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A MODEL WHICH ILLUSTRATES THE NEGATIVE IMPACTS OF INSTAGRAM AS A VIRTUAL COMMUNITY ON DIGITAL IMMIGRANTS AND DIGITAL NATIVES

Sanal Topluluk Olarak Instagram'ın Dijital Göçmenler ve Dijital Yerliler Üzerindeki Olumsuz Etkilerine Dair Bir Model

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ABSTRACT

The purposes of the study which focuses on the virtual communities that emerges with the digital transformations together with digital immigrants and natives are: (1) to develop a model of the negative impacts of Instagram as a virtual community on digital immigrants and digital natives, (2) to evaluate these impacts comparatively. In this context, five hypotheses are developed on the impacts of economic, cultural, individual negativities, distrust and ethical negativities on social negativities and a model is created to test these hypotheses. Analyses are made via the method of Partial Least Square (PLS) which is included in Structural Equation Modeling. All of the hypotheses are verified at the conclusion of the study.

Keywords: Virtual community, digital immigrants, digital natives, Instagram.

ÖZET

Dijital dönüşümlerle birlikte varlık gösteren sanal topluluklar ile dijital göçmenler ve dijital yerlilerden yola çıkan çalışmanın amaçları: (1) sanal topluluk olarak Instagram'ın dijital göçmenler ve dijital yerliler üzerindeki olumsuz etkilerine dair bir model geliştirmek, (2) sanal topluluk olarak Instagram'ın dijital yerliler ve dijital göçmenler üzerindeki olumsuz etkilerini karşılaştırmalı olarak değerlendirmektir. Bu bağlamda ekonomik olumsuzluklar, kültürel olumsuzluklar, bireysel olumsuzluklar, güvensizlik ve etik olumsuzlukların sosyal olumsuzluklara etkileri üzerine beş hipotez geliştirilmiş ve bunların test edilmesi için bir model oluşturulmuştur. Yapısal Eşitlik Modellemesi içerisinde yer alan Partial Least Square (PLS) yöntemiyle analizler yapılmıştır. Çalışmanın sonucunda tüm hipotezler doğrulanmıştır.

Anahtar Kelimeler: Sanal topluluk, dijital göçmenler, dijital yerliler, Instagram.

1. INTRODUCTION

Fifty years ago from now, as explained by Palfrey and Gasser in their book *Born Digital*, texting through the phone line became possible with the Bulletin Board System (BBS) which emerged in late 1970s and can be said to be the first version of the Internet. It enabled people to reach data and share documents. On the other hand, the system called Usenet Group, which emerged in the early 1980s, is now regarded as the ancestor of social media. Then, in 1990s, "worldwide web", search engines and portals came and played a great role in transforming life. With the social media which emerged in 2000s, however, the transformation can be said to peak. The pace of this 30-year transformation is unequalled in human history (Palfrey & Gaffer, cited in Turhan & Okçu, 2018:149). This can be better understood when printing, telephone and digitalization, the three revolutions of information in history, are assessed together and compared in terms of their speed of becoming widespread. The purposes of this study which looks at the virtual communities and generations of digital immigrants/digital natives which emerged with the third revolution of information and the digital transformations it brought about are;

- (1) To develop a model of the negative impacts of Instagram as a virtual community on digital immigrants and digital natives,
- (2) To evaluate the negative impacts of Instagram as a virtual community on digital immigrants and digital natives.

The study is composed firstly of the review of literature on basic concepts, then research hypotheses, methodology, findings and finally the conclusion.

2. REVIEW OF LITERATURE

Under this title, the literature review of the concepts of digital immigrants, digital natives and Instagram as the virtual community on which the study is conducted is discussed in general terms. Then the theoretical and factual bases of the research hypotheses are provided.

2.1. Instagram as a Virtual Community

The term “virtual organization” originates in Davidow & Melone’s *The Virtual Corporation* published in 1992. “Virtual corporation” which means the “market-oriented organization that can respond immediately to the expectations of its customers” as described by Davidow & Melone became one of the influencing terms of 1990s (Kasper-Fuehrer & Ashkanasky, 2001:235-254). In 1996, Eduardo Bueno-Campos described virtual organization as “a value chain that links and connects suppliers, customers, competitors and other organizations” and asserted that this value chain creates high efficiency and synergy in the economic system (Gil-Estallo et al., 2000:241-248). The inspiration for the idea of virtual community, however, came from Toffler and Masuda, who foresee that with the transition to the information society and the economic structure, the cultural and social ties will be transformed. Virtual community can be defined as the gathering in virtual spaces of millions of people who can be everywhere regardless of their location (Güçdemir, 2015:65).

Before dealing with Instagram, which is one of today’s virtual communities, it is important to look at social media users in general. The number of social media users worldwide increased more than a quarter billion in the period between January 2019 and July 2019, exceeding three and a half billion in total. In July 2019, 46% of the world’s population became social media users (wearasocial.com). Instagram, which has an important position in social media, was founded on October 6, 2010 by Kevin Systrom & Mike Krieger as a free application. It takes its name from the combination of words “instant” and “telegram” (Eden, 2014). The historical development of Instagram can be found in Aksu & Yücebalkan’s work titled “The scale development study to determine Generation Z’s perception of Instagram’s negative impacts” (2018), which is the processor of this study. According to the data from January 2019, the distribution of Instagram followers by age and gender is 32% to 18-24 years old, 33% to 25-34 years old, 16% to 35-44 years old and the ratio between female/male followers is equal. Data from January 2019 also shows that users of Instagram, which cannot be among Google, YouTube and Facebook, the first three of “the list of most visited websites worldwide”, stays online 5-6 minutes on average (weareasocial.com). As of June 2018, Instagram has reported more than 1 billion active users per month worldwide and the number of active users per day is 500 million. There are more than 120 million of active Instagram users in USA (statista.com). According to the data from January 2019, in Turkey with a population of 82.4 million, 59.36 million people who constitute the 72% of the population are Internet users. There are also 52 million active social media users which constitute 63% of this number and 44 million active social media users which constitute the 53% of the whole population. The number of Instagram users in Turkey is 38 million, with an increase of 2.7% in 2018 (Bayrak, 2019).

