

USES AND GRATIFICATIONS OF POSTING PICTURES ON SOCIAL MEDIA: A CASE OF FACEBOOK, WHATSAPP, INSTAGRAM AND SNAPCHAT

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ABSTRACT

Social media offer platforms where users can convey information by posting pictures or comment on pictures others upload. Motivated to find out the motives social media users indulge in uploading photos; an online survey was conducted on 381 respondents using four social media platforms namely; Facebook, WhatsApp, Instagram and Snapchat. The objective was to determine the underlying motives users upload pictures on social media platforms. The study was anchored on Uses and Gratifications theory. Some of the study's prominent findings are: the most preferred social media platform for posting pictures by users is WhatsApp; the rationale is to inspire people, make people laugh, and express feelings or emotion. Findings also show that the most prevalent challenge users encounter while posting pictures on social media is poor network. The study recommends that those in business activities and in institutions of learning should use WhatsApp to interact with a large number of users through deployment of info-graphics. In addition, Internet service providers should strategically erect and maintain telecommunication to ensure uninterrupted network for sharing pictures online by users.

Keywords: *Motivations, photo sharing, social media, uses and gratifications; web-based technology*

INTRODUCTION

In today's information sharing environment, social media have assumed almost an unrivaled status. They enormously influence how people behave individually and collectively. Relationships at home, in the workplace, as well as in educational institutions have been re-defined and shaped so much that individuals can even share their everyday life with whomever they wish. With the emergence of Internet and social media that have democratised human interaction, a preponderance of users has been attracted to the new inventions. Attesting to this, Weisgerber and Butler (2010) as cited in Alhassan (2016) noted that social media have revolutionised the way people interact, the way they communicate, and even the way they think. The import and the heightened use of social media is amplified by Arens (2021) that throughout 2020 and into 2021, social media became more important

than ever a way for people to maintain instantaneous connection, find new trends and hobbies and stay up-to-date on current events. People generally use social media as ideal platforms for sharing interests and promoting social interaction amongst various groups having common thoughts on a particular issue (Yen, 2017). But it is not an understatement that social media which have become a mainstream activity and a major mode of communication has young adults as avid users.

While it is established that use of social media in technologically advanced countries like United States of America, Europe and some Asian countries is high, less developed nations are also briskly integrating social media in their communication architecture. As Ezeah, Asogwa and Obiorah (2013) have buttressed, the use of social media as channels of communication is a growing trend in Nigeria now, like in virtually all parts of the globe. Among the various ways social media users utilise are by sharing pictures or images as literature shows. For example, Dutton, Grant and Groselj (2013) have reported that engagement around photos has become the most popular leisure activity on the Internet, superseding listening to music, downloading music, playing games and watching videos.

The ascendancy of personal photography to limelight, according to Van House (2011) is a function of certain attributes it possesses. Affordability, ease of use, better imaging quality, ubiquity of devices is responsible for this. Since pictures or images have a variety of features such as tagging friends, sharing with others or place check-in, an increasing number of users have the penchant to post photos rather than written words on social networks.

STATEMENT OF THE PROBLEM

The advent of social media facilitates online sharing of information including pictures. Even as research demonstrates that social media platforms support posting of various pictures, the usage and gratifications vary considerably among the users (see Smock, Ellison, Lampe, & Wohn, 2011). Related studies dwell on understanding the gratifications individuals seek and gain from specific activities (see Sheldon, Antony & Ware (2021); Smock, Ellison, Lampe, & Wohn, 2011). Despite the fact that online photo sharing is an exceedingly popular activity (Madden, Lenhart, Duggan, Cortesi & Gasser, 2013), understanding the reasons and motivations behind photo sharing has been limited in Nigeria. More precisely, inquiry into users' motivations for sharing photos on social media has not accorded optimal attention (Eftekhar, Fullwood, & Morris, 2014). This is particular in Nigeria, one of the developing countries where Internet connectivity is irregular and social media users are only being briskly adapting to the new invention to seek gratifications. Against this backdrop, this study seeks to inquire into the motivations for posting pictures on social media by users. Consequently, the study is based on the following five research questions:

- i. What are the most frequently used social media platforms for sharing pictures by users?
- ii. How frequently do users share photos on social media platforms?
- iii. What are the gratifications sought by social media users from photo sharing?
- iv. To what extent are social media users' gratifications for photo sharing associated with gender?
- v. What challenges do social media users face when engaging in photo sharing activities on social media platforms?

