insan & toplum
the journal of humanity and society
Research Article

Evaluating Target Audience Surveillance on Instagram in the Context of Public Relations Practices

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Abstract: The relationship between public relations and surveillance is a form of communication that reveals the interactions between today's surveillance practices and companies' sales strategies. The purpose of this article is to examine the relationships between demographic factors and individuals' Instagram attitudes and behaviors. The article also looks at the relationships among levels of corporate trust, the sharing of private information on Instagram, individuals' motivation to log in, the time spent daily on Instagram, and the number of accounts followed. Two-way ANOVA and post hoc tests have been used to examine with respect to demographics the differences between levels of institutional trust and levels at which relatively private information is sent. The relationships among level of institutional trust, level at which relatively private information is posted, motivation to log on, time spent daily on Instagram, and number of accounts followed have been examined using discriminant analysis. Individuals' beliefs about protecting personal information and preventing unauthorized access have been determined to differ according to age group. Likewise, the level at which individuals post relatively private information on Instagram varies by age group. Also, a significant difference has been found for individuals' level of institutional trust with their education and income levels. A significant relationship has been found for individuals' institutional trust levels with their individual posting levels, motivation to log on, and time spent daily on Instagram. As a result, this study contributes to institutions that carry out public relations activities on Instagram and their target audiences with regard to recognizing their trust levels toward Instagram and institutions and their behaviors on Instagram.

Keywords: Public relations, surveillance, target audience, Instagram, corporate communications.

Öz: Bir iletişim biçimi olan halkla ilişkiler ile gözetim arasındaki ilişki, günümüz gözetim uygulamaları ile şirketlerin satış stratejileri arasındaki etkileşimi ortaya çıkarmaktadır. Bu makalenin amacı; demografik faktörlerle bireylerin Instagram tutumları ve davranışları arasındaki ilişkileri incelemektir. Makalede ayrıca kurumsal güven ve Instagram'da özel bilgi paylaşma düzeyleri ile bireylerin giriş yapma motivasyonları, günlük harcadıkları zaman ve takip ettikleri hesap sayıları arasındaki ilişkilere de bakılmaktadır. Demografik özelliklere göre kurumsal güven düzeyi ve nispeten özel bilgi gönderme düzeyindeki farklılıkları incelemek için iki yönlü ANOVA ve post hoc testleri kullanılmıştır. Kurumsal güven düzeyiyle, görece özel bilgi paylaşımı düzeyleriyle oturum açma motivasyonu, günlük harcanan zaman ve takip edilen hesap sayısı arasındaki ilişkiler diskriminant analizi ile sorgulanmıştır. Bireylerin kişisel bilgilerinin korunması ve yetkisiz erişimin önlenmesi konusundaki inançlarının yaş gruplarına göre farklılık gösterdiği tespit edilmiştir. Aynı şekilde bireylerin nispeten özel bilgilerini Instagram'da paylaşma düzeyleri de yaş gruplarına göre farklılık göstermektedir. Ayrıca eğitim düzeyi veya gelir düzeyine göre bireylerin kurumsal güven düzeyleri arasında anlamlı bir farklılık bulunmuştur. Güven düzeyi ile bireysel paylaşım düzeyi, giriş yapma motivasyonu ve Instagram'da günlük olarak geçirilen zaman arasında anlamlı bir ilişki bulunmuştur. Sonuç olarak bu çalışma, Instagram üzerinden halkla ilişkiler faliyetleri yürüten kurumların, hedef kitlelerinin Instagrama ve kurumlara yönelik güven düzeylerini ve Instagramdaki davranışlarını tanımalarına katkı sağlamaktır.

Anahtar Kelimeler: Halkla ilişkiler, gözetim, hedef kitle, Instagram, kurumsal iletişim.

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DOI: 10.12658/M0689
insan & toplum, 2023; 13(1): 372-400.
insanvetoplum.org

Received: 02.02.2022
Revision: 07.05.2022
Accepted: 22.07.2022
Online First: 24.08.2022

Introduction

Alongside the daily changes in technological developments, socially and historically based communication practices and forms are also being restructured. This new era is considered to be the Information Age and shows how the continuous changes in communication technologies have brought speed and ease of access to information on a global scale. Due to networks existing in an organically constructed pattern, networks spread over almost the entire vital space (Castells, 2012, p. 21). Surveillance practices have also created new areas for themselves in the rapidly changing digital environment.

Over time, surveillance stopped being limited to individuals and began shaping the structure of corporate communication. Corporate communication has revealed an institutional structure through globalization, and this institutionalism needs to be maintained for marketing purposes (Balmer & Greyder, 2006, p. 730). As a result of this, every institution gains a new identity. After a while, the institution with its brand value creates its target audience and a database on them that it constantly reuses. Institutions retain their registered customers' personal information, shopping preferences, and credit card information in their systems.

Due to a very active and dynamic communication process existing between individuals and institutions with regard to digital media, strong dialogues get created between users and institutions. Institutions monitor people's use of digital media to better communicate with the target audience and manage processes well. During this process, institutions rapidly transform their corporate communication activities. The use of digital media not only provides an opportunity for institutions to get to know their users, but also offers ways to increase their reputation (Reitz, 2012, p. 43). Institutions' public relations practices have also changed in every aspect and present an interactive, speed-based structure.

This study examines how a target audience is surveilled in terms of public relations with regard to the example of Instagram. Public relations are usually considered to be a unit that develops certain strategy-oriented behaviors. However, the study here discusses how public relations observe a target audience in the direction of increasing consumption practices. In order to direct and increase an institution's product- or service-based sales practices, the target audience needs to be known better. Just as the nature of surveillance has changed with regard to having been limited to physical spaces, people are no longer needed for surveillance. The elements of surveillance based on digital systems have created a much more fluid and traceable structure by decoupling people. From the point of view of public relations, the important element

here is that the process of recognizing the target audience is carried out using these types of digital tools. Instagram also sets a good example in regard to how clearer, more focused, and instantaneous information is obtained about a target audience.

The historical process and evolution of surveillance has always been considered in a way that is associated with power and political reasons. However, another element that makes surveillance important in the contemporary period is its economic orientation. Therefore, dealing with surveillance only in terms of state and political power is insufficient. When examining the economic dimensions of surveillance, the history of this is also understood to not be anything new, because institutions have been analyzing sales and consumption processes in depth for a very long time. However, many points exist that make the contemporary period and the means of communication distinctive and effective. Instagram is also one of these tools. Many institutions both recognize and direct their sales processes and target audiences through Instagram. Meanwhile, much more detailed information about the target audience has become obtainable with the digitalization of public relations. Surveillance, identification, and orientation of the target audience is possible only with tools such as Instagram that are able to provide detailed data.