2.2. Digital Immigrants and Digital Natives

The concept of digital divide involves the differences among individuals, families, organizations and geographical regions in terms of access to information and communication technologies and wide use of Internet, together with the gaps emerged with these differences. However, Prensky (2001) brought a different perspective to the subject by focusing on the age differences. Prensky stated that people of different age groups use technology differently, for different purposes, at different skill levels and examined the digital divide between generations in this respect. With this different perspective to the digital divide, two groups emerged, reflecting the disparities in the technological perceptions among generations: Digital Natives and Digital Immigrants (Bilgiç et al., 2011: 2).

2.2.1. Digital Natives

Prensky suggests that those who are familiar with digital media tools and those who are not belong to two distinct groups called “digital natives” and “digital immigrants”. He calls the younger generation that is also called D-gen, the digital natives whose native language is the digital language of computers, video games and the Internet (Prensky, 2001:1). Digital natives are also called New Millennium Learners, Net Generation (Oblinger & Oblinger, 2005; Tapscott, 1999), the IM (Instant Message) Generation (Lenhart, Rainie & Lewis, 2001), the Gamer Generation (Carstens & Beck, 2005), the Homo Zappiens (Veen, 2003; Pedro, 2006), the Cyber Kids and Grasshopper Mind (Çetin & Özgüdin, 2013:174; Pedro, 2006: 2).

Digital natives, who see digital technology as a routine part of daily life rather than a necessity and create their own language with digital devices are composed of 21st century’s youth and children who started life with these technologies and who took online platforms and new technologies at the center of their lives (Bilgiç et al., 2011:2). From this point of view, it can be argued that the difference between digital natives and digital immigrants resides in the perception to use the Internet / digital world, but the age structure is a stronger determinative in the literature. It seems that the digital natives are considered to be the Generation Y (Echo Boom or Next Generation: born between 1977-1994) and the Generation Z (I Generation, Internet Generation, iGen, Instant Online, Digital Children, .com children: born between 1995-2012). Within this context, it can be argued that the digital divide between Generation Y and Generation Z will be decreased in the future.

Digital tools that connect digital natives to each other are the primary mediators that regulate their human relationships. The way they use technology in this way, “the 24/7 ongoing network created by the mixture of technique and human in a way never experienced before” has fundamentally transformed human relations (Çetin & Özgüdin, 2013:176).

2.2.2. Digital Immigrants

According to Prensky, those who are not digital natives or who were not born in the digital world but adopted many aspects of new technology later in life are digital immigrants (Prensky, 2001:2). Digital immigrants who were born before 1980, are not a generation compatible with virtual reality like digital natives born within the digital world, but a generation that tries to adapt to it later (Çetin & Özgüdin, 2013:174).

The difference between the digital immigrants and the digital natives can be explained as follows: While digital immigrants may adapt to the environment, they always keep their “accents”, in other words their bonds with their past, to a certain extent. For instance, digital immigrants can be seen reading a guidebook instead of learning to use a program itself. Therefore, it can be said that elderly people of today were socialized in a different way and they are in a new process of language learning today (Prensky, 2001:2).

As a result, digital immigrants consist of a generation that tries to adapt to the environments where digital technologies are used and finds itself in a new process with the development of technology. The members of this generation are people who were, unlike digital natives, not born into the digital world but who seek to find their own way in the digital world. While trying to adapt to this new process, on the other hand they cannot give up their certain habits; however, it should be considered that they are compatible with the Internet and interested in technology (Bilgiç et al., 2011:2; Çetin & Özgüdin, 2013: 177-179).

2.3. Research Hypotheses

The hypotheses and theoretical / factual bases of the research are as follows:

H₁: Economical negativities affect social negativities

In today’s global social media, advertisements of meta has been gradually increased and consumption has been a key basis of living, being happy and feeling. The lifestyle offered to the masses is “living by consuming” which depends on the rationale of showing off (Çakır, 2015:117). Even if individuals produce their own participatory and bottom-up social versions on an ego-centered site, via photo sharing and similar methods, a significant portion of the infrastructure they use is possible through the sharing forms of advertising (Andrejevic, 2014:67). The short, simple, striking and astonishing language of advertising and other sharing formats brings about memorylessness. In fact, as W.J. Ong (1991) points out, it is known that modern man uses brain functions less than a person in the age of oral culture. Instead of cultural, artistic or

political activities, communication texts that fill an individual's free time lead to one-way, regressive processes that do not require using one's intellectual potential (Çakır, 2015:121). It can be assumed that these situations lead to Economical Negativities in the masses and thus cause social negativities.

H₂: Cultural negativities influence social negativities

As it is known, culture is one of the basic components of civilization. The origin of the concept of culture is the Latin word "cultura" and in its broadest sense, it encompasses the physical and intellectual structures of human beings that separate themselves from nature and create changes in it (Güney & Çetin, 2003:191). The concept of culture has many definitions, and researchers find it difficult to unite in a particular definition of culture. Culture, according to a general definition, is the totality of all the values that provide the unity of emotion, thought and behavior of a human community; it includes tradition, ideas and artistic values (Okay, 2013: 193). In this context, it is a dynamic concept which has historicity and is shaped, questioned, changed within certain power relations (Candan & Özbay, 2018:15). The concept of culture is usually understood implicitly in norms, values, applications and expectation in the communication technologies which are also called the "digital culture". This culture is influenced by many components such as cyber culture, information culture, interface culture, Internet culture or virtual culture in cyber society (Deuze, 2006:63).

