

A Relational Sociological Analysis of Instagram in Turkey

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ABSTRACT

The research problem with the study that underpins this article is that Instagram manipulates the consumption habits of daily life in an intense manner. In this context, the main purpose of the article is to examine how people change their professional (consumption) habits by being affected by Instagram in daily life. In this context, answers to the questions of what Instagram and consumption mean in daily life and what are their effects were sought. Along with the globalization process and capitalism, Instagram, which is one of the popular social media tools especially in recent years, has started to affect people positively and negatively in cultural, social and economic terms. One of these effects is consumption habits. However, people's lifestyles and social identities are changing. The theoretical basis of this study is relational sociology and Pierre Bourdieu's (1984) concepts of "habitus", "field" and "taste". How Instagram manipulates consumption habits has been tried to be put forward with a Grounded Theory approach. In the empirical part of the study, in-depth interviews were made with 14 women who are Instagram users. Research findings reveal that the consumption habits of individuals change from utilitarian consumption to hedonist consumption. These hedonist consumption habits, on the other hand, can be said to lead people away from their own social realities and to alienate themselves and society.

Key words: Relational sociology, Grounded Theory, Instagram, consumption habits.

INTRODUCTION

Nowadays, with the development of mass media, the spread of social media networks has made the effects of globalization and capitalism more prominent in every field of daily life and people's consumption habits have begun to change. The fact that the internet, one of the mass media, creating social media networks, made it possible for people to observe their daily life experiences more easily. The Instagram, founded in 2010, is one of the most popular social media tools in today's life. Instagram is a platform that allows users to communicate with many people, giving them the opportunity to present cross-sections from their lives by shooting photos or videos.

According to Lefebvre (2012: 58-60), the key points that uncovered the consumer society are technological developments. In this context, it is stated that the developing industry and technology cause changes in the consumption habits of the individuals and resulted the consumption society to be born. Instagram, a social media tool, also showed a change in the consumption habits of people.

Instagram is used in different forms depending on the person: such as to put photographs of special moments, to watch what other users share, to display the products with a visual presentation (such as a breakfast table, a corner of the house, clothes combination), to announce the advertisement of brands, to share ideas for hobbies (such as sewing-knitting-wood painting), to share pet photographs, to investigate an interesting subject (especially about a product to be taken). Since users can make their pages "open to all users", what they do in their daily life can be watched. According to observations, it was determined that the biggest effect of Instagram on people in daily life, is found to be in consumption. On the consumption axis, it is seen that the content of the photos shared by the users in the Instagram affects other users' social relations in daily life and their lifestyles. Instagram has four groups that affect consumption: celebrities, brand owners, ordinary people and phenomena that have a certain number of followers. Some families and phenomena share photographs to introduce a product for money in Instagram. Brand owners share photographs to promote their products, too. The goal of all of them is to make more people see and receive the product. The contents of these photographs are presented in a specific concept. The user primarily is affected by this visuality and may tend to buy the product. These three groups (celebrities, Insta-phenomenon, brand owners) influence the consumption of ordinary people. Other reasons that affect consumption other than visuality are respectively the positive comments made under the photographs, information about where the products are sold, convenience in reaching the products, different combinations showing how to use a product, comments and likes of people with more followers. These reasons lead other ordinary users to think, "I can present the product, which I buy, in a concept." Especially for users who have a high number of followers, presenting the photos of the products they use consistently in a certain concept affects other users. This causes other users to buy products that do not come to mind, even if they do not need them. In this context, ordinary people reposition themselves in Instagram, unlike their pages with the products they buy, and their position in daily life. This triggers both pretentious and hedonic consumption. It should also be kept in mind that users interact with other users to get an idea about the product.

Concept of consumption is not just to meet needs, but also a part of daily life and a social activity area. Consumers respond to the effects from external stimuli, however they reveal many images of the product or brand within themselves

In this sense, they tend to make purchases that they can both please and enjoy emotionally rather than pragmatist shopping (Unal and Ceylan, 2008). Purchases made with a sense of pleasure and enjoy take place in the literature as hedonic consumption. According to Arnold and Reynolds (2003), hedonism is the pursuit of pleasure or self-dedication to enjoy; hedonic consumption refers to the cases where the consumer's pleasure and enjoy expectation are preferential. Arnold and Reynolds (2003) argue that while they shop in hedonistic manner, consumers are acting with the influence of different motivating factors such as seeking adventure, making others happy, having an idea and look for the opportunities.

At first, Instagram was perceived as a program that only offered effects to play with the colors of the photos. In fact, some users thought it was not seen by others after you recorded the photo. The contents of such photos were mostly cross-sections of their private daily lives. As users discover how Instagram is used, their share routines have changed. Increase in product-based sharing of photos in Instagram has shown that it started to influence their consumption habits. Sharing of newly purchased products' photographs accompanied by appealing presentations by some users in Instagram world would attract the attention of other users. Users, losing their rational expectations about the product, would purchase the product to suppress the sense of pleasure of that moment, whether they need the product or not. It is seen that the sharing of photographs about the products in Instagram, with the influence of globalization in this way, has reached the users more quickly than the attractive showcases presented by the real shopping malls. In addition, many people have similar products. The sharing of photographs of the same products in a certain concept is a sign of "I can buy and I can consume." However, for some users it can also have adverse effect. Users who see similar products can dishearten from those products.

According to Featherstone (1996:36-37) consumer culture can be considered in three different aspects: (1) expansion of the capitalist commodity; production which results in increasing the capacity for "seductive" containment of the people, (2) the desire for obtaining a social status and (3) the question of psychological pleasures of consumption caused by the subconscious dreams and desires of consumers. Instagram provided the society with these three perspectives of consumer culture.

With the development of globalization, the possession of distantly produced goods through the Internet is about the production of commodities that capitalism has produced. In Instagram, photos shared by wealthy people about their lifestyles come to the forefront, affecting the desire of people in the lower quarters to acquire status. Instagram causes the hedonist consumption by manipulating the consumption behavior.

The products which people do not think of, are flashed around implying that "you should buy this, as well". In this way, people tend to buy the products they rarely notice in real life. Such shopping is enabled by either the Instagram users who sell these products or through traditional market.

The increase in the standards of consumption with the development of capitalism, the emergence of other structural changes, and especially the concept of consumption generated in Western capitalism at the end of the 20th century indicate that there is a consumer culture which is based on the desires rather than needs and in which the signs are more dominant than the economic materialist powers. In a culture with these indications, the aim of the purchasing function can be very different. Obtaining the goods can have the purpose of achieving the esthetic and emotional pleasures in order to generate a personal space instead of mere utilitarianism. In modern consumption, there a goods to meet the factors about the expectations of the individual such as happiness, love, beauty, identity and youth. However, in reality there is no expectation from the consumption of goods to satisfy the individual forever (Yanıklar, 2006:26).

In modern society, values attributed to the consumer goods is not confined to "use value" and "exchange value". Concepts like "fashion value", "prestige value" and "time value" are also incorporated into them and at the same time. Now goods can have the value of an identity. Identity

value of goods comes to light in individuals' efforts to express their social identity and consumption habits. (Yanıklar, 2006:114). Products which are tried to be brought into foreground in Instagram gain an exchange value. Users share their photographs in a certain conceptual way so that the images shared in the Instagram can be more liked and more beautiful in terms of visuality.