Social media platforms are important tools in the creation of consumer profiling and typologies, as they contain a lot of information about the target audience. Social media platforms provide useful opportunities with regard to campaigns and advertisements when selecting the target audience both geographically and demographically. The more that individuals share their personal information on their social media profiles, the easier precisely profiling and selecting appropriate target audiences become. In addition, the number of social media users in key markets has forced both global and local companies to take part in social media and advertising, making social media channels so important for commercial establishments. This brings along discussions about the confidentiality and privacy of personal data, how states respect it, and how well social media platforms are able to protect individual information. Scientific studies and discussions should also be carried out regarding how ethically companies obtain and use individual information. In this way, creating a conceptual roadmap for achieving commercial and political goals and ensuring national security with the least damage to individual privacy becomes achievable.

Without ignoring the respect for the target audience's privacy and the need every institution has to act ethically in this regard, the purpose of this article is to demographically determine the differences in the trust individuals place in Instagram, companies, and the government with regard to protecting data and preventing unauthorized access. The effect of demographics has been also discussed

for private information posting levels. Other problems discussed in this article are the relationships that individuals' levels of institutional trust and levels of private information posting on Instagram have with their motivation to log on, the time they spend each day on Instagram, and the number of accounts they follow. Two-way ANOVA and post hoc analyses have been used to examine the differences in the levels of institutional trust and levels of sending relatively private information with respect to demographics.

The relationships that levels of institutional trust and levels of relatively private information posting have with motivation to log on, time spent daily on Instagram, and the number of accounts followed have been questioned using discriminant analysis.

Individuals' beliefs about protecting personal information and preventing unauthorized access have been determined to differ based on their age group. Likewise, the level at which individuals post relatively private information on Instagram also differs based on age group. Posting relatively private content has not been statistically determined to vary in terms of education level or income level. However, a significant difference has been found between individuals' levels of institutional trust with respect to their education and income levels. A significant relationship has been found for individuals' trust levels with the extent to which they post personal information, are motivated to log on, and the time they spend daily on Instagram. While no significant relationship was found between the number of accounts followed on Instagram and corporate trust, a significant relationship was found between the level at which individuals post personal information and corporate trust. These statistical findings will be discussed by comparing them with the findings in the literature.

Surveillance

Surveillance has defined itself in new and different ways by having both breaks and continuities throughout the historical process. Surveillance has generally functioned as an organic structure that serves power. The purpose of surveillance is to have information about and control the observed. The periodic differences in surveillance are trackable due to how changes have more generally affected surveillance.

In pre-Industrial times, surveillance was mostly used to collect taxes, control the workforce, and identify those who have reached military age. As a result of Marx's approach, surveillance later on began being seen as an extension of the economy and capitalism in modernized society with the development of industry. While Weber described how surveillance had been transformed into an extension of the

political structure, Foucault stated that later on it gained a social dimension and was positioned as a tool of power that controls individuals for obeying rules (Lyon, 2013). A postmodern era has begun with the rapidly changing nature of technology, and surveillance has now come to serve the consumer society. With the integration of surveillance into digital tools, institutions monitor consumers' consumption activities through digital media and develop strategies accordingly. A panopticon becomes encountered once the date of the surveillance and the moment it started are returned.

A panopticon allows every place within a walled structure/prison to be seen and seeks to expand its domain of power. The idea of the panopticon is shaped by the desire of rulers to see and control everything but has never actually been built. In a panopticon, nothing can remain outside of the power's field of view (Mirzoeff, 2009, pp. 96, 98). The logic of power has shifted from punishment to surveillance. Everyone under surveillance accepts this situation as being normal and begin to watch themself. Therefore, the power is made permanent. In this process, people are normalized and disciplined (Foucault, 2012).

Surveillance has a historically panoptic structure, and this structure is dependent on the boundaries of time and space. Surveillance is aimed at individuals and is quite demanding. Whether or not someone is performing surveillance in the panopticon tower is unknown, but the surveillance is continuous. In the panopticon, the watcher is in the center and sees without being seen. The purpose of this circular prison model is to constantly keep everyone under surveillance. Here, people are not punished but instead are taken under control. Supervised people are alone and isolated from others (Bentham, 2017). This structure was originally planned by Bentham as a prison, but this awareness actually constitutes the center of social surveillance and discipline.

With the developments regarding technological tools, the synopticon has emerged, which forms the basis of the concept of the panopticon. Having a few people in the synopticon monitor large crowds in society is unacceptable, and objections have been raised against this situation. On the contrary, however, the majority of society watches the minority (Mathiesen, 1997). In the synopticon, the physical and temporal boundaries of are broader compared to the panopticon. Based on the synopticon, the area of surveillance has increased with the existence of the Internet. In the omnipticon, one goes beyond temporal and spatial boundaries. Now, everyone can watch anyone they want without being bound by temporal or spatial limits (Rosen, 2014).

Surveillance has become fluid with new forms of surveillance. The phenomenon of surveillance is constantly changing and can be used anywhere and anytime. Fluid

surveillance is an orientation, in which cameras play a very important role. Therefore, surveillance has now become more active by removing the closed and surrounded areas similar to those in the panopticon (Bauman & Lyon, 2013).

Over the centuries, surveillance has been carried out by those who have power for certain purposes using different methods. With the developments in technological tools, surveillance has been moved over and reshaped to electronic environments, and its borders have disappeared. The focus of the post-panoptic surveillance that rapid technological changes have brought doesn't involve individuals, but the data obtained from their shares and likes. From this point of view, surveillance has now made a place for itself in the form of data surveillance in digital media using the infrastructure and opportunities provided by technology. Thus, digital media applications have turned into surveillance objects and tools. Individuals in the position of being watched now participate in surveillance voluntarily, with large personal data sets are stored and processed under voluntary surveillance (Stalder, 2002, p. 120).

Data surveillance has increased with the development of communication technologies. Although surveillance continues to occur physically, it is mainly carried out in a data-driven form in which individuals' consumption habits, preferences, or any interaction they are involved in become subject to scrutiny (Clarke & Greenleaf, 2017). Data surveillance has reduced both costs and the need for physical surveillance. People are now monitored with regard to their data, and institutions obtain more data daily (Clarke, 2021). Digital surveillance is much more complex, encompassing, and difficult to understand. Perhaps the most powerful aspect of digital surveillance is that it can transcend the boundaries of time and space. All kinds of cases can be monitored using digital surveillance. What makes digital surveillance different from previous surveillance methods is the technologies that are used, such as the Internet, cameras, data, and computers (Al, 2022). Therefore, classical forms of surveillance are transitioning to the digital stage, with public relations practices also clearly transforming.

Digital surveillance processes are used in institutions' public relations activities, product/service promotions, and marketing. The target audience that gets categorized for the institution is directed toward consumption (i.e., purchasing) through the use of strategic techniques. This process is based on surveilling the target audience, uses the latest technological surveillance tools, and provides consumers with the act of purchasing. In this context, one digital media application with the highest number of users is Instagram. Instagram enables institutions to use the data obtained from their users through surveillance for target audience specification and advertising activities. Therefore, many institutions on Instagram collect information or data by

conducting long-term surveillance in order to direct their target audiences toward consumption. With this information, institutions have gained a very advantageous position in directing their users to purchase.

How Public Relations Select a Target Audience Using Instagram

Public relations basically involve an institution's efforts to maintain a proper sustainable relationship with its target audience and is used to establish communications based only on the mainstream media through the classical methods of public relations. However, with the birth of the Internet in the 1990s and different applications and forms of social media in the 2000s, serious transformations have occurred in the relationship between public relations and target audiences.