What stands out in the definitions of culture is that culture is related to learned and socially transmitted behavior patterns and that these behavior patterns differentiate one society from another. In this context, cultural studies focus on how culture affects individual and social behaviors rather than what culture is (Güney & Çetin, 2003:191). Therefore, it can be concluded that cultural negativities can affect social negativities.

H₃: Individual negativities affect social negativities

Today, on the other hand, as stated by Baudrillard, consumers satisfy their emotional desires by consuming signs and symbols instead of their material needs (Baudrillard, 2010:72). The desire for consumption created through social media increases the number of people who acquire identity through consumption. Moreover, people now prefer to be considered with their own personal brand. The concept, which is referred to as Personal Branding in the literature, was first introduced in 1997 by management expert Tom Peters. Describing the idea of applying branding to people in his article "The Brand Called You", Peters defines the personal brand as "self-managing activity" (<http://www.fastcompany.com>). Peters (1997) states that people can be a brand themselves and emphasizes that people can find different opportunities to market their characteristics through social networks they create with their environment (Hepekiz & Gökalliler, 2019:764).

In a study of Balcı et al. (2019), titled "A study of the relationship between Instagram use habits and motives and narcissism: The Case of Selçuk University Students", it is found that as the narcissism level of the participants increased, the frequency of Instagram usage also increased. As the narcissism level of Instagram users increases, there is an increase in the desire to interact with friends, to see and follow people's visual status updates, to learn about them, to introduce themselves, to share their life with other people, and to provide status updates to people and to portray life with photographs (Balcı et al., 2019:970).

Moreover, according to the findings of the Ayan's (2016) thesis study, titled "The use of identity building in social media in the context of consumer culture: The Case of Instagram", people who constantly update profiles or share photos on social networks show narcissistic tendency. Another finding in the study is the need for users to be visible and liked. The "like" race is vital in social media, individuals who want to be visible to everyone take photos on their mobile phones at any time and share them with other users on Instagram. Another finding obtained in this study is the consumption practices of the users. Individuals have become gazer/gazed subjects and what matters has become beyond who the individual is, but rather what he/she consumes, eats, drinks, visits. In short, his/her lifestyle became the primary indicator. According to another finding in the study, the places where the users go, the food they eat, the clothes they wear and the cars they use belong to the upper class identity (Ayan, 2016:168-169). Therefore, it can be concluded that the individual negativities can influence social negativities.

H4: Distrust influences social negativities

An important issue that needs to be addressed for today is that digital surveillance on the Internet has reached a remarkable and alarming dimension that goes beyond the predictions. Cases of leakage, such as Wikileaks and Snowden, have proved how comprehensive and dangerous digital surveillance could be. Surveillance which encompasses systematic monitoring, classification, and control is a process that involves certain group's using data gathering, collecting, analyzing, processing and assessing to restraint the behaviors of certain other groups; that potentially involves physical, ideological or structural violence; that seeks to direct people to certain behaviors. While it empowers some people, weakens the others (Çakır, 2015:248-249). As a matter of fact, some companies provide services under the name of personal content and advertising and examine the content of packets circulating in the network and determine the profiles of the people. Moreover, the issue of privacy has an important place in every source dealing with surveillance discussions in literature; for privacy is interrupted by surveillance, loses its confidentiality and meaning, and it affects personal lives of people in various ways.

In fact, according to the study of Yıldırım & Varol (2013), titled "Security Network: A Case Study Done at Bitlis Eren and Fırat Universities", it is found that most of the users give their accurate personal information in social networks. Nevertheless, the majority (about 60%) think that these networks are not sufficient to protect personal information and that their personal information is used by institutions. More than the half of the users are subjected to spams or harmful applications. It is found that although the majority of users do not open applications without being sure, they still cannot protect themselves from malicious software. It is seen that a fake account is created in the name of 20% of the users and their photos are used without their permission. Identity thieves can create false profiles to obtain information from people. It is seen that 30% of the users have their accounts hacked by others or the account has been forced to get seized. Moreover, 30% of the users receive text messages that involve harassment (Yıldırım & Varol, 2013). Therefore, it can be inferred that distrust can cause social negativities.

H5: Ethical negativities have impact on social negativities

The last concept addressed in this study is ethics. Ethics is philosophy of morality. Ethics is the name given to the field of research; morality or virtue is the name of the object of the research. Virtues are codes of behavior that are acceptable in a particular group, community, or community at a given time and space (Erdoğan, 2006:5-6). Surveillance, one of the ethical issues, is the desire to know and learn about everyone, according to Niedzviecki. In exchange for satisfying this desire, you also allow everyone to learn everything about you (Niedzviecki, 2010:15). The culture of surveillance can also be described as "a crooked solution to the problem of dehumanized humanity". According to Niedzviecki, it is ironic that individuals should be aware that they are individuals when they make themselves traceable and allow others to comment on themselves. In this context, surveillance must be regarded as a natural consequence of being born into a technological society, of continuous shopping as a member of consumer society and of magazine at a universal level and also as a reaction to all these (Niedzviecki, 2010:38). On the other hand, according to Freud, the desire to exhibit oneself is the replacement of scopophilic impulse. Exhibitionism arises from auto-erotic activity, which involves looking at the part of one's own body. The pleasure obtained by exhibiting oneself emerges from the identification of the subject with the gaze of the other. The subject sees oneself as an image from the other's point of view. Freud argues that all unconscious exhibitionists are also voyeurists (Freud, Three Essays on the Theory of Sexuality) (Ayan, 2016:74-75). In addition to that, Instagram is a medium that can make individuals look different than they are. With the filtering applications that provide technical interventions to the photographs, effects can be given to the photos, defects can be eliminated, and the photos can be made much more aesthetic.

On the other hand, hate speech on the Internet includes the activities of a wide range of political, xenophobic, homophobic, transphobic, religious (Semitist, anti-Semitist, radical Islamist, anti-Islamist) and misogynist people and groups who can be prejudged and biased, even to the extent of bigotry (Doğu, 2010:228). According to the findings of the study titled "Hate speech in new media and a research for university students" conducted by Bulunmaz (2015), 55% of the participants stated that they encountered a situation related to hate speech in social media, while almost all of them answered that the issue was related to politics. It is followed by religion/sects and sports (Bulunmaz, 2015:86).

