CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Instagram is a source of information and promotion that is in the form of photos. The data that has been gathered in this research has been tested by the validity and reliability test using SPSS software for windows. Doing the validity test is a way to know respondents' understanding towards questions in the questionnaire. Meanwhile, doing the reliability test is to know how relative the assessment is for each variable.

This research has 52 respondents from the Faculty of Language and Arts 2014 as data. There are validity and reliability test results from 52 respondents as sampling data. The validity and reliability test results from all of the sampling data have valid and reliable value. The data is valid when the score of *Corrected Item-Total Correlation* ($r_{counting}$) is more than $r_{table(0.05, df=100-2)}$, score $r_{table(0.05, df=100-2)}$ of 0.2738 and data is reliable when *Cronbach's Alpha* is more than 0,61. The following is the reliable value of the data (see table overleaf).

Table 1:

The score for validity and reliability of the popularity of *Instagram*

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
I know *Instagram* as photo sharing application	0.480	
I think *Instagram* is one of the great photo sharing application recently	0.640	
I think *Instagram* is an interesting and popular application	0.698	
I think *Instagram* is easy to use and more interesting than *facebook*'s photo sharing function	0.616	
I share at least a photo on *Instagram* every day	0.294	
I am satisfied with the features and interface design of *Instagram*	0.507	
The main reason that I want to use *Instagram* is because friends have and I have	0.526	
The main reason that I want to use *Instagram* to interact with others	0.638	
I often visit *Instagram* every day	0.650	

I love to use *Instagram* because I love to take photos in daily life	0.641	
I think *Instagram* is more popular than *facebook* recently	0.681	
Instagram is beneficial for me in the field of education	0.102	
Instagram is the wastage of time for me	0.277	
Instagram is necessary for students nowadays	0.382	
Instagram is affecting negatively on study of students	0.234	
Instagram promotes unethical pictures and videos among students	0.479	
Useless pictures or videos creates ambiguity and confusion in the mind of students	0.503	
Instagram is becoming a hobby of students to kill the time	0.441	0.881
Instagram is the source to get knowledge and information	0.493	
Instagram is a facilitator to advertise and search business for students	0.496	
Instagram is creating awareness among students for new trends	0.395	
Instagram is useful to connect the people all over the world	0.483	

Use of *Instagram* affects indirectly on play grounds and physical activities in students	0.267	
Instagram is essential for students to get learning and skills	0.376	

Here it is found that the question of the popular of *Instagram* is valid for this research, because the score of validity is more than 0.2738 and the data is also reliable because the score of reliability is more than 0.61. There are only 5 out of the 24 questions made that are not supported. So, based on the total, 0,79 or 79% of the questions supported this research.

Questions number 1, 19, 20, 21 and 22 show that the questions supported the research that *Instagram* is the source of info and promotion because the mean score is more than 3. While questions number 2, 3, 5, 7, 9 and 11 show the popularity of *Instagram*. Only one question does not support that the *Instagram* is popular, which is number 5 because the mean score is less than 3. Meanwhile, *Instagram* is about satisfaction as shown in questions number 6, 10, 13 and 18. The question support that *Instagram* is satisfying except the question number 13 when the mean score is less than 3. *Instagram* also have benefit and non benefit in number 8, 12, 14, 24, 15, 16, 17 and 23. For question 12, 24 and 15, the mean is less than 3, so those questions do not support that *Instagram* is beneficial. The last question, number 4 is that *Instagram* is easy, the mean score of the statement is more than 3, so the question supports the research about *Instagram*.

There were a number of questions asked to respondents via the questionnaire given. Table 1 to 5 explain the questionnaire numbers 1, 19, 20, 21 and 22 that shows how the respondents assumed that *Instagram* was the source of information and promotion. From 52 respondents, it is found that 49 respondents or 94.2% of the respondents know *Instagram* as an application for photo sharing, whereas 3.8% of the respondents do not know anything about it. This information is shown in table 2 below.

