



The Motivation of Media Use and Using Instagram in Fulfilling Mental Health Information Needs

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abstract

Mental health among young people needs attention; even more these days, the search for information related to mental health has risen sharply on social media. This study aims to evaluate the role of motives for media use and the use of Instagram @iamokay.id to fulfill the need for mental health information. The study used a survey method by distributing questionnaires to 100 respondents who were Instagram social media followers @iamokay.id. The theory underlying the research is the Theory of Uses and Gratification. This study uses a research model that places media use as a mediating variable of the relationship between motives and fulfilling information needs. In contrast, the previous literature placed media use as the independent variable. The findings show the direct influence of the motives for media use and the use of Instagram @iamokay.id on fulfilling the need for health information. In addition, using Instagram @iamokay.id mediates the relationship between the motives for media use and the fulfillment of mental health information needs. Instagram can be an alternative source of information for the general public to eliminate mental health among young people.

Keywords: Information Needs, Instagram, Media Use, Mental Health, Motives

1. INTRODUCTION

The community widely uses media social with the ownership of his social network. Among various social media platforms, Instagram is one of the popular social networking sites and is widely accessed by the public, especially in Indonesia. In Indonesia, Instagram is the third most used social networking site in social media after YouTube and WhatsApp, with a percentage of 86.6% (www.datareportal.com).

Instagram is an internet-based platform that shares images or photos and videos and provides accessible facilities to its users to capture videos, photos, digital filters, and other features. Many features offered by Instagram make it easy for users to share



photos and videos and give comments and likes. The explore feature is an in-application tab that brings up photo search recommendations and Instagram stories, namely taking photos and videos by adding digital effects and other users' response columns.

Nowadays, many users use Instagram to exchange messages or information in their daily lives. The development of using Instagram in the community makes Instagram continue to develop its quality; through the various features provided, people can express themselves through Instagram (Djafar & Putri, 2020). Social media users spend most of their time on Instagram (Stanley, 2015), and sharing information motivates them to use the platform (Alhabash & MaView, 2017).

Easy access to Instagram makes many individuals or group users appear to distribute information specific periodically. Instagram account @iamokay is a non-profit organization incorporated and affiliated with the provincial government of DKI Jakarta, Indonesia. This organization provides a campaign on the importance of mental health, especially for adolescents, in addition to helping adolescents raise awareness about the importance of mental health through content management, education, and socialization programs. The @iamokay.id Instagram account aims to make it easier for users to get information both in the form of images and videos easily and reliably related to mental health topics.

Mental health is a good psychological and emotional in which the individual can take advantage of emotional and cognition abilities to function in his environment to meet the needs of daily life (Merriam-Webster, 2007). Individuals with complete mental health are expected to improve and optimize themselves regarding the essential things in their lives (Rozali, Sitasari, & Lenggogeni, 2021). Based on the Indonesian Association of Psychiatric Specialists, in June 2021, it shows that as many as 68% of people experienced psychological problems. This condition is aggravated by the existence of the Covid-19 pandemic (www.databoks.katadata.co.id). The three psychological problems experienced include anxiety, depression, and trauma.

Previous studies have looked at the relationship between mental health issues and social media use; most looked at the effects of using social media. Such as the effect of virtual games on mental health (Larm, Raninen, Åslund, Svensson, & Nilsson, 2019; Twenge & Campbell, 2019); social media excessive use and mental health (Wang et al., 2018; Settanni, Marengo, Fabris, & Longobardi, 2018) social media use and depressive symptoms (Fredricka & K.Demaray, 2018; Niu, Luo, & Sun, 2018). This study fills the lack in the relationship between social media use and fulfilling mental health information needs that has not been taken much.

Many social media users are looking for information on mental health on the internet. Muriel Makarim, Head of Marketing of Large Customer Indonesia, explained that search keywords about mental health increased by 70%, and self-care was 45% the

most searched for in the past year (iNews.id, February 2021). This condition becomes urgent to evaluate whether the public has met the need for mental health information through social media. Searching and sharing information related to mental health is mainly done through Instagram, and it is the potential to facilitate things around mental health (Akhther & Sopory, 2022). Furthermore, this study focused on mental health information on the Instagram account @iamokay.id.

