

Sociological measurement of user reaction to Instagram blocking: expert assessment

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Abstract. Social networks have become an integral element of modern life and are a tool for making public opinion. Today, without them, communication and development of creative potential of the individual is unthinkable. This study was aimed at studying psychological adaptation of the followers of two Instagram accounts to the blocking of this social network. The subject of this study was the information (opinion of followers) received during the first day after blocking Instagram. As a research method, we used a sociological survey in «stories» using a questionnaire that included three questions with four answer options. The mental status and emotional state of the subscribers were also assessed by their further personal interviews. The first account was presented with 10,000 followers, the second with 9,100 followers in the age range from 25 to 55 years old. Less than 10% of the followers took part in the examination. However, most of them refused to be surveyed. It was found that the blocking of Instagram was accompanied by a distress of the usual emotional-informational and supportive space – emotional reactions with a high degree of stress response, loss of social recognition, ways of obtaining it, implementation, monetization, up to a failure of adaptation in some content consumers. In the compared groups, differences were found in such indicators as anxiety, fear, anger, apathy and loss of strength. There were also found differences in reaction to future building, which requires further study. The obtained data on the reaction of subscribers of specific accounts can be extrapolated to other accounts and social networks, as reflecting the process of mediatization of social space, including professional space.

Keywords: Instagram, blocking, opinion poll, reaction of followers, adjustment disorders

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