Bauman (2003:331) claims that a distinction between the ones with the infinite power to consume and the ones without it has emerged and the society has divided into manipulated happy people and belittled unhappy people. According to the observations made on Instagram, it is seen that the people with high capacity to consume, who constantly share the products they buy, try to convince others for their happiness about the product. It is thought that people who display the products they buy on every weekday at all hours of the day or everything they consume in their daily life in Instagram are not that much happy in the real life but they can somewhat feel happiness thanks to the photos they put on Instagram.

Bocock (2009:74) states that consumption affects the susceptibility of people about who they are and who they want to be, together with the methods they use to maintain these susceptibilities. By consuming the products which they think to help them reveal their identities, they strive to become like the entities they desire and to maintain this image and identity about themselves. Starting from this, these life styles may cause the person to move away from his/her own identity and value. In this regard, that as Instagram manipulates the consumption habits in the way both going from need to pleasure and from consumption to a life style, people create a world which they want to have, should be the problem of the research. At the same time, establishing a world where people want to show themselves in the Instagram is a trigger for the problem to occur.

Since Instagram as a social media tool causes the products to be consumed very quickly. When photos of the discounted products of a chain store are taken, and shared with some visual effects by an Instagram phenomenon, other users can be immediately informed about it. It is observed that so many people go to the shops of this chain store in different cities and the discounted products are depleted soon. Some users get a temporary feeling of happiness and pleasure when they share the photo of the product they bought on their page.

Baudrillard (2010:45-46) defines this situation as the object hunger and states that the object hunger is secured by the reproduction. Featherstone (1996:37) claims that the production which enables the fast consumption is expanding and it is aimed for consumption of the individuals to be increased through manipulation.

Relational Sociology

One of the most influential names among relational theorists is Pierre Bourdieu (Powell and Depelteau, 2013). The starting point in sociology of Bourdieu (cited in Cegin, Göker, Arlı and Tatlıcan, 2014: 306) is the idea of seeking a solution to individual-society dualism, which is regarded as one of the most traditional problems of western-centered intellectual tradition, and to remove the contradiction between objectivism and subjectivism.

Bourdieu and Elias use the Habitus concept to overcome the dualism; (Kasper, 2013: 77-78), to avoid the connotation of "individual" as an independent actor and to emphasize sociality to the nature of individuals. Bourdieu, as for Elias (cited in Tsekeris, 2013:99) states "habitus stresses the

(irreducible) importance of personal skills, social agency, and practical improvisation in response to the constraining or enabling complexities of daily life situations and career paths”:

Choices do not derive directly from objective situations in which they occur or from transcending rules, norms, patterns, and constraints that govern social life; rather they stem from practical dispositions that incorporate ambiguities and uncertainties that emerge from acting through time and space (Swartz 1997, 100).

For Bourdieu, the meaning of habitus is "the set of catachrestic action tendencies of individual". These tendencies correspond to positions in the social order and "the social process" provides this. Habitus is "the meeting point between institutions and bodies" as it teaches to play appropriate roles for personal statuses (cited in Çeğin et al., 1984: 104)

According to Bourdieu (1990), in social-classes, each class group is shaped by a "group habitus" that is constructed relationally. Habitus distinguishes the social and culturally determined lifestyle group from the other groups in the social system that reveal the characteristics of a particular social group. Hence, the habitus is a relational concept before anything else (cited in Tsekeris, 2013: 109). The concept of field emphasizes "structurally differentiated areas of activity that define a social system" (Bourdieu, 1991 cited in, Tsekeris, 2013: 110). Users create a certain area for them in Instagram. This area consists of following peoples and the followers. Unlike their social lives, they create a separate "virtual space" in the Instagram, but this is also a field created by lifestyles.

Bourdieu and Wacquant (1992:67) state that “on entering a field agents are disposed to assume a ‘field position’, the precise coordinates of which are determined by the amount and type of capital embodied by the habitus” (cited in Thorpe, 2013: 111). In the Instagram, people take an account and happen to open a space for themselves. The position they occupy, that is, the coordinate’s feature they are located in, is shaped by the area they want to have in the Instagram according to their lifestyles. Why the space they want to have? In the Instagram users share the "moment" they want to show off their everyday lives. They drag the frame where they want to see or show themselves. Where the frame is standing, that photo is shared in the Instagram. In this way, they will open a new space to themselves from the position of the frame.

Bourdieu (1987) notes that people who have "similar life conditions" in social space have "similar dispositions" and "similar practices" and are defined within the context of "similar positions" in this context. Economic, cultural, social and symbolic capitals have the most basic types of capital. The relationship of these capital with each other varies from society to society (cited in, Swartz, 2014: 215-216). In Instagram, people concentrate on the type of capital they want to show.

Crossley (2013) have discussed two different conceptions of relations: “one centered upon concrete ties and interaction between actors and the other upon juxtapositions in a social space whose chief axes reflect the distribution of significant resources and statuses”. The first is the concrete ties between the social actors; The second is juxtapositions in the social space. Bourdieu interprets the relation in social extension as juxtapositions.

Crossley (2013:124) mentions that some versions of relational sociology emphasize the "concrete ties" seen among actors. The actor is meant to be human individuals or corporate entities such as governments, trade unions, economic firms. He states that these ties can display differences; Some ties may be economic exchange or emotional attachment. Relationships are multiplex, and as can they combine more than one tie they can change over time. The important thing is that ties must exist. In Instagram, there is a constant tie between the person and other users. The factor forming this link is the "shared photo". It shows the user's connection to the Instagram for which the Instagram account is opened for what purpose it is currently being used. What is important is that the user is constantly actively present in the Instagram.

