

Modern Society Challenges: Youth Communication in Instagram

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Abstract: With the emergence and further development of network communication, the number of participants in this process began to increase. The youth turned out to be especially receptive and open to such modern manifestations of communication. It is the youth who actively and easily joins the use of social networks in their lives, where they mainly work. The article is devoted to the consideration of the main theoretical and research approaches to the problem of modern challenges of society – communication of young people on Instagram. The authors noted that one of the main signs of the development of modern society is the rapid formation of computer information technologies, which gives a modern person an opportunity to study, discuss problems that bother him, meet new people and communicate with friends, use the unlimited possibilities of the Internet. One of such information media is the social youth network – Instagram, which can be called one of the best, most convenient and interesting. The article notes that it is young people who master network communication better and use it more often than other age groups, because they are at the forefront of new transformations, and therefore the study of their communicative practices seems to be the most significant and promising.

Keywords: Internet, social network, digitalization, site, user.

INTRODUCTION

Today the whole life has been filled with gadgets, which were accompanied by the concept of “social networks”. Now it is difficult to imagine a life without them. Over the past few years, these platforms have become firmly embedded in people lives and in themselves. One of the first to use the term “social networks” was the American sociologist James Barnes. The scientist endowed the concept with structural characteristics and determined the property of individuals and organisations to form such social structures. The migration of this concept to the social communications industry is due to the development of information and communication technologies, the improvement of mass communication and the emergence of the first prototypes of modern social networks with still limited communication and technical capabilities: CompuServe, Prodigy, The Well, etc. (Suslova *et al.* 2018; Kostruba and Vasylyeva 2020). People work on the Internet, meet and communicate with people on social networks, shop, exchange information, study, etc. There they recover from stressful situations, find support, develop and degrade in some cases. Such communication is a kind of accumulation of social capital. In particular, O. Leshchenko (2011) points out that this “... there is the

receipt and creation of social capital through the functioning of a social network. This is because the fact of creation and functioning of a social network is determined by the necessity for the accumulation of social capital”. Young people are quite active in the virtual world, for whom social networks become friends and advisers. There are a huge number of social networks on the world wide web Internet, but only a few of them have gained worldwide importance and popularity among users, especially young people (Kravtsov *et al.* 2020; Magsumov *et al.* 2019a; Magsumov *et al.* 2019b; Pavenkov *et al.* 2016; Sultanbekov and Nazarova 2019a).

Active research in this socio-media field has reached its scope only in recent decades, which arouses increased interest among scientists in further research. Among modern scholars who point to the need to rethink the concept of a virtual socio-space, the works of S. Zaborovskaya (2004), T. Fisenko (2013), V. Shcherbyna (2005); among the Russian – S. Bondarenko (2002), A. Leshchenko (2011), V. Stepanov (2014), V. Sazonov (2015).

With the emergence and further development of network communication, the number of participants in this process began to increase. The youth turned out to be especially receptive and open to such modern manifestations of communication. It is them who actively and easily joins social networks, mainly work there. Working on professional sites and networks is

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currently one of the most prestigious and convenient. On social networks, users communicate in thematic groups, in personal correspondence, communicate using likes and comments. One of these is Instagram, a multifunctional network based on photo sharing. It is convenient to use and to find the necessary information, an assistant in various spheres of life. In this convenient social network, it is possible to find various accounts on all possible topics: fan groups, cooking courses, motivation, psychology, finding your "Self", sports, beauty, profiles with depressive motives (unfortunately) and the like. Instagram is indeed a very versatile social network. This environment provides many opportunities for the user, plays an important role in the lives of people, including student youth (Alpysbayev *et al.* 2020; Ashikbayeva *et al.* 2018; Kostruba 2017; Kostruba 2018a; Kostruba 2018b; Molchanova *et al.* 2020; Pavenkov *et al.* 2018a).