Table 2. *Instagram* is a photo sharing application

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is a photo sharing application	Strongly Disagree	1	1.9	1.9	1.9	4.50
	Disagree	1	1.9	1.9	3.8	
	Neutral	1	1.9	1.9	5.8	
	Agree	17	32.7	32.7	38.5	
	Strongly Agree	32	61.5	61.5	100.00	
	Total Response	52	100.0	100.0		

There are 61.5% of the respondents that strongly agree, and 32.7% of the respondent that agree, 1.9% of respondents are neutral about the statement, 1.9% disagree and 1.9% strongly disagree with the statement. In this research, it is found that the mean score is 4.50 (from the minimum 3), so it shows that the respondents support the statement.

Question number nineteen is about *Instagram* as the source to get knowledge and information. The following table, table 3 shows the result of the answers:

Table 3. *Instagram* is the source to get knowledge and information

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is the source to get knowledge and information	Strongly Disagree	4	7.7	7.7	7.7	
	Disagree	1	1.9	1.9	9.6	
	Neutral	22	42.3	42.3	51.9	3.37
	Agree	22	42.3	42.3	94.2	
	Strongly Agree	3	5.8	5.8	100.00	
	Total Response	52	100.0	100.0		

Here it is seen that 42.3% of the respondents agree and 5.8% of the respondents responded strongly agree. While 42.3% of respondents are neutral about the statement, 1.9% disagree and 7.7% respondents strongly disagree with the statement. The mean score is 3.37, so, this shows that most respondents consider *Instagram* as a medium to get knowledge and new information. Question twenty is about *Instagram* as a tool of facilitator to advertise and search business for students. In table 4, it shows 46.2% of the respondents strongly agree, 40.4% of the respondents responded agree, while 7.7% of respondents are neutral about the statement, 5.8% of the

respondents strongly disagree and 0% disagree with the statement. In this question, the mean score is 4.21, it means that respondents agree that *Instagram* is a facilitator to advertise and search business for students (see below).

Table 4. *Instagram* is a facilitator to advertise and search business for students

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is a facilitator to advertise and search business for students	Strongly Disagree	3	5.8	5.8	5.8	4.21
	Disagree	0	0	0	0	
	Neutral	4	7.7	7.7	13.5	
	Agree	21	40.4	40.4	53.8	
	Strongly Agree	24	46.2	46.2	100.00	
	Total Response	52	100.0	100.0		

Question number twenty one is whether *Instagram* is creating awareness among students for new trends. The following table, table 5 shows the result of the answers that is 46.2% of respondents agree and 15.4% strongly agree. While 30.8% of respondents are neutral about the statement, 5.8% respondents strongly disagree, and 1.9% disagree. The mean score is 3.63, so it means that respondents agree that *Instagram* is creating awareness among students for new trends (see overleaf).

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Table. 5 *Instagram* is creating awareness among students for new trends

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is creating awareness among students for new trends	Strongly Disagree	3	5.8	5.8	5.8	3.63
	Disagree	1	1.9	1.9	7.7	
	Neutral	16	30.8	30.8	38.5	
	Agree	24	46.2	46.2	84.6	
	Strongly Agree	8	15.4	15.4	100.0	
	Total Response	52	100.0	100.0		

The next table for question number 22 shows that *Instagram* is useful to connect people from all over the world. The following table, table 6 shows the result of the answers (see overleaf).

Table 6. *Instagram* is useful to connect people from all over the world

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is useful to connect people from over the world	Strongly Disagree	3	5.8	5.8	5.8	4.10
	Disagree	0	0	0	0	
	Neutral	5	9.6	9.6	15.4	
	Agree	25	48.1	48.1	63.5	
	Strongly Agree	19	36.5	36.5	100.00	
	Total Response	52	100.0	100.0		

Here it is seen that 48.1% of the respondents agree, and 36.5% of the respondents strongly agree. While 9.6% of respondents are neutral about the statement, 5.8% strongly disagree and 0% of respondents strongly disagree with the statement. The mean score is 4.10 which shows that respondents agree that *Instagram* is useful to connect people from all over the world.

Instagram is well-known or popular based on how respondents answer the statement shown on number 2, 3, 5, 7, 9, 11. Question two is that *Instagram* is one of the great photos sharing application. Table 7 shows that 38.5% of the respondents strongly agree, 36.5 % of the respondents agree, and 13.5% of respondents are neutral. While, 7.7% of respondents disagree, and 3.8% of respondents strongly disagree with the statement. In

this question, the mean score is 3.98, so it means that respondents agree that

Instagram is one of the great photos sharing application (see below).