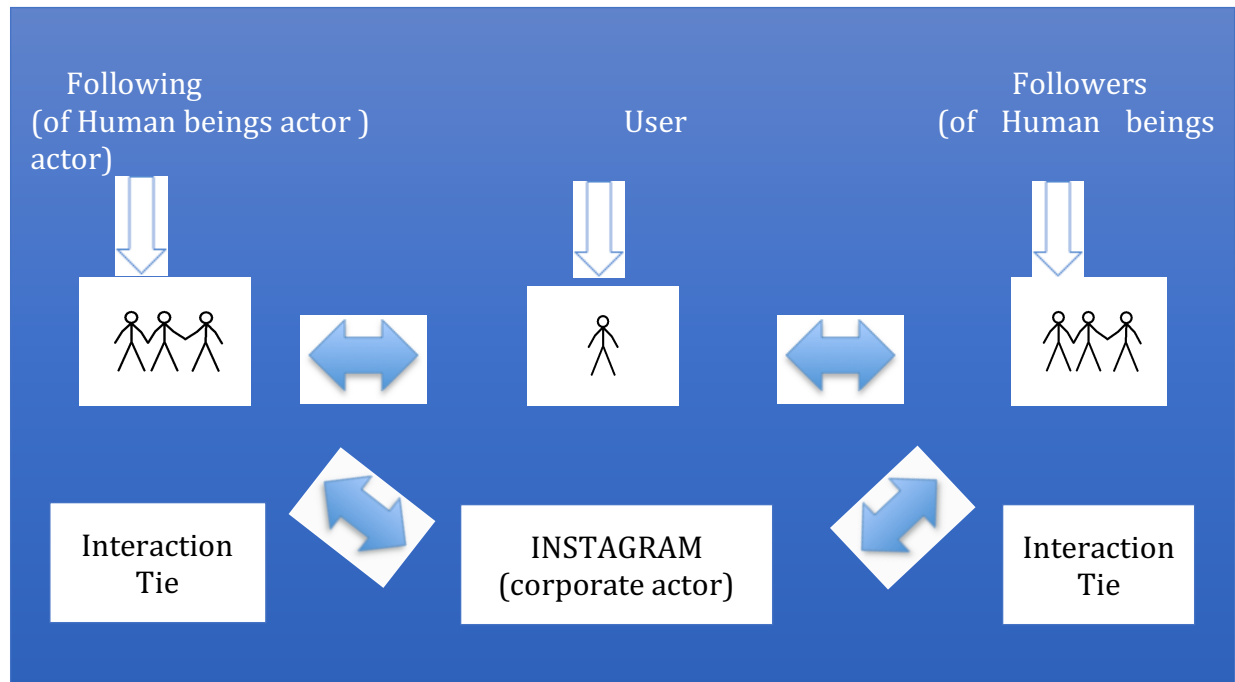


Figure 1: Tie between Instagram and User

In the figure above, it is emphasized that the user has a connection with both the Instagram, which is a social media tool, and with the people who follow her/him. There is also a link between followers and following of the user. This tie is thought to have emerged from each other through ideas, shopping, and socialization. The user shares a photo of the desired frame in the Instagram, thus creating a link between the other users.

Bourdieu and Goffman also discuss the game analogy. According to Bourdieu (Çeğin et al., 2014: 106), game is the definition of the different areas in which social events are organized. The fields have different games, but conversions can be made between them. Bourdieu emphasizes that this may be the case with the concept of capital. Goffman and Bourdieu's thoughts about the game are similar at this point: "To show the presence of the improvisation and game element rather than obligation to obey the simple rule and thus to show that the actors are figures in social order". Although the metaphor is "game" for Bourdieu and it is "drama" for Goffman, both have a view that "they tend to reproduce the social order almost always, even when the player can play better or worse, and even when individuals try to do something new and different from their lives thought of social life" (Çeğin et al., 2010).

The Instagram remains between virtual and social reality and this situation is associated with dramaturgic (theatre) theory of Goffman. According to Goffman, life is a theater and people are players. Daily life is experienced as in a theater in front of the scene and behind the scenes in two ways. Especially social media constitutes the front scene of these two scenes that daily life presents. People exhibit a game with different roles according to their social identities. People's will to get applause and leave a good impression, like actors, cause them to perform various roles. The feedback they receive points to a desirable identity. They play this role in front of the scene, deciding how they want to be behind the scenes (Goffman, 2004).

The products that people buy in daily life are a preliminary preparation behind the scenes. They exhibit the desired role in front of the stage (with sharing photos in Instagram) by embodying the personality they want to be with these products. As the purchased products evoke a certain pleasure and desire, they want to show how happy they are with these products and how they enjoy them in daily life. Thus, consumption habits go beyond a certain need and trigger the sense of identity they want to be. Consumption turns to shopping made with a sense of pleasure. The reasons underlying this sense of pleasure are more likely to arise through the exchange of ideas. According to some thinkers (DiMaggio, 1987, Erickson, 1996 ; cited in, a Crossley, 2013: 129), "tastes are often acquired through social relations. These tastes can arise in many different forms. Crossley (2013:129), some mechanisms that influence the emergence of the tastes are:

"Alters are a source of exposure to cultural forms that actors might not otherwise encounter." Actors can reach the cultural forms they cannot meet otherwise thanks to close friends. For example, in an Instagram, users can be influenced by the content of the photos of the people they follow, while at the same time they can influence others with the photos they share. In this way, they can make close friendships with people they cannot meet in real life in the frame of "likes".

"They teach actors how to appreciate and enjoy cultural objects that they might not otherwise 'get': for example, what to look/listen for, how to approach the cultural form". For example, a person with a hobby (such as a photo, picture, sewing, or dance) follows the person who shares the photo about the hobby through the Instagram and thinks the person is a competent person, so that people who cannot meet in their social life can see what they do through Instagram.

"The desire for recognition motivates actors to try to learn to like what significant others like or to say that they do (which may be the first step toward genuine liking)." Users pay attention to the visuals of the photos to be shared in the Instagram. They hesitate to share a concept or a photo that does not contain a composition. They put forth labor in the emergence of the photograph so that their liking can be seen and liked by others. They can be motivated when they have a lot of like.

Not liking the cultural forms that their alters (those whom they like) like may generate 'cognitive dissonance' (Festinger 1957) for the actor, which they resolve by trying to like those forms—and in some cases succeeding." Colors, decoration objects, clothes that are fashion of the moment in Instagram attract more attention. A user can use colors or objects that are fashionable for his or her photo collection (even if she does not like herself). This leads to self-contradiction and uniformity.

Lazarsfeld and Merton (1964) ask, "Do friends share tastes because they influence one another or because they select one another based on taste?" (cited in Crosley, 2013:130). The answer for

Instagram is the second answer; Friendships are established based on tastes. Most of the people followed by the users are the people who are in their own way. Those who follow her can be people who meet both in the friend's circle and in common liking with her.

Bourdieu (1984) states that actors choose products based on their tastes, not on the basis of cost accounting (cited in, Swartz, 2014: 229). In this study, we are looking at how they position themselves in the Instagram according to the differences in cultural, economic and social capital of the people, rather than differences in taste between the upper and lower classes by avoiding dichotomy. Bourdieu emphasizes that each class produces its own habitus, and that habitus also reveals different tastes clusters. In this sense, tastes (1984):

It serves to find a function social direction, it allows people to perceive their place in society; Those who occupy a specific place in the social space, the social positions adapted to their characteristics, the practices or the goods according to those positions. It includes a practical expectation about what will be the social meaning and value of the chosen practice or object - this expectation is determined by practical knowledge of the other actors' reciprocal nature of goods and groups (cited in, Swartz, 2014).

People, even though their tastes are influenced by their position, in Instagram, they perceive themselves in a different location, choose a position according to their liking, not their social position. In fact, they may fall in the opposite direction to their social space in real life's tastes. These tastes can be downwards or upwards. They open a new location through the Instagram.

It is appropriate to use 'active' and 'passive' definitions, as actors interact with each other. In this sense phenome and famous have an active position in Instagram. At the same time, people sharing product-oriented photos have active position. Users who share their personal lives more often - those who cannot share photos with product content - are also passive. Just as there is a link between the active and the passive, there is a connection within themselves. And this tie has the axis of consumption, and relationality is revealed around it.

Fushe (2013: 182) tried to establish a model based on theoretical and empirical grounds to reveal what social networks are and to explain how relationships are. In this sense, a personal relationship is obtained. According to this model, social relations involve expectations about the relationship of two actors to each other. These expectations arise from the communication between these two actors. Social relationship is a special form of social relations, and it can also manifest itself when there is no communication between the two existing actors. Communication is regularly fed from cultural concepts such as love, friendship, and so forth, for an associative expectation to arise. These are called relational frames; these frameworks organize and bind specific expectations bundles to a rule. Frames do not specify the relationship, but are built to create inter-personal relationships. In this process, the frames are not fixed; Frames can be changed, merged, transformed.

