

**THE IMPACT OF THE SOCIAL NETWORKS
HAVING NAME INSTAGRAM ON VALUES OF YOUTH**

Palageya O. Krylova

The Russian Presidential Academy of National Economy and Public
Administration, Moscow, Russia, e-mail: loungebeauty@mail.ru

Abstract. Youth is a socio-demographic group under the age of 25 years. Young people are the foundation of the future of society. The level of morality of young people contributes to the value basis of any person. Changing the values of young people entails social changes at the system level in all spheres of society. The level of morality of youth contributes to the value basis of any person. Moral education of young people determines the main task of any society and state.

The social network Instagram is one of the most popular global networks. The level of user involvement in Instagram is at 15 times higher than users of Facebook. 90% of all network users are young people. Instagram has a great influence on the consciousness of the younger generation. Every year the number of young users of the Instagram network increases significantly. The content of visual images in Instagram has a great influence on the formation of value settings of users of this network. Control over the content of the content of Instagram publications is an effective way to manage changes in the value orientations of young people all over the world.

The size of the sociological sample is proportional to the top categories of Instagram statistics. To implement the study, the author developed indicators to measure the level of moral values of each photo or video publication. Analysis of the content of one hundred selected leadership positions over the past year, which were evaluated by five criteria at intervals of three months showed a negative trend. The content of more than 60% of publications reflect immoral behavior, human vices, directed against the values of the family, different rigidity, anti-spirituality, promote alcohol and tobacco consumption.

The trend of Instagram development continues to grow. Since 80 % of Instagram users are young people under 35 years of age, it can be concluded that Instagram is a medium for the promotion of immoral and immoral values. The author suggests along with "likes" to enter a user assessment of posts on compliance to moral values. The inclusion of summary assessments of morality in the procedures of moderation and control, as well as the selection of the most popular publications in the feed, will change the direction of the value impact of the content of the Instagram network on young people.

Keywords: individual values, society values, values management, social network Instagram, content Instagram, control over the content of the network Instagram, Instagram management

Introduction

The social environment of the Instagram network was chosen to study the changes in the value orientations of young people, as a huge number of young users are involved in this network and their number is growing very quickly (Fig. 1). If in December 2011 in Instagram registered 1 million users, at the end of March 2014, Instagram announced that they've just hit the 200 million monthly active users mark (Ram Singh, 2014). The vast number created accounts is located in the United States. Russia is in second place in terms of resource use (user Activity and network development rate 2019).

Instagram is a collection of photo galleries and videos with audio content that are publicly available. The influence of visual images and audio content on the human brain and psyche is significant, as about 80 % of all people living on Earth have visual and auditory representative systems. Instagram affects the Outlook, attitude and world understanding. Multimillion views of publications set the vector of development of youth culture. Many young people tend to get into the top rating of their videos views and the number reciprocal likes.

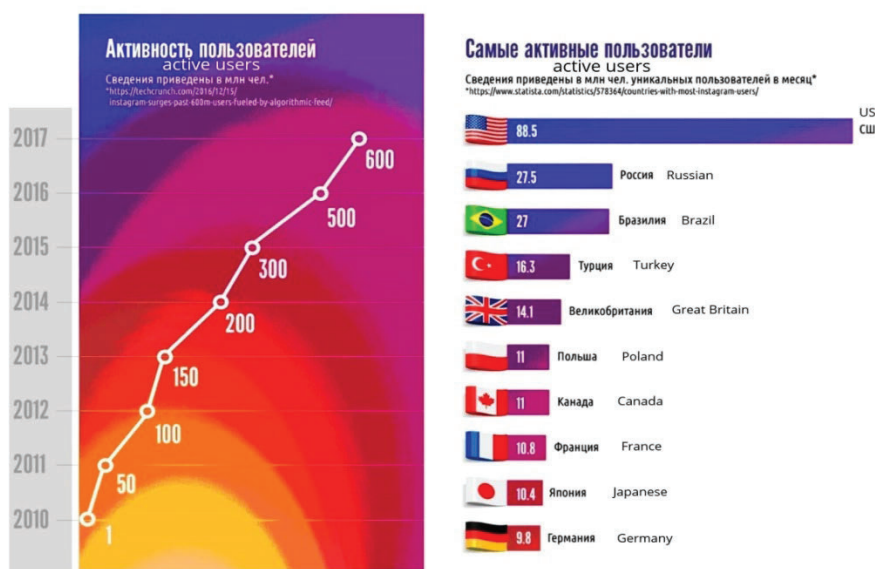


Figure 1 - Growth in the number of Instagram users in different countries.
 Sources: (Instagram Statistics (a), Instagram Statistics (b))

Objects / Purpose of the study

The study purpose is to identify the level of morality in the value orientations of social networks users in the dynamics of the most popular publications of 2018, which have the maximum impact on the formation of values of young users, by categories of the social network interests of Instagram and to justify the introduction of a new network management function on the principles of participating management of network users. The new function will control the promotion of top publications the according to the criterion of compliance with universal moral values, which will reduce the impact of negative trends in the network development.