Public relations were forced to change in the process of digitalization experienced alongside technological developments and have established a much different relationship with target audiences (Blackshaw & Nazzaro, 2006, p. 2). Thus, public relations have started creating instant, efficient, flexible, and sustainable relationships. Public relations used to have to establish a more superficial relationship with target audiences using classical methods but has now reached the opportunity to get to know its target audience much more closely with the existence of the Internet. The limitations of one-sided communications and referrals are clear because identifying and communicating with the target audience is limited just to certain times and places (Bekman, 2022). However, staying in constant communication with the target audience is now possible. With the two-way communications brought about by the structure of new communication tools, an environment has been formed in which institutions can more easily address their public relations activities to their target audiences (Parvatiyar & Jagdish, 2002). In this context, the natures of the communications that have been established with regard to television and to Instagram are very different.

With television, individuals also become the target audience, but institutions' information processes did not have many opportunities. The fact that individuals' demands, needs, and feelings while sitting in front of television as a collective group could be known exceeded the context of that tool. Knowing and identifying this audience was impossible through television. However, social media and relevant applications such as Instagram have provided direct information about individuals in the position of consumer. In Instagram initial stage, every account holder's personal data were taken and processed for institutional use (Phua et al., 2017). In fact, this whole process is maintained with the approval of the individual. The application turns

trends, likes, page visited, and every institution or person followed into a commodity with the data that describe them. These data provide the opportunity to identify an individual within a specific target audience for a public relations application.

Through these new applications of the digital world such as Instagram, public relations have now become a different communication network. In this new structure, the target audience is not distant, passive, or merely receptive (Singh, 2020, p. 379). Applications have come into play that are able to provide instant information and data flow based on the Internet. From institutions' points of view, Instagram offers all kinds of information about likes and dislikes. Thus, capturing an instant information exchange becomes possible with almost the entire target audience. The institution and the target audience remain separate from each other, independent of time and space, and practically unaware of each other (Nadeem, 2012). Tools such as Instagram bring target audiences and institutions closer together, increase interactions, and make the target audience an active subject, with all these processes taking place instantaneously. Therefore, public relations activities are no longer limited to just promoting the institution, maintaining its brand value, or selling a product/idea. These days, public relations appear to mean communicating with the target audience much more actively, always monitoring their feelings, emotions, and wishes, as well as responding to and shaping these. This study examines how target audiences are observed and how the relationships to be established with a target audience are shaped through the example of Instagram.

Aim and Methodology

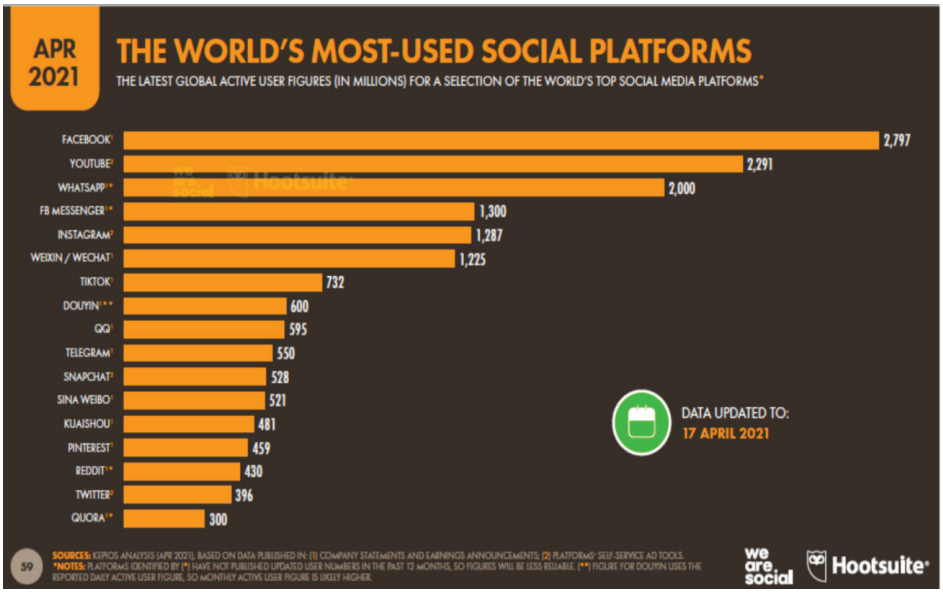
Instagram is one of the new applications to have emerged with digital media and is popular as the 5th most-preferred application with 1.287 billion users in the world. This study prefers Instagram due to being one of the most used platforms where surveillance is normalized and having a structure that allows individuals to share much content in various ways.

Another reason for this choice is that the platform with its many varied users can show massive amounts of features. By having a structure that permits mass surveillance, Instagram offers the opportunity to profile and differentiate institutions' target audiences in more detail with the processible data individuals share. Through their interest in the likes, pages visited, or links influencers share on Instagram, individuals form categorized target audiences in terms of institutions' public relations activities. The structure of the application also directs individuals to constantly share their own information and preferences. This feature also pushes users to share all

their personal data and special moments to be seen and liked more. Surveillance has become a completely normal process for individuals in this platform, where even the most private moments are shared with pictures.

Figure 1.