In Instagram, users define their relationship with each other, with liking and commenting on their photos. For feeling of appreciation and admiration, they may be in expectation for their photos to be liked and commented. There may not be any communication between users, an x user may not like anyone's photo, and may not write a comment below the photo. Such people are actually "ghost followers". If the user's profile is open to other users, x may not follow the person he / she wants to

see the profile of. In this case, there may not be any communication. These relational expectations are distinctive features of social relations as Fushe says. According Fushe (2013: 187) expectation is the link between past and future communication. It is not the expectation of others, but the expectations about others that actuates people. A thought like "The more I like the photograph of the people following me, the more I got like for my photo from other people" is dominant in Instagram.

OBJECTIVES

This study examines the daily life experiences of people who use this media organ without referring to the artistic feature of the Instagram, and how the professional (consumption) habits are manipulated by some pages (especially those that share any product content). It is assumed that some pages in the Instagram manipulate consumption behaviors in the context of the research and the users are directed towards hedonic consumption rather than beneficiary consumption.

Main objective of this study is to seek answers following questions:

1. What is the meaning of Instagram in daily life?
2. How were the effects?
3. What is the meaning of consumption?
4. How does Instagram determine professional /consumption preferences?

There are many studies (Akkaya, 2013; Altunay, 2010; Coşkun, 2007; Gerlevik, 2012; Halis, 2012; Hermida et. al., 2012; Kart, 2014; Köksal, 2012; Olgun, 2015; Ratto et. Al., 2014; Yılmaz et. Al., 2007) about the effect of mass media on consumption behaviors. These researches have investigated consumption behaviors more with quantitative research approach by prioritizing television, shopping sites or other social media tools (Facebook, Twitter, Blogs). This research reveals how Instagram manipulates the consumption habits of the people in daily life by using a sociological point of view by using the concept of "grounded theory" which is one of the qualitative research methods and the concepts of relational sociology. In this context, it is thought to contribute to the existing literature.

METHODOLOGY

In this study, it was examined how photos of the product in the Instagram manipulated the consumption habits of the people and how the consumption in daily life turned from a need to a sense of pleasure. In this context, within the scope of Bourdieu's concepts (habitus, field, capital, tastes), which contribute to relational sociology to better understand the relationship between Instagram and people, were discussed. Within the context of purchasing habits, the experiences of those involved in the interview were considered. How do people shop? Did a change in shopping habits come into play due to the emergence of Instagram? How do they feel about the products received from Instagram?

Grounded theory approach was used, which is one of the qualitative research approaches, in the framework of semi-structured interview questions to better understand the Instagram and consumption experiences of people in daily life and to discover new relationships they established through Instagram. The reasons for using the grounded theory approach is its similarity to relational sociology and that it involves a process analysis. There are three phases of grounded theory: open, axial and selective coding. According to Creswell (1998), information is broken up at the stage of open coding, and information categories about phenomena and subcategories within

each category are created. In the axial coding phase, the categorizations are re-coded with the new formats and the category in the center is defined. During the selective coding phase, the categories in the axial coding are combined and a story is written (Kasapoglu, 2015)

Participants of this study were selected using the purposive and snowball sampling technique. The sample of the research consists of 14 women whose economic, social and cultural capital are similar and they use Instagram as active for a specific purpose. Some participants were reached through familiar friends, while other participants were sent messages over Instagram. They were asked whether they volunteered to participate in the interview. At the same time, many users were followed up on a regular basis, and the photos they shared and the comments they wrote under the photo were examined. It was aimed to make the research more relevant in the context of relational sociology by paying attention to the fact that participants had similar capital. In this context, reality is layered; It is important how the same event is handled by different people on the same platform. As Powell and Depelteau (2013) pointed out, relational sociologists have attempted to overcome this situation by conceptualizing the structure-agent duality and the individual-society duality, at the same level of reality, such as individuals and formations like institutions, associations that individuals involve. Social formations such as constructs, systems, discourses are relations between people who are dependent on each other. The individual behavior that a person has shown is an action that always takes place everywhere in and through relations. From Powell and Depelteau, it can be said that the influence of the Instagram on the consumption behavior of the individual arises from the relations of the users with each other. Liking of photos and commenting to photo reveal this relationship.

The data collection process has been carried out in two ways: face-to-face in-depth interviews and written responses via e-mail. Due to the time constraints, people who live in Ankara and are actively using Instagram were asked to participate voluntarily in the research via message, but they responded by stating that they were intensive. That is why familiar people sitting in other cities and using the Instagram actively were reached and the answers were taken in detail by both written and telephone interviews. Face-to-face interviews were recorded with a voice recorder and lasted approximately 60 minutes. Individuals involved in the research were informed about the subject and purpose of the research, and it was stated that personal information would not be included in the investigation. Participants were given codes such as P1, P2.

The approximate age range of the participants was 25-40. All of them are university graduates, two of whom are doctoral students and two of whom are master's students. The majority of the women were working full time or part time. There are three teachers, three bankers, two toy sellers, two engineers, one operator, one chemist, one academician and one nurse. Most of them lived in Ankara and there was also people living in Kocaeli, Istanbul and Isparta. The year they had been in the Instagram account varies from 2011 to 2014.

P9 resigned after 13 years in the private sector and started to work on rag dolls. P3, P5, P6, P7, P10, P14 have the same story; they have resigned after a few years working in the private sector. The P5 has its own workshop. P5, P9, P13 sell their products through Instagram. P1, P6, P12, P14 have sold products for a while.

As just a social media instrument, including Instagram in the research and interviewing the women constitutes the limitedness of the research

FINDINGS

In this part of the research, data are analyzed according "grounded theory". Strauss (1987) states that grounded theory has three phases: "open", "axial" and "selective" coding. In open coding, the data were analyzed by dividing them into certain categories in terms of concepts. In axial coding, analytical categories were reconstructed. Finally, in selective coding, the recurrent themes were integrated into more general conceptual categories, as explained by Creswell (1998:56-57).

Open Coding

How Instagram manipulates people's consumption habits? This situation was addressed in three stages. Instagram (meaning, purpose, appealing features, contents of photos), personal, professional.

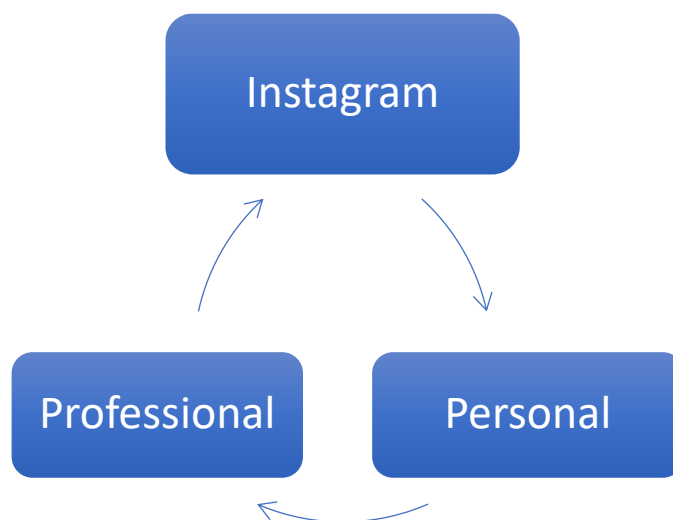


Figure 2: Basic Categories of Open Coding

These three phases are thought to be influenced by each other. Personal code is about Instagram affecting people positively and negatively. Professional code is about how people make sense of consumption and their consumption habits. Instagram has become a part of daily life. It is seen that people who actively use the Instagram share what they do in daily life, what they are dealing with, where they go and what they consume. In this context, it is important what Instagram means for the participants and for what purpose they use the Instagram. Instagram marks many points around consumption axis in of daily life. Consumption is an important element in daily life because it is a phenomenon that reveals the lifestyles, tastes, identities, and statues of people.

