



People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
Abdel Hamid Ibn Badis University
Faculty of Foreign Languages
Department of English

INVESTIGATING THE IMPACT OF
INSTAGRAM POSTS ON USERS'S
SOCIAL AND SPIRITUAL VALUES
Mostaganem University student As a Case

*Dissertation submitted in partial fulfillment of the requirements for the
Master Degree in Language and Communication*

Submitted by:

Messadi Mohamed

Supervised by:

Dr. Brahmi Mohamed

Board of Examiners

Dr. Moulay Hassane Yassine

Dr. Fatnassi Hakim

Abstract

This study aims to investigate the impact of Instagram use on the social and spiritual values of Mostaganem University students. The research questions addressed in this study are what types of content Mostaganem University students engage with on Instagram, how often they are exposed to different types of content on Instagram, and how Instagram use impacts their spiritual and social values. The sample for the study consisted of 32 male and female students from Abdelhamid Ibn Badis University in Mostaganem. The data collection tools used were an online survey designed to gather both qualitative and quantitative data on participants' demographics, Instagram usage habits, exposure to different types of content on Instagram, and the impact of Instagram on their social and spiritual values. The results of this research will provide insights into how social media platforms like Instagram shape users.

Keywords: instagram use, social values, spiritual values, university students

Dedication

*I offer this modest work to my parents, who have always
encouraged and supported me,*

To my dear brother and sister

To all my lovely friends and classmates

To all my teachers from primary school to university

Acknowledgments

I would like to express my gratitude to Allah, the Most Merciful and the Most Compassionate, for guiding me throughout this research journey

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General Introduction

Social media has become an important part of people's lives, with billions of users around the globe. Instagram is a popular social media platform that allows users to share photos, videos, and messages with others. Instagram, has gained immense popularity among users of all ages worldwide. Launched in 2010, Instagram has become one of the most used social media platforms, with over 1 billion monthly active users (TechCrunch's ,2021).The platform offers users with an easy way to share their daily lives and experiences, connect with friends and family, and follow the lives of celebrities, influencers, and other public figures. The rise of Instagram has changed the way people communicate, share information, and interact with each other online. Despite the positive aspects of Instagram, there are also concerns about its negative impact on users. One area that has received limited attention is the impact of Instagram on users' spiritual and social values.

This study aims to answer the following research questions:

- What types of content do Mostaganem University students engage with on Instagram?
- How often are students exposed to different types of content on Instagram?
- How does Instagram use impact the spiritual and social values of Mostaganem University students?

Attempting the questions above, the following hypotheses guide the study

H1: Mostaganem University students are more likely to engage with content related to fashion, travel, and celebrities on Instagram compared to other types of content.

H2: The frequency of exposure to different types of content on Instagram (e.g. fashion, travel, celebrities) is positively associated with changes in Mostaganem University students' spiritual and social values.

H3: Younger Instagram users tend to use the platform more frequently than older users.

The present dissertation is divided into three chapters. The first chapter presents an overview of the Impact of Instagram Posts on Users' Spiritual and Social Values. The second chapter describes in detail the methodology followed in the fulfillment of the research. The last chapter tackled the data analysis and discussion of our findings.

Chapter One

Theoretical Framework

Chapter One: Overview

1. The Rise of Instagram

In recent years, Instagram has emerged as one of the fastest-growing social media platforms. It has changed the way people interact and communicate online, as well as how they recognize and present themselves

1.1. The Evolution of Instagram: From a Simple Photo-Sharing App to a Global Social Media Platform

In 2010, Kevin Systrom and Mike Krieger created Instagram as a photo-sharing app. Users liked being able to share photos and videos of their daily lives and experiences. TechCrunch reported in 2012 that Instagram had surpassed 100 million active users within two years. Later that year, Facebook acquired Instagram.

Adding new features such as Stories, IGTV, and Reels has helped Instagram grow in popularity. The use of these features has allowed users to showcase not only photos and videos, but also their personalities and lifestyles. Therefore, Instagram is now more than just a platform for sharing memories. It also serves as a platform for promoting brands, businesses, and personal bran

1.1.2 Effects on the Social Media Environment

Instagram's growth has significantly affected the social media environment. Through attractive content, Instagram has changed how people communicate and present themselves online. People's behavior on social media has changed as a result of this change, both on an individual and societal level.

Instagram makes people want to show their best side to the world. They may see themselves and others differently as a result of this. Several other social media sites have followed Instagram's lead, making Instagram's influence on social media even greater

In addition, Instagram has also resulted in the rise of influencer culture, in which people with many followers can make money from their posts. This makes the impact of Instagram even bigger on social media.

There is no doubt that the rise of Instagram has transformed the social media environment and continues to influence how people communicate, present themselves, and interact online.

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1.1.3 Socio Psychology of social media

The way people interact has changed thanks to social media. The biggest benefit of social media is that it makes communication easier and more accessible. According to research, using social media increases community support (Ellison et al., 2011). Even so, social media usage has been linked to negative psychological behavior, like cyberbullying and online harassment (Kowalski et al., 2014). These kinds of behaviors can lead to anxiety, depression, and low self-esteem.

1.2 The Impact of Instagram Posts on Users' Social Values.

“Social values refer to the attitudes, beliefs, and principles that guide and shape behavior and decision-making. Various factors can influence these values, including family, culture, religion, and media.” (Openai personal communication 2023)

Platforms like Instagram have become increasingly influential in shaping social values in recent years.

1.2.1 The Role of Instagram Influencers in shaping social values

Research has shown that exposure to Instagram influencers can have a significant impact on shaping the social values of their followers. Instagram influencers are people with many followers on the social media platform Instagram. They often use their platform to show their lifestyle, promote products, and share their beliefs and values with their followers.

Chapter One: Overview

Followers are likely to be influenced by the attitudes and values expressed by the influencer and may even try to emulate their lifestyle.

For instance, if an influencer promotes a healthy lifestyle, their followers might start to adopt similar beliefs and values. On the other hand, if an influencer promotes materialism, their followers might start to think and act differently (Papacharissi, 2010).

In simple terms, Instagram influencers can have a big impact on shaping the social values of their followers. It's important to be aware of the messages and beliefs being promoted by these influencers and to consider their impact. As Calvert (2017) notes, "It is crucial to understand the role that media plays in shaping children's development, including their beliefs, values, and attitudes."

1.2.3 The Relationship Between Instagram Use and Self-esteem

The relationship between Instagram use and self-esteem has been widely discussed in recent years because it is a complex issue with both positive and negative impacts.

On the one hand, Instagram can provide users with a platform for self-expression and the opportunity to connect with others who share similar interests. This can lead to increased feelings of self-esteem and confidence. On the other hand, the use of Instagram can also result in negative effects on self-esteem. This happens because they compare themselves to others they see on the platform. They might think they are not as good as other people because they see only the best parts of other people's lives on Instagram. Seeing perfect bodies and faces on Instagram can also make people feel bad about their own bodies and faces. (Openai personal communication 2023)

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1.2.4 The Result of Exposure to Diverse Perspectives on Instagram on Users' social values

Instagram can shape a person's values and beliefs by exposing them to different ideas and opinions. People can get more open-minded and understand when they see other people's lives, cultures, and thoughts. As a result, they'll feel more empathy and respect for others, which is good for their values.

According to studies, seeing people from different backgrounds on Instagram can reduce prejudice and make you more friendly with people from different backgrounds (Nadkarni, A., & Hofmann, S.G. 2012). People get the chance to learn about and talk to people who are different from them thanks to social media.

People can learn more about themselves and their values when they see the different perspectives on Instagram. Seeing different perspectives forces them to think about them and decide if they agree or disagree.