The World's Most-used Social Platforms

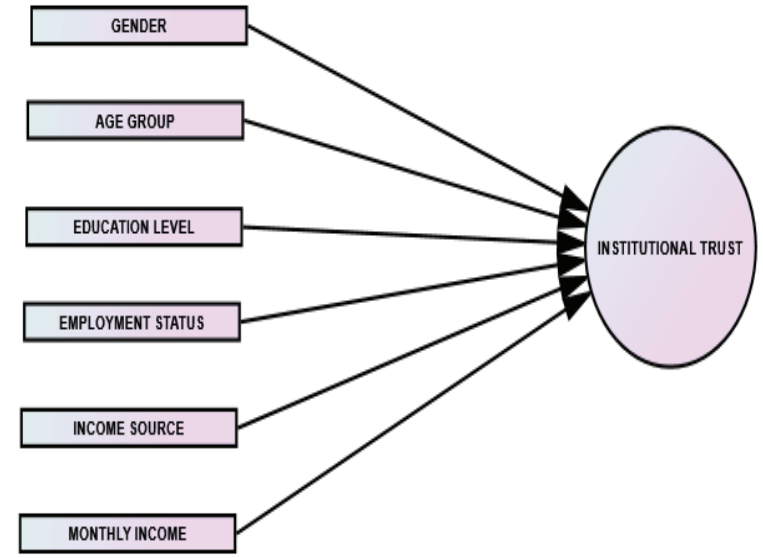


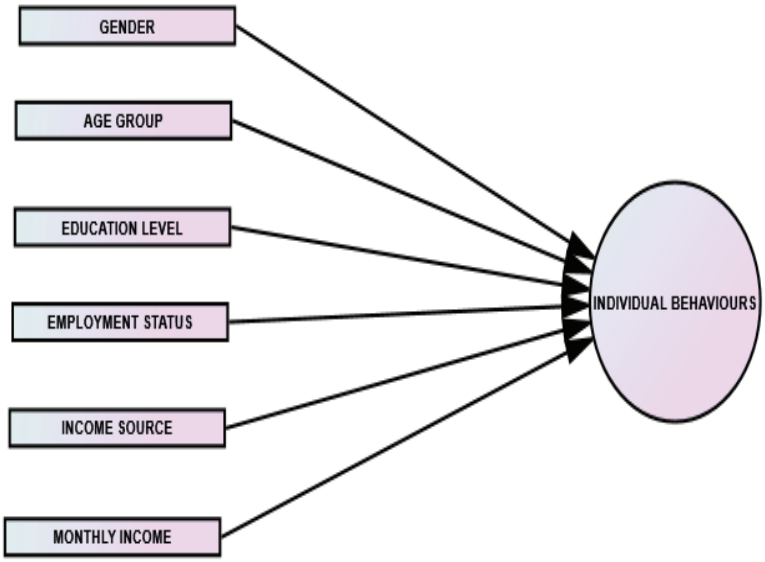
Source: We Are Social, 2021.

The purpose of this research is to discuss in terms of public relations the effects that the demographics, institutional trust levels, and individual behaviors on Instagram of individuals living in Turkey have on what they post, the extent to which they share personal information, the number of people they follow, and the time they spend each day on Instagram. In addition, the study examines whether individuals think they are being surveilled by companies, the government, and/or Instagram itself.

Figure 2.

The Effects of Demographics on Users' Attitudes toward Instagram





Based on this purpose, the following research hypotheses have been formed:

Ha_1: Gender affects individuals' attitudes toward Instagram.

Ha_2: Age level affects individuals' attitudes toward Instagram.

Ha_3: Education level affects individuals' attitudes toward Instagram.

Ha_4: Employment status affects individuals' attitudes toward Instagram.

Ha_5: Income sources affect individuals' attitudes toward Instagram.

Ha_6: Monthly income level affects individuals' attitudes toward Instagram.

Ha_7: Institutional trust affects individuals' preferences for privacy and advertising settings on Instagram.

Ha_8: Individual behaviors on Instagram affect individuals' preferences for privacy and advertising settings.

Ha_9: Institutional trust affects time spent on Instagram, motivations for logging on, and number of people followed.

Ha_{10}: Individual behaviors on Instagram affects time spent on Instagram, login motivations and number of people followed.

The attitudes of the sample on Instagram were measured using the sub-dimensions of institutional trust (companies, government, and Instagram) and individual behavior in terms of ensuring personal information security and preventing unauthorized access to personal information regarding posts.

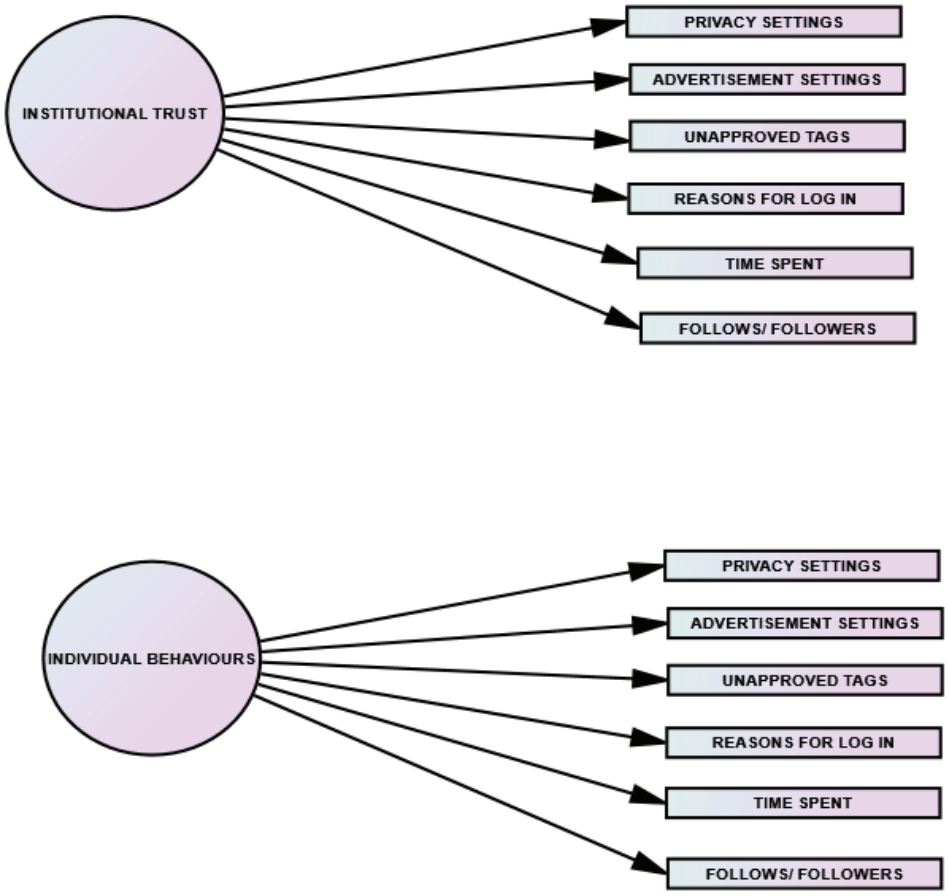
Two-way independent ANOVA and post hoc analyses have been used to compare the sample mean scores regarding institutional trust levels and individuals' behaviors. In this way, variations in the total scores for institutional trust and individual behavior have been analyzed with respect to demographic characteristics. Prior to deciding on the ANOVA analysis, the skewness and kurtosis of the scores were observed to range at most between ±1.50 with regard to all demographic groups. Therefore, the assumption of normal distribution was met due to the distribution of scores being close to normal. The assumption of homogeneity of variance was also met in accordance with Levene's test. Upon determining individuals' behaviors on Instagram did not vary with respect to demographic characteristics other than age group, this finding was rechecked using decision tree analysis based on the Chinese remainder theorem (CRT) algorithm.

Discriminant analyses were conducted to determine the relationships that institutional trust score and individual behavior score have with privacy settings,

ad settings, time spent per day, and motivation for logging on to Instagram. All assumptions required for the reliability of the analyses were tested. Accordingly, no extreme values were found in the groups' score distributions. The groups' score distributions are at a level considerably close to normal under the worst conditions. The variances and covariances are homogeneous, with no multiplicity of linearity between scores.

Figure 3.

The Effects of Attitudes on Adjusting Settings, Login Motivation, Follows/followers, and Time Spent



The ethics report for this study was provided by Istanbul University Cerrahpasa Rectorate Social and Human Sciences Research Ethics Committee Presidency on November 16, 2021, with decision no. 2021/257.

Population and Sample

According to the We Are Social 2021 report, 4.2 billion Internet users in Turkey actively log on to social media platforms. Social media users increased by 4.6% from 2020 to 2021. 45 million Internet users between the ages of 16-64 in Turkey stated having logged on to Instagram in the past month (We Are Social, 2021). When assuming the rate of increase to not change, the population can be assumed to be 47 million at the time of this study.