Instagram

The primary meaning of the Instagram for all participants is "getting opinion" about everything. As Instagram facilitates access to all kinds of desired products especially about shopping, it provides detailed information about the products to be purchased Instagram's second meaning is being a "photo sharing platform". The third meaning is to follow the curiosity figures and their sharing. The fourth meaning is being a platform in which people communicate with each other and get social.

Apart from these, Instagram has different meanings for each user. For P5, P9 and P13, Instagram means a "showcase" where their products are exhibited. Among the participants, some have expressed that they share photographs of what they want to reflect "at that moment" of their lives.

The squares in which the rubbers enter are important in this sense: P3: My Instagram profile isn't me, it's just a part of my life. My Instagram motto is already that: The visible part of my life. It's actually a moment from my life. Even if it is not "the moment", it's "a moment". I hold that frame where I want.

According to some participants Instagram has lost its charm. They think that some people see Instagram as a place to prove themselves. Therefore, they stated that they take a dislike to Instagram.

P12: I think Instagram is a place for everyone where they try to prove something. Therefore, I get bored from Instagram. They try to show off by sharing the places they go, the beverages they drink. That's why it is not an environment of enjoyment anymore. It was so beautiful before ...

The purpose of Instagram usage varies for all participants. The reason of this variety may be due to the year in which they open the Instagram account. For instance, it has emerged that people who open an account at the beginning of the Instagram use it rather as a photo sharing area, and those who open an account more recently, use it especially for getting opinion about the products. Most of the participants wondered what kind of a social media tool is Instagram, therefore they open an Instagram account. It has been seen that users make sharings varying from their private lives to their interests (like photography, handmade products). Starting with curiosity, this situation evolves into enquiring various products and influencing purchasing behavior. Some products are purchased only for sharing in the Instagram.

The object of interest can be searched by putting (#) sign before it -for example; #decoration. Most of the participants told that they have an idea about the products (price, model, combination options) via Instagram before they go shopping. Also, they stated that they learn instructions for use and customs of it. These are the features of Instagram that people find charming. The most attractive feature is giving "feeling of appreciation and admiration" prominence. Another feature is being a communication tool among users:

P3: ... I get special messages like "How did you take this pic?". They are making me honored/flattered, I like it.

P5: I can say that I barely figured customs of Instagram out. There is a different relationship setting in there. If your page is about travel or hobby, after a while, you are involved in a group related to your own interests. This is a bag of relationships... Your socialization from addressing forms to exchange of views is all conducted via it... But when you meet people it's like you've met before. Because the interests, the points of view in life are already very similar.

P12: If I'm looking for something, I absolutely search it in Instagram ... I like it in terms of information sharing... It may be an easy way to communicate with people. Because I have had a lot of friends from there, I can call it more of a socialization tool for me.

Relationships are histories of interaction and this leads to evaluate relationships as processes. Relations are dynamic and constantly evolve. Even staying the same is a processive effect (Crossley, 2015: 195-196). Instagram is a matter of constant interaction and process. Number of people who liked the photo shared in the Instagram and the comments below are very important. Since the contents of the photographs shared by the participants (such as their own hand works, a landscape picture they took meticulously) are valuable to them, the likes and comments affect the person psychologically. The likes to and comments for the photos reveal the feeling of being appreciated and admired.

Users also include purchased products that aren't needed in the composition of their photos, to be more liked. The methods used for gaining more "like" and exposing products for sale to larger masses are shown in 1.

P13, makes knitted dolls by a hand-crafted work called amigurumi, puts them on the market. He emphasized the importance of the number of likes which motivates her even if the products can't be sold, and that during photo shooting he chooses settings where the light is good:

P13: I am trying to reach a certain target audience ... For example, I'm taking pictures in the bathroom. Light of the bathroom is very nice, because the tiles are white... It is like my small studio ... It is very motivating for me to have a lot of likes rather than taking orders. That's why I'm trying to make those images more beautiful.

P9: What's in the Instagram concept? There are photo sharing, likes and hashtags. All of these are satisfying for people, especially likes. As people began taking likes, they started to feel a constant need of appreciation. Since the feedback of Instagram followers are comments and likes, I am being demoralized when there is little like ... The more you take likes, the more you trust yourself ... In this sense, people started to demand appreciation, so they share every product they purchased ... Maybe they are totally opposite of the decoration of the house ... So to say, they furnished a corner in the house and they only share the photographs taken at that corner.

It can be said that time spent in Instagram in a day varies from 10 minutes to a half day. It became evident that people enter Instagram during shopping at the store, when they're waiting for someone, in their spare time. Most of the participants expressed that they don't know the people they're following face to face. At the same time, some participants emphasized that they don't want their Instagram followers to be acquaintances. The reason of this is that they do not want to face any negative attitudes. They follow accounts of celebrities and phenomenon, unusual and seminal accounts which they're interested in. They watch over people who makes honest and sincere sharings.

Table 1: Subcategories of Instagram and Codes

INSTAGRAM				
Sub-Categories	Codes			
Attractive Features	-Exchange of ideas -People's meeting point -Expressing yourself visually -Being an advertiser or a photographer	-Following the interesting things and people -Reaching many people -Comments on the products	-A visual show -Being aware -Shopping -Being liked -The artistic content of photos	-Contact -Socialization -Sparkling sharings -Sharing the contents with concepts -Hashtags
Sharing of Photo	-Being happy with photos liked -The images about the handmade objects		-Give others an idea about a topic -Sharing for receiving order	
Feelings after "like"	-Be flattered -Taking pleasure -Exult -Feeling of appreciation		-Gain Customer or receive order -Trust -Motivation -Effort to reach more people and increase the number of followers	
Techniques for "Like"	-Hashtags (according to the content of the photo) -A certain composition and concept		-Photos being crisp and elegant -Apply an accessory	
Differences	-Visuality -Communication -Manners difference -Nickname account		-More target audience -Just photo and video sharing -Access from a smart phone or tablet -Users being higher quality (age, education, occupation, etc.)	
Purpose to Use	Before -Shopping -Personal sharing -Sharing own handmade product and receiving orders -Just sharing "memories" and things liked -Curiosity -Reviewing some people -Widespread		Current -Sharing handmade products -Researching about the products -Tracking other users and the followers. -Communication -Cross sections from Daily life -Making sharing about the home -Sharing about herself from Daily life -Looking the recipes -Announcing courses offered, receiving orders -Following people in different countries and cultures -Sharing photos that have artistic value	
Content of Photos	About Your Own Shares -Decoration -Traveled Places -Sharings that are not personal -Shares that contain instant feelings -Information about courses (such as sewing, weaving, painting) -Cross sections from Daily life -Giving an idea about the products or about a subject		About Others' Shares -Show of and lead other people to depression -Having a sense of appreciation and admiration -Showing own life always happy and gorgeous -Finding sharing of shopping pages exaggerated -Trying to give an idea on a certain topic -Remembrance, reminding of something in your life, closing your lacking, feeling of longing -The image is intended only for commercial purposes if it is I product's photo. -The beginning of people's being monotype -Conversion from natural to artificial -Happiness, peace -Bringing the sense of "I bought it" to forefront -Increasing the interest, putting a product into one's mind -Sharing happy moments of happiness constantly, makes people wannabe and increases the feeling of dissatisfaction, displeasure	