Methodology

Instagram publications with the greatest coverage, number of views, likes and comments are the most popular on the basis of natural preferences of users have a powerful influence on the formation of moral guidelines of the young generation and society in the future. Information about the young people interests and their aspirations, we can get by studying the most popular publications.

Many Russian sociologists, have developed a methodology for studying user behavior in social networks and their value orientations: (Shamykina, V., 2012; Vasilenko, L., Mironova, N., 2012; Kozlova, N., Sushkov, I., 2013; Sidorkina, V., Polutina, N., 2014; Vasilenko, L., Krylova, P., 2014; Shilova, V., 2015; Vasilenko, L., Kolesnikova, L., 2015; Gavlik, E. I. 2018). We applied Bykovitsky approach. Maslow believed that the right values form a healthy creative personality (Maslow, A. H., 1954: 227). Forecasting the behavior of individuals in the social network is based on the theory of planned behavior (Ajzen, Isaac, 1985). Values reflecting the tendencies of typical behavior of Instagram users in modern reality are chosen for the research: family values, moral behavior, healthy lifestyle, mercy, spirituality.

The division of values into five groups is carried out on the basis of fundamental human values and sociological data. According to the sociological research (Troshina V.V. 2014) the greatest value for the younger generation is health and family. The vast majority of young people appreciate mercy to themselves and others, considering this quality a necessary value in society. Spirituality and moral behavior are acute problems of modern society.

The sample is calculated according to the distribution of the number of popular publications by Instagram categories. The author of the selected profiles-leaders is according to statistics Internet resource – popsters.ru.

Today Instagram has about 500 categories of interest. About 100 of them are the most popular. General population is 2,500 publications. The pilot

study analyzed 100 leading positions over the past year, which was evaluated in accordance with five criteria with a periodicity of three months. The total results of assessments for each category represent the dynamics and direction of changes in moral values, since they have the greatest influence on the Instagram audience.

Results / Findings

Statistical analysis

The Instagram owners did not provide their users detailed statistics long time, Central and Eastern Europe Facebook Director Robert Bednarski said at the Dentsu Aegis Network company conference, that in March the audience of Instagram service in Russia was 25 million people per month in April 2018 (Bednarski R. 2018). Analysis of statistical data network Instagram (Fig. 2) showed that 90% of network accounts belong to users less then 35 years. The number of active users over the past two years 2017–2018 doubled. Every four Moscow resident have an account on this social network. 80% of users under 35 years old are the founders of groups (Instagram in numbers: statistics for 2019, 2019).



Figure 2 - Results of analysis of statistics of Instagram (Isaac Ajzen 1985) and sociological data (Value orientations of young people)