When determining sample size, the suggestions from Saunders et al. (2007, p. 212) and Bryman & Cramer (2005, p. 327) were taken into consideration, and the number of respondents was increased when deciding the sample size. A quantitative representation of the population was provided by the total number of questions at a 95% confidence interval and a 5% margin of error.

Individuals in the sample were selected using the convenience sampling method. Every individual participating in the study was required to volunteer. Individuals answered the questions using a link on https://docs.google.com/.

The sample consists of 484 individuals aged 18 or over living in Turkey: with 56.61% of the total sample being female. Of the participants, 63.32% are between 18-27 years old, 13.64% are between 28-37 years old, 12.81% are 38-47 years old, and the remaining 10.33% are 48 years or older. 23.14% have a high school or lower education level, 32.64% graduated from two-year university program, 33.68% graduated with a bachelor's degree, and 10.54% graduated with a post-graduate degree. Of all the participants, 16.32% stated earning less than 500 TL per month, 25.83% stated earning 7,500 TL or more per month, 35.54% stated earning 500-2999 TL, and 22.31% stated earning between 3000-7,499 TL per month. Of the participants, 54.13% spend 1-3 hrs, 25.62% spend 4-6 hrs, 12.19% spend less than 1 hr, and 8.06% spend more than 7 hrs per day on digital media; also, 47.93% spend 1-3 hrs, 30.17% spend less than 1 hr, 17.15% spend 4-6 hrs, and 4.76% more than 7 hours per day on Instagram.

Questionnaires Used in the Research

Five demographic questions were asked to learn the participants' genders, ages, education levels, income sources and levels, and employment statuses. Questions about their Internet and Instagram usage habits involved their greatest reason

for using the Internet and Instagram, how many hours a day they are online, how many hours they log in Instagram each day, what personal information they share on Instagram, and how many social media accounts they have. To determine their basic behaviors regarding personal privacy on Instagram, they were asked whether they'd read Instagram's privacy agreement, whether they'd carefully set their privacy settings, and whether they'd carefully set their advertisements when registering for Instagram. These questions were prepared based on a literature review regarding the conceptual analysis of digital media, surveillance, and corporate communication issues.

When preparing the Scale of Privacy Disclosure on Instagram (SPDI), the Facebook and Disclosure of Privacy Scale developed by Kalaman (2016) was taken as an example. Kalaman performed an exploratory factor analysis to test the validity of the scale. In accordance with Kalaman's analysis, a scale was obtained consisting of three sub-dimensions (i.e., privacy, surveillance, and violation of privacy) and 16 questions. Expert academicians were consulted for examining the content validity of the scale items. The reliability of the scale was determined using Cronbach's alpha ($\alpha_{\text{Factor I}} = 0.77$; $\alpha_{\text{Factor II}} = 0.85$; $\alpha_{\text{Factor III}} = 0.87$; $\alpha_{\text{whole scale}} = 0.88$). According to these statistics, the scale developed by Kalaman (2016) is valid and reliable. However, our study wants to shed light on individuals' privacy attitudes toward Instagram, not Facebook. For this reason, the questions were revised by considering the features of Instagram. Due to changes occurring in the structure of the sampled scale, the factor and reliability analyses were repeated.

As a result of the exploratory factor analysis performed using the Varimax rotation method, the three-factor structure revealed by Kalaman (2016) was determined to be non-preservable regarding the sample of Instagram users. According to our findings, the Instagram SPDI has two sub-dimensions with eigenvalues > 1. The first factor has 10 questions and explains 40.59% of the variance in scores, and the second factor has six questions and explains 13.01% of the variance. The total explained variance is thus 53.60% (KMO = 0.91; $X^2_{(120)} = 3{,}601.482$, $p < 0.05$). The first factor brings together questions that measure the thought dimension of attitudes toward Instagram's, companies', and the government's use of personal information. In a sense, these questions measure the trust in Instagram, companies, and the government regarding Instagram's limits in using information (Factor I: Institutional Trust). The questions in the second factor measure individuals' behaviors on Instagram (Factor II: Individual Behaviors). The internal consistency for the first sub-dimension is quite high due to the Cronbach's alpha for this sub-dimension being 0.92. No item could be determined to reduce the reliability for this sub-dimension. Individuals with higher scores in this sub-dimension have higher beliefs that Instagram protects

their personal information, that companies cannot access or store information about Instagram without their permission, and that governments do not access information on Instagram without a legal justification. The internal consistency of the second sub-dimension is considered statistically sufficient due to its Cronbach's alpha being 0.76. All items support the reliability of the sub-dimension. Those with higher scores in this second sub-dimension exhibit more behaviors such as sharing photographs from places such as a pool, the sea, or home; sharing personal information; and making new friends on Instagram. The whole scale has high reliability without dividing it into sub-dimensions. (a=0.89). The scale is a 5-point Likert-type scale, and the respondents score these items themselves. The lowest possible score is 16, and the highest possible score is 80. Higher scores indicate more trust in institutions (i.e., Instagram, advertisers, governments) in terms of information security and privacy and more information sharing on Instagram.

Results and Discussion

The main effects that demographic variables have on the respondents' institutional trust scores was examined using two-way independent ANOVA. The means of the institutional trust scores were not determined to statistically differ due to single effects from gender, employment status, or income source ($p > 0.05$ for each). In other words, when considering the single effects, the respondents' institutional trust levels were not seen to vary as a result of changes in these variables (see Table 1).

Table 1.

The Main Effects of Demographics on Institutional Trust

Factors		Mean	*SD*	*n*	*F*	*p*
Sex	Men	25.94	9.45	210	0.768	0.381
	Women	27.13	9.92	274		
Age	18-27	27.29	10.14	306	0.690	<0.05[a]
	28-37	24.62	8.86	66		
	38-47	27.58	9.12	62		
	48+	23.92	8.27	50		

Education	Primary-Secondary	32.78	10.56	18	1.903	<.05[a]
	High School	28.64	9.59	94		
	Associate Degree	27.37	10.46	158		
	Bachelor	25.23	9.01	163		
	Postgraduate	22.76	7.34	51		
Employment	Yes	24.84	9.43	269	0.009	0.924
	No	28.83	9.66	215		
Income Source	e.g., Scholarship/ Parents	29.09	9.93	210	0.433	0.511
	e.g., Salary	24.72	9.15	274		
Monthly Income (in Turkish Lira)	< 499	28.16	9.17	79	0.501	>0.05[a]
	500-2,999	26.58	10.74	172		
	3,000-7,499	27.83	8.87	108		
	7,500+	24.62	9.05	125		
Method: Two-way independent ANOVA. a: see the post hoc LSD test p values * $p < 0.05$; ** $p < 0.01$ Levene's Test: $F_{(125, 358)} = 0.767$; $p = 0.959$ Skewness and Kurtosis between ±1.50						

However, the results of various post hoc tests show that age, education level, and income level significantly affect the respondents institutional trust scores (all three have $p < 0.05$). When considering the differences according to the LSD test as shown in Table 1, the respondents between 18-27 years old are seen to have higher trust scores with regard to sharing information on Instagram than respondents between 28-37 years old and respondents 48 years or older ($X_1 = 27.29$; $X_2 = 24.62$; $X_3 = 23.92$). In addition, those aged 48 years or holder have a lower mean score than those in the 38-47 age group ($X_1 = 23.92$; $X_2 = 27.58$). The statistical results obtained from the sample show hypothesis H_{a2} regarding institutional trust regarding Instagram sharing data with commercial organizations or governments decreases with age to not appear correct for all age groups but to be the general pattern. Although we detected this phenomenon, what makes us think that this pattern is not entirely correct is our inability to detect a difference between the mean of respondents aged 48 or older and the mean of respondents aged 28-37 years (see Table 1). The literature shows the use of Instagram to vary according to age, with Instagram mostly being used by young people (Chen et al., 2021; Jang et al., 2015).