1.2.5 The consequences of advertisement and commercialism on users' social values.

According to a study conducted by psychologist Tim Kasser from Knox College, materialistic advertising can have a negative impact on people's mental health. It can cause a decrease in well-being and an increase in anxiety and depression (Kasser, 2016). This is because materialism promotes the idea that owning material possessions can bring happiness and fulfillment, but that is not always the case. Research has shown that valuing material possessions can lead to lower life satisfaction (Kasser & Ryan, 1993).

Advertising and commercialism can have a significant influence on how people view themselves and their place in society. For example, advertisements often portray idealized images of beauty or success that may not reflect the reality of everyday life. This can lead to unrealistic expectations for individuals who may feel inadequate if they do not meet these

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standards. Additionally, advertisements often promote materialistic values such as wealth or status which can lead to an increased focus on material possessions rather than more meaningful aspects of life such as relationships or personal growth.

Moreover, advertising that portrays idealized images of beauty can negatively impact people's body image and self-esteem, especially among women. A study by Grabe, Ward, and Hyde (2008) found that the unrealistic beauty standards portrayed in advertisements can make it difficult for people to feel good about their own bodies.

1.3 The Effect of Instagram Posts on Users' Spiritual Values.

Spiritual values are the principles, beliefs, and practices that influence a person's understanding of their purpose in life (Emmons & Paloutzian, 2003). Some researchers have looked at how using social media platforms, like Instagram, impacts an individual's spiritual values (Kuss, Griffiths, & Binder, 2013). This is an important area of study because it helps us better understand how technology affects our beliefs and spirituality. By examining the relationship between social media use and spiritual values, we can gain insights into the impact of technology on our lives.

1.3.1 The Impact of Instagram on Users' spiritual beliefs and Practices.

The effect of social media, including Instagram, on people's spiritual beliefs and practices, has been studied by many researchers (Bessi, A., Coletto, M., Davidescu, G. A., Scala, A., Caldarelli, G., & Quattrocioni, W, 2015). Instagram can have both positive and negative effects on spirituality.

According to a study by Pew Research Center, 37% of American adults use social media to find and connect with spiritual or religious groups and communities (Perrin, 2016). Instagram, being one of the most popular social media platforms, has become a hub for spiritual and religious content, with hashtags like #spiritualawakening and #meditation attracting millions of posts.

On one hand, Instagram can help people find spiritual communities and resources, and connect with others who share similar beliefs. Users who actively engage with spiritual

content on Instagram reported increased feelings of spirituality compared to those who did not.

On the other hand, Instagram has been criticized for making spirituality seem like a show, causing people to care more about appearance instead of deep spiritual connection and growth. People who focus too much on getting likes and followers for their spiritual posts may harm their spiritual well-being. (Openai personal communication 2023)

1.3.2 The Influence of Instagram Posts on moral values

The way Instagram posts affect our moral values is a complicated and sometimes argumentative topic (Sheldon, P. and Bryant, K, 2016). On one hand, Instagram can be used to show good messages and encourage values such as kindness, respect, and understanding (Grajales III et al.,2014). But on the other hand, it can also be used to show bad messages that can hurt our moral values (Manago et al.,2012).

Instagram posts can affect people's moral values both positively and negatively. For example, seeing helpful content on Instagram can make us feel more empathy and caring toward others. However, seeing aggressive content on Instagram has been linked to less kindness and more prejudice. (Openai personal communication 2023)

However, it's important to keep in mind that everyone is different and the way they are affected by Instagram posts can depend on their own beliefs and values. For example, some studies have found that people who are very religious are more likely to be affected by religious content on Instagram than those who are not religious. Similarly, people with strong political views may be more affected by political content than those without such views (Sheldon, P. and Bryant, K.,2016).

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1.4 Balancing the Benefits and Challenges of Instagram for Spiritual and Social Well-Being

Instagram can impact spiritual and social well-being in both positive and negative ways. The positive effects include the ability to connect with like-minded individuals, find inspiration and motivation, and a platform for self-expression (Kuss, D. and Griffiths, M. 2017). However, it also presents challenges such as constant comparison, addiction, and the spread of misinformation. (Lin, L. yi, Sidani, J.E., Shensa, A. et al, 2016)

Studies have shown that social media use, including Instagram, can lead to feelings of envy and low self-esteem. This is due to the tendency for people to present only the highlight reel of their lives on social media, leading to unrealistic expectations and comparisons with others (Fardouly, J., et al, 2015). Additionally, excessive use of social media has been linked to addiction, particularly in young people (Kuss & Griffiths, 2017).

In the spiritual and wellness communities, Instagram can be a source of inspiration and motivation, but it's also important to be aware of false information that can be spread on the platform (Lin, L. yi, Sidani, J.E., Shensa, A. et al, 2016).

Therefore, it is crucial to use Instagram in a balanced way and be mindful of the impact it has on our spiritual and social well-being. This can include setting limits on screen time, following accounts that align with our values and beliefs, and being critical of the information we encounter on the platform.

Chapter One: Overview

1.5 Conclusion

This chapter presented different key concepts related to the impact of Instagram posts on users' social and spiritual values. It dealt with how exactly Instagram impacts the users' social and spiritual values. The next chapter presents the research methodology followed in this study.

Chapter Two

Methodology and Data Analysis

2. Introduction

The first chapter presented an overview of the Impact of Instagram Posts on Users' Spiritual and Social Values. The second chapter will describe in detail the methodology followed in the fulfillment of the research

2.1 The Purpose of Study

The purpose of the present study is to investigate the impact of Instagram use on individuals' social and spiritual values, as well as their beliefs and behaviors. It aims also to gather information on the frequency of Instagram use, the type of content users engage with, and their opinions on the platform's ability to support spiritual and social values.

2.1 The Description of Population

The participants involved in this study are learners at the University of Abdelhamid Ibn Badis in Mostaganem.

2.2 Participants

The selection of the sample of the learners was based on the questionnaire done by the researcher, The questionnaire was devoted to students at Abdelhamid Ibn Badis University of Mostaganem. They were almost (34) students, The researcher chose thirty-two students from the whole number as a sample, they were also males and females.

Chapter Two: Methodology

2.3 The description of the research data tools

The research data tools used in this study include an online survey created using Google Forms. The survey consists of multiple-choice questions and Likert scale statements to collect quantitative and qualitative data from the participants. The survey was designed to gather information about the participants' demographics, Instagram usage habits, exposure to different types of content on Instagram, the importance of values, and the impact of Instagram on their social and spiritual values. The questionnaire ended with an open-ended question that asked participants to suggest ways that Instagram could better support spiritual and social values among its users.

