

Based on Table 3 the relationship between variables that have an estimate value of more than 0.5 or p-value less than 0.05 (\*) are stated to have a strong relationship and hypotheses can be accepted. Significant result indicates accepted hypotheses, while not significant indicates rejected hypothesis. There are 6 hypotheses that are accepted and four hypotheses that are rejected. For more details, hypothesis testing results can be seen in Table 4.

**Table 4. Hypotheses Testing Result**

Hypotheses	Result
H1 : There is positive relationship between HAB and SD	Rejected
H2 : There is positive relationship between BEN and SD	Accepted
H3a : There is positive relationship between TP and SD	Rejected
H3b : There is positive relationship between TP and RISK	Accepted
H4a : There is positive relationship between TM and SD	Rejected
H4b : There is positive relationship between TM and RISK	Rejected
H5a : There is positive relationship between PC and TP	Accepted
H5b : There is positive relationship between PC and TM	Accepted
H5c : There is positive relationship between PC and SD	Accepted
H6 : There is positive relationship between RISK and SD	Accepted

## Discussions

### 1. Hypothesis 1

From the results of hypothesis testing H1, it can be concluded that the respondents did not consider the habit (HAB) uploading a photo on Instagram as a factor that encourages respondents to publish photos (SD). Respondents considered that the publication of personal photos on Instagram is not a habit that is routinely done because the respondent only publish personal photos which can benefit them. Therefore, in this study the hypothesis H1 is not accepted.

According to research conducted by Ghemari and Mellbin (Ghemari, 2015) build a friendship on social media does not affect an individual to publish personal information on social media. However, the factors that influence individual to publish themselves because they want to present themselves to be more recognized and received responses from other users.

### 2. Hypothesis 2

From the results of hypothesis testing H2, could be concluded that the respondents feel advantaged by uploading photos on Instagram. According to respondents, uploading photos on Instagram give them positive impact. It shows that in this study Benefit (BEN) greatly affects the willingness of respondents to publicize themselves by uploading a photo (SD). Therefore, in this study the hypothesis H2 is accepted.

### 3. Hypothesis 3a

From the results of hypothesis testing H3a, can be inferred that the respondents trust the service provider (Instagram) is not a factor that caused the respondents willing to upload photos on Instagram. It shows that in this study the respondents trust in provider (TP) does not affect the willingness of respondents to upload photos on Instagram (SD). Therefore, in this study the hypothesis H3a is not accepted.

The results of this research together with research of Ruud H.G. Koehorst (2013) state that the trust does not affect the intention of respondents to share personal information on Online Social Networks (OSNs).

### 4. Hypothesis 3b

From the results of hypothesis testing H3b, can be concluded that the respondents' level of trust in provider influence respondents' knowledge about the risks. Respondents were concerned about the risk to be acceptable. Therefore, respondents would consider to upload photos on Instagram because the risk would be acceptable. It shows that respondents' trust in provider (TP) affects the respondent awareness of risk (RISK). Therefore in this study hypothesis H3b is accepted.

### 5. Hypothesis 4a

From the results of hypothesis testing H4a, can be inferred that the respondents trust in fellow users of Instagram is not a factor that caused respondents' willingness to upload photos on Instagram. It shows that in this Trust in Member (TM) does not affect the willingness of respondents to upload photos on Instagram (SD). Therefore, in this study the hypothesis H4a is not accepted. Research conducted by Ruud H.G. Koehorst (2013) states that trust and confidence in the service provider and to other users can reduce the risk perceived by the respondents. However, the trust does not affect the intention of respondents to disclose personal information on Online Social Networks (OSNs).

### 6. Hypothesis 4b

From the results of hypothesis testing H4b, can be concluded that the respondents' level of trust in fellow users, Trust in Member (TM) does not affect the respondents' knowledge about the risks (RISK). Respondents were less concerned with the risk to be acceptable. Therefore in this study hypothesis H4b is not accepted.

Research conducted by Seung Chung Yat (Yat, 2012) stated that there is no relationship between trust and risk. The study concludes that the respondent is more worried about the risk posed by the service providers rather than other users of social media.

### 7. Hypothesis 5a

From the results of hypothesis testing H5a, can be concluded that Perceived Security Control (PC) can affect respondents' level of trust in provider (TP). Respondents found that Instagram as service provider has created a feature that can be used to control the security of their personal account. Therefore, in this study hypothesis H5a is accepted.

### 8. Hypothesis 5b

From the results of hypothesis testing 5b, can be concluded that feelings can control security Instagram account (PC) can affect respondents' level of trust in fellow users of Instagram (TP). Respondents argue that as long as it can control other user account security will not abuse photos uploaded on Instagram. Therefore, in this study the hypothesis 5b is accepted.

### 9. Hypothesis 5c

From the results of hypothesis testing H5c, can be concluded that Perceived Security Control (PC) affect the willingness of respondents to upload photos on Instagram (SD). In this sense, the respondents believe that the photos uploaded on Instagram will be stored safely, and it led to an increasing willingness of respondents to upload photos on Instagram. Therefore, in this study hypothesis H5c is accepted.

### 10. Hypothesis 6

From the results of hypothesis testing 5d, it can be concluded that the risk (RISK) on action to upload photos on Instagram affect the willingness of respondents to upload your photos (SD). Respondents were concerned with the risks that would be obtained later. It shows that in this study if the risk is perceived by users increasingly high, it will decrease the desire of respondents to upload photos on Instagram and vice versa. Therefore, in this study the hypothesis 6 is accepted.

It can be concluded that there are two factors that do not affect the individual to self-publish through an uploaded photo on Instagram is the customs and beliefs of respondents to other users. There are three factors that affect Self Disclosure, the advantage (benefit), unpleasant can control security Instagram account (perceived control) and risk (risk).

## Conclusion

Based on the analysis of data, it can be concluded that the factors influencing individuals to publish themselves through photos uploaded on Instagram are: the advantage that can be taken from uploading photos on Instagram, the feeling of being able to control the security of their Instagram account, and also individuals' concerns about the risk. The advantages can affect the

willingness of respondents to upload photos on Instagram. Such benefits can be positive comments from other users and “like”. The more “like” they get the more respondents willing to upload their photos on Instagram. In addition, security and privacy control feature provided by Instagram make respondents feel able to control their account and maintain the security of personal photos they upload. On the other hand, respondents also understand that there will remain a risk that will occur from uploading their photos on Instagram. Although respondents perceived the risk, they still upload their photos on Instagram. This is because the respondents are willing to take risk, so that they can present themselves in social media.

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