



“PIN” Pointing the Motivational Dimensions Behind Pinterest

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This study examined the user gratifications obtained from Pinterest.

In the first phase of the study, using a qualitative questionnaire, a preliminary list of descriptive terms was collected from 27 college students who use Pinterest. From the list, an item analysis extracted 54 descriptive terms, which served as the basis for the item generation in the second phase of the study.

In the second phase, using a quantitative online survey method, data was analyzed from 243 college students who use Pinterest. A confirmatory factor analysis revealed five dimensions of uses and gratifications obtained from the image-sharing SNS: ‘fashion’, ‘creative projects’, ‘entertainment’, ‘virtual exploration’, and ‘organization’.