The Impact of Instagram on Turkish University Students' Attitudes toward Political Parties

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Abstract

This study sought to find out the nature of the effects of the Instagram platform in forming the attitudes of Turkish university students towards political parties in Turkey. In addition, the study aimed to find out the motives and reasons for students' follow-up to the Instagram platform. To achieve the goal of the study, the researcher relied on descriptive studies, and within their framework, he used the survey method, through the application of the method of surveying the public with the sample. He distributed the electronic questionnaire to the study sample, which numbered (408) Turkish university students according to the appropriate sample method. The study reached a set of results, the most important of which were the following: Most Turkish students use Instagram for more than three hours a day and the main reason for following Instagram is that it is first: "easy to use" and then "characterized by multimedia (photos, videos and audio). The study also found that the most digital technology that contributed to the formation of Turkish university students' attitudes towards political parties was (Stories) technology followed by Live Video technology. As for the effects of the Instagram knowledge platform, it was an answer that contributed to my knowledge of the role played by political parties. "It is the highest and the emotional effects were an answer that increased my conviction of the importance and role of political parties." As for the behavioral effects, "supporting some parties and standing by them and supporting them" was the highest among the answers. The study also found a low-level positive relationship (r=.206**) between the attitudes of Turkish university students towards political parties and the effects of the Instagram platform in general, where (P<0.05), in addition to a low-level positive relationship (r=.144**) between the attitudes of Turkish university students towards political parties and the digital technologies of the Instagram platform, where (P<0.05).

Keywords: instagram, political parties, university students, trend formation, Turkey

1. Introduction

After the spread of the Internet around the world, new types of media have entered the lives of different audiences, and over time they have diversified and increased in number. They have provided the characteristics and advantages of many facilities, specifically in terms of access to information and social and political interactions. The process of researching the effects of these sites on individuals and societies is necessary given the unfinished variables that the world is going through. Moreover, these modern media provide many diverse services so they have become a tool for communication between individuals and have contributed to connecting people all over the world. One of the most prominent of these sites in our time is the Instagram platform, which is widely spread among university youth. (Rais, 2023) Instagram has become a wide area of communication and interaction among university youth, as it has provided them with the opportunity to express their views and positions on many issues and a way to obtain diverse information about everything new in the world. Instagram is part of the life of many university students, as they are the most influential and affected groups. Statistics indicate that Instagram, according to Hootsuite updates – (2023), is still one of the most important social media platforms around the world at the end of 2022, as it is the eighth most visited site by users around the world. In addition, another statistic from the same source indicated that (*70.2%*) of Instagram users are under the age of 34 (2023). The Instagram platform has a potential impact on the formation of the attitudes of university students in Turkey towards political parties through exposure to the various contents provided by those parties to their youth audiences through this digital platform. Accordingly, this study comes to know the extent of the impact of the Instagram platform in forming the attitudes of Turkish university students towards Turkish political parties, given that the category of university students is the most used category for this modern digital platform.

2. Literature Review

Hassler, J., et al. (2023), "Instagram and Political Campaigning in the 2017 German Federal Election. A Quantitative Content Analysis of German Top Politicians' and Parliamentary Parties' Posts." In this study, researchers analyzed the quantitative content of publications on the accounts of parties and candidates in the period leading up to the 2017 German elections. The aim was to learn how to use Instagram to implement different campaign strategies by focusing on Instagram characteristics such as (1) hashtags, (2) embedded images with text, (3) dominant visual topics, (4) visual allocation, and (5) addressing policy issues. One of the most prominent findings of the study was that the parties used complementary communication strategies instead of relying on one tactic and used Instagram to convey political messages that are difficult to disseminate through other means.

Olof Larsson's (2023) study "The rise of Instagram as a tool for political communication: A longitudinal study of European political parties and their followers " This study examined the activity of parties and citizens on Instagram between 2012-2018 and knowledge of the ways and methods in which Instagram was used to communicate with political parties. The study found that actors used Instagram through various and different posts.

Y Peng's (2021) study "What Makes Politicians' Instagram Posts Popular? Analyzing Social Media Strategies of Candidates and Office Holders with Computer Vision "The study sought to find out the extent to which the visual features of American politicians through the Instagram platform affect the participation of the public in commenting and liking. One of the results of the study is that the images that display politicians in private places other than those that display faces and feelings, generally increase the public's involvement in political life.

