

# Analysis of Joy Muriuki's Instagram Social Network

## Introduction

### What is a Social Networking Site?

A social networking site is an online site which allows users to develop a public profile to interact with other users. "Social networking sites usually have a new user input a list of people with whom they share a connection and then allow the people on the list to confirm or deny the connection."

### Social Media: Instagram

Instagram is a social networking site to share your photos and videos to your friends and family. Facebook owns Instagram. Kevin Systrom and Mike Krieger, developed this form of Social Media. It received over a billion users. You can get to design your personal information, gain more followers and like other users' posts.

### Joy's Background Story

Joy Muriuki is a 20 year old student at Quinsigamond Community College and a Nursing Major. She is originally from Kenya and currently lives in the United States which she can continue with her studies. Her hobbies include listening to music, fashion, and traveling. She also spends the large amount of her time with friends and family. As many other people, she is an Instagram user.

### Content of Joy's Instagram

- Picture of Shops at Legacy Southside
  - Joy described her picture was taken on my 21st birthday where spends a lot of time with her family.

- Picture of Building in Linenach, Germany
  - Joy took that picture because it has her name on the brand. She is very interested in fashion and style. It shows one of her favorite hobbies.
- Picture of Joy sitting on a bench with her two friends
  - That picture was on her birthday celebration with her two close friends at the restaurant as they enjoy themselves.
- Picture of Sunset in Manhattan, New York
  - She took pictures to show her users her first experience in the United States.
- Picture in Mombasa, Kenya
  - When she was on vacation, she enjoys traveling with her family.
- Picture of Joy & her two friends
  - Joy appeared herself and her friends in a restaurant. Two friends have appeared on her instagram on other pictures which shows them her real close friends.
- Picture of Joy captioned “Cheers to the Problem of Life cause are all got’em.”
  - Joy exposed her personality.
- Two pictures of Joy captioned “Blessed Sunday.”
  - This portrays her free-spirit.
- Pictures of Joy, her mother and sister
  - It shows how much she cares about her family.
- Bio states “10.15.25, a little bit of reckless abandon is a good thing and no place like (Kenyan flag).”
  - She describes her East African roots and she is truly proud of her culture.

## Questions/Interview

Q: Do you enjoy traveling?

A: "Yes, I do, very much?"

Q: How many countries have you been to?

A: "Six"

Q: How often do you update your Instagram?

A: "Not often. If you were an estimate, in a regular time, it would be one or two months."

Q: You like taking pictures?

A: "It is not an everyday affair, then, special occasion."

Q: Do you value or close with your family?

A: "Yes."

Q: What message/identities do you think he or she is trying to portray through social network?

A: I think she portrays her social networking site through confidence, self-advertisement, inspiration and relationship.

From this interview, it is clear to draw the knowledge of Joy's social media platform. She portrays her truth whenever she feels the need to. One can draw the actual statements as well.

## Conclusion

Joy's online confirms her in-person self because of traveling that shows her interest which she reveals on her social networking site. She is a social-butterfly. She enjoys spending time with her family and friends. She is a reflection of herself on social media. It is more realistic, it is not constantly updated. Joy's picture where she posted in Europe as she showed her

name at the store. She also shares her picture in New York City, therefore, showing her first American experience.

### Summary

Joy is one of those people who basically portrays life on social media, as it appears in real life. She posts the good part of life, which shows the basic idea of social media which is sharing and cherishing moments. Leaves out the negative part of her which is typical of any other person. This goes to show conformity of the expected social life. Her social media portrays perfection which does not exist. This is typical of any social media user. Not that it is a bad thing.

### How do you portray yourself on Social Media?

You have to portray yourself on social media with your true self-identity. According to *Smarten-Up*, “many kids, especially young girls, are portraying themselves as people that they’re not on social media. Instead of creating a false persona, a healthy social media presence should be aligned with a real sense of identity.” This is to say that social media should not be a place where people feel as though there is a need to portray perfection. Society needs to address the issue of social network fraud and people gloating about their successes. We need to learn to address the good and the bad.

### How does the Social Media became an impact for our generation?

“Social media is a great outlet to share your life with friends and family, but many young girls today misuse this great tool in pursuit of approval from their peers.” As Generation Z, Social Media became a huge inspiration. It develops “a false sense of self and self-esteem through use of likes, fans, comments, posts, etc. For many social media users, it is an esteem booster, which explains why so many people spend so much time on social media. It provides

many individuals with a false sense of self and an inflated sense of who they really are.” We all have felt the need to show that life is going great and social media is the perfect medium to do so. However, I did my analysis, it came to my attention which many people actually showed the positive side. It does not exposed in real-life issues.

Even though there are the negative outcomes from the social media network, we have to face the merits that comes with it. For instance, the world is now a more connected place since people from different kinds of the Social Media. Business has massively improved because of social sites In life, there will be always the upside and the downside and therefore, we have to accept that social media is here to stay and is further developing.

## References

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