LITERATURE REVIEW

Social Media

Social media have been differently defined by different scholars and researchers. For the purpose of this study, social media are construed as amalgam of technologies that facilitate social interaction by people across boundaries, time and space. Kietzmann, Silvestre, McCarthy and Pitt (2012) defined social media as the means that employs mobile and web-based technology to create highly interactive platforms which individuals and community share, co-create, discuss and modifies user-generated content. Central to this definition is the idea that social media involve technologies which enhance sharing of items with people with whom individuals associate with so as to sustain their relationship. These technologies include: blogs, wikis, media (audio, photo, video, text) sharing tools, networking platforms (including Facebook), and virtual worlds (Bryer & Zavattaro, 2011).

The most popular and commonly known social media platforms in the Western world are Facebook, WhatsApp, Twitter, Instagram, Snapchat, YouTube, and Google (Alexa 2017). Incidentally, these social media platforms are similarly used on large scale in Nigeria and Africa in general. Giving perspective on the social media use in Africa, Statcounter (2019) has posited that in Africa, over 76% of social media users made use of Facebook and Instagram while other social media platforms like Twitter, Google+ accounted for the remaining percentage.

Digital Photo Sharing

A convincing and self-explanatory definition of digital photo sharing is that advanced by Hunt and Langstedt (2014), who conceived digital photo sharing as a form of visual communication that involves sending images on a mobile device, posting photographs online, or even capturing images for intrapersonal communication or co-viewing. Even as sharing of pictures have been age-long habit or practice of mankind the character it assumes nowadays subordinates previous usage. The emergence and proliferation of cheap digital cameras and high-spec camera phones specifically developed for uploading and sharing have redefined the way users of digital photography share pictures. Users freely share pictures on social media platforms depending on motives and gratifications they wish to obtain. This probably informs the scholarly conclusion that sharing photos on social media platforms has turned up as one of the most essential and commonly used features (Madden, Lenhart, Cortesis, Gasser, Duggan, Smith, & Beaton, 2013).

Link between Uses and Gratifications Theory and posting of pictures

The main assumption of uses and gratifications theory (U>) can be located from writings of its formulators, which is how different individuals constantly consume a number of different media to gratify certain needs, the reasons or motives behind the needs and the eventual consequences subsequent to the needs, motives and behaviour (Katz, Blumer & Gurevitch, 1974). Inferentially, media consumers are not passive. Users deliberately select which messages they are to be exposed to. Originally, the theory was conceived with conventional mass media and later, interpersonal communication in mind. Feaster (2009) as cited in Oloo (2013) has elaborated that uses and gratification approach was classically used for study of mass communication media and more recently for interpersonal communication media (e.g., telephone, email, instant messaging or interpersonal media). The approach aims at explaining media use patterns for individuals by determining the needs or motivations that

lead to media use. The centrality of uses and gratifications theory in some academic researchers can be seen in a study by Sheetz, Kavanaugh, Skandrani and Fox (2021).

Essentially, users of media are motivated by two different types of gratifications; gratifications sought and gratifications obtained. Gratifications sought refer to users' 'expectations of the types of gratifications they would get from using media. Gratifications obtained on the other hand refer to the needs satisfied by media use. With the advent of social media that expands media ecology, there is a corresponding expansion in avenues for users to seek gratifications. Thus, the keen interest in use of social media that is overwhelmingly relegating conventional media in terms of use and gratifications sought make choice of the theory for this study apt.

Review of pertinent empirical studies

The urge and need for media users to share pictures on social media platforms has become a dominant feature of media use. Fundamentally, social media users share photos to achieve certain objectives which Nov, Naaman and Ye (2010) categorise as intrinsic, as well as extrinsic needs. Intrinsic needs refer to basic things people require and the opposite is the case with extrinsic needs. Sharing photos online can help people in fulfilling their social interaction needs, such as self-expression, self-presentation, communicating, and maintaining and nurturing social relationships (Oeldorf-Hirsch & Sundar, 2010). Provoked by the need to investigate on why social media users share pictures, several researchers have differently carried out studies to unravel the rationale as can be seen in few of the following researches.