The study of CHG Ferreira et al. (2021) "On the dynamics of political discussions on Instagram: A network perspective" The study replied that the use of Instagram began to increase continuously as a source of information, specifically among young people. As a result, politicians also began to rely on it to spread political opinions and agendas very significantly to influence the youth group on many issues related to parties and elections.

SJ Turnbull-Dougarte (2019) Selfies, Policies, or Votes? Political Party Use of Instagram in the 2015 and 2016 Spanish General Elections "This study sought to find out the impact of the Instagram platform in the 2015-2016 Spanish general elections. The study relied on a content analysis approach to party posts via Instagram. The study reached many results, the most important of which is that parties in general use Instagram to promote their political positions, mobilize voters, and promote party candidates during elections.

Shafizan Mohamed (2019) "Instagram and political storytelling among Malaysian politicians during the 14th General Election" The study sought to find out Instagram's ability to provide visual images and political stories and its subsequent impact on political communication during Malaysia's fourth general election campaign. Methodologically, the image analysis was conducted for two months on the Instagram accounts of three candidates for the post of Prime Minister in the run-up to the historic 14th Malaysian general election held on 9 May 2018. The result showed that candidates were actively using Instagram and were uniquely composing their own stories by switching between personal and political narratives.

Parmelee et al. (2019) Insta-Politicos: Motivations for Following Political Leaders on Instagram" The study aimed to find out the basic motives and gratifications that political leaders search for on Instagram, and it found that the main motives for using Instagram were obtaining information and then social benefit.

3. Media System Dependency Theory as a Theoretical Basis for the Study

About its theoretical aspect, this study relies on the media reliance model, which represents one of the most important communication and media models that appeared specifically in 1976 at the hands of Defleur & Ball Rokeach, where its basic idea was that individuals derive everything, they want to know about the events and facts around them on communication tools. In addition, the model refers to specific goals that individuals seek by following up on media tools, namely: (understanding, guidance, and entertainment). The basic assumptions of the model can be referred to as follows:

- There is a disparity in the environment in which each individual lives with the other, due to the stability and stability in each of them, so the more instability there is, the higher the dependence of individuals on different communication and media tools.

- The more common provisions and laws in an environment help people reach their goals, the higher the dependence of people in that environment on the media.

- The difference in the percentage of individuals' dependence on the means of communication and media is related to their diverse qualities, conditions, and goals. (Defleur and Rokeach, 1989).

4. Effects of Media and Communication

Cognitive effects: According to the accreditation model, cognitive effects include ambiguity, where the individual seeks ambiguous information through the use of the media to provide him with the news he seeks to know, especially in times of war and global accidents. Attitude Formation this is shown significantly in the style and manner of the media in the process of disseminating certain ideas and information about a lot of diverse issues and a lot of people to influence their ideas and attract their attention, specifically at the time of elections or disasters and the like. Prioritization this is represented in the media following a special method according to what it wants so that it makes the audience focus on a set of things and issues without the other sequentially through repetition of their presentation more than others. Values this point is represented by many values and qualities shared by a group of people in a particular environment who seek to preserve and spread them to others and for this purpose use the media to achieve this goal.

Emotional effects: It refers to the feeling of love and hate, and this is what the media and communication affect, as it has a large impact on the emotional side of the human being (Hijab, 2010).

Behavioral effects: Doing something or not wanting to do something is one of the most prominent behavioral effects of the media. This is only an extension of both cognitive and emotional effects. It is indicated that behavioral effects consist of several elements, the most prominent of which is activation, which is the reaction of a person when he does something influenced by what he has followed through the media (Makkawi and Al-Sayed, 1988).

It is worth noting here that the media dependency model, was introduced years ago, specifically in 1976, and at that time new media did not exist. However, we can use and apply this model to new media due to the presence of many common factors and interactions that allow for its application in the context of digital media: Some sources have indicated that new media provide greater access to information compared to traditional media, as platforms such as Instagram and news sites can provide information in real time, which makes users rely heavily on these sources to obtain the latest news and developments around the world. In addition, they provide diverse viewpoints, which meet the needs of users looking for diverse viewpoints on various issues (Zamith, 2022). Modern digital communication methods such as Instagram also contribute to providing highly specialized content according to audience preferences through customization processes and algorithms used, which contributes to increasing users' reliance on these digital platforms to obtain information on topics in specific aspects. These digital platforms can also be used to mobilize people around political issues, making them essential means of political participation (Young Jung, 2017).