More than one post hoc test indicated that primary and secondary school graduates have higher trust scores than those with an associate degree or higher (X_1 = 32.78; X_2= 27.37 X_3 = 25.23; X_4= 22.76) when considering their differences in means. Similarly, the mean score for high school graduates is higher than the mean for those with bachelor's degrees or postgraduate degrees (X_1 = 28.64; X_2 = 25.23; X_3 = 22.76). The institutional trust scores for graduates of two-year education programs are higher than those who completed their postgraduate education (X_1 = 27.37; X_2 = 22.76). Meanwhile, no statistically significant difference was found between the means for those with undergraduate degrees and those with graduate degrees ($p > 0.05$). Those with a master's degree are less confident than any other level of education except for those with a bachelor's degree with regard to Instagram protecting data and companies and the government respecting the privacy of personal data. A similar pattern exists among university graduates and primary, secondary, and high school graduates. However, as far as we can understand from the means, the level of confidence of those who graduated from a two-year school does not vary compared to those who graduated from high school (see Table 1). Previous studies have stated university students to make up an important portion of Instagram users (Alhabash & Ma, 2017; Phua et al., 2017; Sheldon & Bryant, 2016). Although university students make up a large portion of those who use Instagram, they have less confidence in Instagram's data security and in companies' and the government's sensitivity toward unauthorized access to personal data.

According to the results from more than one post hoc test, the mean score for institutional trust of those earning less than 500 TL per month is higher than those earning 7,500 TL or more per month (X_1 = 28.16; X_2 = 24.62). The mean score of those with a monthly income between 3,000-7,499 TL is higher than the mean of those with a higher income (X_1 = 27.83; X_2 = 24.62). No statistical difference could be found between other income levels in terms of institutional trust ($p > 0.05$). A clear difference exists between the upper income group and the middle-income group, as well as between the upper income group and the lowest income group; however, not enough evidence exists for this situation also occurring between the middle- and lower-income groups (see Table 1). No study is found in the literature regarding income status and users' attitudes toward Instagram. Therefore, future studies on user attitudes toward Instagram that address income status will make significant contributions to the literature.

Instagram can only have information about individuals as much as the information they share or the information they give to Instagram. For this reason, the factors affecting the behavior of individuals to share their personal information on Instagram are much more important than Instagram's security policy, precautions

and not sharing it with third parties without their consent. From this point of view, the relationship between demographics and individual behavior on Instagram has been statistically questioned. Having people post personal information on Instagram is much more important than Instagram's security policy, precautions, and not sharing it with third parties without consent, because Instagram simply knows as much as individuals share. The differences in the mean scores for this behavior with respect to demographic characteristics has been statistically investigated due to individuals posting on Instagram and providing personal information being critical in terms of privacy.

Table 2.

The Main Effects of Demographics on Individual Behaviors

Factors		Mean	*SD*	*n*	*F*	*p*
Sex	Men	16.05	5.94	210	0.068	0.794
	Women	16.53	5.58	274		
Age Levels	18-27	16.62	5.65	306	2.423	<0.05[a]
	28-37	16.89	5.81	66		
	38-47	16.03	5.71	62		
	48+	14.10	5.88	50		
Education Level	Primary-Secondary	16.67	5.95	18	0.519	>0.05
	High School	16.57	6.38	94		
	Associate Degree	16.78	5.63	158		
	Bachelor	16.01	5.65	163		
	Postgraduate	15.27	5.03	51		
Employment	Yes	15.96	5.74	269	0.082	0.775
	No	16.78	5.72	215		
Income Source	e.g., Scholarship/Parents	16.96	5.76	210	1.241	0.266
	e.g., Salary	15.83	5.68	274		
Monthly Income	< 499	17.03	5.23	79	0.299	>0.05
	500-2,999	16.38	6.06	172		
	3,000-7,499	16.27	5.52	108		
	7,500+	15.84	5.80	125		

Method: Two-way independent ANOVA.
a: see the post hoc Tukey test p values
* $p < 0.05$; ** $p < 0.01$
Levene's Test: $F_{(125, 358)} = 0.975$; $p = 0.559$
Skewness and Kurtosis between 1.50

Tukey post-hoc test results indicate that the behavioral scores of respondents older than 48 years to differ significantly compared to those aged 18-27 and those aged 28-37 ($p < 0.05$). When considering the differences in the mean scores, respondents aged 48 and older share less personal information on Instagram compared to the other two age groups ($X_1 = 14.10$; $X_2 = 16.62$; $X_3 = 16.89$). However, no statistical difference could be found between the means of the 48 or older age group and of the 38-47 age group ($p > 0.05$). Likewise, no statistical difference could be found between the means of the other age groups apart from those aged 48 and older (see Table 2).

According to the results of the two-way independent ANOVA and post hoc tests, no direct effect from any demographic characteristic other than age groups could be determined regarding individuals' mean scores for posting and information sharing behaviors on Instagram ($p_{age} < 0.05$; all other demographic traits have a $p > 0.05$). As mentioned before, while the respondents' scores regarding institutional trust in Instagram and third institutions differ according to their education and income levels, their Instagram sharing behaviors do not differ according to the post hoc tests. To further investigate this finding, the decision tree CRT algorithm was conducted. According to the risk estimates produced by the CRT logarithm with a risk of error of approximately 31.20% ± 10%, age group is the most important factor with regard to variance in behaviors (*importance*= 1.155). All other demographics have importance less than 1.00. This supports the results obtained from the ANOVA. As such, other factors are found to affect individuals' behaviors on Instagram. Examining these features in future studies will contribute to clarifying this issue.

Discriminant analyses have been performed to investigate the effects that individuals' institutional trust levels and behaviors have on privacy and advertising settings, login motivations, time spent each day on Instagram, and number of followed accounts.

Table 3.