The @iamokay shares information with its followers through Instagram, including mental health information, self-care, and other psychology facts through feeds, Instagram stories, and Instagram Live. The @iamokay continues to share much information for followers about mental health information through education, socialization, and collaboration. As of October 2022, the followers of the @iamokay Instagram account have reached 15.1K followers.

This account also provides information that is socialization in the form of Webinars, Instagram Live, to socialization counseling about the importance of mental health for students in various schools. The @iamokay carries out cooperation with various communities and organizations.

The audience often uses social media availability to meet the needs of its users, where the need is based on the motives or goals of its users. Motives for media use include entertainment, social integration, information seeking, and personal identity (Yuniati & Puspitasari, 2019). The novelty of this study is that it uses a research model that evaluates the existence of media use as a mediating variable of the relationship between motive and fulfillment of information needs

The purpose of this study is to see the role of motives and the use of social media in fulfilling the mental health information needs of Instagram users.

2. LITERATURE REVIEW

2.1 Use of Social Media

Social media helps build internet-based interactions or social networks. Asta Halonen defines social media as a facility to communicate with some individuals through the "sharing" of information and ideas through internet-based networks so much that a virtual community is formed. Social media has characteristics including network ownership, information, archives, interactions, simulations, and content (Nasrullah, 2015).

In obtaining diverse information needs, a person has an impulse of self to meet information needs as expected. The motive or impulse in oneself to meet information needs has four indicators (McQuail, 2005) covering; a) the use of media content as entertainment, that is, to fill free time or get pleasure, b) the use of media content in strengthening social relationships and audience activities in order to maintain the

continuity of relationships with other users, c) information seeking to increase knowledge; d) personal identity, that is, the need for using media and its content to explore their personal value.

There are four approaches to the use of social media (Solis, 2010), including; a) Context, namely how to make a message framework that wants to be conveyed to the audience both on the content of the message and the use of language, b) communication, that is, how to share information that makes the audience can feel comfortable and convey the message well, c) collaboration, how makes something more useful, effective, and efficient for the giver and recipient of the message, d) connection, that is, how maintains a continuous interaction between the giver and the recipient of the message.

Guha (1978) stated that there are four types of approaches related to meeting the needs of information, including; a) the current need approach, the audience approach that sees the current needs of users, b) the everyday need approach, the approach to audiences is fast and specific, c) exhaust need approach, a deep audience approach related to the attachment and relevance of the information, d) catching-up need approach, closeness to the audience regarding the conciseness of information details on the topic or subject of the information.

Various forms of content posted on mental health on Instagram gained a large number of users among young adults and showed a significant increase during COVID-19 (Koinig, 2022). Previous studies have shown a relationship between Instagram use and mental health.; the relationship depends on the type of Instagram usage indicator (Faelens, Hoorelbeke, & Cambier, 2021). These findings suggest that the use of Instagram related to mental health and the need for information related to mental health are particularly relevant to be explored in this study.

2.2 Mental Health

Mental health is important for each individual because complete mental health is expected to improve and optimize oneself for interested parties (Rozali et al., 2021). Merriam-Webster (2007) defines mental health as an excellent psychological and emotional state in which the individual can utilize emotional and cognition abilities to function in his environment for the sake of life needs that can be met.

Karl Menninger (1992) stated that individuals with a healthy mentality could restrain themselves, show intelligence, behave by paying attention to the feelings of others, and have a happy attitude toward their lives (Dewi, 2012). For people who have a healthy mentality will have self-satisfaction with their life; they can accept and be able to judge their shortcomings.

The Internet plays a vital role in the search for mental health information, internet-based media being a significant source of mental health information (Powell &

Clarke, 2006). The majority of students from four European universities (Italy, France, Ireland, and Spain) often use the Internet to search for mental health information. It said the information about mental health on the Internet is unreliable; however, Spanish students have higher confidence in web content (Montagni et al., 2016).