5. The Impact of Instagram on the Formation of Attitudes toward Political Parties

5.1 Instagram

Instagram can be defined as a social media platform that relies on publishing its content on the visual side. Highly influenced aspects of marketing, communications, and economic, cultural, and political trends around the world. It was first featured by Kevin Systrom and Mike Kriegerin in 2010. When it appeared, it appeared as a mobile app that was designed to allow all users to share photos. The success of this platform can be explained by its simplicity and ease of use, as well as its focus and reliance on visual stories that have attracted a large audience around the world (Miller et al, 2012). In 2012, Facebook took over the Instagram platform for nearly $1 billion, and this step helped the development and spread of the Instagram platform very significantly. (Kumar and McCann (2016).

5.2 Digital Arts via Instagram:

Since its debut, Instagram has provided a lot of digital art and features, most notably (Gordon, 2018) Bridle, 2020

- **Stories:** This is a feature that provides users with sharing a photo and videos that lasts for only 24 hours and then disappears, which helps them share more other content through the available space.

- **IGTV:** is a feature of long videos suitable for viewing interviews and videos containing details on several topics.

- **Reels:** Short videos allow users to share short videos of up to 90 seconds across various editing media, music, and effects.

- **Photo and Video Sharing**: Users can share their photos and videos instantly on their pages with ease.

- **Live Video:** Instagram users can communicate and interact with their audiences through the live streaming technology and feature, which is very important and useful in the cases of press conferences, question and answer paragraphs, and others.

- **Hashtags and Tags**: Instagram provides its users with a hashtag feature that helps to increase the visibility of content to as many audiences as possible interested in this digital art.

6. Instagram and Configuring Trends towards Political Parties

Instagram plays a role in shaping political attitudes and behaviors as a digital social media platform based on images,

and its impact is multiple and diverse on political discourse in general. It affects voter perceptions, political participation, and the political landscape as a whole. The following is a detailed description of how Instagram influences attitudes towards political parties:

• Visual Storytelling and Branding: The visual content provided by Instagram, such as photos and videos, contributes to the formation of narratives that have a very great emotional impact. The use of high-quality visuals in political campaigns plays a major role in enhancing the party's image, leading to increased voter participation in the political process in general (Papagiorgio and Daines, 2018).

• Influencer Endorsements: Influencers on Instagram play a big role in shaping political attitudes. So that they can have great effects in mobilizing the masses towards political participation and stifling public attitudes and perceptions. In addition, they can bridge the gap between political parties and young voters (Tufakci, 2014).

• Direct Engagement and Interaction: The Instagram platform provides direct interaction between political parties and their audiences. This contributes to effective communication, easy exchange of information and observations, and enhances transparency and trust (uygun and sarikaya, 2018).

• Campaign Advertising and Targeting: The sophisticated advertising tools on Instagram help political parties target certain demographic groups with messages that are exclusively for them. This helps to enhance the effectiveness of political campaigns that seek to reach voters with content focused on their interests and concerns (Kreiss & McGregor, 2018).

• Misinformation and Echo Chambers: The rapid spread of information via Instagram may contribute to the spread of false misinformation, which in turn may have a very significant impact on political attitudes and trends, as indicated by the study of Alcott and Gentzko (Alcott and Gentzko, 2017).

• Mobilization and Grassroots Campaigning: Instagram mobilizes supporters and organizes grassroots campaigns. Political parties often use Instagram to disseminate information about events, gatherings, and opportunities on several topics, and this mobilization is critical to grassroots efforts, as highlighted by Bennett and Siegerberg (Bennett and Siegerberg, 2013).

• Youth Engagement: Instagram is particularly popular among younger age groups, making it an essential tool for engaging younger voters. The platform's visual nature and informal tone align with younger audiences, who may not be reached as much by traditional media. Research by Pew Research Center (2021) shows that social media platforms such as Instagram are important in shaping the political attitudes of younger generations (Pew Research Center, 2021).

• Hashtag Activism: Hashtag activity on Instagram can amplify political messages and mobilize collective action. Using hashtags allows political movements to gain visibility and engage users in discussions about political issues. Research by Bruns and Burgess (2015) emphasizes the role of hashtags in facilitating online activity and shaping public discourse (Bruns and Burgess, 2015).

In short, Instagram has a profound impact on shaping political attitudes through visual stories, influencer endorsements, direct engagement, targeted advertising, and amplification of disinformation and political activism. While it provides opportunities to strengthen communication and political participation, it also poses challenges that must be addressed to ensure a balanced and informed public discourse.

