

Mourning Motivations for Celebrities in Instagram: A Case Study of Mohammadreza Shajarian's Death

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Abstract : Instagram, as an everyday life social network, hosts from the ultrasound image of an unborn fetus to the pictures of newly placed gravestones and funerals. It is a platform that allows its users to create a second identity independently from and at the same time in relation to the real space identity. The motives behind this identification are what this article is about. This article studies the motivations of Instagram users mourning for celebrities with a focus on the death of MohammadReza Shajarian. The Shajarian's death had a wide reflection on Instagram Persian-speaking users. The purpose of this qualitative survey is to comprehend and study the user's motivations in posting mourning and memorializing content. The methodology of the essay is a hybrid methodology consisting of content analysis and open-ended interviews. The results highlight that users' motives are more than just simple sympathy and include political protest, gaining cultural capital, reaching social status, and escaping from solitude.

Keywords : case study, celebrity, identity, Instagram, mourning, qualitative survey

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