2.3 U&G Theory As A Research Basis For Media Use

Internet-based communication model made several communication models in virtual groups that apply U&G theory in various studies. The literature shows that U&G theory has been applied in various contexts. The application of U&G theory to social media users among Malay, British, Iranian, and South African students shows that students' motivation to join social media networks varies by country. Although students' motivation varies between countries, the main reason for using SNS as an interpersonal network get more points of view (Karimi, Rouhollah, Khodabandelaou Maryam, & Ahmad, 2014). The study of (YU & Takai, 2020) showed that the motivation for following social networks corresponds to the theory of U&G both in East Asian countries and in Western countries or Europe, that is, information sharing. The study shows that the U&G theory is the basis for people to use social media from various cultural contexts. U&G theory is also the basis for this study, where motivation and media use contribute to fulfilling information needs, especially mental health information.

2.4 Hypothesis

Based on previous studies based on the U&G theory, the following research hypothesis is proposed;

- H1: There is a significant influence of the motives of media use on the use of Instagram social media @iamokay.id
- H2: There is a significant influence of the motives for the use of media on the fulfillment of mental health information needs
- H3: There is a significant influence of the use of Instagram social media @iamokay.id on fulfilling the needs for mental health information
- H4: The use of Instagram social media @iamokay.id mediating the relationship of the influence of media use motives on fulfilling mental health information needs.

The literature review presents an analysis of scientific sources on a specific topic in the last ten years that correspond to the research topic. Present the issues and actual scientific debates critically in the research topic and determine the existing research's

research position. Review literature can be arranged chronologically, thematically, methodologically, and or theoretically.

3. RESEARCH METHOD

The research method used in this study is a survey method. The population is the followers of the @iamokay.id account on Instagram, which has a total of 14.678 followers (as of December 2021). The sampling technique used was the purposive technique. Of the total followers, respondents are those who have the following criteria:

1. Active users of Instagram social media (followers do like or comment activities on uploads of the Instagram account @iamokay.id)
2. Have followers of at least 100 (followers have to follow and unfollow activities to other users)
3. Have been using Instagram since 2020 (followers have understood the features of using Instagram for at least one year).

The questionnaire was distributed among @iamokai.id followers, and those who met the specified criteria were asked to fill out the questionnaire, and then 100 respondents were taken as a sample. Research uses two independent variables (motives for media use and use of Instagram media) and one dependent variable (fulfillment of information needs). Research uses two independent variables and one dependent variable.

3.1 Measurement

Motives for Media Use. Respondents were asked to answer questions about their motives, including; pleasure, tension relief, social interaction, messaging, sources of knowledge, personal identity, and self-confidence. Answers range from strongly disagree =1 to strongly agree =5 (M=4,46, SD=,04).

Use of Instagram media. Respondents answered the questions by looking at the media aspects, including; the use of language, message content, message delivery, information reception, collaboration, and sustainability. Answer choice from 1 = strongly disagree to 5 = strongly agree (M=4,50, SD=0,04)

Fulfillment of information needs. Respondents answered questions related to the need for the nature of information which included; current, time suitability, specifications, speed, relevance, completeness, importance, conciseness, and detail (M=4,49, SD=0,04)

3.2. Theoretical framework and analysis

The research model is based on the uses and gratification theory, where the use of media that is preceded by a motive will influence the satisfaction of fulfilling

information needs. Data analysis used multiple linear regression analysis with SPSS 24 software tools.

3.4 Test validity and reliability

The research instrument is declared valid through a validity test with Exploratory Factor Analysis, and the value of each variable is declared to meet the set level of reliability (> 0,7).

4. Result

The characteristics of respondents can be seen in Table 1 men 4%, women 96%, and 95% of respondents aged 15-24 years.