Lastly, social media is known to be a medium of disinformation. According to the findings of the study titled "To Discuss the Right to Receive Accurate News and Social Media Disinformation with Doğruluk



Payı and Yalansavar” conducted by Yegen (2018), most respondents see the cause of social media disinformation as fake content and the density of users in social media. Since content verification is not always possible on social media, it is clear that disinformation is a problem both in the ethical and public interest context (Yegen, 2018:117). Therefore, it can be assumed that ethical negativities can affect social negativities.

3. RESEARCH METHODOLOGY

The universe of this study that is conducted to examine the effects of Instagram on social negativities is designated as all digital immigrants and digital natives living in Turkey. The subjects are reached through the methods of random and convenience sampling and 5-point Likert scale that is involved in “the study of scale development to determine Generation Z’s perception of Instagram’s negative aspects”, conducted by Aksu & Yücebalkan (2018). Surveys were conducted face to face and on the web. A total of 366 people (valid number of questionnaires) participated in the study.

There are 24 Likert type question in the survey. As a result of the factor analysis, these questions are collected in six factors: economic negativities, cultural negativities, individual negativities, distrust, ethical negativities and social negativities. Among these factors, social negativity was considered as the dependent variable and the effects of other factors on it were examined. In this examination, Partial Least Squares-PLS was used as Structural Equation Modeling.

Partial least squares (PLS) method, which was developed in accordance with the objectives and structure of the least squares method, which is an important point of statistics, is an analysis method that can be used to estimate the models consisting of multiple dependent and independent variables and can produce effective results (Abdi, 2003). PLS produces more effective results than techniques such as regression analysis, as it can model small or medium-sized samples in cases where sample distribution is not normal with implicit variables and is more applicable to complex random samplings (Chin & Newsted, 1999).

While the PLS was originally designed for forecasting, researches aimed to expand theory testing capabilities by developing model compliance measures. Model fit indexes judge how well the hypothesized model structure fits empirical data and thus help to identify model inaccuracies.

In the PLS structural model, internal variables are evaluated by of explained variance (R^2) and predictive relevance (Q^2). R^2 takes a value between 0–1 and shows to what extent the data set explains the regression line. R^2 is categorized as small ($0.02 \leq R^2 < 0.13$), medium ($0.13 \leq R^2 < 0.26$) and large ($0.26 \leq R^2$) impact diameters (Açıkgöz, 2015). Q^2 is an additional appraisal to show model suitability. It determines the extent to which the model approaches the expected value (or the predicted quality or accuracy of the corrected model) (Hair et al., 2014). $Q^2 > 0$ indicates that model has predictive fit, $Q^2 < 0$ indicates that model is far from predictive fit (Chin, 1998). Values greater than zero should be obtained as evaluation criteria. A perfect model can be mentioned when $Q^2 = 1$. In other words, it shows that the model created reflects reality and is error-free (Ringle et al., 2014).

Moreover, Cohen's Indicator (f^2) is used to examine the magnitude of the impact between structures (Ringle et al., 2014). The value f^2 is obtained by including and excluding model structures (individually) and shows how useful each structure is in model adjustment. Values of 0.02, 0.15 and 0.35 are considered low, medium and high respectively (Hair et al., 2014).

In the next stage, the divergence validity of these dimensions was determined in order to make a definite decision about the structural validity. In determining the decomposition validity of the model, the square root of the mean explained variance value of a factor's being greater than the correlation values of this factor with other factors, is sufficient for divergent validity (Aksu & Akman, 2017).

In order to make this analysis, a model was created. The model was examined by structural equation modeling and it was tried to obtain information about the variables. The hypotheses studied are as follows:

- H₁: Economical negativities can affect social negativities
- H₂: Cultural negativities can affect social negativities
- H₃: Individual negativities can affect social negativities
- H₄: Distrust can affect social negativities
- H₅: Ethical negativities can affect social negativities

The explicit version of the research model is shown in Figure 3. In this study, Partial Least Squares-PLS was used as Structural Equation Modeling and analyzes were obtained with Smart PLS package program. SPSS was used for some analyzes. Significance level was taken as 5% ($p=0.05$). The general structure of the research is given in Figure 1.