Personal

The activities of participants in daily life are similar. Most of the participants have a hobby (wood painting, sewing, knitting, rag doll making, polyester painting). These participants expressed that they most liked to spare time to the hobbies. The hobbies of Some participants have become an income channel thanks to Instagram. It turned out that all of the participants liked to join social networks and shop online. All participants expressed their love of seeing different places, taking photos, reading books, watching movies, enjoying time with friends and family, and some participants emphasized that they are dealing with a certain sporting event (swimming, skiing, horse riding, fitness, etc.).

Instagram influences family, work and leisure activities. Especially the excessive time spent on the Instagram negatively affects the relationships in the family life. Most of the participants said that when they wake up in the morning, the first thing is to look at the flow of the Instagram.

P5: Instagram is a part of daily life, a routine now. Because everything can change instantly there. When you are in the morning, your followers have changed and there have been incoming messages.

P13: Because I have restricted my time I allocated to my children, that is the phone is constantly at my hand, there become some minor problems at home.

Some participants were found to establish close friendships through the Instagram, and it was determined that the basic point of formation of these friendships was "tastes". People with the same or similar interests begin to follow people who are like themselves in Instagram and have an idea about the sharing of each other, mutually reinforcing communication ties by liking and commenting on each other's photos. There is also cooperation among them.

P6: It's a great platform to get to know people like me. Where would I know them in my life? Nowhere...

It is seen that to buy a handmade product (pendant, plate, cup etc.) that is not seen in the market, to share it with the logic that "I can buy it" or to give an idea to others, gives person a sense of happiness. It is seen that labels such as #Iamhappybecause and #happymomentoftheday actually state that with the idea "although I have been exposed to some negative things, I bought this product and use it like this" provide happiness to users. On the other hand, it is observed that these labels increase the consumption of other users. In this sense, Instagram triggers the desire to purchase continuously in daily life:

P12: Everyone in Instagram is happy, everybody is beautiful, a happy life is lived anyway. Nobody feels the pinch. No one is fighting with her parents, divorced her husband, nobody's child is ill or something. When you look, a little far from reality ...

In daily life, people live their life differently through Instagram. In this regard, a few participants have pointed out that some people show off and moved away from their real life in Instagram:

P1: I also think that people who are sharing every corner of the house are not very social and has not social environment that much in real life and that their husbands are not interested them so

they are sharing for interest. Even some people are very unhappy in real life, but they give me the image of 'I am very happy' in Instagram. P2: We did not have our own individual lives. I share what I am. I think life without Instagram was more beautiful ...You are not for yourself but taking the photo for others. Have the pleasure of that moment. Why do you take your photo?

P9: ... as long as you share your private life, there is no privacy of yours. You are ignoring the privacy of others, too. It is only useful if you are shopping, sharing ideas. But photo is shared directly to say "like me". Actually, the Instagram has begun to be used to exist in the society ... people share everything outside of their own identity ... In Instagram people really do their own advertising.

P10: The photos shared on the Instagram tell happy moments mostly. Some lives can be shown differently than they are. It is usual for some people to be adversely affected ... There are accounts that reflect life as if it was always fun. A middle-income person can show a lot more wealth to earn more followers.

As P1, P2, P9, P10 stated, the Instagram is seen as a platform where happy moments share frames that are believed to be perfect. This happiness can turn into misery for other people whose have troubles in their life. At the same time, these users receive objects that they can use in their own photographs. These objects are thought to be the cause of happiness. They feel pleasure since they use the product in their photographs and they draw the image of "happy". Instagram can push people to the feeling of alienation by showing people differently from who they really are and distract them from their social realities.

Table 2: Sub-categories of Personal coding

PERSONAL		
Sub-Categories	Codes	
Positive Aspects of Instagram	-Visual Show -Socialization - Start a hobby they are interested in - Improving oneself better about hobbies -Means to conduct research in every subject - To feel more social	- Being able to control everything -To see what your friend and followings do - Easy access to desired people and information (book presentation, decoration, discounts, etc.) - Possibility to work from home (ones receive orders) - Shopping facilitation (products comparison opportunity, accessibility)
Negative aspects of Instagram	- People start to live just for Show -Sharing private life too much and withering people's privacy -In the real life, people move away from each other -The products ordered do not come up as expected because the colors of the photos are edited. -Most things turn into advertising and sales -Serious loss of time -Being influenced by Shared and wanting to be like	-Increase in expectation of people -Some users convincing themselves that they are perfect; Dragging people who follow them to the inability, lack of sense (Anything that someone lives at that moment) -Going from natural to artificial - Inability to enjoy the moment -Awaken the impulse to buy a product -Do not express facts
Instagram's Influence in Changing Person	-Increasing Ego -Relaxing, calming -Cause to forget the current problems -Constant renewal feeling about self-made products -Addiction to cell phone -Taking more photos	-Fill the gaps in people's lives -Pushing people to jealousy psychologically -Awareness of self-identity, self-improvement and change in the way of viewing people -Helping her to improve herself (hobbies, kitchen, statements) -Positive effects, to spend time with herself and help her to recognize herself -Positive effect on human relations and self-view

Professional

The most striking of professional /consumption-enhancing elements in Instagram is the content of the pictures having a composition and a certain concept with visually appealing and attractive presentations. This case reveals the pleasure feeling. The attractive presentations of the photographs trigger the pleasure sensation turn to consumption. First, most of the participants stated that they are not a shopping or consumption addict. They stated that they bought something according to their moods to make them happy when necessary:

P1: Everything we buy to make ourselves happy goes into the consumer group ...

P6: I buy some of the products to use as photo sharing in Instagram. I make a composition and put it in the content of the photo ... visuality is important.

Instagram has been the door to people sitting at home. People started to market hobbies they're dealing with. That's why there are too many pages for design. Instagram is attracting the attention of some people who offer to sell personalized goods to certain pages. For example, necklaces, rings, and so on, designed like the one you want, change the perception of consumption from the fabricated product on the market to the handmade product. Part of the participants said that they prefer to buy a product with a special design instead of buying something ordinary from a store.

P5: Instagram offers customized products.... I started to choose things from these kinds of products ... because they are special to her/him.

Participants are primarily shopping for what they need. They are looking at whether the product is high quality, robust and useful. The number of followers of the pages that sell the products and the comments made about the product are important. This leads to a feeling of trust.