Table 1. Characteristics of Respondents

Respondents		Frequency
Sex	Male	4 (4%)
	Female	96 (96%)
Age	< 15 years	1 (1%)
	15-24 years	95 (95%)
	> 24 years	4 (4%)
Status	Student	11 (11%)
	College Student	79 (79%)
	Employee	6 (6%)
	Other	4 (4%)

N=100

Most @iamokay.id Instagram account users are dominated by women (96%) and students (90%). This finding is in line with data from Kompas.com (2014), which states that most people who visit health sites are women. Students have the highest percentage (90%) of users, where they have an age range that is the target user of the @iamokay.id Instagram account.

The need for mental health information from the @iamokay.id Instagram account in more detail can be seen in Table 2. Most answers from all indicators are answered positively (neutral, agree, strongly agree). Only the indicators stated that mental health information from the @iamokay.id Instagram account was the main media source that received an answer to disapproval. The average user strongly agrees with all indicators of fulfilling mental health information needs. The most significant

percentage with answers strongly agree on the fulfillment of information needs is owned by statements; information can be accessed at any time (78%), appropriate titles and content (75%), and inspirational information (70%).

Table 2. Fulfilling the Needs of Mental Health Information

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Get information continuously	0	0	7	38	55
Can fill free time	0	0	14	41	45
As needed for up-to-date information	0	0	7	39	54
As per booming information needs	0	0	3	43	54
Become a major media source	1	6	28	28	37
Entertaining and interested in seeing more content	0	0	10	44	46
Information can be obtained quickly	0	0	13	44	43
Information can be accessed at any time	0	0	1	21	78
Reliable information	0	0	4	38	58
Title and corresponding content	0	0	1	24	75
Give satisfaction in answering questions	0	0	9	43	48
Give interactive satisfaction	0	0	10	38	52
Inspiring information	0	0	3	27	70
Provide information search satisfaction	0	0	3	40	57
Give satisfaction in reading	0	0	5	42	53
Brief and clear knowledge	0	0	2	31	67
Display with bright color tones	0	0	4	40	56
Display of illustrated information	0	0	1	31	68

N=100

Table 3 shows a significant influence of media usage motives on the use of Instagram media for @iamokay.id accounts with a value of 0,718 ($p < 0,05$). The findings became the basis for receiving H1; there was a significant influence of the motives for media use on Instagram social media @iamokay.id.

Table 3. Coefficients of Regression I

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,006	0,000		12,699	0,000
	Motives	0,718	0,040	0,874	17,811	0,000

a. Dependent Variable: Use of Instagram

N=100

The influence of motives and the use of Instagram are significant on the fulfillment of mental health information needs can be seen in Table 4, with values being 0,457 ($p < 0,05$) and 0,914 ($p < 0,05$), respectively. Findings become the basis for receiving H2; there is a significant influence of the motives for media use on fulfilling mental health information needs. In addition, H3 was accepted, and there was a significant influence from the use of Instagram social media @iamokay.id on fulfilling mental health information needs. The influence of @iamokay.id's use of Instagram (0,575) is greater than the influence of motives possessed (0,350).

Table 4. Coefficients of Regression II

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,002	0,001		2,039	0,044
	Motives	0,457	0,120	0,350	3,799	0,000
	Use of Instagram	0,914	0,147	0,575	6,236	0,000

a. Dependent Variable: Fulfillment of information

N=100

To test the H4, used Sobel Test as illustrated in Figure 1. The calculation uses the Sobel Test calculator on the online statistics site (www.danielsoper.com) by entering the regression coefficient values contained in Table 2 and Table 3. The analysis showed that the Sobel Test value obtained was 5,8750004 ($p < 0,05$), stating that the media use variables significantly mediate the relationship between motives and the fulfillment of

information needs. The analysis results became the basis for the acceptance of H4, that the use of Instagram social media @iamokay.id mediates the relationship between the influence of the motives for media use on the fulfillment of mental health information needs.