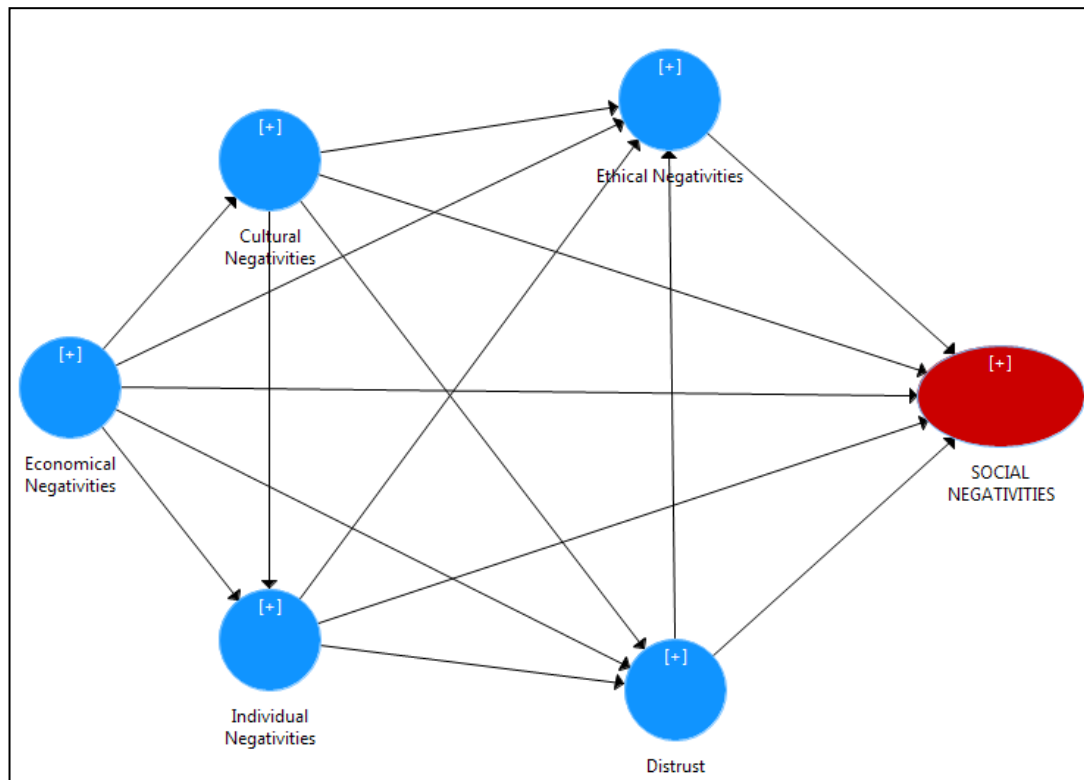


Figure 1: The research model

In addition, whether the multidimensional model created by the structural equation model test was a valid model or not was first analyzed with good fit values. Then, the loads of the variables in the model and the relationships between these variables are examined. When the validity and reliability values of the model were examined, composite reliability (CR) and Cronbach's alpha values, coefficients of determination (R^2) and mean explained variances of the implicit variables in the model were scanned.

4. FINDINGS AND DISCUSSION

Of the 366 participants, 65.6% were women and 34.4% were men. Most of these people have post-secondary education. In addition, 92.1% of these people, 90.4% of whom live in big cities with a population of over 1 million, actively use Instagram. By the classification made according to the age of the participants, it is seen that 17.2% of these people are in the digital immigrant category and 82.8% are in the digital native category (Table 1).

Table 1: Basic demographic information

		Category				TOTAL	
		Immigrant		Native			
		n	%	n	%	n	%
Sex	Woman	41	65.1	199	65.7	240	65.6
	Man	22	34.9	104	34.3	126	34.4
Education	Elementary	6	9.5	0	0.0	6	1.6
	Primary	2	3.2	3	1.0	5	1.4
	High school	11	17.5	18	5.9	29	7.9
	Foundation degree	9	14.3	205	67.7	214	58.5
	Bachelor's	19	30.2	75	24.8	94	25.7
	Master's	16	25.4	2	.7	18	4.9
City size in population	Small (<500 000)	3	4.8	19	6.3	22	6.0
	Medium (500 001 - 1 m)	1	1.6	12	4.0	13	3.6
	Large (>1 m)	59	93.7	272	89.8	331	90.4

Monthly income	3000 and below	10	15.9	145	47.9	155	42.3
	3001-5000	21	33.3	126	41.6	147	40.2
	5001-7000	15	23.8	22	7.3	37	10.1
	Over 7001	17	27.0	10	3.3	27	7.4
Instagram account	Yes	57	90.5	280	92.4	337	92.1
	No, never.	2	3.2	3	1.0	5	1.4
	No, not anymore.	4	6.3	20	6.6	24	6.6
	TOTAL	63	17.2	303	82.8	366	100

The observed variable loads and statistical values of the factors obtained according to the model are shown in Table 2. These values are consistent with Aksu & Yücebalkan’s (2018) study. Figure 2 also shows the open version of the model.