2.4 Research Materials

- **Question 1: What is your age?**

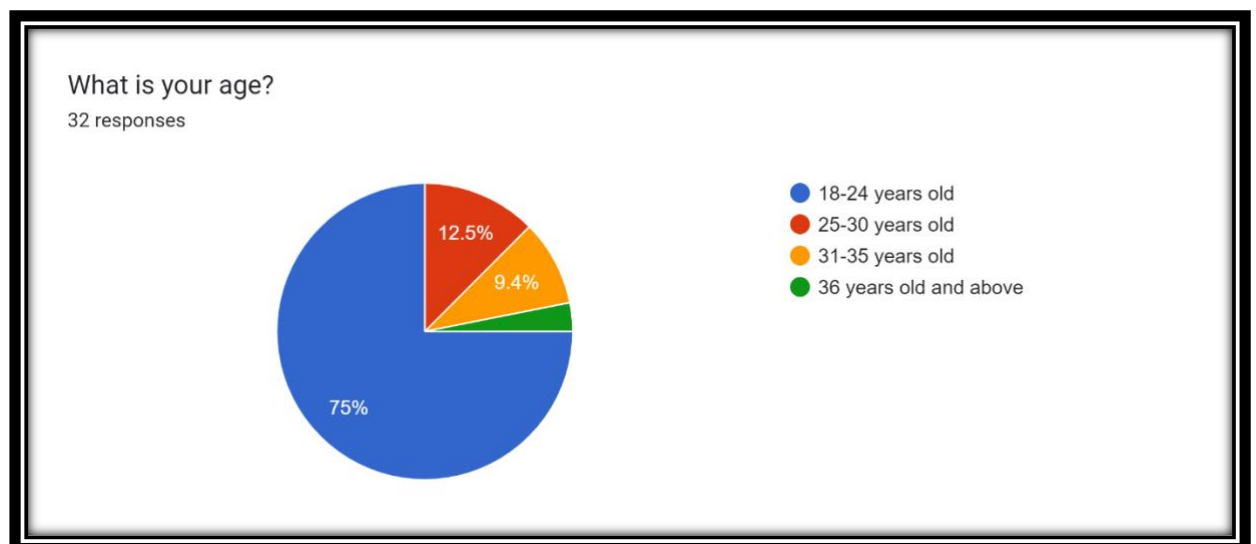


Figure 2.1: Age

Chapter Two: Methodology

We asked participants about their age to find out how old they are. This will help use analyze the survey results based on different age groups and check if there are any trends or patterns related to age.

- **Question 2: What is your gender?**

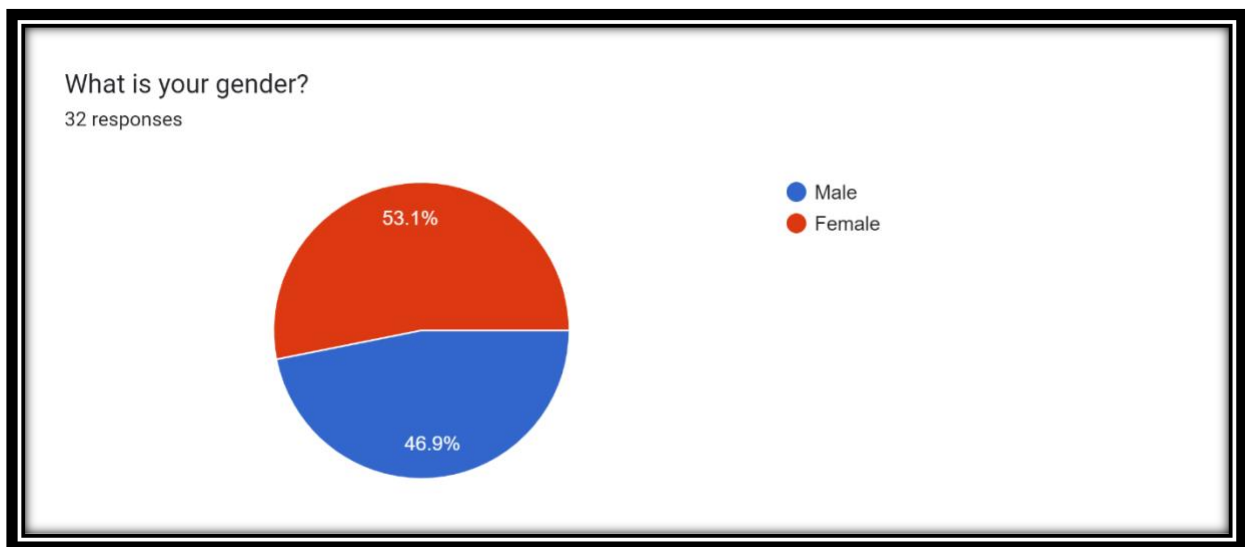


Figure 2.2: Gender

This data can be used to analyse the responses of different genders and to see if there are any differences or similarities in their perceptions and behaviors related to our topic.

Chapter Two: Methodology

- **Question 3: How often do you use Instagram?**

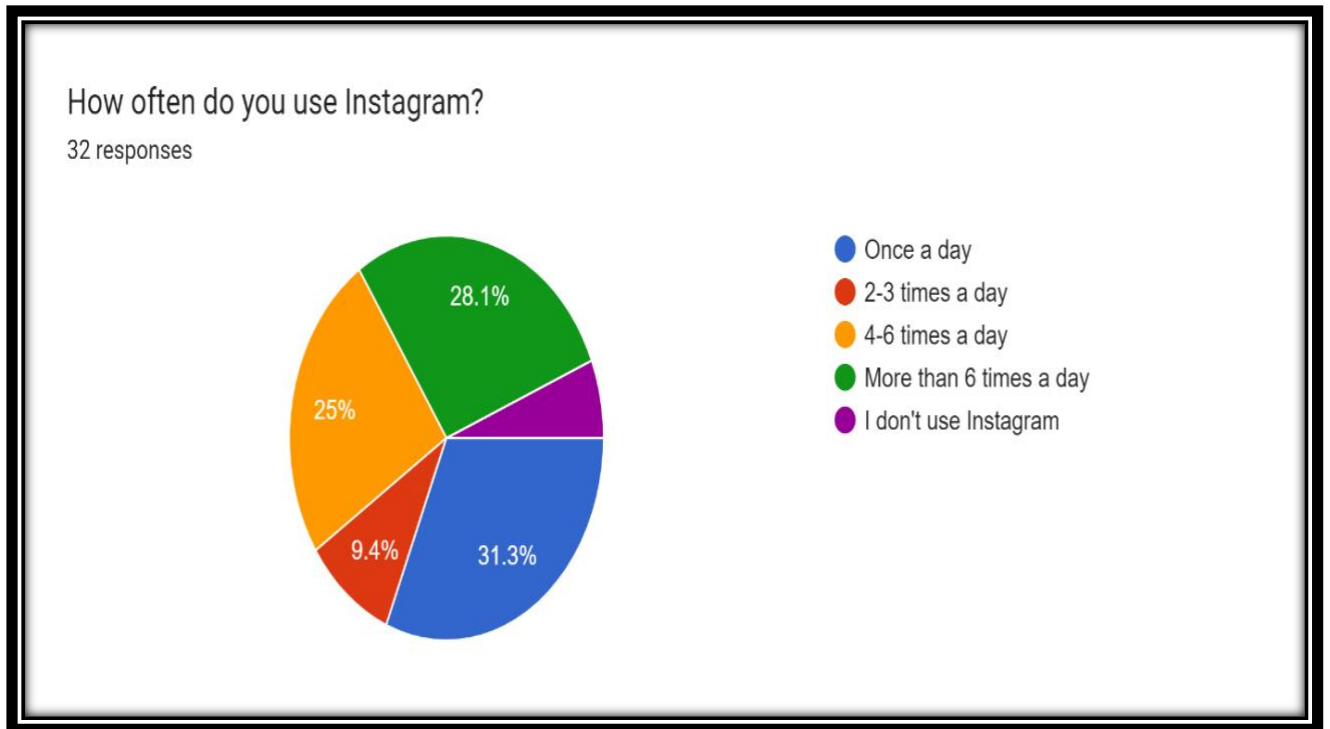


Figure 2.3: Instagram Usage

This information can be useful in understanding how much time people spend on Instagram.