Particularly popular during the COVID-19 pandemic were pages with educational programs that help to better organise the educational process: the use of unconventional approaches to the presentation of material, both lecture and practical, the use of various interesting methods for conducting practical and seminars, organising and conducting preparation for the test and examination session. Students, thanks to their own progressive views, began to actively create separate groups of their educational institutions and academic groups in social networks, which can be considered a kind of communication and network invention of youth. And it is very important to have the right to choose, including in the knowledge acquisition (Boichuk 2019; Barabash 2019; Voitenko *et al.* 2019; Vavzhenchuk 2019; Shumylo *et al.* 2019).

A number of features of network platforms (high-quality communication methods, the ability to present a variety of content, the development of user skills and abilities, factors contributing to socialisation, privacy for users) help social networks to develop. This is what shows the change in a character, behaviour of users and leads to the emergence of new communication models that are built on new values such as sincerity, openness and ease of use. There are a huge number of social networks on the Internet, but only a few of them have gained worldwide importance and popularity among users.

THEORETICAL OVERVIEW

The world's largest social network is Facebook. It began its activity on 04.02.2004 and was a network for

students of some American universities. Mark Zuckerberg became the founder, developer and head of the service. Facebook differs from other social networks, since its inception, by the possibility of contact: the founder offered people an easy and convenient way to exchange information about each other. Until September 2005, only students were using the site. Since January 2006, it has become open to professional communities, and in September of the same year, Facebook launched free registration (Friedrich 2015; Kostruba 2018c). Twitter is an equally interesting social network. It allows users to send short text messages (maximum 280 characters) using SMS, various messaging services and independent programs.

Odnoklassniki is one of the most visited and popular Russian-language sites. The secret of the social network's success lies solely in the psychological component of its concept: Odnoklassniki offers the user two attractive functions – the services "My Guests" and "Friends of Friends". There is also a Ukrainian-language version of the network, which can be found at Odnoklassniki.ua. The second largest social network in Europe is VK (VKontakte), which is most popular in Russia, Belarus, Kazakhstan and Uzbekistan. In addition to a large audience of network members, VKontakte boasts a huge database of media content. More than 2.3 million photos, 400 thousand video files and 300 thousand audio recordings are uploaded to the site every day (Friedrich 2015; Aubakirov *et al.* 2019; Borisova *et al.* 2020; Kostruba 2019a; Kostruba 2019b; Molchanova *et al.* 2019a; Molchanova *et al.* 2019b; Pavenkov *et al.* 2018b; Sultanbekov and Nazarova 2019b; Barash and Samosonok 2019).

One of the youngest social networks is Instagram, which is quickly becoming a popular social medium with over a billion audience, which is based on photo sharing. This network allows users to take photos, apply filters to them, and distribute them through its service and a number of other social networks. This "visualisation" of the social environment is the most acceptable and convenient digitalisation for modern society, especially young people. Instagram can, without a doubt, be called one of the best, most convenient and interesting social networks. It is a network of great opportunities. Each user can make purchases, offer their own products, provide various services (for example, legal and psychological advice, care or cleaning, earnings, etc.), advertise brands of goods, maintain personal pages and blogs, etc. However, its main function is to share and post photos

and videos. In addition, a person can send messages to groups and private correspondence, record video and communicate in video chat. It can be argued that the Instagram network is one of the most technological: processing, printing, posting photos and videos is fast and convenient (Denissova *et al.* 2018; Montaev *et al.* 2020; Petrovsky and Shmelev 2019; Pudikova *et al.* 2019; Trusova *et al.* 2020a).

Instagram has basic communication tools like comments, post (media release). The advantage of this platform is the non-reciprocity of the subscription. The ratio of followers to those you follow is 10:1. And a person can only follow the lives of those who interest her. In addition, on Instagram, it is possible to close content from others, create a private profile, post and shoot stories for “close friends”. Social networks dictate new norms and rules of behaviour and communication using specific words and symbols, the meaning of which must be deciphered (Bakashbayev *et al.* 2020; Bogaevskaia *et al.* 2020; Haiduchok *et al.* 2020; Trusova *et al.* 2017; Trusova *et al.* 2018; Trusova 2016).