The main value orientations of Instagram users

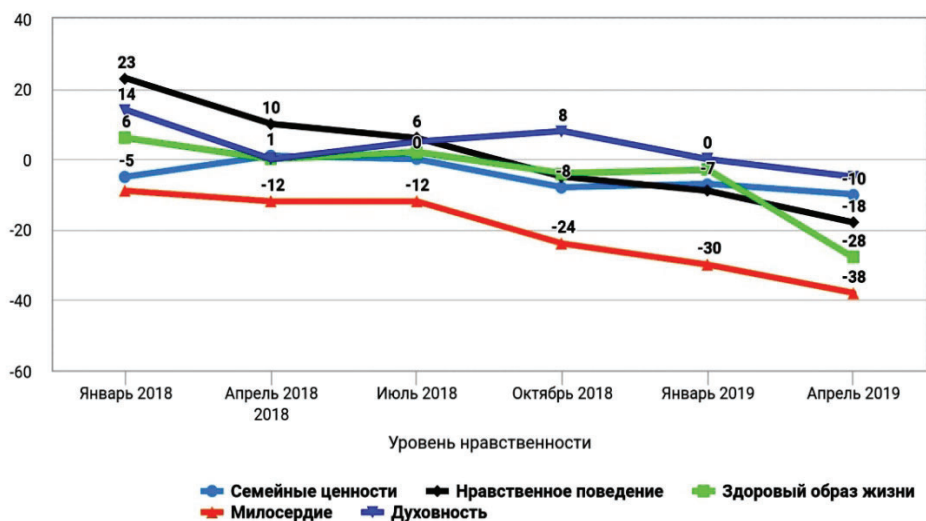


Figure 3 - The results of the study of value orientations of Instagram users

Our results showed that over the past year, more than 60% of publications have content with anti-family values, immoral behavior, promotion of alcohol and tobacco, rigidity, anti-spirituality and ridiculing human vices. The trend of Instagram development shows that with each interval of three months, the content of the posted publications changes in a negative direction. The level of moral content falls. Family values, moral behavior, healthy lifestyle, mercy and spirituality lose their importance in the World. These indicators show that youth is on the path of degradation of spiritual development. Instagram is the promotion of immoral and immoral values. This is a global problem that needs to be addressed. Recommendations on the solution of the universal problem grounded on the new principles of work of the Instagram following from the social network on the basis of self-organizing processes are offered.

Discussion

Society cannot live without ideals and values. There are standards of correctness, social norms and morality always, to which the majority aspires. Human behavior, according to scientists Fishbane and Ajzen, "...it is based on the principle that people in their actions are based on representations and acceptable information, and not on logical reasoning". The values of young people are changing in accordance with the moral norms and ideas. As the results of the study showed, the impact of Instagram on young people is extremely strong and the content of this

network form these ideals and standards of correct life (figure 3). Instagram sets the goals of the young generation, beliefs, attitude towards particular events or phenomenon and, accordingly, the behavior of the individual.

The study showed the level of inhumanity of social network content. Moreover, the situation is deteriorating and the level of morality is falling every year. Consequently, more than 600 million users worldwide are degraded at the qualitative level. 90% of them are young generation in the age range from 14 to 35 years (Fig 2). This problem is of global scale and nature, which implies such social problems as the collapse of the institution of the family, the sharp deterioration of moral indicators in recent years, the promotion of alcohol, tobacco and rampant lifestyle, nihilism and irresponsible attitude to others, indifference to the problems of society and humanity as a whole, the decline of spiritual life and the corruption of the canons.

The problems stem from the inefficiency of control over the published materials in the Instagram network. The owners of Instagram and all mankind face the task of preventing uncontrolled natural processes in the social network. The solution is to perform two tasks. The first task is to modernize the existing system of control over publications that carry inhuman content. Deleting posts, locking accounts, deletion of the search section of the guidelines and issuance by hashtags profiles show that carry negative meanings. The second is the creation of a new motivational system to encourage and promote accounts that promote healthy human values. Limiting the negative aspects and supporting the positive are the main tasks that are recommended to correct the current situation in the modern world.

A new function in Instagram will allow forming new principles and rules of organizational processes within the network. New feature essence is the ability to control and manage the publications content absolutely. Any Instagram user meets democratic principles. A similar Instagram function is available at the moment, but isn't used fully. The quality of evaluation of inappropriate content is low, not always objective, and measures to prevent dangerous content are limited to blocking a particular publication.

We offer a system of better content evaluation, a number of new rules and measures to regulate the promotion or stop showing not only certain publications, but also profiles, laying out such posts.

The method of evaluation of publications makes it possible to attribute photo and video posts to the content that has a positive or negative impact on the younger generation of people. Such posts can be made in the composition of the additional functions to each publication of the network accounts. Each user has the opportunity to participate in the evaluation of Instagram content according to five criteria that characterize the level of

moral values. When you open the window in the process of evaluating the content of the publication, tips (indicators) should appear, allowing you to easily attribute a photo or video post to a specific level of values. The ability to control the publication of content may be based on the results of surveys proposed by the author. By defining the threshold of acceptable indicators for each publication, on the basis of which Instagram administrators can decide to suspend the publication of data on the natural growth of the popularity of posts and profiles or to block posts with immoral content. It is important that the network automatically displays the publications of Instagram, which gain the highest rates of positive moral assessments, and also systematized these positive or negative assessments for private and General (by publications and profiles). Each profile can receive a total rating of its publications, which is calculated on the rating of moral and ethical assessments. The high rating of the account will indicate its popularity, and the low rating indicates the disapproval of publications by users and the administration of the network.

The function proposed by the author can encourage users to create publications of moral content. The content of Instagram on a global scale will change naturally. The new Instagram rules and principles will launch a healthy and natural competition between the top profiles, which strive for greater coverage of users.

Conclusion

Instagram is a super popular social network with a high rate of growth of people's involvement and the impact of virtual space on the modern younger generation. Immoral behavior and the manifestation of low values reaches a high level, and the primary values recede into the background. The existing control by the administration of Instagram over the contents of the content network is inefficient. The author of the article sees the solution of this problem in the creation of a new function. The proposed function provides for the implementation of a set of measures to systematically change the motivational structure of values for photo and video content of the social network.

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