The Effects of Institutional Trust and Individual Behaviors on Instagram Privacy and Advertisement Settings

Sub-dimensions	Behaviors	Actions	Z Score $\bar{x}$	*SD*	*n*	*F*	*p*
Institutional Trust in Instagram	Adjusting the privacy settings on Instagram	No	-0.1942	0.98	189	11.95	0.001
		Yes	0.1244	0.99	295		
		Total	0.0000	1.00	484		
Individual Behaviors on Instagram	Adjusting the privacy settings on Instagram	No	-0.0355	0.96	189	0.39	0.532
		Yes	0.0228	1.02	295		
		Total	0.0000	1.00	484		
Institutional Trust in Instagram	Adjusting "Instagram Ads"	No	0.0316	0.97	353	1.300	0.255
		Yes	-0.0851	1.07	131		
		Total	0.0000	1.00	484		
Individual Behaviors on Instagram	Adjusting "Instagram Ads"	No	0.0622	0.98	353	5.083	0.025
		Yes	-0.1675	1.04	131		
		Total	0.0000	1.00	484		
Institutional Trust in Instagram	Tags appear without approval	No	0.0146	1.01	274	0.134	0.714
		Yes	-0.0190	0.99	210		
		Total	0.0000	1.00	484		
Individual Behaviors on Instagram	Tags appear without approval	No	-0.0437	0.99	274	1.207	0.272
		Yes	0.0570	1.01	210		
		Total	0.0000	1.00	484		

The institutional trust scores of the respondents who set privacy settings is 0.12 points above the mean, while the institutional trust scores of those who do not set privacy settings is 0.19 points below the mean ($F_{(1, 482)} = 11.95; p < 0.05$). This shows that respondents with high trust scores customize their privacy settings. However, those who trust less turn out to not care about their privacy settings. Not enough statistical evidence exists that shows respondents' behavior scores on Instagram affect their privacy settings (Table 3). A similar study in the literature on university students found that students do not pay attention to personal or privacy settings due to having no privacy concerns (Shane-Simpson et al., 2018). Another study based on the features of Instagram found that, although individuals pay attention to personal and privacy settings in their profiles periodically, they often use their profiles in open view (Reilly, 2020).

Behavior scores on Instagram is seen to have a significant effect on whether respondents customize their ad settings ($F_{(1, 482)} = 5.083; p < 0.05$). While the Instagram behavior scores of respondents who do not adjust ad settings is 0.06 points above the mean, the scores of those who make adjustments is 0.16 points below the mean. In other words, those who post more private matters on Instagram (e.g., about their spouse, lover, friend, photos on the beach, in the pool) do not need to adjust their advertising settings. No statistical effect from institutional trust in Instagram score could be determined with regard to adjusting ad settings on Instagram (Table 3).

Table 4.

The Effects of Institutional Trust and Individual Behaviors on Motivations for Logging on to Instagram

Log in Reasons to Instagram	Sub-dimension	Z Scores $\bar{x}$	*SD*	*n*
post photos, videos, and texts	Institution Trust	0.3804	1.14	70
	Individual Behaviors	0.2752	0.98	
follow others' posts	Institution Trust	-0.1998	0.91	100
	Individual Behaviors	0.2177	0.95	
keep myself up to date	Institution Trust	-0.0474	0.98	243
	Individual Behaviors	-0.1849	0.98	
communicate with friends	Institution Trust	0.0636	0.97	56
	Individual Behaviors	0.1495	1.04	
Other motivations	Institution Trust	0.0877	0.99	15
	Individual Behaviors	-0.2997	1.02	
Tests of Equality of Group Means	Sub-dimension	*F*	*p*	*N*
	Institution Trust	3.841	0.004	484
Method: Discriminant Analysis	Individual Behaviors	5.429	0.001	

The scores for institutional trust have been determined to significantly affect respondents' motivations for logging on to Instagram ($F_{(4, 479)} = 3.841; p < 0.05$). The trust score of respondents who log on to Instagram for posting photos, videos, or texts is 0.38 points above the mean. Likewise, the score of respondents who log on to Instagram to communicate with their friends is 0.06 points above the mean. Meanwhile, the overall institutional trusts scores of respondents who log on to Instagram to follow others' posts ($X = -0.20$) or to be aware of current events ($X = -0.05$) is below the mean. Respondents who believe that Instagram protecting their private

information or who believe that the commercial organizations and the governments cannot gain unauthorized access, are usually people logging in to Instagram to post photos, videos, texts or to communicate with their friends. Respondents who have low trust in Instagram are generally people who log in to Instagram to follow others' posts or having information about current events (Table 4).

The motivations of the respondents for logging into Instagram have been compared according to the deviation of individual behavior scores from the mean score ($F_{(4, 479)} = 25.119$; $p < 0.05$). Individual behavior scores of the respondents logging into Instagram with other motivations such as watching videos, making sales, following Instagram accounts in their field of interest, or who want to get informed about current events are below the mean. Respondents with individual behavior scores above the mean score generally post photos, videos, or texts; follow other people's posts, or communicate with their friends using Instagram (Table 4).

Table 5.

The Effects of Institutional Trust and Individual Behaviors on Time Spent on Instagram (Daily)

Hours in Instagram	Sub-dimensions	Z Scores $\bar{x}$	*SD*	*n*
Less than 1 hour	Institution Trust	-0.2433	0.89	146
	Individual Behaviors	-0.3875	0.98	146
1-3 hours	Institution Trust	-0.0431	0.99	232
	Individual Behaviors	-0.0423	0.92	232
4-6 hours	Institution Trust	0.3679	0.99	83
	Individual Behaviors	0.5614	0.88	83
Over 7 hours	Institution Trust	0.6520	1.16	23
	Individual Behaviors	0.8608	0.91	23
Tests of Equality of Group Means	Sub-dimension	*F*	*P*	*N*
	Institution Trust	10.630	0.001	484
Method: Discriminant Analysis	Individual Behaviors	25.119	0.001	

The time spent on Instagram each day differs statistically significantly with respect to institutional trust score ($F_{(3, 480)} = 10.630$; $p < 0.05$). Likewise, the time respondents spend on Instagram differs according to their individual behaviors scores ($F_{(3, 480)} = 25.119$; $p < 0.05$). The respondents with below-average institutional trust scores and individual behavior scores generally do not spend more than three hours

a day on Instagram. Those with above-average trust and behavior scores typically spend at least four hours a day on Instagram (Table 5).

Table 6.

The Effects of Institutional Trust and Individual Behaviors Regarding Accounts Followed on Instagram

Followed Accounts	Sub-dimensions	Z Scores $\bar{x}$	*SD*	*n*
Under 100	Individual Behaviors	-0.4043	1.08	110
100-200	Individual Behaviors	-0.2785	0.94	97
201-300	Individual Behaviors	0.1471	0.96	85
301-400	Individual Behaviors	0.2155	0.87	61
Over 400	Individual Behaviors	0.3499	0.88	131
Tests of Equality of Group Means	Sub-dimension	*F*	*p*	*N*
	Institution Trust	1.766	0.134	484
Method: Discriminant Analysis	Individual Behaviors	12.669	0.001	

The number of Instagram accounts the participants follow has not been statistically determined to differ according to their institutional trust scores ($F_{(4, 479)} = 1.766$; $p > 0.05$). However, the number of accounts followed differs significantly according to their individual behaviors scores ($F_{(4, 479)} = 12.669$; $p < 0.05$). Participants with below-average behavior scores usually follow 200 accounts or less, while those with above-average behavior scores usually follow more than 200 accounts (Table 6). All these statistical findings are discussed in the study's Conclusion section.