P10: Product pages with more likes and followers attract more of my attention. Of course, positive comments are also important.

Many participants have expressed dissatisfaction with the shopping they have made through Instagram. When the products reached them, they stated that they did not look like the photo, and they expressed experiences of disappointment about the fabric and the body, especially about the clothes:

P2: I saw a t-shirt on a woman with 40000 followers. Price of the order was 20 pounds ... I also ordered immediately ... The product was very poor quality and very bad. People send to people who have a lot of followers for advertising ... Those people also wear and shoots photo; 'I love it very nice' ... Then people like me are impressed ...

P9: This is also becoming a sector. Now everybody started to advertise that product directly for money. They make money sitting at home. The industry has begun to realize how much directive the Instagram is.

Another thing that increases the consumption in the Instagram is that the phenomena besides the famous ones advertise the products. Some phenomena share photographs of products (cosmetics, clothing, kitchens, etc.) that they particularly enjoy. Both showing that they are using the product

and writing comments under the photographs of other people who use the product create a certain confidence in people about the product. P12 emphasized that people who have luxury life and are sincere may become phenomena in Instagram.

Many of the participants said they saw themselves as an individual consumer in the Instagram. In Instagram, people can see the products that do not encounter in real life, so they can buy a product that is not in their minds. The reasons for attracting one to a particular product are determined as follows: visibility, the desire to share the product photograph, the number of comments and likes, the feeling of appreciation and admiration

P1: A decorative article is not an immediate need of a person. You have an ego, an inner instinct. Maybe she will not take the plate, but she saw it. She thinks that she will take this and take its photo. It happened to me also. And what I started to do was to get a six-cup set instead of a double-cup set. You cannot get all of it because it's financially If we do not have our Instagram, maybe we do not see them, want them and buy them.

Instagram can become a status indicator for users by awakening the feeling of 'I am wealthy' to the person. At the same time, writing or labeling the trademark of the product or photograph the trademark of the products if written on it may also be a status indicator.

P2: For example, if the refrigerator is very good, if it is a good thing, she is trying to make a brand of the refrigerator. Why? To say that my fridge is of this brand ...

Some users tell where they buy the product seen in the photo by labeling it on the photo or typing it in the comment area. The sharing of the photographs of the products bought with the sense of delight, in fact, brings out the feeling of being noticed. As Hood (2014: 294) points out, the number of visits and comments shows how important a person is, and social networks bring out the feeling of perception.

In the study, it was determined that Instagram changed consumption habits. The visuals of the photographs and handmade products motivates consume. At the same time, the products bought on the Instagram do not appear like the photo. This has affected not shopping in Instagram. If shopping is done through Instagram, it is done by obtaining detailed information about the product. People tend to like and buy a product and many people get disinclined because they see the same product in many other people. Instagram, though it dulls the people's feelings of consumption, it manipulates consumption habits, directing them to products they don't need for pleasure and pleasure.

Instagram causes shopping outside of necessity. It is a practical tool for showing the collection of purchased products. This situation causes the alienation of the people so far away from themselves. The presence of the same products in everybody leads people to become monotype and to lose their creativity.

Table 3: Subcategories of professional and coding

PROFESSIONAL		
Sub-Categories	Codes	
Meaning of consumption	-Make oneself happy -Buying for fun -Something harmful	-To buy what you do not need -To love a product very much -Buy things that can be reached
Consumption Preferences Habits	-Quality, robust, reasonably serving, refundable and replaceable products -Online Shopping	-Search for the products -Things that everybody doesn't have -To buy what you need -Easy to access
Instagram's Impact on Shopping Preferences	-To see the equivalent of the product from the store -Offering products are not available at the store or other internet sites -Easy Access -Inspiration of ready-made combinations	-Purchasing non-essential products -Getting tired of a very common product and not buying it -Check out the products on the phone before going to the shopping center -Transportation to distant stores
Thoughts After Receiving A Favorite Product	-Happiness -Pleasure -Regret -Disappointment -Reaching the saturation point	-Waiting excitedly -Thinking about where and when to use it -Feeling like you hold something of your soul and yourself because he had spent labor on it
Consumption Boosting Elements in Instagram	-Visuality (presentation, composition, light of photo, effects) -Submitting a ready-made one-piece visual -Being Original, design, handmade, products non-existent at stores and customized for a certain person -Packing of products with care and feeling of being special -Opportunity to shop without commission -Due to the presence of fashionable products feeling "Why do not I have it" jealous because of the sharing of products and buy Having an idea about where each brand and product is sold,	-Delivery of the product to the door -Seeing many users with the same product and wanting to buy the product -The number of followers and likers of the seller of the products being high -Benefit from other users' comments and experiences about under the photo of the product -Instagram being a showcase of people in every way -Being influenced by other people's (Famous persons Instagram phenomena) sharing, affecting each other -Accessibility of products and prices -Feeling of appreciation -People want to have status with their products -Satisfying one's own egos -Shares of brands
Products Purchased from Instagram	-Household item (cup, accessory) -Stationery material	-Unprecedented products in the market (clothes, hobby material, shoes) -Products with handicraft or artistic value (such as seals, rings, necklaces)

Axial Coding

In the stage of open coding, data is evaluated under the headings of Instagram, daily life and consumption. As shown in Tables 1, 2 and 3, the common point of the three is focused on visuality. The most attractive feature of Instagram for users is visuality of shared photos.

This visuality emerges with composition and concept content, the right light, the effects given to the photo. The use of the product bought for a certain concept takes notice of the users. Thanks to this product, the likes and comments of the photographs are also increasing. In this way, the feelings appreciation and admiration of the people come to the forefront. It's about getting products that increase the pleasure and happiness for the feelings of appreciation and admiration. With this pleasure and happiness, the person reposition him/herself in the Instagram.

In daily life Instagram affects people's family life and leisure time. Instagram becomes like a commitment, a habit for users. This can be called "Instagram addiction". This addiction is due to the attractive properties of the Instagram. Observations made showed that the people in the Instagram made very close friendships. It is understood from the comments made under the photograph that some people called each other "Instagram sister". Users write words like "good morning, good evening, happy weekends" under each other's photographs. Beyond this greeting, users get an idea about each other. Idea exchange about a specific subject (product, book, hobby), Interpretations such as "fainting", "looking great", "coloring my day" about the contents of the photograph provide familiarization and better understanding of each other and the establishment of intimate friendships over time. These users know each other under common "tastes". It is happiness for users to find out people they cannot meet in daily life through the Instagram around common favorites. These are shaped through topics like decoration, book and film promotion, hobbies. As Crossley (2015) stated, actors with the same qualities become more attractive because they have a common point and are easier to talk to and understand. The situation is the same in Instagram.

While people share the 'moment' in the Instagram, they cannot enjoy the 'moment'. Because it is necessary to choose the most beautiful ones from the photographs they take and to put it in Instagram. On the other hand, they want to enter Instagram in every environment in order not to miss the broadcast stream of the Instagram. This desire causes the taste of the moment they live to fail. And this goes to break of relations in real life.