Table 7. *Instagram* is one of the great photos sharing application

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is one of the great photo sharing application	Strongly Disagree	2	3.8	3.8	3.8	3.98
	Disagree	4	7.7	7.7	11.5	
	Neutral	7	13.5	13.5	25.0	
	Agree	19	36.5	36.5	61.5	
	Strongly Agree	20	38.5	38.5	100.00	
	Total Response	52	100.0	100.0		

In question number 3, the respondents were asked whether *Instagram* is an interesting and popular application. The following table, table 8 shows the result of the answers (see overleaf).

Table 8. *Instagram* is an interesting and popular application

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is an interesting application	Strongly Disagree	2	3.8	3.8	3.8	4.13
	Disagree	1	1.9	1.9	5.8	
	Neutral	7	13.5	13.5	19.2	
	Agree	20	38.5	38.5	57.7	
	Strongly Agree	22	42.3	42.3	100.00	
	Total Response	52	100.0	100.0		

Here it is seen that 42.3% of the respondents strongly agree, 38.5% of the respondents agree, while 13.5% of respondents are neutral about the statement, 1.9% of respondents disagree and 3.8% strongly disagree with the statement. The mean score is 4.13, so this shows that *Instagram* is an interesting and popular application.

Question five is about the respondents' frequency of sharing their photos on *Instagram.* In table 9, 30.8% of respondents strongly disagree, 32.7% of the respondents are neutral, and 17.3% of respondents disagree. While, 11.5% of respondents agree and 7.7% of respondents strongly agree with the statement. In this question, the mean score is 2.48, so it means that the respondents do not share a photo every day (see overleaf).

Table 9. I share at least a photo on *Instagram* every day

Statement	Response	F	%	Valid%	Cum.%	Mean
I share at least a photo on *Instagram* every day	Strongly Disagree	16	30.8	30.8	30.8	2.48
	Disagree	9	17.3	17.3	48.1	
	Neutral	17	32.7	32.7	80.8	
	Agree	6	11.5	11.5	92.3	
	Strongly Agree	4	7.7	7.7	100.00	
	Total Response	52	100.0	100.0		

Question number seven is the main reason the respondents use *Instagram* is friends have it. The following table, table 10 shows the result of the answers (see overleaf).

Table 10. The main reason that I want to use *Instagram* is because

friends have it

Statement	Response	F	%	Valid%	Cum.%	Mean
The main reason that I want to use *Instagram* is because friends have it	Strongly Disagree	2	3.8	3.8	3.8	3.58
	Disagree	7	13.5	13.5	17.3	
	Neutral	13	25.0	25.0	42.3	
	Agree	19	36.5	36.5	78.8	
	Strongly Agree	11	21.2	21.2	100.00	
	Total Response	52	100.0	100.0		

Here it is seen that 36.5% of the respondents agree, and 21.2% strongly agree. While 25.0% of respondents are neutral, 3.8% respondents strongly disagree and 13.5% disagree. The main score is 3.58, so this shows that the main reason of the respondents use *Instagram* is because friends have it.

Question nine is about the respondents visit *Instagram* every day. In table 11, 40.4% of the respondents strongly agree, 30.8% agree, while 15.4% of respondents are neutral about the statement, 7.7% disagree and 5.8% strongly disagree. In this question, the mean score is 3.92, so it means that the respondents often visit *Instagram* every day (see overleaf).

Table 11. I often visit *Instagram* every day

Statement	Response	F	%	Valid%	Cum.%	Mean
I often visit *Instagram* every day	Strongly Disagree	3	5.8	5.8	5.8	3.92
	Disagree	4	7.7	7.7	13.5	
	Neutral	8	15.4	15.4	28.8	
	Agree	16	30.8	30.8	59.6	
	Strongly Agree	21	40.4	40.4	100.00	
	Total Response	52	100.0	100.0		

Question number eleven is the respondents' opinion about *Instagram* that it is more popular than *facebook*. The following table, table 12 shows the result of the answers (see overleaf).