An empirical study conducted by Malik, Aqdas, Dhir, Amandeep, Nieminen and Marko (2015), involved a cross-sectional survey on Webropol (a web-based service) of 368 respondents who contributed to determining the gratifications of Facebook-based photo sharing. A total of six photo sharing gratifications were identified, namely: Affection (AF), Attention seeking (AS), Disclosure (DE), Habitual pastime (HP), Information sharing (IS) and Social influence (SI). The study was able to show that older SNS users tended to utilise photo sharing as means to disclose and achieve social influence gratification. The study also did not find any significant relationship between age and the rest of the photo sharing gratifications. The study also found that users, who share photos on Facebook for fulfilling habit and information sharing gratifications tend to share a fewer number of photos.

In attempt to understand the motives and topics of interest of Instagram users, Huang and Su (2018) conducted a study using online questionnaire as instrument of data collection. Centred on Instagram, the objective was to find out posts, particularly for the sake of social interactions and diversion. Result showed that the level of agreement expressed in creating Instagram posts was lower, which demonstrates that Instagram's emphasis on visual communication is widely accepted by the cyber-psychology needs of young people in social communication.

Another study was undertaken by Zhao, Jiang, Weng, He, Lim, Yan and Li (2011). Focus of the study was on people living in Hong Kong from different occupations. Among the respondents, 72% of the participants were aged between 21-30 years of age. Finding showed that respondents were able to determine the gratifications of Facebook usage based on the UGT. Unlike other studies, emotional support emerged as a gratification in this study.

In order to investigate motivations why students share pictures on social media, Gunel (2010) came up with seven motivational dimensions in a research. The result of this study has similarities with the results of other researchers' studies. However, it differentiates from

other studies with the narcissism and self-expression dimension which came up as the highest motivational factor.

A study conducted by Sheldon, Antony and Ware (2021), focuses on how a uses and gratifications framework applies to older users of Facebook and Instagram, including the relationship to contextual age. To achieve this aim, a survey of 414 Baby Boomers and Traditionalists was conducted in the Fall of 2019. The results revealed that older adults rely on Facebook and Instagram to compensate for the lack of social activity and face-to-face interactions in their daily lives. In addition, the older adults' life satisfaction was a negative predictor of using these sites for companionship and diversion. The study recommends further research to explore how other personality traits and social situations might influence older individuals use of social media.

On his part, Oloo (2013) examined the uses and gratifications of university students when they use Instagram and the interpersonal communications motives that drive them as well as the correlation between the interpersonal communication needs of users of Instagram and the various motives behind their interaction with the social networking site and the motives they have when sharing photos on SNS. The Participants in the study were selected through non-probability snow-ball sampling technique for the study and they were selected from the Instagram contacts of the researcher as well as from various social networking sites like Facebook, through an online survey. Data was collected, analysed and presented using bar graphs and statistical tables. The result of the study indicated that there is a strong inclination to online interaction by university students due to the amount of time they spend on the internet and on mobile devices.

METHODOLOGY

This study adopted survey method using online questionnaire via google form to collect data. The e-questionnaire was configured such that the moment the target sample was attained; subsequent submissions were not accepted. The questionnaire was made up of four sections: Section A: Demographic variables; Section B: Frequency of posting pictures on social media; Section C: Uses and Gratifications of posting pictures on Facebook, Instagram, WhatsApp and Snapchat; Section D: challenges faced when engaging in photo sharing on social media platforms. Data was collected using nominal levels and ordinal levels measured on 4-point Likert scales. The validity of this research instrument was achieved through face validity while reliability was ensured through pilot study with 40 respondents prior to the actual and final data collection using Cronbach's alpha coefficient with the result of between (.603 to .840) as shown on table 1. Ary (2006) asserted that an instrument must have a Cronbach's value of 0.7 or above to be considered adequate, consistent and reliable for the use of the general sample size which was 381 in this study. The 381 sample size was determined based on foundation of the social sciences tradition that allows for a 95% confidence level benchmark (Krejcie & Morgan, 1970). Population of the study was young people in Nigeria, who are users of the four social media platforms purposively selected. The population is a combination of members with similar characteristics where the sample is picked from in the belief that generalisations can be made. Nigerian young people possess the characteristics of being avid users of social media that potentially post pictures on social media.

Table 1: Result of Reliability Test

Variables	No of items	Reliability Test		Final	
		Pilot study			
		N	Alpha	N	Alpha
Motives for posting pictures on social media	20	40	.840	381	.755
Challenges faced when posting pictures on social media	6	40	.603	381	.712

Data collection took place between 10th May, 2019 and 23rd May, 2019. The completed e-copies of questionnaire were analysed descriptively and inferentially using the Statistical Package for Social Sciences (SPSS) version 21. The descriptive statistics employed were frequency, percentage, mean and standard deviation and the inferential statistics employed was correlation.