A hashtag is a tag that is used to distribute messages by topic on social networks and blogs. By tagging their posts with a hashtag, users tag them and enable other users to find relevant information using a search. As a result, the user's post becomes available to people with the same interests, even if they are not subscribed to his updates. This type of tagging came from Twitter and quickly spread to other social media platforms. Hashtags act as a filter and help quickly find content of interest to the user. Hashtags are displayed as links, by clicking on which, publications containing this hashtag are found (What is a hashtag... 2017).

Instagram Stories is a feature that allows posting photos and short videos that are 15 seconds long, add text notes and emojis to them. The key feature of story content is that it disappears after 24 hours. This feature was launched on the platform on August 2, 2016 and almost immediately became extremely popular among users. This is largely due to the fact that content does not last forever. Users have more interest in photos and videos, which will soon be deleted forever. Stories have two main modes – pictures and videos. Everything else is a subspecies and there are many of them (What are Instagram stories... 2019).

Follower – a user who subscribed to the update of another user on the network, and observes the changes on the page. Such practices are very common

on Instagram, but they can also be found on other social networks. The more such followers an account of a certain user gains, the more popular it is. To maintain popularity, such users usually regularly update information of certain content – they blog and can make money on it. Readers, on the other hand, often join groups to discuss news from the lives of their idols. That is, a part of real communication practices goes into the virtual sphere (Didik 2019; Kalchenko *et al.* 2018; Korbozerova 2019; Korbozerova 2020; Mykhyda *et al.* 2019; Shandruk *et al.* 2019).

Like – in fact, the conventional monetary unit of all social networks – the approval of a material posted by a user, expressed by pressing one button. This is one of the most significant symbols in the virtual space. It should be noted that the majority of users strive to gain popularity and approval. Actually, likes are indicators of the level of popularity and approval. A significant number of both positive (for example, charity, photo or video reports about which are posted on the network) and negative (for example, extreme adolescents who died in pursuit of a successful selfie in order to subsequently post it on the network and get more likes) is associated with getting approval (likes) and avoiding disapproval (so-called dislikes) (Didik 2019; Barashkin and Samarin 2005; Bondarenko *et al.* 2018; Karmanovskaya *et al.* 2020; Shmelev and Petrovsky 2020).

There are other communicative practices related to specific groups. For example, some practices are common among girls. This includes the duckface – a kind of selfie-style photo with the so-called “face of duck”. It has spread as a result of the trend among young girls to post pictures with pouty lips in order to look more attractive and sexier. Such photos were especially popular on the Instagram network. “Liftlook” and “Mirrorlook” – a picture of yourself in the mirror in an elevator, bathroom, gym. One of the trends in the networks, which is also spread mainly by girls. As well as photographing their own feet on the beach, vacation photos and the like (Ushakov and Ermilova 2020; Zhukovskyy *et al.* 2019; Zykova *et al.* 2021; Karagussov *et al.* 2019; Rabinovych 2019).

It is on Instagram, in order to increase the number of followers, the user must publish good content. Unlike Twitter, where you can write only a phrase or a sentence, here you need to take a photo, shoot a video, and write a post under it. Therefore, it takes an effort to create quality photographs, as well as serve as a wonderful hobby and a way to diversify life. Another

advantage of this social network is the training of word skills. Indeed, in posts or stories, it is necessary to write correctly, observing the elementary rules of punctuation and spelling. In addition, in this social network there are pages on different topics. There are profiles, the main theme of which is cinema: different excerpts from films and TV shows, information about a specific film, a brief description of the content and audience reviews. There are pages, so-called fan accounts, dedicated to a particular person, hero of films, books, comics, a group of people, etc. There are biographies of actors, musicians, descriptions of the lives of different characters, funny stories from the lives of famous or fictional people. There are profiles where they teach photography: correct posing, photo processing, editing, other secrets and manipulations to create the perfect frame. There are also profiles of healthy eating, sports, faith, desires, fantasies, learning, psychology. Or simple pages of ordinary people, they post their own

photos, videos, share moments from their lives, communicate with friends and the like.

