THE INFLUENCE OF INSTAGRAM ON COLLECTIVE AND INDIVIDUAL MENTALITY
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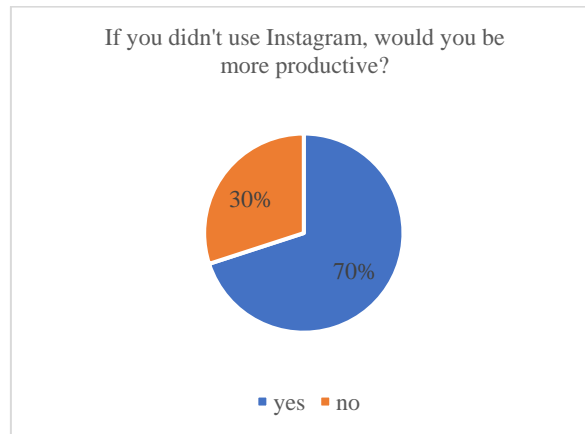*morgensternbeth@gmail.com;*
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These days social media are unavoidable. Almost everyone now has a Facebook or Instagram account. The latter is highly controversial in terms of the impact it may have on the way we perceive things, other people around us and, in the long run, on themselves. To this end, we analyzed the interconnections between the representation of the issue in British and American press and the results of the poll we conducted on the Instagram in order to understand deeper reasons for modern-day popularity of Instagram and pros and cons of its influence on collective and individual mentality.

Key words: Instagram, social media, technological progress, mentality, the youth.

Instagram allows users to edit and upload photos and short videos through a mobile app. It is a very simple app, but its simplicity has helped it gain widespread popularity. Instagram has 1 billion users worldwide. Younger adults between ages 18 and 24 are the core users of Instagram [1]. It is especially popular among students. **The aim of the research** is to analyze the impact of Instagram on young adults and students. **The tasks are** to study British and American press' coverage of the influence of Instagram, to conduct a survey in Instagram on how its users themselves see the issue and, eventually, to analyze the interconnections. To this end**, the research question** is as follows: In which ways Instagram affects collective and individual mentality?

The average person spends around 2.35 hours a day on social media, and 13% of total productivity is lost owing to social media scouring. Influencer marketing agency, Mediakix, ran a survey and calculated that the average person will spend an average of 5 years and 4 months checking their social media channels in their lifetime [3]. Facebook and Instagram recently rolled out a new program to provide users with stats on how much they use the platforms. The activity dashboard allows users to set notifications to remind them to disconnect. But even with a feature like this, Instagram can be hard to turn off. The platform is literally built for the addictive scroll. So, when overused, Instagram can be easily considered addiction [4]. This claim is supported by the results of a poll we conducted on the Instagram page.
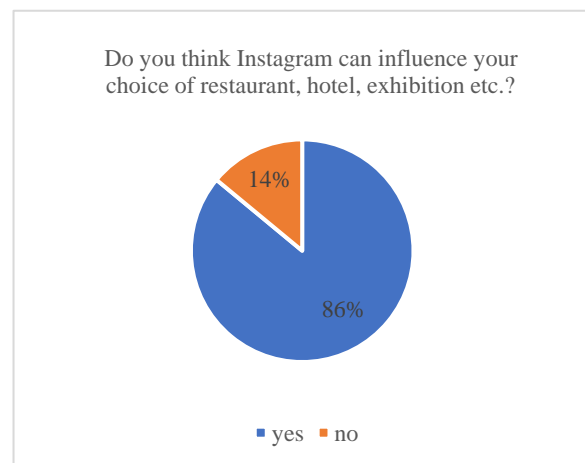
Picture 1

It means that Instagram influences our productivity and stops us from efficiently fulfilling our daily tasks, making us study less, sleep less, enjoy active leisure time less, be face to face with those who we love less [4].

Instagram has already transformed our surroundings into something brand new. Restaurateurs are installing new lighting, purchasing new servingware and even cooking up more photogenic menu items to catch the attention of Instagram's prolific food photographers. But food is only the beginning. Now exhibitions, museums, hotels and even while neighbourhoods are being styled to look good on social media [2].
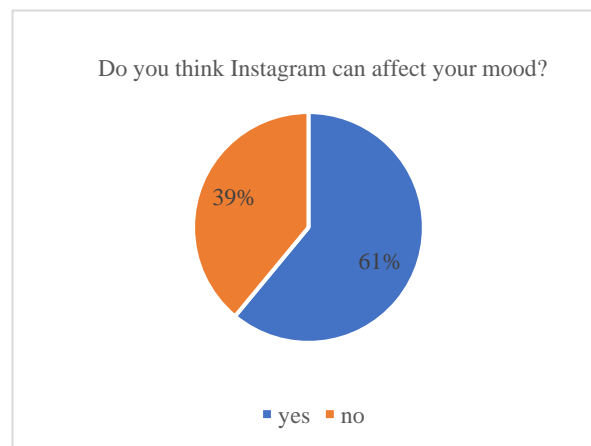
Instagram-users responds were as follows:

Picture 2

For a growing number of users – and mental health experts – the positivity of Instagram is the problem. The site encourages its users to present an upbeat, attractive image that others may find misleading and harmful. Young people who spend more than two hours a day on social networking sites are more likely to report psychological distress, the Guardian reports [4]. Seeing friends constantly on holiday or enjoying nights out can make young people

feel like they are missing out while others enjoy life. These feelings can promote a 'compare and despair' attitude [4].

Picture 3

Coming to closing remarks,

1. The press started to expose the issue, and it's very important for anyone who wants to use Instagram and social media in a smarter way.

2. The poll we conducted shows that most Instagram users realize the issue, too.

References

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