Table 12. *Instagram* is more popular than *facebook*

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is more popular than *facebook*	Strongly Disagree	3	5.8	5.8	5.8	3.88
	Disagree	1	1.9	1.9	7.7	
	Neutral	13	25.0	25.0	32.7	
	Agree	17	32.7	32.7	65.4	
	Strongly Agree	18	34.6	34.6	100.00	
	Total Response	52	100.0	100.0		

Here it is seen that 25.0% of the respondents are neutral about the statement, 1.9% disagree and 5.8% strongly disagree, while 32.7% of respondents agree and 34.6% strongly agree with the statement. The mean score is 3.88, so this shows that respondents agree that *Instagram* is more popular than *facebook* application.

The next analysis is about satisfaction of *Instagram*. There are number 6, 10, 13 and 18. Question six is about the satisfaction of respondents with the features and interface design of *Instagram*. In table 13, 5.8% of the respondents strongly agree and 40.4% agree, while 44.2% of respondents are neutral about the statement, 3.8% disagree and 5.8% strongly disagree. In this question, the mean score is 3.37, so it means that

the respondents are satisfied with the features and interface design of *Instagram* (see below).

Table 13. I am satisfied with the features and interface design of *Instagram*

Statement	Response	F	%	Valid%	Cum.%	Mean
I am satisfied with the features and interface design of *Instagram*	Strongly Disagree	3	5.8	5.8	5.8	
	Disagree	2	3.8	3.8	9.6	
	Neutral	23	44.2	44.2	53.8	3.37
	Agree	21	40.4	40.4	94.2	
	Strongly Agree	3	5.8	5.8	100.00	
	Total Response	52	100.0	100.0		

Question number 10 is about the satisfaction of respondents that use *Instagram* because they love to take photos in their daily life. The following table, table 14 shows the result of the answers (see overleaf).

Table 14. I love to use *Instagram* because I love to take photos in

my daily life

Statement	Response	F	%	Valid%	Cum.%	Mean
I love to use *Instagram* because I love to take photos in my daily life	Strongly Disagree	5	9.6	9.6	9.6	3.04
	Disagree	12	23.1	23.1	32.7	
	Neutral	19	36.5	36.5	69.2	
	Agree	8	15.4	15.4	84.6	
	Strongly Agree	8	15.4	15.4	100.00	
	Total Response	52	100.0	100.0		

Here it is seen that 36.5% of the respondents are neutral, 23.1 % disagree and 9.6% strongly disagree. While 15.4% of respondents agree about the statement and 15.4% strongly agree about the statement. The mean score is 3.04, so this shows that respondents are satisfied to use *Instagram* because they love to take photos in their daily life.

Question number thirteen is that *Instagram* is a waste of time for respondents. The following table, table 15 shows the result of the answers that 44.2% of respondents are neutral, 26.9% disagree, 21.2% agree, 7.7% strongly disagree about the statement, and 0% of respondents strongly agree. The mean score is 2.79, so it means that respondents do not agree that *Instagram* is a waste of time (see overleaf).

Table 15. *Instagram* is a waste of time for me

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is waste of time for me	Strongly Disagree	4	7.7	7.7	7.7	2.79
	Disagree	14	26.9	26.9	34.6	
	Neutral	23	44.2	44.2	78.8	
	Agree	11	21.2	21.2	100.0	
	Strongly Agree	0	0	0	0	
	Total Response	52	100.0	100.0		

Question eighteen is about *Instagram* becoming a hobby for students to kill the time. In table 16 the result is 63.5 % of respondents agree, 23.1% strongly agree and 7.7% are neutral. While 5.8% of respondents disagree, and 0% strongly disagree with the statement. In this question, the mean score is 4.04 so it means that the respondents agree and are satisfied with *Instagram* to kill the time if they are in boring situation or waiting for someone (see overleaf).