MATERIALS AND METHODS

As is known, Instagram is not just a network where photos are posted and processed, but a complex and multifaceted system. This is a web of accounts of various topics with many posts and stories. So, Instagram is a social network of opportunities. It is on a par with the world's giants and fully justifies its status. This network is an excellent communication platform, a place for development and learning, for rest and work, this is one of the steps to one's own ideal. To study the popularity of the Instagram network among young people, 1st-3rd year students of the Academy of Recreational Technologies and Law (Lutsk, Volyn region, Ukraine) were asked to answer a number of

Table 1: Questionnaire of the Survey of 1st-3rd Year Students of the Private Higher School of Education "Academy of Recreational Technologies and Law"

No	Questions	Answer options
1	Are you registered in social networks?	a. Yes b. No
2	Which social network do you use most often? (Choose no more than 2 answer options)	a. Odnoklasniki b. Facebook c. Instagram d. Telegram e. Twitter f. VKontakte g. Other
3	What social network do you like the most?	a. Odnoklasniki b. Facebook c. Instagram d. Telegram e. Twitter f. VKontakte g. Other
4	How much time per day do you spend on Instagram?	a. 1-2 hours b. 3-5 hours c. 5 hours and more d. don't use
5	What topics are you most interested in on Instagram?	a. Friends; Sports, beauty, healthy food; Scientific and educational topics b. Films and videos; Purchase/sale/services; Other
6	Why do you like using Instagram?	Convenient and easy to use; Availability in the search for the needed information; The opportunity to earn money on brand advertising; Other
7	Indicate your gender	Male/Female
8	Indicate your age	

questionnaire questions (Table 1). 97 students were interviewed. Of these, 30% are boys, 70% are girls.

Another purpose of the experimental study was to find out the impact of Instagram on the personality of a young person. For this, the authors interviewed 10 1st-year students of the Academy of Recreational Technologies and Law. The survey participants were users who actively maintain their profile on the Instagram network, have a large number of followers, develop in this regard and consider Instagram as their hobby, a wonderful way of self-expression.

RESULTS AND DISCUSSION

As it turned out, all students mostly use Instagram – 83% and Facebook – 75%. Social networks such as Telegram and Twitter are used by only 20% of those surveyed. Some young people noted that they use Odnoklassniki (5%) and VKontakte (14%) networks (Figure 1).

To the question “Which social network do you like more?” – 87% of those surveyed answered in favour of Instagram. 91% of the respondents answered that this network is also much more convenient. When asked how much time they spend on Instagram, 62% admitted that this network takes from 3 to 5 hours a day. According to the survey, the most visited Instagram pages, in addition to friends' profiles, are accounts dedicated to the topics of sports, beauty, healthy eating and interesting scientific information necessary for professional training. Pages of popular stars, makeup, manicure and films are very popular among girls. Boys prefer an account with funny videos, memes, exercise, and news (Figure 2). Students were also asked to write down why they enjoy using Instagram (Bohach 2018; Pysarenko 2018; Usmanov 2018; Nosik 2018; Kokhanovska 2018).

For most of the respondents, the advantage of Instagram is the convenience in finding the necessary information and access to various motivating and