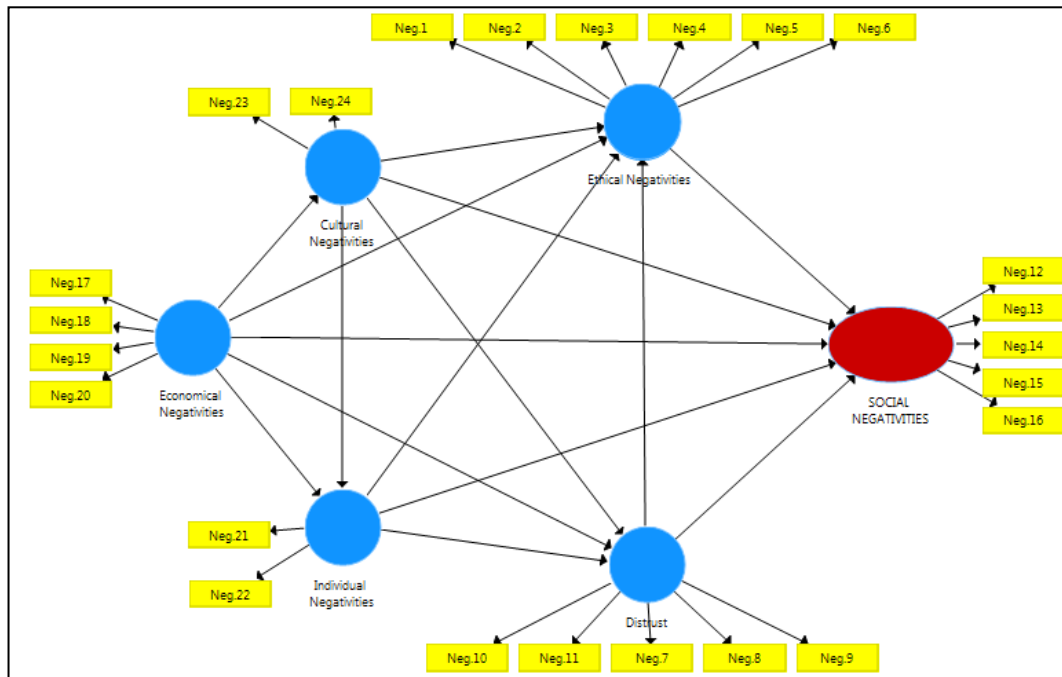


Figure 2: The explicit version of the research model

Table 2: The observed variable loads and statistical values of the factors

		Load	Median	Mean	s	P
Economical Negativities	Neg.17	0.748	3.00	3.16	1.46	0.000
	Neg.18	0.831	3.00	2.88	1.42	0.000
	Neg.19	0.737	2.00	2.34	1.38	0.000
	Neg.20	0.728	3.00	2.98	1.38	0.000
Cultural Negativities	Neg.23	0.659	3.00	3.07	1.60	0.000
	Neg.24	0.914	5.00	3.98	1.40	0.000
Individual Negativities	Neg.21	0.930	4.00	3.58	1.50	0.000
	Neg.22	0.929	4.00	3.84	1.44	0.000
Distrust	Neg.7	0.612	3.00	3.43	1.15	0.000
	Neg.8	0.740	4.00	3.44	1.22	0.000
	Neg.9	0.822	3.00	3.28	1.21	0.000
	Neg.10	0.846	3.00	3.39	1.18	0.000
	Neg.11	0.779	4.00	3.68	1.20	0.000
Ethical Negativities	Neg.1	0.814	5.00	4.26	1.14	0.000
	Neg.2	0.859	5.00	4.38	1.13	0.000
	Neg.3	0.884	5.00	4.47	0.96	0.000
	Neg.4	0.855	5.00	4.48	1.04	0.000
	Neg.5	0.827	5.00	4.52	1.00	0.000
	Neg.6	0.568	5.00	4.29	1.08	0.000
SOCIAL NEGATIVITIES	Neg.12	0.794	3.00	2.96	1.28	0.000
	Neg.13	0.773	3.00	2.91	1.29	0.000
	Neg.14	0.815	3.00	3.26	1.25	0.000
	Neg.15	0.799	3.00	2.97	1.30	0.000
	Neg.16	0.794	3.00	3.30	1.28	0.000

Table 3 shows the factors and main statistical values that emerged as a result of the application of the scale. According to this; it can be clearly said that the factors differ in relation to each other.

Table 3: Basic statistical values of the factors

	Median	Mean	s	p*
Economical Negativities	2.75	2.84	1.08	0.000
Cultural Negativities	3.50	3.53	1.21	
Individual Negativities	4.00	3.71	1.37	
Distrust	3.40	3.44	0.91	
Ethical Negativities	4.83	4.40	0.85	
Social Negativities	3.20	3.08	1.02	

* Friedman Test is used.

4.1. Reliability Values of Factors

For reliability of the model, composite reliability (CR) and Cronbach's Alpha values were examined. All of the latent variables were found to be above the 0.80 limit (CR>0.80), except for Cultural Negativities (both total and immigrant-native segregation). Moreover, Cronbach's Alfa scores were also above 0.70 except for Cultural Negativities. When the R² values of latent variables are analyzed, it is seen that 3.3% (low level) of the variability in Cultural Negativities can be explained by Economical Negativities. Similarly, Distrust can be explained by Cultural, Economical and Individual Negativities at 5.8% (low level). The R² value could not be calculated because there is no latent variable that makes up Economical Negativities. Variability in Ethical Negativities can be explained by Cultural, Economical, Individual and Distrust Negativities at 16.2% (intermediate level). Individual Negativities can be explained by Cultural and Economical Negativities at 23.4% (intermediate level). Finally, 34.9% (high level) of the Social Negativities variable can be explained by other latent variables.

In addition, Q² values that evaluate the accuracy of the generated model provide Q²>0 condition for each latent variable. Therefore, it can be said that the structures studied constitute a correct model. SRMR value was also examined for model fit analysis. SRMR, which is one of the goodness of fit indices, shows whether the structure has a suitable validity. According to the result produced, the SRMR value of the model was 0.068. This satisfies the condition of SRMR<0.10 for goodness of fit test. For each latent variable, reliability and model fit values of digital immigrant and digital native groups were also obtained. All results are shown in Table 4.

Table 4: Reliability and model fit values of the factors

	Avg	s	CR	C.Alpha	AVE	R ²	R ² Adj.	Q ²
Economical Negativities	Total	2.84	1.08	0.847	0.760	0.581		
	Immigrant	2.24	0.89	0.838	0.659	0.429		
	Native	2.96	1.07	0.846	0.760	0.580		
Cultural Negativities	Total	3.53	1.21	0.772	0.459	0.635	0.033	0.031
	Immigrant	3.24	1.36	0.820	0.591	0.698	0.045	0.029
	Native	3.59	1.17	0.765	0.426	0.625	0.033	0.030
Individual Negativities	Total	3.71	1.37	0.927	0.843	0.864	0.234	0.229
	Immigrant	3.29	1.50	0.948	0.890	0.901	0.320	0.297
	Native	3.80	1.33	0.922	0.830	0.855	0.198	0.192
Distrust	Total	3.44	0.91	0.874	0.818	0.584	0.058	0.050
	Immigrant	3.53	0.92	0.883	0.832	0.607	0.113	0.068
	Native	3.42	0.90	0.873	0.817	0.581	0.073	0.063
Ethical Negativities	Total	4.40	0.85	0.917	0.889	0.653	0.162	0.152
	Immigrant	4.09	1.10	0.931	0.911	0.692	0.295	0.247
	Native	4.47	0.77	0.909	0.876	0.632	0.127	0.115
SOCIAL NEGATIVITIES	Total	3.08	1.02	0.896	0.855	0.632	0.349	0.340
	Immigrant	2.90	0.92	0.870	0.813	0.573	0.452	0.403
	Native	3.11	1.03	0.901	0.862	0.645	0.345	0.334

4.2. Correlations Between Factors

Convergent and discriminant validity of these dimensions should also be determined in order to make a definitive decision on structural validity. AVE values of the scores obtained for convergent validity should be examined. AVE values are expected to be higher than 0.50. However, for divergent validity, the square

root of the mean explained variance value (AVE) of a factor is sufficient to be greater than the correlation value of this factor with other factors.