Table 4: Axial Coding

INSTAGRAM		
Effects on Individual Life	Effects on Personal Life	Effects on Professional Life
-Take too many pictures -Exchange of ideas -Visual self-expression -Interaction - Communication - Feeling of appreciation and admiration -Increase in confidence -Standardization -Estrangement -Increase in dissatisfaction -Self-development	-Sharing photos of every moment, event and products bought -Loss of time Instagram -Going from natural to artificial -Reaching more to target group -Visual Show -Be informed about the desired person -Directing to Show-off -Raising expectations -Inability to enjoy the moment	-Non-essential products -Products that are handicraft, design, not available on the market -Photos with advertising content -To learn about purchased products -Easy access -Happiness and pleasure -Visuality

Selective Coding

In this phase, the categories obtained in axial coding are combined and a story is created through metaphors. As shown in Table 3, how some pages manipulate the consumption habits is recapitulated under three headings as Instagram, personal, professional. The concept that is common to all has become "visuality" and has created the core code of this research.

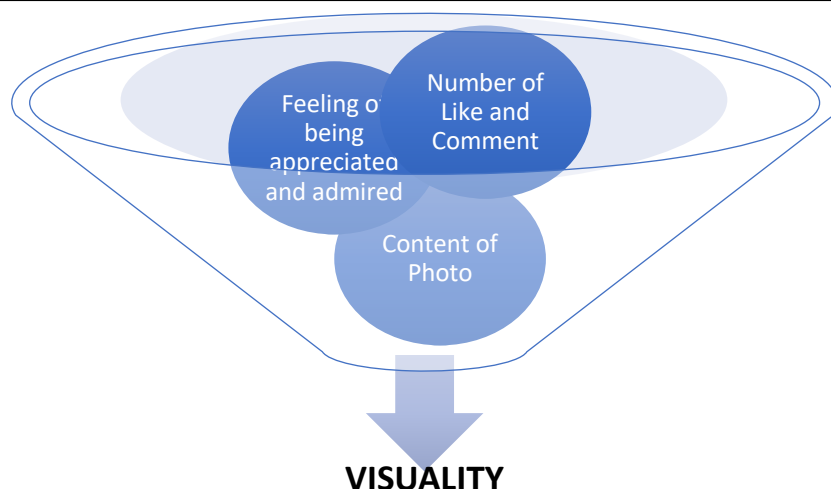


Figure 3: Core Code

Instagram is a fun platform because it is an area where happy moments and beautiful photos are shared. The reason why the Instagram is transformed into a fun platform is "consumption". The issue of how Instagram manipulates consumption habits has been tried to be narrated with "showcase" and "neighbor" metaphors.

With the emergence of globalization and the progress of mass media, it has become easier to reach needs. Instagram is a showcase of users in every way in terms of both selling hand made products and seeing the diversity before buying a product. Since the cost of opening a store is high, Instagram is also a showcase for users selling the product.

In the past, there was a desire to buy a product that was seen in the neighbor, but now a request to buy the products seen in the Instagram emerged. The binoculars at the door are not looking outside, but inside the house. However, the user decides which frame will be shown.

CONCLUSION

In this research, it was searched how some pages in Instagram, a social media tool, manipulate their consumption habits in their daily life experiences. The consumption habits of the people go to hedonic consumption with the photographs in the Instagram, and the feeling of appreciation and admiration also come to the forefront. The habitus they are in, the capital they own, and the predisposition of daily life all determine the habits of consumption within a circle.

The interviews were evaluated according to grounded theory approach. Stories were taken from the people according to the consumption practices in daily life. These stories have been analyzed according to the framework of certain themes. The research does not try to reach the definite conclusions in Turkey, but the effect on a certain group is revealed. Validity and reliability are not sought in a qualitative research and therefore this research is not concerned with generalizability. People who use Instagram turn the frame in the direction of "how they want to see themselves" or "what angle of their life they want to show". They are always in front of the stage with the position (with the self) they created in the Instagram. This self which they want to show may be related to the social, cultural and economic capital they have in their social life. For example, being a mother,

being a photographer, being a decorator, becoming a designer, being an actor, consuming an individual. These new selves give them a new habitus, a new space. People can only share every moment of what you do in your daily life. However, the location of the frame is important. While presenting frames from their daily life they may show themselves as a positive, rich, traveling person, able to get everything, having a happy family. People can throw back the social realities of life such as death, illness, poverty, unhappiness. They choose a "square" from the photos they take wherever they want to look at their lives. These chosen squares open up again a social space in the Instagram. They become involved in a particular group and rebuild their position, reproduce themselves.

Unlike true social life, they can differentiate their cultural, social, and economic capital from one another by offering them the opposite, such as "a rich individual or a high level of education." Although there is often no change in cultural and economic capital, there is a visible change in social capital.

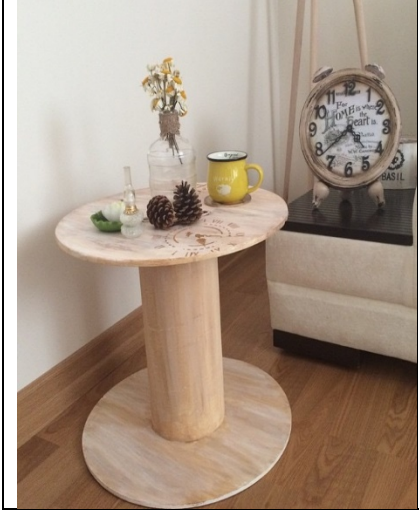
In Instagram people are involved in a particular group according to their interests. As people follow, or create their own followers, mutual communication and interactions become inevitable.

Repositioning for themselves in Instagram in this way is totally related to "tastes". People who have the same taste can form a subculture. Finally, in the survey, it was seen that people sharing photos of products they bought in Instagram affected other people's consumption. Factors affecting the consumption of people in daily life can be listed as follows: presenting products in an attractive way, playing with the colors of the photo, selling of the handmade products that are not available on the market by some pages, exchanging ideas about the product, products bought famous people, taking the most like of a photo of a product. It has been revealed that this consumption takes place outside of a necessity and that people feel happiness, pleasure and joy within these factors. Another effect of these factors is that they distract people from their social reality and cause them to become alienated from their own lives.

Photos



P2, likes sewing too much. Currently she shares photographs of the places she is visiting. Previously, she sold his own pillow, bag, decorative objects through Instagram.



P1's own self-made coffee table and clock, cup bought through Instagram
P1, is interested in decoration and decorates her house with her hand made products. This photo has become the first in the decoration contest organized by a magazine.



P9 presents its own made-up cloth babies in a specific concept to receive more appreciation and orders. Like Christmas and autumn dolls.
Because the light is better in front of the window, she shoots photographs of the babies there. She told that she offered her photographs by combining them with small objects.



P13 is making knitting dolls. The angle the light comes in is important to make the babies appear as they are, So she is shooting in the bathroom where she thinks the light is the best.



P5 stitches and sells dolls through the Instagram. He said that the photo is very important for attracting more attention, and that he is trying to find the best daylight for it.



P6 told me that she is shooting what she was busy with at "the moment". She loves knitting very much. She is applying a composition to get more likes, Usually include small details and objects.



P6 said "that photo has autumn, there is a little girl here on the bag. This is the composition of my photo. If I did not have this bag, my photo would not get more than 90 likes. I tore something small put it down the side. I add color to the photo with tiny details. I bought".

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