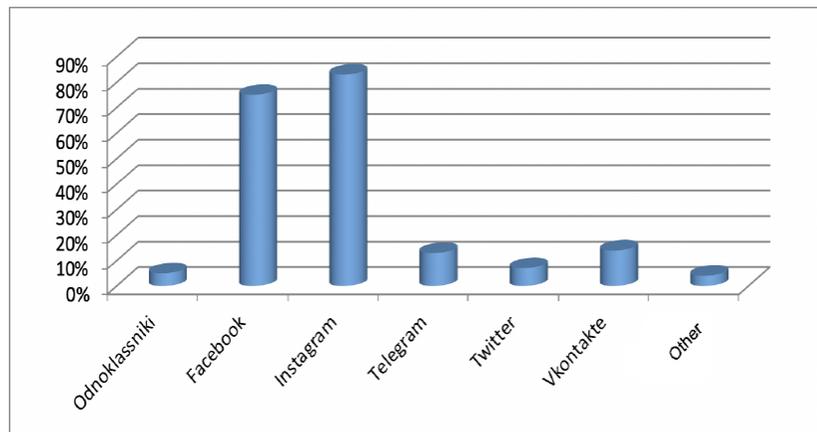


Figure 1: The distribution between the respondents' answers to the question “What social network do you use most often?”

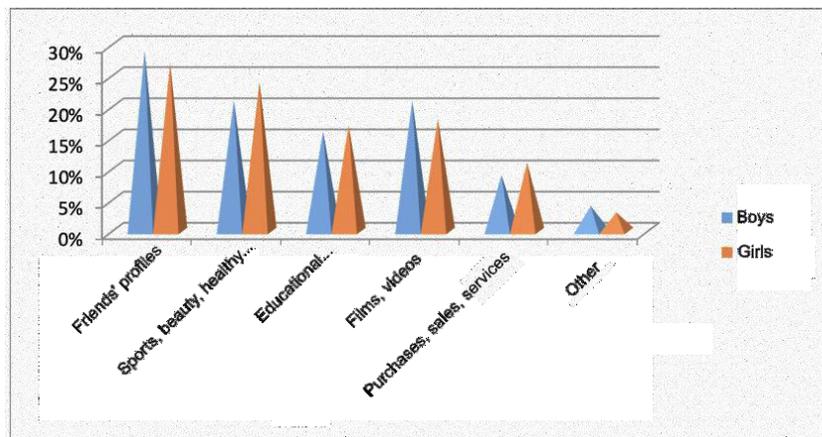


Figure 2: The distribution between the respondents' answers to the question “What topics are most interesting in Instagram for you?”

celebrities' profiles. In addition, 2% of respondents said they love Instagram because it gives them the opportunity to make money by advertising various branded products (Khytrova *et al.* 2020; Komilova *et al.* 2020a; Komilova *et al.* 2020b; Konurbayeva *et al.* 2018; Koryahin *et al.* 2018; Natolochnaya *et al.* 2020).

As a result of the interview, it became clear that this social network plays an important role in the life of each interviewee. The bulk of the respondents noted that various factors are motivating the choice of Instagram:

1. "I am registered in many social networks, in particular Facebook, Instagram, Telegram. But I prefer Instagram, which I like best" (Valentina, 17 years old).
2. "The most acceptable social network for me is Instagram. Because most of my friends and classmates are registered there" (Sofia, 18 years old).
3. "I use Instagram. It is very user-friendly and comfortable. Besides, like many of my friends, I am not going to switch to other networks for frequent use" (Sergey, 18 years old).

Among young people, Instagram is very popular due to the presence of entertaining content (video, music and movies, a variety of useful information and advertising):

1. "Most of all on Instagram I like the possibility of free access to music content, and the search for information for education" (Olga, 17 years old).
2. "As a future rehabilitation therapist, I am interested in various kinds of videos of sports content and, of course, films" (Anton, 18 years old).
3. "As a rule, I watch films, listen to music, communicate with interesting girls" (Vladislav, 19 years old).
4. "Girl and beauty are inseparable things. Therefore, I am primarily interested in MAKEUP, as well as reggae music" (Marta, 18 years old).
5. "In the first place I have watching films and listening to musical novelties, second place – educational materials and communication with friends" (Valeria, 18 years old).