Table 5 illustrates the correlations of all factors with others. The values indicated in bold as diagonally in the table are the square root of the AVE values of the relevant factor. According to the findings obtained from the analysis, it is seen that the dimensions in the model formed are separate structures and their divergent validity is provided.

Table 5: Correlations between variables

		(1)	(2)	(3)	(4)	(5)	(6)
TOTAL	Cultural Negativities (1)	0.797					
	Distrust (2)	0.172	0.764				
	Economical Negativities (3)	0.183	0.168	0.762			
	Ethical Negativities (4)	0.314	0.280	0.121	0.808		
	Individual Negativities (5)	0.279	0.187	0.439	0.216	0.929	
	SOCIAL NEGATIVITIES (6)	0.325	0.447	0.288	0.302	0.401	0.795
IMMIGRANT	Cultural Negativities (1)	0.835					
	Distrust (2)	0.308	0.779				
	Economical Negativities (3)	0.212	0.172	0.655			
	Ethical Negativities (4)	0.504	0.348	0.131	0.832		
	Individual Negativities (5)	0.325	0.087	0.521	0.180	0.949	
	SOCIAL NEGATIVITIES (6)	0.512	0.489	0.241	0.509	0.305	0.757
NATIVE	Cultural Negativities (1)	0.790					
	Distrust (2)	0.151	0.763				
	Economical Negativities (3)	0.182	0.205	0.762			
	Ethical Negativities (4)	0.217	0.290	0.111	0.795		
	Individual Negativities (5)	0.250	0.221	0.407	0.208	0.925	
	SOCIAL NEGATIVITIES (6)	0.280	0.453	0.310	0.256	0.417	0.803

4.3. Results of Structural Equation Modeling

When looking at the interactions of variables, two types of interactions, namely direct and indirect effects, should be emphasized. However, this study did not address indirect effects. Direct effects are formed according to the structure of the variables formed in the model. Each arrow in the model structure indicates a linear effect. The interactions of the variables in the model were revised according to both total participants and digital immigrant and digital native distinctions and the results are shown in Figure 3. The expressions presented in Figure 3 are path-coefficient (β) results and p-values (in parentheses).

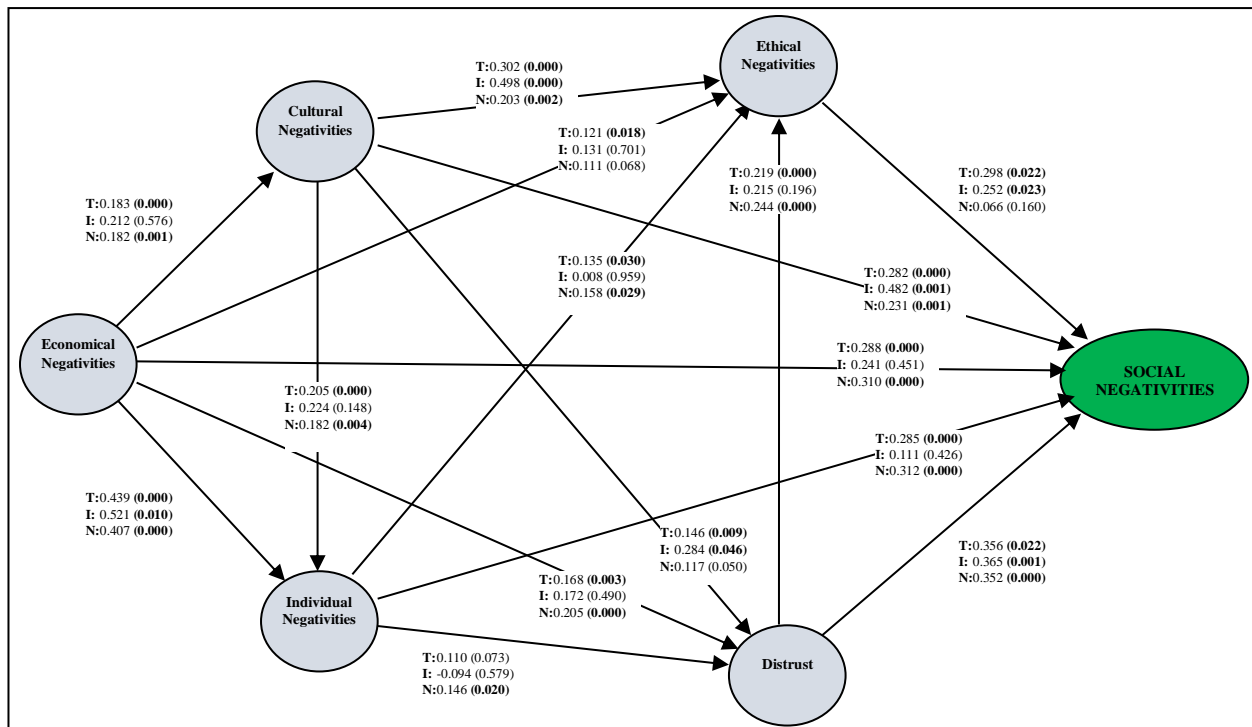


Figure 3: Impact values of variables in structural equation model



As shown in Table 6, the direct effects of economic, cultural, individual and ethical negativities and distrust on social negativities were examined. As a result, it is seen that economic negativities ($\beta=0.288$), cultural negativities ($\beta=0.282$), individual negativities ($\beta=0.285$), distrust ($\beta=0.356$) and ethical negativities ($\beta=0.098$) have a direct effect on social negativities. In addition, the analysis results for digital immigrants and natives are given in Table 6.

According to the f^2 values given in Table 6, the variables exhibit a harmonious structure in line with the model. The effect size of the β values in the model which shows the direct effect values formed between the variables is also obtained by f^2 . According to this; it can also be clearly seen that the direct effect of factors affecting social negativity is low ($f^2 < 0.15$).