7. The Problem of the Study and Its Main Topic

Based on the idea that Instagram as a means of digital media has potential effects on the formation of attitudes of Turkish university students towards political parties, the problem of the study, in general, is the following question: What is the impact of Instagram on the formation of attitudes of Turkish university students towards political parties? In addition, there is another subset of questions that can be added within the scope of the study problem: What are the patterns of Turkish university students' use of the Instagram platform? What are the levels of influence of Instagram in the formation of attitudes of Turkish university students towards political parties? What is the most influential digital art on Instagram on the process of forming attitudes of Turkish university students towards political parties?

8. Objectives of the Study

- Knowing the patterns of use of the Instagram platform by students of Turkish universities.

- Knowing the levels of influence of the Instagram platform in forming the attitudes of Turkish university students towards political parties.

- Knowing the most influential art of the Instagram digital platform in shaping the attitudes of Turkish university students towards political parties.

9. The Questions of the Study

- What are the patterns of use of Instagram by Turkish university students?

- What are the levels of influence of Instagram in the formation of attitudes of Turkish university students towards political parties?

- What is the most influential art of the Instagram digital platform in shaping the attitudes of Turkish university students towards political parties?

10. Hypotheses of the Study

There is a statistically significant relationship between the attitudes of students of Turkish groups towards political parties and the effects of (emotional, cognitive, and behavioral) Instagram.

There is a statistically significant relationship between the attitudes of Turkish university students toward political parties and the arts of the digital Instagram platform (Stories, IGTV, Reels, Photo and Video Sharing, Live Video, Hashtags, and Tags).

11. Study Population and Sample

The community of this study consists of Turkish university students. The data was collected quantitatively through the distribution of the electronic questionnaire to a sample of (408) individuals from Turkish university students. The main reason for targeting Turkish university students was the researcher's personal experience in this field his proximity to Turkish students directly through his doctoral studies and his work as a university professor after graduation. Therefore, he had the opportunity to have direct contact and note the extent of dependence and great use of Turkish students for the Instagram platform to follow political events and influence and be influenced by them. There are scientific studies that support this, the most recent of which is (Al-Wazzan et al., 2023), which indicated that Instagram is one of the most widely used new digital media applications by Turkish students.

On the sampling method side, the appropriate sampling method was applied, which is a type of non-probability sampling, where participants are selected based on their accessibility and proximity to the researcher. This approach is often used when time, resource, or accessibility issues make other sampling methods impractical (Creswell, J. W, 2014 Accordingly, the electronic questionnaire was distributed to universities where the researcher has friends and students and asked them to distribute it to their acquaintances in all faculties of those universities (Kocaeli University, Istanbul University, Suleiman Demiral University).

12. Study Tool

In collecting the study data, the researcher relied on the electronic questionnaire tool, which was divided into (3) main sections, namely: the first is the section on the patterns of accreditation of Turkish university students on the Instagram platform, the second is the nature of the impact of the Instagram platform in forming the attitudes of Turkish university students towards Turkish political parties, and the third is dedicated to the demographic features of the study sample members participating in the research. In this regard, it should be noted that the model of public reliance on the media presented by Defleur & Ball Rokeach was applied, including the nature of the effects of using the Instagram platform as a means of media and communication (cognitive effects, affective effects, behavioral effects) (Rokeach, et al, 1976).

As a follow-up to this, for measuring the patterns of dependence of Turkish university students on the Instagram platform, reliance was placed on the study of (Abdel Sadek, 2019). As for the part related to measuring the nature of the impact of the Instagram platform in forming the attitudes of Turkish university students towards political parties in detail, the study (Malkawi, 2020) was used. As for the part related to the most influential Instagram platform technologies, these studies relied upon (Gordon, 2018).

13. Statistical Methods Used in the Study

A set of statistical methods and indicators were applied to obtain data related to the results of the study through the Statistical Analysis Program (SPSS.25), including frequencies, percentages, arithmetic averages, and standard deviations of the stability of the study tool, in addition to applying the Pearson correlation coefficient to measure the severity of the impact of relationships.