Table 16. *Instagram* is becoming a hobby of students to kill the time

Statement	Response	F	%	Valid%	Cum.%	Mean
	Strongly Disagree	0	0	0	0	
Instagram	Disagree	3	5.8	5.8	5.8	
is becoming	Neutral	4	7.7	7.7	13.5	
a hobby of	Agree	33	63.5	63.5	76.9	4.04
students to						
kill the time	Strongly Agree	12	23.1	23.1	100.0	
	Total Response	52	100.0	100.0		

The next part is whether *Instagram* have benefitsl and not. The benefits of *Instagram* are on question 8, 12, 14 and 24. Number eight, the main reason of respondents to use *Instagram* is to interact with others. The following table, table 17 shows the result of the answer that is 23.1% of the respondents are neutral, 5.8% of the respondents responded disagree, and 3.8% strongly disagree. While, 11.5% strongly agree and 55.8% of respondents agree with the statement. The mean score is 3.65 which means that respondents agree that *Instagram* has benefits for people to interact with others (see overleaf).

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Table 17. The main reason that I want to use *Instagram* is to interact with

others

Statement	Response	f	%	Valid%	Cum.%	Mean
The main reason that I want to use *Instagram* is to interact with others	Strongly Disagree	2	3.8	3.8	3.8	3.65
	Disagree	3	5.8	5.8	9.6	
	Neutral	12	23.1	23.1	32.7	
	Agree	29	55.8	55.8	88.5	
	Strongly Agree	6	11.5	11.5	100.0	
	Total Response	52	100.0	100.0		

The next benefits is on question twelve that *Instagram* is beneficial for respondents in the field of education. Table 18 shows that 53.8% of the respondents are neutral, 17.3% of the respondents agree and 21.2% disagree. While 1.9% of respondents strongly agree with the statement and 5.8% strongly disagree. In this question, the mean score is 2.88, so it means that respondents do not agree that *Instagram* is beneficial in the field of education (see overleaf).

Table 18. *Instagram* is beneficial for me in the field of education

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is beneficial for me in the field of education	Strongly Disagree	3	5.8	5.8	5.8	2.88
	Disagree	11	21.2	21.2	26.9	
	Neutral	28	53.8	53.8	80.8	
	Agree	9	17.3	17.3	98.1	
	Strongly Agree	1	1.9	1.9	100.0	
	Total Response	52	100.0	100.0		

Question fourteen is about the necessity of *Instagram* for students nowadays. The following table, table 19 shows the result of the answers that is 32.7% of the respondents are neutral, 38.5% of the respondents agree and 0% strongly agree. While 19.2% of respondents disagree with the statement and 9.6% strongly disagree. The mean score is 3.00, so this shows that respondents are neutral for the statement (see overleaf).

Table 19. *Instagram* is necessary for students nowadays

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is necessary for students nowadays	Strongly Disagree	5	9.6	9.6	9.6	3.00
	Disagree	10	19.2	19.2	28.8	
	Neutral	17	32.7	32.7	61.5	
	Agree	20	38.5	38.5	100.0	
	Strongly Agree	0	0	0	0	
	Total Response	52	100.0	100.0		

Question twenty four is about whether *Instagram* is essential for students to get learning and skills. In table 20, the result is 30.8 % of respondents agree, 1.9% strongly agree, while 40.4% of respondents are neutral about the statement, 17.3% disagree, and 9.6% strongly disagree. In this question, the mean score is 2.98, it means that respondents do not agree with the statement that *Instagram* is essential for students to get learning and skills (see overleaf).

Table 20. *Instagram* is essential for students to get learning and skills

Statement	Response	f	%	Valid%	Cum.%	Mean
Instagram is essential for students to get learning and skills	Strongly Disagree	5	9.6	9.6	9.6	2.98
	Disagree	9	17.3	17.3	26.9	
	Neutral	21	40.4	40.4	67.3	
	Agree	16	30.8	30.8	98.1	
	Strongly Agree	1	1.9	1.9	100.0	
	Total Response	52	100.0	100.0		

The next question is about *Instagram'*s non benefit; number 15, 16, 17 and 23. Table 21 shows the result of question fifteen, *Instagram* is affecting negatively on the study of students, the answer that is 13.5% of respondents agree and 0% strongly agree. While 53.8% of respondents are neutral about the statement, 15.4% strongly disagree, and 17.3% disagree. The mean score is 2.65, so it means that *Instagram* do not affect negatively on the study of students (see overleaf).