RESULTS

All the 381 copies of the questionnaire were analysed and presented beginning with the demographic characteristics of respondents which were age, gender, religion, and occupation. Accordingly, the age range of respondents in this study is between 16 and 35 ($M=1.75$; $SD=0.69$). When the age was recorded into categories, respondents between 21 and 25 constituted the majority who accounted for half (50.7%) of the total respondents. In the case of gender, the female respondents totaled 50.1% of the entire respondents in the study while the males accounted for 49.9%. To a large extent, this shows a balance in the gender of the respondents. On religion, there were more Muslims, who accounted for 50.4% compared to Christian and other religions. Occupationally, most of the respondents were undergraduates who accounted for almost half of the entire respondents (42.0%). The least were the unemployed who accounted for 4.7% of the entire respondents.

Table 2: Respondents' Demographic Profile

Demographic profile	Frequency	Percentage
Age		
16-20 years	145	38.1
21-25 years	193	50.7
26-30 years	38	10.0
31-35 years	5	1.3
Total ($M=1.75$, $SD=.685$)	381	100.0
Gender		
Male	190	49.9
Female	191	50.1
Total ($M=1.50$, $SD=.501$)	381	100.0
Religion		
Christianity	185	48.6
Islam	192	50.4
Others	4	1.0
Total ($M=1.52$, $SD=.521$)	381	100.0
Occupation		
Private Business	26	6.8
Civil Service	101	26.5
Public Service	76	19.9
Schooling	160	42.0
Unemployed	18	4.7
Total ($M=3.17$, $SD=1.084$)	381	100.0

Analysis of Research Questions

RQ1: What are the most frequently used social media platforms for sharing pictures by users?

Table 3: Social Media Use

Social media	Frequency	Percentage
Facebook	68	17.8
Instagram	56	14.7
WhatsApp	245	64.3
Snapchat	12	3.1
Total (M=2.53, SD=.819)	381	100.0

Table 3 indicates that WhatsApp is the most frequently used social media platform for posting pictures with 64.3% respondents while Snapchat is the least used social media platform for posting pictures with 3.1%.

RQ 2: How often do social media users share photos on social media platforms?

Table 4 shows the frequency of posting pictures on the various social media platforms. For Facebook, 33.3% respondents post pictures occasionally and 37.0% respondents rarely post pictures. On Instagram, 33.9% each rarely or occasionally post pictures. On WhatsApp, 63.0% often post pictures, 29.1% respondents post pictures occasionally. On Snapchat, 25.5% respondents rarely post pictures and 51.2% respondents do not post pictures on the platform. Hence, social media users post pictures occasionally on social media (M=2.3, SD=.89, Overall %=57.5%).

Table 4: Frequency of Posting Pictures on Social Media

Frequency of posting pictures	Frequency	Percentage
How often do you post pictures on Facebook		
Often	113	30
Occasionally	127	33.3
Rarely	141	37.0
Total	381	100.0
How often do you post pictures on Instagram		
Often	123	32.2
Occasionally	129	34.0
Rarely	129	34.0
Total	381	100.0
How often do you post pictures on WhatsApp		
Often	240	63.0
Occasionally	111	29.1
Rarely	30	8.0
Total	381	100.0
How often do you post pictures on Snapchat		
Often	53	13.9
Occasionally	36	9.4
Rarely	97	25.5
Never	195	51.2
Total (M=2.3, SD=.89, Overall=57.5%)	381	100.0

*Scale: 1= Often (1-25%), 2= Occasionally (26-50%), 3= Rarely (51-75%), 4= Never (76-100%)

RQ 3: What are the gratifications sought by social media users from photo sharing?

Table 5 explains the various motives or gratifications sought from posting pictures on social media by users. According to the result sharing academic related visual news emerged as the main motive with the highest agreement (M=3.35, SD=.70, Overall %=83.75) while the motive getting back at someone or retaliating as well as selling product(s) and service(s) emerged as the motives with the least agreement (M=2.34, SD=1.07, Overall%=58.5).