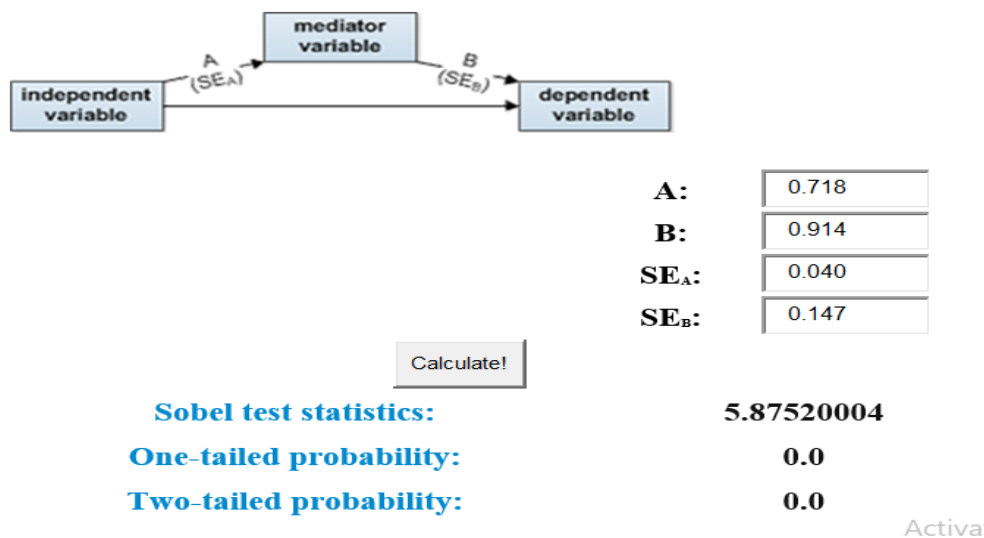


Figure 1. Sobel Test (danielsoper.com)

5. Discussion

The use of the Uses and Gratification theory in this study is relevant, with an explanation related to the use of media by the audience and why the audience chose the media (West & Turner, 2008).

Mahdavi, Valibeygi, Moradi, & Adeghe (2021) found a significant relationship between academic achievement and motivation; encouraging student motivation can lead to better academic outcomes. In addition, people who have mental illness are less motivated and consequently less successful. It can be seen that there is a relationship between motivation and mental health. Motivation to seek mental health information is needed to support good mental health. Alqahtani et al., 2022 revealed that highly motivated people are more motivated by applications that provide opportunities to track various information related to mental health. These findings indicate a relationship between motivation and mental health information seeking. Furthermore, this study further explores the fulfillment of mental health information needs, which is obtained by satisfaction among users of the @iamokay.id.

Young people in Bangladesh can accept digital media as a source of mental health information, and further digital media promotion for mental health purposes is needed



(Sifat, Saperstein, Tasnim, & Green, 2022). This research is related to fulfilling the need for mental health information to follow up and strengthen the use of digital media (social media) as a source of mental health information. The study results align with previous studies that there is a relationship between motivation and the use of media as a source of mental health information. This study complements this by examining the relationship between their satisfaction with using the media.

6. CONCLUSION

The population in this study are followers of the Instagram social media account @iamokay.id, with a number of Instagram users or followers as many as 14,778 followers (as of December 5, 2021). Data collection used a purposive sampling technique accompanies. The researcher processed the data using SPSS (Statistical Product and Service Solutions) version 25.

Instagram media @iamokay.id plays a role in mediating the motives for using media to fulfill mental health information needs. Social media users who are motivated to seek mental health information can fulfill their needs through Instagram @iamokay.id. The motives for using media and using Instagram @iamokay.id, respectively, also directly affect the fulfillment of mental health information needs.

The study results confirm the Uses and Gratification theory, which states that the audience consciously uses and chooses a media based on certain motives or goals to fulfill the satisfaction of fulfilling the information they need. The study findings show that social media, especially Instagram, can be a means of education for its users. Information related to mental health through Instagram media is proven to meet its users' information needs. This finding can inspire those who want to share information to create accounts related to other issues that are not widely accessible through internet media. Future studies can explore similar research on other social media platforms.

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