Table. 21 *Instagram* is affecting negatively on the study of students

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is affecting negatively on the study of students	Strongly Disagree	8	15.4	15.4	15.4	2.65
	Disagree	9	17.3	17.3	32.7	
	Neutral	28	53.8	53.8	86.5	
	Agree	7	13.5	13.5	100.0	
	Strongly Agree	0	0	0		
	Total Response	52	100.0	100.0		

Question sixteen is whether *Instagram* promotes unethical pictures and videos among students. In table 22, the result is 9.6% of respondents strongly agree and 30.8% agree. While 38.5% of respondents are neutral about the statement, 7.7% strongly disagree, and 13.5% disagree. In this question, the mean score is 3.21 which means that respondents agree with the statement that *Instagram* promotes unethical pictures and videos among students (see overleaf).

Table 22. *Instagram* promotes unethical pictures and videos among students

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram promotes unethical pictures and videos among students	Strongly Disagree	4	7.7	7.7	7.7	3.21
	Disagree	7	13.5	13.5	21.2	
	Neutral	20	38.5	38.5	59.6	
	Agree	16	30.8	30.8	90.4	
	Strongly Agree	5	9.6	9.6	100.0	
	Total Response	52	100.0	100.0		

Question seventeen is about whether useless pictures or videos that create ambiguity and confusion in the mind of students. In table 23, it shows that 25.0% of respondents agree, 25.0% strongly agree, while 30.8% of respondents are neutral about the statement, 5.8% respondents strongly disagree, and 13.5% disagree. In this question, the mean score is 3.50, so it means that respondents agree that useless pictures or videos create ambiguity and confusion in the students' mind (see overleaf).

Table. 23 Useless pictures or videos create ambiguity and confusion

in the mind of students

Statement	Response	F	%	Valid%	Cum.%	Mean
Useless pictures or videos create ambiguity and confusion in the mind of students	Strongly Disagree	3	5.8	5.8	5.8	3.50
	Disagree	7	13.5	13.5	19.2	
	Neutral	16	30.8	30.8	50.0	
	Agree	13	25.0	25.0	75.0	
	Strongly Agree	13	25.0	25.0	100.0	
	Total Response	52	100.0	100.0		

Question twenty three is about whether the use of *Instagram* that affects indirectly on playgrounds and physical activities in students. The following table 24 shows that 48.1% of respondents' are neutral. While 28.8% of respondents agree and 1.9% strongly agree. 19.2% of the respondents disagree and 1.9% strongly disagree about the statement. The mean score is 3.10, so it means that the respondents do see that the use of *Instagram* affects indirectly on playgrounds and physical activities in students (see overleaf).

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Table 24. The use of *Instagram* affects indirectly on playgrounds and

physical activities in students

Statement	Response	F	%	Valid%	Cum.%	Mean
Use of *Instagram* affects indirectly on playgrounds and physical activities in students	Strongly Disagree	1	1.9	1.9	1.9	
	Disagree	10	19.2	19.2	21.2	
	Neutral	25	48.1	48.1	69.2	3.10
	Agree	15	28.8	28.8	98.1	
	Strongly Agree	1	1.9	1.9	100.0	
	Total Response	52	100.0	100.0		

The last question about *Instagram* is how easy it is. People can find and download *Instagram* through the play store on their mobile phone. Question four is about *Instagram* is easy to use and more interesting than *facebook*'s photo sharing function. In table 25, it shows that 28.8% of respondents are neutral, while 26.9% of respondents agree and 32.7% strongly agree. 15.8% of respondents disagree and 5.8% strongly disagree about the statement. In this question, the mean score is 3.75, so it means that respondents agree that *Instagram* is easy and more interesting than *facebook*'s photo sharing function (see overleaf).

Table 25. *Instagram* is easy to use and more interesting than *facebook*'s

photo sharing function

Statement	Response	F	%	Valid%	Cum.%	Mean
Instagram is easy to use and more interesting than *facebook*'s photo sharing function	Strongly Disagree	5	5.8	5.8	5.8	3.75
	Disagree	9	5.8	5.8	11.5	
	Neutral	21	28.8	28.8	40.4	
	Agree	16	26.9	26.9	67.3	
	Strongly Agree	1	32.7	32.7	100.0	
	Total Response	52	100.0	100.0		

From the above table, some questions have the high neutral than others because some respondents just want to have and use the *Instagram* like the others. They only follow the trend without knowing the *Instagram* itself.