Table 5: Motives for Posting Pictures on Social Media

Motives for posting pictures on social media	Level of agreement				M	SD	Overall (%)
	1	2	3	4			
To sell product(s) and service(s)	26.8	31.5	23.1	18.6	2.34	1.07	58.5
To make people laugh	7.3	9.7	44.6	38.3	3.14	.87	78.5
To make people know about an event	5.2	26.8	45.4	22.6	2.85	.83	71.25
To mimic someone	12.3	34.6	38.3	14.7	2.55	.89	63.75
To make people know about an event or occasion	11.5	19.2	40.9	28.3	2.86	.96	71.5
To share academic related visual news	2.6	5.2	46.7	45.4	3.35	.70	83.75
To update people about happenings in the society	10.8	28.9	43.8	16.5	2.66	.88	66.5
To make people know you are still socially active/ alive	9.7	19.9	45.9	24.4	2.85	.90	71.25
To campaign	13.9	37.5	33.6	15.0	2.50	.91	62.5
To create awareness about friends or family about special occasion	15.0	19.9	35.2	29.9	2.80	1.03	70
To contest for beauty shows, political positions, photography competitions, etc.	5.8	22.8	44.1	27.3	2.93	.85	73.25
To motivate or inspire people	.5	4.7	61.7	33.1	3.27	.57	81.75
To express one's feeling/ emotion	2.6	13.4	55.6	28.3	3.10	.72	77.5
To seek advice	7.9	17.8	54.3	19.9	2.86	.82	71.5
To seek attention	19.4	28.3	31.8	20.5	2.53	1.02	63.25
To get back at someone or retaliate	26.8	31.5	23.1	18.6	2.34	1.07	58.5
To store pictures	7.3	9.7	44.6	38.3	3.14	.87	78.5
To promote cultural heritage	5.2	26.8	45.4	22.6	2.85	.83	71.25
To appreciate the food	12.3	34.6	38.3	14.7	2.55	.89	63.75
To replicate dress pattern, style of clothing, Picture postures, hairstyles, accessories like wrist watches, hair styles, food delicacy, word of wisdom, etc.	11.5	19.2	40.9	28.3	2.86	.96	71.5
Total					2.82	0.88	70.4

*Scale: 1=strongly disagree (1-25%), 2=disagree (26-50%), 3=agree (51-75%), 4= strongly agree (76-100%)

RQ 4: To what extent are social media users' gratifications for photo sharing associated with gender?**Table 6 Relationship of Gender with Photo Sharing Gratifications**

Variables	N	r	p
Gender	381	-.126	0.14
Photo sharing Gratifications	381	-.126	0.1

*correlation is significant at 0.05

In analyzing, the relationship between gender and photo sharing gratifications among users, correlation was adopted to check the relationship between the variables as represented in table 6. The correlation shows that there is no significant relationship between the two constructs and it is also negatively low ($r = -.126$, $p = .014$). Hence the relationship of gender with photo sharing gratifications is not significant.

RQ 5: What challenges do social media users faced when engaging in photo sharing activities on social media platforms?

Table 7 shows poor network constraints ($M=3.35$, $SD=.701$, Overall %=83.75) as the major challenge while lack of user friendliness on the part of the platform ($M=2.50$, $SD=.91$, Overall %=62.5) emerged as the least challenge.

Table 7 Challenges users Face while Sharing Photos on Social Media

Challenges faced when posting pictures	Level of agreement				M	SD	Overall (%)
	1	2	3	4			
Poor network constraints	2.6	5.2	46.7	45.4	3.35	.70	83.75
Criticism from others	10.8	28.9	43.8	16.5	2.66	.88	66.5
Dilemma of appropriate filter to use for pictures	9.7	19.9	45.9	24.4	2.85	.90	71.25
Lack of user friendliness on the part of the platform	13.9	37.5	33.6	15.0	2.50	.91	62.5
High data consumption when uploading pictures	15.0	19.9	35.2	70.1	2.80	1.03	70
Dilemma of updating trending pictures	5.8	22.8	44.1	27.3	2.93	.85	73.25
Total					2.85	.88	71.23

*Scale: 1=strongly disagree (1-25%), 2=disagree (26-50%), 3=agree (51-75%), 4= strongly agree (76-100%)

DISCUSSION OF FINDINGS

It is common knowledge that uses and gratifications theoretically posit that media users are goal-oriented and they play an active role in selecting and using the media in the best way to fulfill their individual needs. Results emerged from data is revealing. One of the key findings of this study shows that WhatsApp is the most frequently used social media platform for posting pictures followed by Facebook, while Snapchat is the least used social media platform for posting pictures. This is consistent with what Karapanos (2016) has reported that when comparing intensity of social media use between WhatsApp and Facebook in satisfying experience, WhatsApp has the higher intensity of use. Dominance of use of WhatsApp cannot be divorced from its acclaimed unique features. It is simple interface, interactive design that supports voice and video calling, and the sending and receiving of many different types of media such as text, photos, videos, and documents. It also provides the ability to create stories as social media applications. Users share instant messages and multimedia files for free, and more interestingly, can talk for free without limits on the platform.