14. Analysis of Results

Results related to the demographic characteristics of the study sample members

Table 1. Findings related to the demographic characteristics of Turkish students participating in the research

	Frequency	Percent
Gender		
Male	228	55.9
Female	180	44.1
Total	408	100.0
Age		
18 – 23	128	31.4
24 – 29	124	30.4
30 – 35	124	30.4
More than 35	32	7.8
Total	408	100.0
Department		
Institute of Science	88	21.6
Institute of Social Sciences	184	45.1
Institute of Health Sciences	136	33.3
Total	408	100.0
University		
Kocaeli University	164	40.2
Istanbul University	144	35.3
Suleiman Demirel University	100	24.5
Total	408	100.0

Table No. (1) Shows the demographic data of the study sample in detail and shows that the number of males reached (228) individuals by (55.9%) and the number of females reached (180) by (44.1%). As for the age group, the results of the study indicated that students aged 18-23 constitute the highest percentage, as their number reached 128 individuals, with a percentage of (31.4%). As for the department, the results indicated that the majority of those studying in the social sciences departments were (184) individuals and (45.1%). As for the university, the largest number of students from Kocaeli University was (164) individuals and (40.2%).

Results related to the patterns of accreditation of Turkish university students on the Instagram platform

Table 2. Daily use of Instagram by Turkish university students

Item	Frequency	Percent
Less than an hour	28	6.9
Between one and two hours	184	45.1
More than three hours	196	48.0
Total	408	100.0

The results of the study are in Table No. (2) indicate that the majority of Turkish students use the Instagram platform more than three hours per day, at a rate of (48.0%), while (45.1%) of Turkish students use it for a period ranging from one to two hours per day.

Table 3. Reasons why Turkish university students use Instagram

Item	N	Mean	Std Deviation
It is an alternative to other platforms for me	104	10.2%	26.0%
It helps me discover new content	68	6.7%	17.0%
Follow different topics	76	7.5%	19.0%
It has multimedia (video, audio, image)	216	21.3%	54.0%
Because it is a younger site than other platforms	120	11.8%	30.0%
It has an appeal that is not found on other platforms	140	13.8%	35.0%
Ease of use	292	28.7%	73.0%
Total	1016	100.0%	254.0%

The results of the study, as shown in Table No. (3), indicate that the main reason for the study sample to follow the Instagram platform is "ease of use" with a frequency of (292) and a percentage of (28.7%) followed by the answer "multimedia (video, audio, images)", where the frequency was (216) and a percentage of (21.3%).

Table 4. The views of Turkish students on how the arts of the Instagram digital platform contribute to the formation of their attitudes towards the political parties

Item	N	Mean	Std Deviation
Stories	408	4.009	.7992
IGTV	408	3.411	.9441
Reels	408	3.323	.9421
Photo and Video Sharing	408	3.568	.9247
Live Video	408	3.843	.9585
Hashtags and Tags	408	3.147	1.159

Table No. (4) indicates that (Stories) technology was the highest percentage in the process of forming attitudes towards political parties from the point of view of the respondents, where the average was (4.009), followed by Live Video technology with an average of (3.843), then Photo and Video Sharing with an average of (3.568), while the lowest percentage of Hashtags and Tags was with an average of (3.147).

Findings related to the effects of Instagram platform on the formation of Turkish university students' attitudes towards political parties

Table 5. The cognitive effects of Instagram in the formation of attitudes of Turkish university students towards political parties

Item	N	Mean	Std Deviation
Introduced me to many political parties	408	1.9314	1.04220
Provided me with detailed information about political parties	408	2.0490	1.07120
Contributed to my knowledge of the role played by political parties	408	2.1078	1.08514
Contributed to my knowledge of members of political parties	408	1.8333	1.04994
Introduced me to the approach followed by political parties	408	1.8137	1.05598

The results of the study indicated, as shown in Table No. (5), that the answer "contributed to my knowledge of the role played by political parties" was the highest on the side of the effects of the Instagram knowledge platform with an average of (2.1078). This was followed by an answer "Provided me with detailed information about political parties" with an average of (2.0490).

Table 6. The emotional effects of Instagram in the formation of attitudes of Turkish university students towards political parties

Item	N	Mean	Std Deviation
It contributed to my support for some political parties	408	2.1275	1.03664
It increased my conviction of the importance and role of political parties	408	2.4020	.99394
It raised my fears about some political parties	408	2.3725	.93967
It satisfied my intellectual curiosity about political parties	408	2.2745	1.02218
It contributed to improving the image of some members of political parties	408	1.1078	1.17222

The results of the study indicated, as shown by Table No. (6), that the answer "increased my conviction of the importance and role of political parties" was the highest on the side of the emotional effects of the Instagram platform with an average of (2.4020). It was followed by an answer that "raised my fears of some political parties" with an average of (2.3725).