Chapter Two: Methodology

- **Question 4: How frequently do you see content related to the following categories on Instagram?**

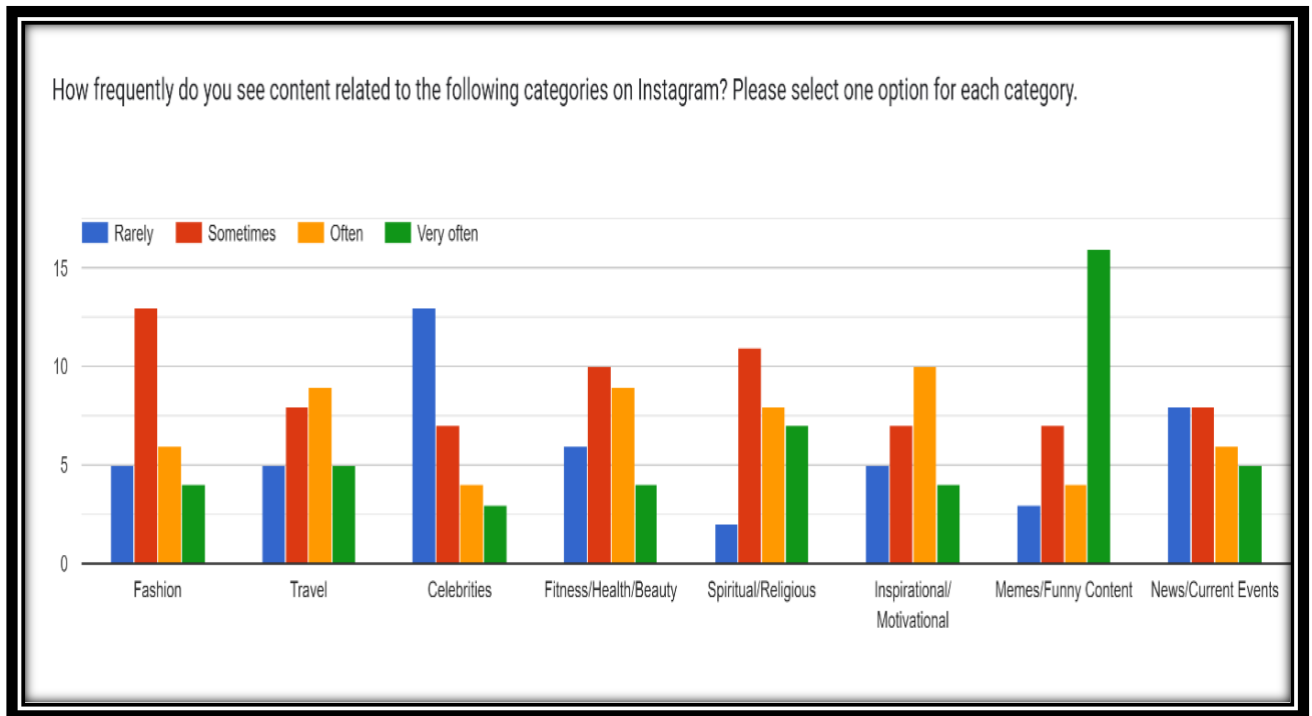


Figure 2.4: Content Encounter

The reason for asking this question is to find out how often the survey respondents encounter different types of content on Instagram. The aim is to obtain data on their interests and preferences, as well as to identify which categories of content are more common on the platform. The responses are on a scale of "Rarely," "Sometimes," "Often," and "Very often."

Chapter Two: Methodology

- **Question 5: How important are the following values to you?**

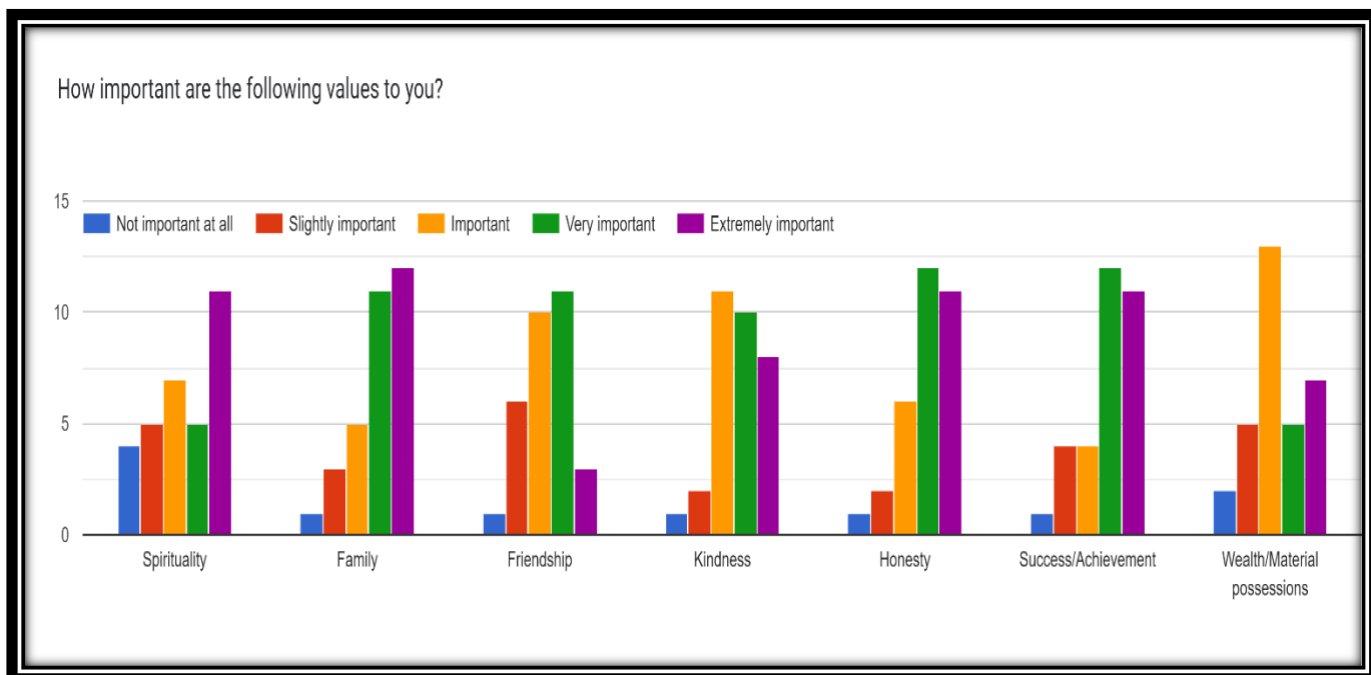


Figure 2.5: Values

This question aims to understand the respondent's personal values and priorities. By asking this question, the researcher can gain insights into what individuals consider to be important in their lives and how these values might influence their attitudes and behaviors

