Explaining the Social Factors Affecting the Network Participation of Iranian Instagram Users

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Abstract
The purpose of this study is to identify the factors affecting the participation of Instagram users and to examine how these factors relate to participation. This research is applied one in terms of purpose andExploratory- Sequential in terms of Mixed Methods Design. The research approach of this paper in the qualitative part is exploratory and in the quantitative part is descriptive survey. The sample of the qualitative section was selected among communication and sociology experts who were Instagram users by using a non-probabilistic method. The statistical population of a small part is Instagram users in Karaj in 2020. Users whose user status on Instagram confirmed their residence in the city of Karaj were identified with the help of an advertising service company on Instagram, and 384 people were selected by probabilistic method and simple random sampling according to the Cochran formula. The tools of data collection and analysis technique in the qualitative stage were semi-structured interview and the technique of thematic analysis and in the quantitative part, is a researcher-made questionnaire and modeling, structural equations through Lisrel software. Findings indicate 3 comprehensive themes and 15 organizing themes and 52 basic themes for the participation variable and 6 organizing themes and 21 basic themes for the factors affecting it. The results show that political and personal characteristics, media system, cultural characteristics and Instagram characteristics is a positive, direct and significant effect on participation. content characteristics did not have a significant effect on participation.

Conflict of interest:
According to the authors of the article, did not have any conflict of interest.

Keywords
Participation, Network participation, Social networking sights, Instagram.