WHAT GENERATES INSTAGRAM LIKES?

**Research and Theory Behind The Questions**

*Selfie culture*

We wanted to explore in detail what it is that encourages people to like people Instagram pictures, to see how much with links to the online narcissism; are the likes generated by looks, materialism or sheer moral support from followers. Each question covers the topics of the main three factors we have narrowed down by a rating scale, tick boxes and writing space.

**Purpose of Survey**

The reasoning behind the survey is to help us research and analyse the in-depth study behind Instagram likes and what is the main encouragement and reason to like a picture. By asking 25 students, male and female, ageing between 20-23 this gives us a clear indication of the thought and output of this millennial generation.

**First Survey**

- **Would you like this photo?**
  - YES - 6/7
  - NO - 2/4
  - UNSURE - 5/1

- **Rate the persons looks**
  - 78%
  - 81%
  - 52%
  - 55%

- **Rate the persons clothes**
  - 78%

- **Rate the background**
  - Females rated an average of 25% for the background.

- **What do you like about this photo?**
  - Body
  - Hair
  - Smile
  - Clothing
  - Cheetah
  - Print

- **What do you dislike about this photo?**
  - Body
  - Hair
  - Lighting
  - Smile
  - Background

**Second Survey**

- **Would you like this photo?**
  - YES - 6/4
  - NO - 4/3
  - UNSURE - 3/1

- **Rate the background**
  - 64%
  - 65%

- **Rate the persons looks**
  - 55%

- **Rate the persons clothes**
  - 49%

- **Rate the hairstyle**

**Third Survey**

- **Would you like this photo?**
  - YES - 8/1
  - NO - 5/4
  - UNSURE - 0/7

- **Rate the background**
  - 68%
  - 70%

- **Rate the persons looks**
  - 40%

- **Rate the persons clothes**
  - 29%

- **What do you like about this photo?**
  - Smile
  - Teeth
  - Looks

- **What do you dislike about this photo?**
  - Hands
  - Hands
  - Clothes

- **Rate the background**
  - Eyes
  - Nothing

- **Rate the background**
  - Ear Piercing
  - Flash
  - Nothing

**Male Feedback**

**Female Feedback**