Chapter Two: Methodology

- **Question 6: How important is Instagram in your life?**

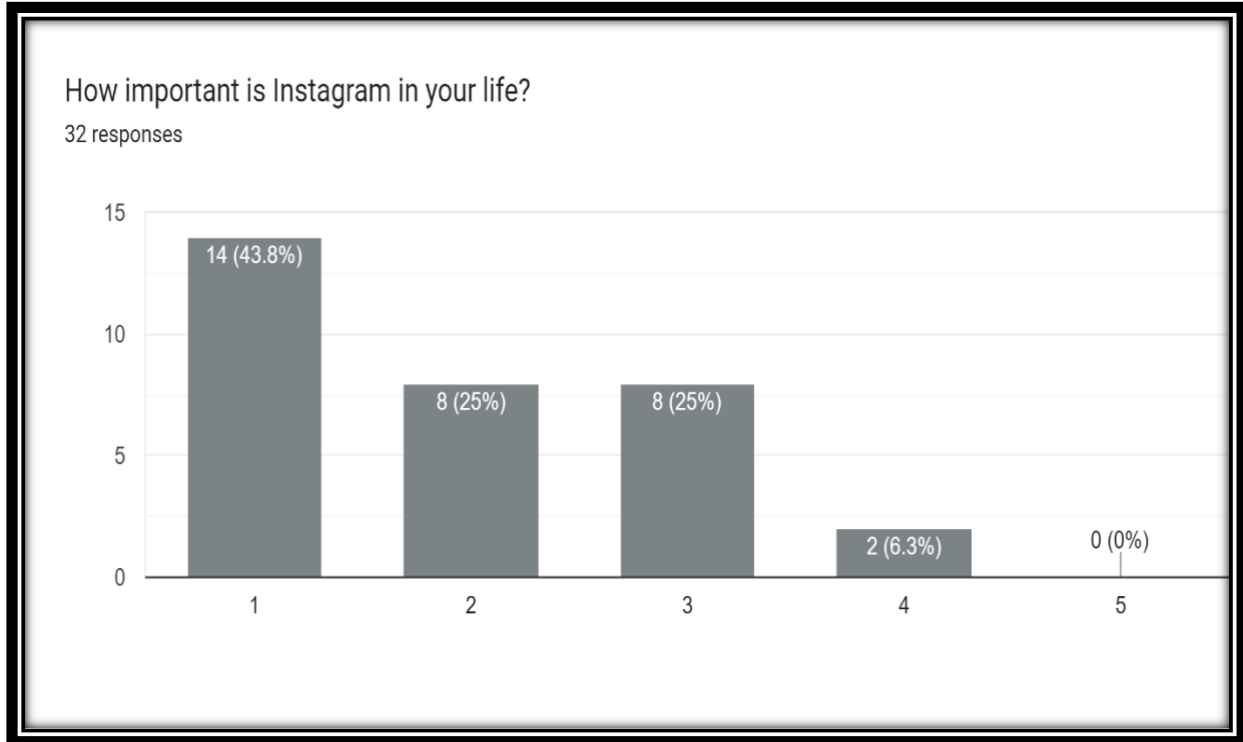


Figure 2.6: The importance of Instagram

The purpose of this question is to understand the level of importance that Instagram holds in an individual's life. It aims to gain insights into how much time and energy a person invests in the platform, and how significant a role it plays in their daily routine and overall lifestyle.

Chapter Two: Methodology

- **Question 7: Do you feel that your use of Instagram has impacted your social values?**

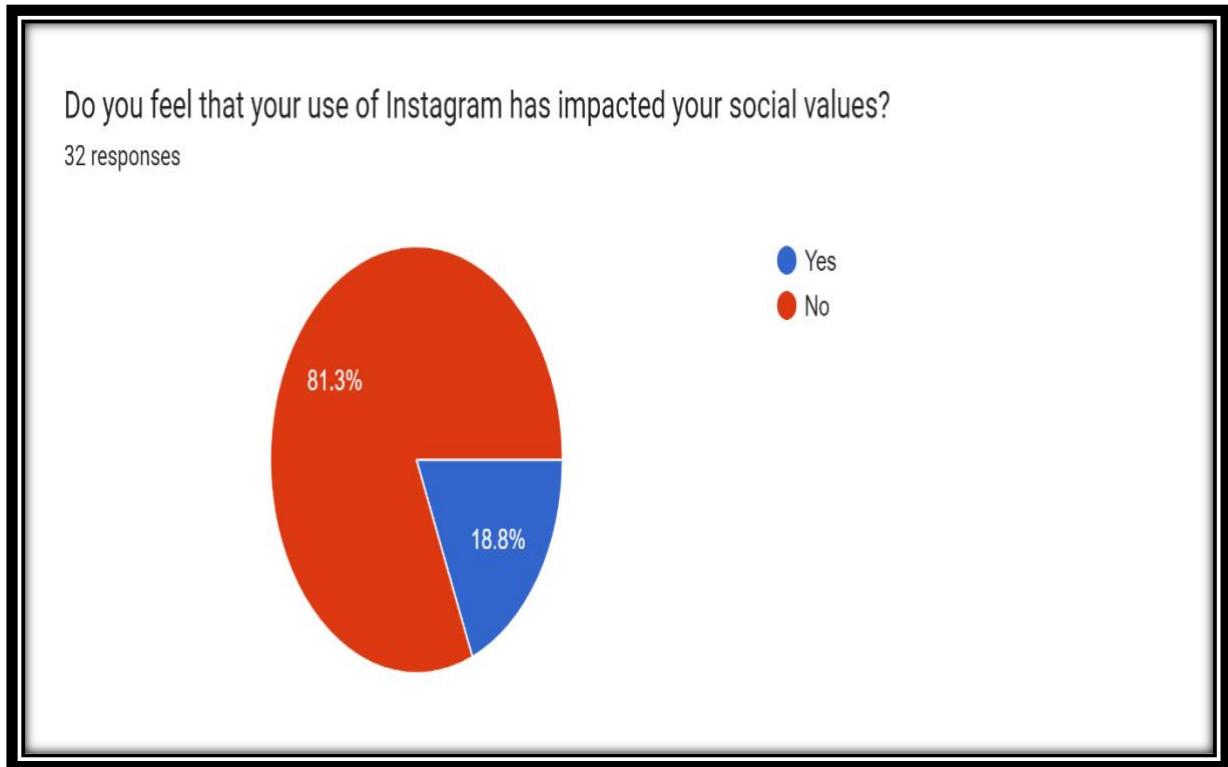


Figure 2.7: Social Impacts

The purpose of this question is to understand whether the use of Instagram has affected the respondent's social values or not.

Chapter Two: Methodology

Question 8: Do you feel that your use of Instagram has impacted your spiritual values?