Table 6: Direct effects

	TOTAL					IMMIGRANT					NATIVE				
	β	s	f^2	T-test	p	β	s	f^2	T-test	p	β	s	f^2	T-test	p
Cultural Negativities → SOCIAL NEGATIVITIES	0.282	0.06	0.03	5.06	0.000	0.482	0.10	0.07	5.00	0.000	0.231	0.07	0.02	3.45	0.001
Distrust → SOCIAL NEGATIVITIES	0.356	0.04	0.15	8.14	0.000	0.365	0.11	0.15	3.25	0.001	0.352	0.05	0.15	6.90	0.000
Economical Negativities → SOCIAL NEGATIVITIES	0.288	0.05	0.01	5.40	0.000	0.241	0.32	0.00	0.75	0.451	0.310	0.06	0.01	5.50	0.000
Ethical Negativities → SOCIAL NEGATIVITIES	0.098	0.04	0.01	2.31	0.022	0.252	0.11	0.08	2.29	0.023	0.066	0.05	0.01	1.41	0.160
Individual Negativities → SOCIAL NEGATIVITIES	0.285	0.06	0.06	4.84	0.000	0.111	0.14	0.02	0.80	0.426	0.312	0.07	0.08	4.76	0.000
Cultural Negativities → Ethical Negativities	0.302	0.06	0.07	5.05	0.000	0.498	0.12	0.22	4.12	0.000	0.203	0.07	0.03	3.06	0.002
Distrust → Ethical Negativities	0.219	0.06	0.05	4.00	0.000	0.215	0.17	0.06	1.30	0.196	0.244	0.05	0.06	4.65	0.000
Economical Negativities → Ethical Negativities	0.121	0.05	0.00	2.37	0.018	0.131	0.34	0.00	0.38	0.701	0.111	0.06	0.00	1.83	0.068
Individual Negativities → Ethical Negativities	0.135	0.06	0.01	2.18	0.030	0.008	0.15	0.00	0.05	0.959	0.158	0.07	0.01	2.19	0.029
Cultural Negativities → Distrust	0.146	0.06	0.02	2.64	0.009	0.284	0.14	0.09	2.00	0.046	0.117	0.06	0.01	1.97	0.050
Economical Negativities → Distrust	0.168	0.06	0.01	3.02	0.003	0.172	0.25	0.02	0.69	0.490	0.205	0.06	0.02	3.52	0.000
Individual Negativities → Distrust	0.110	0.06	0.01	1.80	0.073	-0.094	0.17	0.01	0.56	0.579	0.146	0.06	0.02	2.33	0.020
Cultural Negativities → Individual Negativities	0.205	0.05	0.05	3.87	0.000	0.224	0.16	0.07	1.45	0.148	0.182	0.06	0.04	2.87	0.004
Economical Negativities → Individual Negativities	0.439	0.04	0.20	10.36	0.000	0.521	0.20	0.32	2.60	0.010	0.407	0.05	0.17	8.19	0.000
Economical Negativities → Cultural Negativities	0.183	0.05	0.04	3.95	0.000	0.212	0.38	0.05	0.56	0.576	0.182	0.06	0.03	3.34	0.001

Table 6 shows that all of the research hypotheses are verified ($p < 0.05$). In addition, it can be read from Table 6 that the economic and individual negativity of digital immigrants did not affect social negativity ($p > 0.05$) and that the ethical negativity of digital natives had no effect on social negativity ($p > 0.05$).

5. CONCLUSION

One of the aims of the study was to develop a model of the negative impact of Instagram as a virtual community on digital natives and digital immigrants. In the model developed as a result of the study, direct and indirect effects were determined between economic, cultural, individual negativities, distrust, ethical negativities and social negativities ($p < 0.05$), but indirect effects were not examined. As a result, all hypotheses of the study were confirmed. The explanations of the theoretical and factual basis of the hypotheses were included in the literature review section of the study. Therefore, it can be said that the studies of Balcı et al (2019) and Ayan (2016) on individual negativities, the study of Yıldırım & Varol (2013) on distrust, and the studies of Bulunmaz (2015) and Yegen (2018) on ethical negativities are supported. As a matter of fact, Bauman & Lyon (2013) also argue that consumer profile has changed with social media. The new consumers, which they call social consumers, are not content with consuming the product that the media offers to them as viewers, but they want to be one of the creators of this process. In this way, individuals have become "Both the presenters of the products and the services and the products themselves. It is these characteristics that make them a true member of the consumer society" (Ayan,

2016:168). It can be said that this situation has an effect on all the negativities addressed in the study and also leads to social negativities.

The second objective of the study was to evaluate comparatively the negative impact of Instagram on digital natives and digital immigrants as a virtual community. It is concluded that cultural negativities, ethical negativities and distrust affect social negativities in digital immigrants ($p<0.05$), economic and individual negativities do not have the same effect on social negativities ($p>0.05$). In digital natives, on the other hand, it is concluded that cultural, economical, individual negativities and distrust affect social negativities ($p<0.05$), while ethical negativities do not ($p>0.05$). This can be explained by differences between generations.

The Generation Y who make up digital immigrants has acquired multiple identities, especially through their expertise in the use of the Internet. The virtual world of the Internet replaces the perception of the real world and leads them to establish themselves and their relationships through the symbols offered by this virtual world. Thus, by creating a break in the perception of production-based world, they are the first generation to open the door of the world of consumption. In addition to "consumer-centeredness" of the Generation Y period, it is seen that a new "context-centered" era has been entered with the Generation Z, which constitutes the digital natives. In general, those in the Generation Z do not care about standard and creativity-free social environments, unobtrusive rules, insecure people. However, they care about first-hand access to information, freedom of expression, individuality, creativity, subjectivity, understanding and empathy (Altuntuğ, 2012:206; Yavuz, 2018). As a result, it can be said that these differences are manifested in the perception of negative effects of Instagram.

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