Despite the responses of the respondents, it becomes clear that thanks to the expansion of its

capabilities, Instagram very quickly turned from a purely communication network to an entertainment network. As with any other social network, and with Instagram, students identified the pros and cons of the process. The positive factors include: convenience and speed, free communication (except for traffic fees), the possibility of free communication, the ability to promote business:

1. "For me, Instagram is an opportunity not only for free and convenient communication with friends and classmates, but also an opportunity to earn money and promote my small business. I am engaged in decorative manicure, so I can advertise my work online, communicate with clients" (Alexandra, 19 years old).
2. "It's very convenient and easy to chat with friends online. I am a connoisseur of a healthy lifestyle, so I like the opportunity to freely access various video workouts and healthy eating groups on Instagram" (Roman, 17 years old).

The negative aspects of this process, according to young people, is the replacement of real communication with a virtual one, which in the future can lead to a loss of feeling of the real world, replacement of live emotional communication with simulative and communication symbols – emoji:

1. "Over time, after a long conversation on Instagram, you feel some kind of insecurity in live communication. The impression is that you simply "forget" the words" (Anton, 18 years old).
2. "Following the stories on the Instagram network, you unwittingly realise that the brightness and sincerity of feelings presented on the network can very often be orchestrated to get a significant number of likes from followers" (Valentina, 17 years old).

Analysing the negative side of communication on Instagram (as well as in other social networks in general), one can compare its virtualization with a "carnival", where everyone becomes a director and participant in the action. And the purpose of this "carnival" is the formation of appropriate hashtags, getting likes (Chernavina 2017).

The self-assertion of a young person is closely related to the psychology of his formation as a person. Social networks influence this process in different ways:

1. "It is easier to communicate in the virtual space, especially when you are faced with a problem that you cannot solve on your own by telling the general public about it. Then friends from Instagram can help, support and approve your decision" (Roman, 17 years old).
2. "Feelings are inherent in human. In the virtual space of Instagram, you cannot feel the touch of your hands, you cannot see the shine of an enthusiastic, loving gaze. Therefore, this reaction leads to partial disappointment" (Alexandra, 19 years old).

Therefore, analysing the results of the study, it can be confidently said that Instagram is a convenient and easy-to-use social network among young people in comparison with other social networks. They spend most of their free time in the virtual space of Instagram (Instagram statistics 2013). In addition to entertainment and time spent, this network serves as an opportunity for many to prepare for training, learn the secrets of beauty and health, and even make money. Moreover, Instagram has helped many users to increase their self-esteem, discover and realise themselves. People socialise all their lives. Registration in the same social networks is equal to the appearance of new acquaintances, and, consequently, the circle of communication expands. Here not only real friends but also enemies can be found (Kisilevich *et al.* 2010; Hu *et al.* 2020; Pittman and Reich 2016; Komilova *et al.* 2019a; Komilova *et al.* 2019b; Komilova *et al.* 2019c; Trusova *et al.* 2020b).

CONCLUSIONS

In the modern world, various Internet resources are becoming an increasingly important tool for interaction. In recent years, interest in scientific research in this area has increased. Social networks play one of the main roles in human life. With their help, it is possible to communicate, work, receive the necessary information. These platforms provide an opportunity for self-realisation, increase/decrease (unfortunately) of self-esteem, search for motivation. Contribute to both self-development and self-destruction (in some cases). Among the many different platforms, only a few are recognised worldwide. Among them, Instagram is a very popular network, which was created for the exchange of photo and video materials. But this is only at first glance. Instagram is, in fact, a wonderful social media and versatile communication system. The main tools for implementing communicative practices are a

kind of virtual communication language, a system of statuses, a system for searching for potential interlocutors, a system of sanctions (positive and negative).

Indeed, the Instagram page is the hard work of the profile founder. After all, creating the necessary content, finding your readers and maintaining a rating is not an easy task, which requires a lot of effort, certain knowledge and patience. It should be noted that the Internet provides not only an opportunity for developing abilities, improving knowledge and expanding the range of interests, but also contains real threats, including for young people. Positive factors in the interaction of modern youth in social networks are the absence of obstacles to communication, obtaining useful, new information, spending leisure time, familiarisation with video and audio news, assistance in learning, and comprehensive development. Along with the positive aspects, social networks also have negative consequences – this is Internet addiction, lack of time for live communication.

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