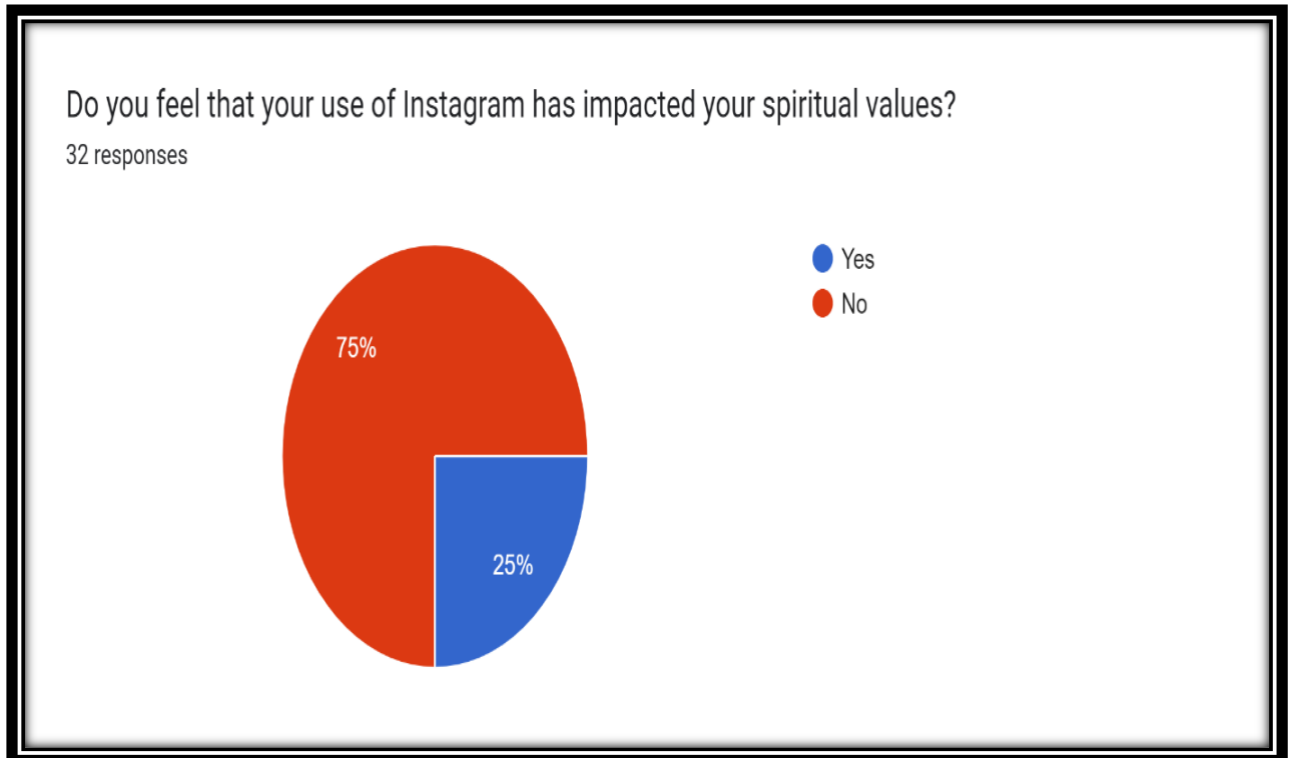


Figure 2.8: Spiritual Impacts

This question aims to investigate whether the respondents perceive any influence from their use of Instagram on their spiritual values.

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- **Question 9: Please indicate your level of agreement with the following statements**

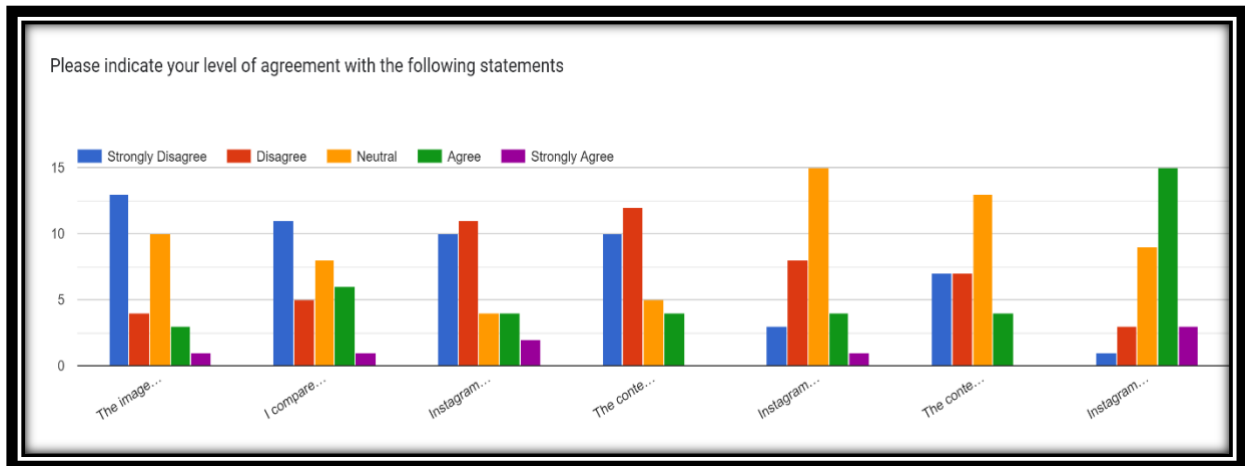


Figure 2.9: Statement Agreeability Assessment

The reason for asking this question is to learn about what the participant thinks and feels about different aspects related to Instagram. By asking the participant to indicate their level of agreement or disagreement with each statement, we can gain a better understanding of their overall perception of Instagram and how it impacts their life.

- **Question 10: Do you have any suggestions for how Instagram can better support spiritual and social values among users?**

The question aims to gain insight into the participants' perspectives on how Instagram can be used as a tool to promote more positive and meaningful interactions among users.

Chapter Two: Methodology

- **Question 11: Which of the following social media platforms do you use?**

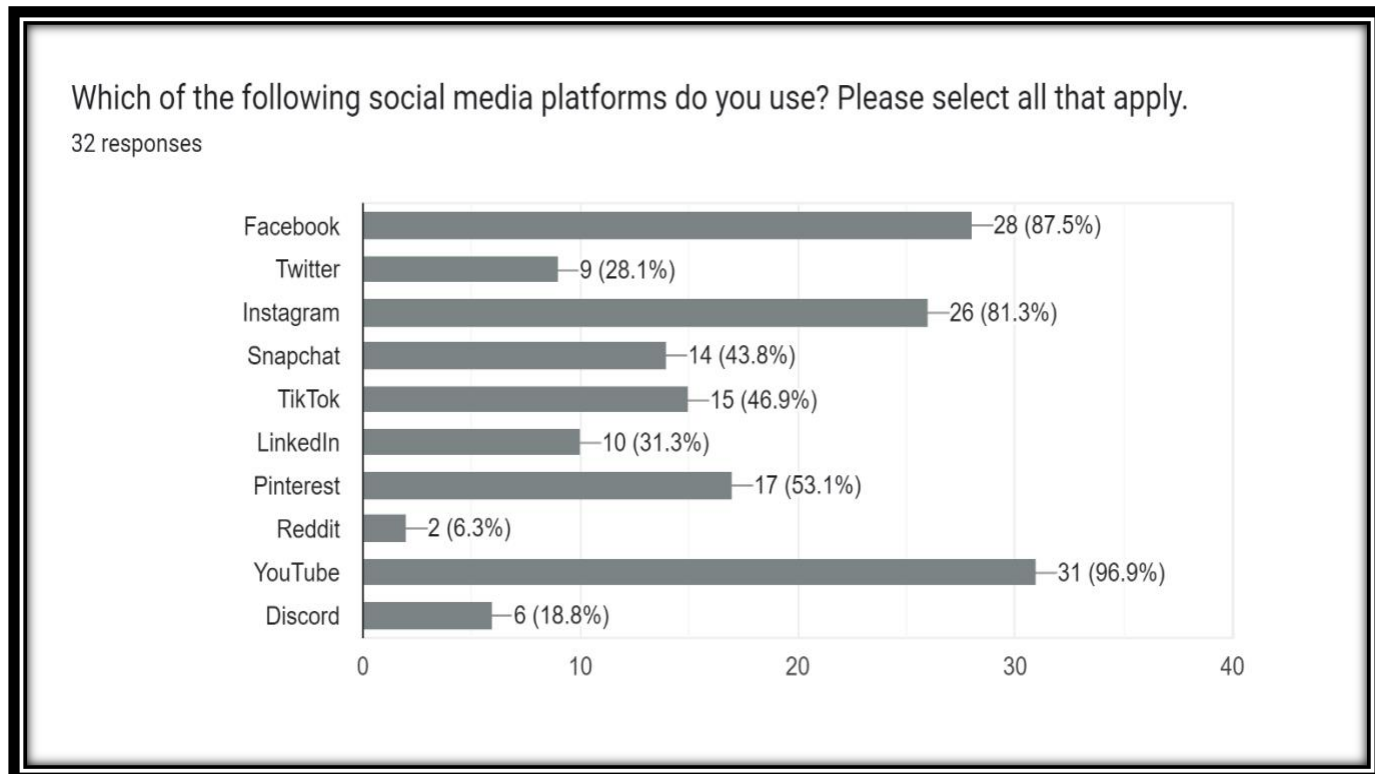


Figure 2.10: Social Media Usage

This question aims to collect data on the social media platforms that the participant uses. The goal is to gain an understanding of their social media habits and preferences and also to obtain insights into the popularity and effectiveness of various platforms.