Given that use of social media has become an inextricable practice of users' existence, their regularity of usage is constant though in disproportionate level when juxtaposed with the four social media platforms. Table 3 is incisive on this as data show that, while some users occasionally post photos, others rarely upload photos. Specifically, in the case of Snapchat, a large percentage indicates that they never post pictures on the platform despite its unique features that enable users to easily draw on top of photos, and add text to photos before sending them as well as send edited pictures while on a call (Tillman & Betters, 2019). Likely reasons users are indisposed to uploading pictures on Snapchat are advanced by Marko (2017) to include the inability to comment or like photos or videos on Snapchat unlike other social media like Facebook and Instagram. In addition, Snapchat is only on iPhone and Android app. It does not work on Windows mobile, Blackberry, or Linux thereby limiting the means of reaching target audience. But the general implication of inequitable use of social media platforms is probably due to their varying features.

Equally important, is gratifications users gain from uploading pictures on the social media platforms. Literature convinces readership that social media users seek intrinsic and

extrinsic gratifications as they post pictures. Some of these gratifications are to make people laugh, pass time, update people about current events, remind other users that they are still active on the platform, or merely seek attention. In spite of all these, the data on table 5 indicate that sharing academic related visual news emerged as the main motive with the highest agreement while the motive of getting back at someone or retaliating as well as selling product(s) and service(s) with the least agreement. This contradicts findings by Quan-Haase and Young-in (2010), whose uses and gratifications on social media study and their number one factor for use was "pass time." Much as the major findings of this study may be incongruous to outcomes of some existing empirical studies, one thing is certain. The results strengthen the tenets of uses and gratifications theory which Katz, Blumer and Gurevitch (1974) were emphatic on its bedrock that different individuals constantly consume a number of different media to gratify some certain needs (not all *emphasis ours*), the reasons or motives behind the needs and the eventual consequences subsequent to the needs, motives and behaviour.

Naturally, gender is polarised on the basis of biological features that categorise one as male or female. The divergence in experience and feelings manifests also in the quantum of social media use by males or females. However, there is possibility for opinion convergence in some cases as findings of this study show. Based on table 6, there is no significant relationship between the two constructs and it is also negative. This contradicts findings by Gapsiso and Kolo (2011), which show that more females use social media than their male counterpart suggestive that women appear to be attracted to the platform particularly to the various chat room that enable them communicate with their friends, and exchange pictures and videos.

Against the backdrop that no invention or practice go unchallenged, the study went further to find out the likely factors that undermine posting of pictures on social media platforms. A major factor is poor network while lack of user friendliness on the part of the platform emerged as the least chosen challenge. This finding corroborates that of Gapsiso and Kolo (2011) which showed that in addition to poor network connection, social media users are also constrained by inadequate power supply and high cost of data. These problems, as a matter of reality, have become recurring decimal in Nigerian media climate. Use of Internet requires huge investment. This is almost always lacking in Nigeria.

CONCLUSION AND RECOMMENDATIONS

The conclusion drawn from the study is that users use different social media platforms disproportionately and derive varying degree of gratifications. Of prime gratifications are to motivate or inspire people, make people laugh, as well as express feelings or emotions. Based on the findings and conclusion of this study, the following recommendations are made:

While social media users are encouraged to continually use WhatsApp as findings suggest, users should explore other platforms especially Snapchat in uploading pictures based on its capacity for users to also share information with relative ease. This recommendation is based on the findings that Snapchat is the least used social media platform in uploading pictures.

Even as motivations users seek vary leading to downplaying of certain gratifications they seek, it is hereby recommended that users should not feel aggrieved to the extent of stopping upload of pictures simply because some gratifications they seek are not satisfied.

After all, there is likelihood that every picture posted elicit one form of gratification or the other. Key stakeholders like institutions of learning, government ministries and agencies

as well as businesses should utilize social media offerings to reach out to a large number of social media users using info-graphics to share information.

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