Conclusion

This study has discussed how many different elements affect individuals on Instagram and guide their preferences. The normalization of surveillance on Instagram depends on personal characteristics. As such, institutions have been able to more easily obtain instantly a variety of information in terms of target audience strategies.

Instagram users use all the opportunities the platform's infrastructure allows. It also allows and creates opportunities for the platform to monitor individuals' private shares and likes and to process all application behaviors. The observable

structure of these behaviors on Instagram enables institutions to create a more valuable and specific target audience in terms of public relations benefits. Thus, an increase in the number of purchases occurs due to them being able to reach their specific target audiences. In this context, the goal for both the Instagram platform and institutions is to increase profits. Due to the rapid change occurring in public relations strategies from traditional marketing methods to social media marketing alongside the technological developments, institutions have been forced to take part in these platforms, being careful not to miss this new order. Through social networking sites, institutions have started to promote their products and services and implement public relations activities. In this technological age where everyone is very busy, promotions made through visual advertisements such as pictures and videos affect target audiences (Singh, 2020). Therefore, the most suitable social networking site for this category is none other than Instagram with the advantages of its structure.

The data from Instagram shows the application's popularity to be increasing daily. Instagram is quite decisively recognized among individuals active on social media. At the same time, it is also highly preferred as a new platform for promoting and marketing institutions' public relations activities, products, and services. In other words, Instagram's application structure attracts not only social media users but also institutions and public relations practitioners who want to connect with their target audiences. In addition, Instagram allows those who manage public relations activities to receive feedback from their target audiences. These benefits Instagram has for institutions, public relations activities, product promotion, purchasing, and feedback have made it one of the most powerful tools in social network marketing strategies.

According to this study,

Ha_1: Gender affects individuals' attitudes toward Instagram.

Ha_2: Age level affects individuals' attitudes toward Instagram.

Ha_3: Education level affects individuals' attitudes toward Instagram.

Ha_4: Employment status affects individuals' attitudes toward Instagram.

Ha_5: Income sources affect individuals' attitudes toward Instagram.

Ha_6: Monthly income level affects individuals' attitudes toward Instagram.

Ha_7: Institutional trust affects individuals' preferences for privacy and advertising settings on Instagram.

Ha_8: Individual behaviors on Instagram affect individuals' preferences for privacy and advertising settings.

Ha_9: Institutional trust affects time spent on Instagram, motivations for logging on, and number of people followed.

Ha_{10}: Individual behaviors on Instagram affects time spent on Instagram, login motivations and number of people followed.

Instagram can be said to be a very useful tool for interacting with individuals under the age of 48, because individuals in these age groups tend to trust Instagram, companies, and the government regarding privacy and unauthorized access to personal information. In addition, these age groups make more posts about themselves and others on Instagram. Various advertising and public relations activities emphasize traditional media tools for individuals over the age of 48, while Instagram campaigns are thought to be more beneficial for individuals under the age of 48.

Because gender does not make a significant difference regarding both institutional trust and shared content behaviors on Instagram, it is quite suitable for campaigns aimed at both men and women. However, the fact that users who make Instagram ad settings tend to share less personal information is a risk factor for companies in reaching their target audience. This is because identifying and profiling audiences that have adjusted their advertisement settings is difficult, regardless of age group or education level and because they share less. The fact that individuals with university or higher education levels rely less on Instagram in terms of companies' and the government's respect for individual data privacy may negatively affect these individuals' use of Instagram in the future. In addition, as institutional trust levels in Instagram increase, the tendency to adjust privacy settings also increases. Those who do not adjust their privacy settings are usually those who do not trust Instagram. Therefore, trust in Instagram is a very significant risk factor in terms of demographics, as the share of university graduates in the population will increase in the long run, and institutions need to develop strategies to gain the trust of individuals.

Individuals in the relatively low-income and middle-income groups tend to have higher trust in Instagram, companies, and government than those in the high-income group. However, this situation could not be determined with regard to personal or relatively private posts on Instagram. The trust individuals have in Instagram and other institutions regarding the protection of their personal information and their unauthorized access significantly affects their motivation to log on to Instagram. Individuals who are more confident in this regard usually log on to Instagram to post about themselves or to communicate with friends, compared to individuals

who do not trust Instagram. Those with low trust tend to log on to follow other people's posts or to stay up to date with current events. Posting behaviors regarding Instagram also significantly affect motivations for logging on. Those who tend to post relatively private information on Instagram mostly log on there to post their own posts, follow others' posts, and communicate with their friends, while other individuals mostly tend to log into Instagram to watch videos that interest them, stay updated, or sell products.

A significant relationship has been found for trust in Instagram and other institutions with behaviors regarding Instagram posting and the time spent each day on Instagram. Individuals with above-mean institutional trust scores are likely to spend more than four hours a day on Instagram. These individuals also tend to post relatively private information. People with below-average levels of institutional trust tend to post relatively private information and spend no more than three hours on Instagram. No relationship was found for the level of trust in Instagram and other institutions regarding protection and unauthorized access of personal information with the number of Instagram accounts individuals follow. On the other hand, a significant relationship was found between Instagram post behaviors and the number of followed accounts. Individuals who tend to post more private information about themselves and their environment also tend to follow more accounts.

When reviewing the literature related to this study, studies are found to have reached similar results. Bergström, & Bäckman (2013) discussed the issue of how Instagram use creates and maintains customer relations in public relations and marketing activities conducted over social media, and institutions as a result were seen to mainly use Instagram. They concluded Instagram being seen as an advanced marketing channel that displays institutions' products where they can learn and communicate through this channel by providing more information to their target audience, as well as identifying them and what they want. Djafarova & Rushworth (2017) revealed Instagram to be an important tool in directing target audiences toward purchasing behaviors. They examined celebrity use and the importance of the halo effect with regard to guiding target audiences toward purchasing on Instagram. In another study, Akhiar et al. (2017) examined university students' attitudes and perceptions toward Instagram with regard to their English language writing. İvren (2019, pp. 262–280) found similar findings in the study conducted on Facebook, which is another platform for data surveillance. Again, in another review on Facebook's user data sharing and online privacy attitudes, Torres & O'Brien (2012) found that Facebook users are aware that the application is processing their data. Fuchs (2009) conducted a study with students at the University of Salzburg, Austria and revealed

94% of the students participating in the research to know that Facebook collects and stores user behaviors and other data. That study concluded that the students continue to use the application despite this. As a result, many studies in the literature have shown how Instagram has become a very effective tool in maintaining customer relations and guiding target audiences, and many institutions see Instagram as an important tool in reaching their customers.

Future studies are recommended to investigate the relationship between attitude and socio-demographic factors in order to make valuable contributions to the literature by including not only Instagram, but also other social media platforms, which would provide an opportunity to compare results. Instagram will be able to make serious contributions to ensuring sustainability regarding institutions' public relations activities with its structure that allows surveillance to determine target audiences.

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