Conclusion

In this study, the methodology section has explained the research methods and techniques that were used to conduct an online survey. The decision to use an online survey was suitable for this research project because it facilitated the gathering of data from a wide-ranging and diverse pool of participants. The collected data will be discussed in the following chapter

Chapter Three

Results and Findings

Chapter Three: Data Analysis and Results

3. Introduction

In this chapter, we will discuss the findings of the study that was conducted to examine how Instagram usage affects individuals' social and spiritual values. We will begin with a brief overview of the data that was collected, followed by a detailed presentation of the results for each research question.

Therefore, the analysis of the collected data is to determine the following objectives:

1. To examine the extent of Instagram usage among participants
2. To explore the impact of Instagram usage on participants' social values.
3. To investigate the impact of Instagram usage on participants' spiritual values.
4. To identify any differences in the impact of Instagram usage on social and spiritual values based on demographic factors, such as age and gender.

3.1 Interpretation of the Results

- **Question 1: What is your age?**

The majority of the participants (24 out of 32) fall within the age range of 18-24 years old, while four participants fall within the age range of 25-30 years old, and three participants are within the age range of 31-35, and one participant is 36 years old or above

- **Question 2: What is your gender?**

There seems to be a relatively equal gender breakdown among the participants, with slightly more female participants than male.

Chapter Three: Data Analysis and Results

- **Question 3: How often do you use Instagram?**

It appears that the use of Instagram varies among the participants. The most common responses are "once a day" (10 responses), "4-6 times a day" (8 responses), and "more than 6 times a day" (9 responses). While three are using Instagram 2-3 times a day, and only two don't use the platform at all. This suggests that Instagram is a popular social media platform among the surveyed student. The fact that 9 participants use Instagram more than 6 times a day could also indicate that some individuals may have a strong attachment to the platform and may spend a significant amount of time on it.

- **Question 4: How frequently do you see content related to the following categories on Instagram?**

Category	Rarely	Sometimes	Often	Very often
Fashion	5	13	6	4
Travel	5	8	9	5
Celebrities	13	7	4	3
Fitness/Health/Beauty	6	10	9	4
Spiritual/Religious	2	11	8	7
Inspirational/Motivational	4	7	10	4
Memes/Funny Content	3	7	4	16
News/Current Events	8	8	6	5

Table 3.1

Chapter Three: Data Analysis and Results

It seems that Instagram users engage with content that is amusing or entertaining, like memes and funny videos, as these categories received the highest number of "very often" responses. Moreover, spiritual/religious content also had a considerable number of "very often" responses, indicating that these types of posts are significant to many Instagram users.

It appears that many Instagram users are not particularly interested in celebrity content, as most participants reported seeing it rarely. This could suggest that there is a shift in popular culture away from traditional celebrity-focused media. It is worth noting that while fashion content is not the most commonly seen category, a majority of participants reported seeing it sometimes, indicating that it still has a significant presence on the platform. The popularity of inspirational/motivational content is also remarkable, as it suggests that many Instagram users are interested in self-improvement and personal growth.

Chapter Three: Data Analysis and Results

- **Question 5: How important are the following values to you?**

Values	Extremely important	Very important	Important	Slightly important	Not important at all
Family	12	11	5	3	1
Kindness	8	10	11	2	1
Honesty	11	12	6	2	1
Success/Achievement	11	12	4	0	1
Spirituality	11	5	7	5	4
Friendship	3	11	10	6	1
Wealth/material possessions	7	5	13	5	2

Table 3.2

The table shows the importance of different values to participants, with responses from "extremely important" to "not important at all".

Family appears to be the most important value to participants, as it received the highest number of responses in the "extremely important" and "very important" categories. This suggests that family is highly valued by a significant number of individuals.

Kindness, honesty, and success/achievement all received a high number of "very important" responses, showing that these values are also highly prioritized by participants.

Spirituality received a mixed response, with a high number of "extremely important" and "not important at all" responses. This suggests that while spirituality is highly valued by some, it is not as important to others.

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Friendship received a high number of "very important" and "important" responses but also had a significant number of "slightly important" responses. This shows that while friendship is generally seen as important, it may not be as highly prioritized as other values.

Wealth/material possessions got a high number of "important" and "slightly important" responses, but only a few "extremely important" and "very important" responses. This suggests that while material wealth is seen as important by some, it is not a top priority for the majority of participants.

- **Question 6: How important is Instagram in your life?**

Based on the table, it seems that Instagram has a different level of importance among the respondents. The majority of the participants, with 14 responses, indicated that Instagram is not very important in their lives, while 8 respondents gave a response of "2", indicating that it is somewhat important. Additionally, 8 respondents gave a response of "3", indicating that Instagram is important in their lives, and only 2 respondents gave a response of "4", indicating that it is very important to them. This could suggest that while Instagram is a popular social media platform, it may not be the most central or essential aspect of people's lives.

- **Question 7: Do you feel that your use of Instagram has impacted your social values?**

The majority of the participants (26 out of 32) do not feel that their use of Instagram has impacted their social values. Six participants answered "yes", indicating that they feel their use of Instagram has had an impact on their social values.

- **If yes, please explain how Instagram has impacted your social values.**

responses:

- A. Upon witnessing people having lots of possessions and happiness in their lives I tend to look down on my life with ingratitude which affects my whole mindset and daily life

Chapter Three: Data Analysis and Results

- B. Instagram to me is just like a way of spending time, sometimes it can be beneficial to see health and good things about the region but it's time-consuming because time passes really quickly without any achievement is done.
- C. in a certain period, It made me care about taking pictures to put them in Instagram stories instead of living these moments.
- D. It's exposing us to different cultures and ways of thinking, so we are more able to diversify from those new things that we daily see in our feed.

Based on the responses given, it appears that Instagram can have both positive and negative impacts on social values. Participant D, for example, suggests that Instagram can expose users to diverse cultures and ways of thinking, which may increase their tolerance and understanding of others. However, participants A and C suggest that Instagram can lead to negative social comparisons and prevent users from the ability to live in the moment, potentially leading to feelings of ingratitude. Participant B also suggests that Instagram can be a time-consuming activity without much achievement. It seems that the impact of Instagram on social values is complex and can depend on the individual user's experiences and habits on the platform.

- **Question 8: Do you feel that your use of Instagram has impacted your spiritual values?**

The majority of the respondents (24 out of 32) do not feel that their use of Instagram has impacted their spiritual values. However, 8 respondents reported that their use of Instagram has impacted their spiritual values in some way.

- **If yes, please explain how Instagram has impacted your spiritual values.**

responses:

- A. Spiritual which I guess is religious, yes it drives me away from Islam values by preferring to go partying and having fun than praying and be grateful
- B. For example, through reels or stories, where you see people doing good things and they encourage you to do the same, or via motivational videos to work on yourself, etc. And also, via religious content, they help you to know better your religion. These are just examples and social media are a very powerful tool that affects people's minds whether positively or negatively.

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- C. we've always followed our society in religious and spiritual values... In fact, social media is showing us the real religion of the prophet and many other scholars who explain the Koran in a correct way.
- D. Sometimes I faced videos that talk about things in religion that I hadn't heard about it before

Respondents B and C suggest that Instagram can have a positive impact on spiritual values by exposing users to motivational and religious content. However, respondent A reported that Instagram has driven them away from Islamic values by prioritizing partying and having fun over praying and gratitude. Additionally, respondent D reported that they have learned about new religious things through Instagram.

- **Question 9: Please indicate your level of agreement with the following statements**

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The images and videos I see on Instagram influence my values and beliefs.	13	4	10	3	1
I compare my life to others' lives on Instagram.	11	5	8	6	1
Instagram posts increase the pressure I feel to present the ideal version of myself.	10	11	4	4	2
The content I see on Instagram affects my relationships with others.	10	12	5	4	0
Instagram posts have a positive impact on my spiritual well-being.	3	8	15	4	1
The content I see on Instagram affects my moral and ethical values.	7	7	13	4	0
Instagram exposes me to diverse viewpoints.	1	3	9	15	3

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Table 3.3

1. "The images and videos I see on Instagram influence my values and beliefs." - This statement received a mostly negative response, with a majority of respondents either disagreeing or strongly disagreeing. Only a small number of respondents agreed or strongly agreed.
2. "I compare my life to others' lives on Instagram." - This statement received a mixed response, with a significant number of respondents in the neutral category. However, the number of respondents who disagreed or strongly disagreed was still higher than the number who agreed or strongly agreed.
3. "Instagram posts increase the pressure I feel to present the ideal version of myself." - This statement received a mostly negative response, with the majority of respondents disagreeing or strongly disagreeing. However, a significant number of respondents were in the neutral category.
4. "The content I see on Instagram affects my relationships with others." - This statement received a mostly negative response, with a majority of respondents disagreeing or strongly disagreeing. Only a small number of respondents were in the agree or strongly agree categories.
5. "Instagram posts have a positive impact on my spiritual well-being." - This statement received a mixed response, with a significant number of respondents in the neutral category. However, the number of respondents who disagreed or strongly disagreed was still higher than the number who agreed or strongly agreed.
6. "The content I see on Instagram affects my moral and ethical values." - This statement received a mostly negative response, with a majority of respondents disagreeing or strongly disagreeing. Only a small number of respondents were in the agree or strongly agree categories.
7. "Instagram exposes me to diverse viewpoints." - This statement received a mostly positive response, with a majority of respondents either agreeing or strongly agreeing. Only a small number of respondents were in the disagree or strongly disagree categories.

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The results show that the participants are generally in doubt about the influence of Instagram on their values, beliefs, and relationships. However, they seem to appreciate the platform's ability to expose them to diverse viewpoints.

- **Question 10: Do you have any suggestions for how Instagram can better support spiritual and social values among users?**

Responses:

- A. Only following spiritual and mental health-related content, unfollowing celebrities and anyone who presents a fake life for their own ego's sake
- B. I guess by choosing carefully the right people to follow, that have useful and helpful content.
- C. Maybe be smart in using it, make your friends circle small, and follow the people who make you mentally and spiritually good.
- D. Probably by starting to censor or even ban unethical content that affects the viewpoint of children
- E. Instagram can't really, education is the solution if someone is raised well it won't be affected that much
- F. Choose carefully whom to follow and who has similar values
- G. it is a matter of choice; people are responsible for what they want to see so they must be selective

In response to the question about how Instagram can better support spiritual and social values among users, several suggestions were given by the respondents. Some suggested unfollowing celebrities and anyone who presents a fake life for their own ego's sake. Others suggested being careful about whom to follow and making the friends circle small, while also following people who make them mentally and spiritually good. Some respondents suggested that Instagram should start censoring or even banning unethical content that affects the viewpoint of children. However, some respondents felt that Instagram cannot do much and that education is the solution. They suggested that if someone is raised well, they won't be affected that much.

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- **Question 11: Which of the following social media platforms do you use?**

The most popular platform among the respondents is YouTube, with 31 out of 32 indicating that they use it. Facebook is the second most popular platform, with 28 out of 32 respondents using it. Instagram is third for the most popular platform, with 26 out of 32 respondents indicating that they use the platform. Pinterest is the fourth most popular platform, with 17 out of 32 respondents.

Other platforms that were selected by respondents include Twitter, LinkedIn, Reddit, TikTok, and Discord. However, these platforms were less popular than the top Four mentioned above.

It seems that YouTube is the social media platform that is most used among the respondents. Facebook is the second most popular platform, followed by Instagram. This indicates that the respondents may prefer longer, video-based content over shorter, image-based content.

3.2 Limitations of the Study

- The study had a small sample size of only 32 participants, which means that the results may not accurately represent the wider population. If more participants were included, the findings would be more reliable and could be applied to a larger group of people.
- It's possible that participants provided answers that they believed were socially acceptable, rather than reflecting their true behaviors or attitudes
- The study had a narrow focus and only examined Instagram usage, neglecting other social media platforms that participants may have used. As a result, it is possible that different social media platforms could have different impacts on the social and spiritual values of participants.
- The study's findings may not be applicable to other populations with different educational backgrounds or cultural contexts since the study was limited to a particular group of university students. So, generalizing the results to other populations should be done with caution.

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3.3 Recommendation

- **Increase the sample size:** To make the findings more reliable and applicable to a wider population, future studies could include a larger number of participants from diverse backgrounds.
- **Include multiple social media platforms:** Since the study only focused on Instagram, future research could include a broader range of social media platforms to examine the potential differences in social and spiritual values that may arise from different types of social media usage.

3.4 Hypothesis analyses

- **H1: Mostaganem University students are more likely to engage with content related to fashion, travel, and celebrities on Instagram compared to other types of content.**

the hypothesis (H1) does not fully support the results. The survey shows that while some Mostaganem University students engage with content related to fashion, travel, and celebrities on Instagram, these types of content did not receive the highest engagement compared to other types of content, such as memes/funny content and inspirational/motivational content

- **H2: The frequency of exposure to different types of content on Instagram (e.g., fashion, travel, celebrities) is positively associated with changes in Mostaganem University students' spiritual and social values.**

It seems that hypothesis (H2) is not strongly supported. The results show that most of the participants (26 out of 32) do not feel that their use of Instagram has impacted their social or spiritual values. However, a minority of respondents reported that their use of Instagram has had an impact on their social and/or spiritual values.

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- **H3: Younger Instagram users use the platform more frequently than older users.**

Based on the survey conducted, it appears that the last hypothesis is supported.

Younger Instagram users use the platform more frequently compared to older users. Out of the 32 participants, 24 of them were between the age range of 18-24 years old and reported higher frequency of use. The most common responses were "4-6 times a day" and "more than 6 times a day". On the other hand, there were only four participants aged 25-30 years old, three aged 31-35, and one who was 36 years old or older.

3.5 Conclusion

The study highlights the potential impact of Instagram usage on social and spiritual values among university students. The researcher presented the interpretation of the survey, and the interpretation of the results. Additionally, the limitations of the study were discussed, and suggestions were made for future research to address them.

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General Conclusion

This work aimed to answer the research questions and examine hypotheses are valid or not. The study aimed to answer three research questions regarding the Instagram habits of Mostaganem University students.

One hypothesis observed was that younger users tend to use the platform more frequently than older users; another hypothesis examined the relationship between the frequency of exposure to different types of content on Instagram and changes in Mostaganem University students' spiritual and social values the last hypothesis observed was that Mostaganem University students are more likely to engage with content related to fashion, travel, and celebrities on Instagram compared to other types of content.

In order to investigate these hypotheses, the researcher divided the work into three chapters. The first chapter dealt with the literature review in which the researcher presented an overview of the impact of Instagram posts on users' social and spiritual values

The second chapter outlined the methodological part, the researcher started by explaining the purpose of the study, the description of the population, the research data tool, and the analysis of data gathered from the survey

The third chapter was devoted to the discussion and interpretation of the findings. Moreover, the researcher provided some suggestions and recommendations for further research.

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