Table 7. Behavioral effects of Instagram in the formation of attitudes of Turkish university students towards political parties

Item	N	Mean	Std Deviation
Supporting some parties and standing by them and supporting them	408	2.6275	.81656
Participation and engagement in political parties	408	2.5000	.95860
Comment on news related to parties	408	2.4412	.88196
Monitoring the activities of political parties	408	2.5196	.88371
Posting photos and videos about political parties	408	2.4314	.91410

The results of the study indicated, as shown by Table No. (7), that the answer to "supporting some parties and standing by them and supporting them" was the highest percentage in terms of the effects of the Instagram behavioral platform with an average of (2.6275). This was followed by the answer "Follow up the activities of political parties" with an average of (2.5196).

The results of the study hypotheses

There is a statistically significant relationship between the attitudes of students of Turkish universities towards political parties and the effects of (emotional, cognitive, behavioral) Instagram platform.

Pearson correlation analysis was conducted to examine the relationship between the opinions of the participants in the research on the attitudes of Turkish university students towards political parties and the effects of the Instagram platform.

The data of the results of the analysis are shown in Table No. (8).

Table 8. The relationship between the effects of Instagram platform and the attitudes of Turkish university students towards political parties

Name		Full Effects	Cognitive effects	Affective Effects	Behavioral effects
political parties	Pearson Correlation	.206* *	.218* *	.110*	.182* *
	Sig. (2-tailed)	<.001	<.001	.026	<.001
	Total	408	408	408	408

According to the data contained in Table No. (8), the following results were obtained:

There is a positive low-level relationship (r=.206* *) between the political attitudes of Turkish university students towards political parties and the effects of the Instagram platform in general (P<0.05).

There is a positive low-level relationship (r=.218* *) between the attitudes of Turkish university students towards political parties and the cognitive effects of the Instagram platform (P<0.05).

There is a positive low-level relationship (r=.110*) between the attitudes of Turkish university students towards political parties and the emotional effects of the Instagram platform (P<0.05).

There is a positive low-level relationship (r=.182* *) between the attitudes of Turkish university students towards political parties and the behavioral effects of the Instagram platform (P<0.05).

There is a statistically significant relationship between the attitudes of Turkish university students towards political parties and the arts of the digital Instagram platform (Stories, IGTV, Reels, Photo and Video Sharing, Live Video, Hashtags, and Tags).

The Pearson correlation analysis was conducted to examine the relationship between the attitudes of Turkish university students towards political parties and the arts of the Instagram digital platform (Stories, IGTV, Reels, Photo and Video Sharing, Live Video, Hashtags, and Tags).

The data of the analysis results are shown in Table (9).

Table 9. The relationship between Turkish university students' attitudes towards political parties and the arts of the Instagram digital platform

		Stories	IGTV	Reels	Photo and Video Sharing	Live Video	Hashtags and Tags
political parties	P	.144* *	.404* *	.276* *	.274* *	.304* *	.305* *
	S.1	.004	<.001	<.001	<.001	<.001	<.001
	Total	408	408	408	408	408	408

According to the data contained in Table No. (9), the following results were obtained:

There is a positive low-level relationship (r=.144* *) between the attitudes of Turkish university students toward political parties and the Stories technology on the Instagram platform (P<0.05).

There is a positive low-level relationship (r=.404* *) between the attitudes of Turkish university students towards political parties and IGTV technology in the Instagram platform (P<0.05).

There is a positive low-level relationship (r=.276* *) between the attitudes of Turkish university students towards political parties and the Reels technology in the Instagram platform (P<0.05).

There is a positive low-level relationship (r=.274* *) between the attitudes of Turkish university students towards political parties and the (Photo and Video Sharing) technology in the Instagram platform (0.05>p).

There is a positive low-level relationship (r=.304* *) between the attitudes of Turkish university students toward political parties and the Live Video technology on the Instagram platform (P<0.05).

There is a positive low-level relationship (r= .305 * *) between the attitudes of Turkish university students towards political parties and the Hashtags and Tags technology in the Instagram platform (P<0.05).

15. Discussion of the Results

Social media is a highly influential tool in the process of forming attitudes, attitudes, and behaviors in many diverse audiences around the world. Because it has many characteristics and qualities that enable it to influence more strongly compared to the old traditional media tools (Al-Harbi, 2019). One of the most prominent of these new means is the Instagram platform, which is widely used among young people due to its characteristics that attract this group of audiences only. This study aimed to find out the extent of the impact of the digital Instagram platform in forming the attitudes of Turkish university students towards political parties. The study reached many results, the most important of which were the following:

- The majority of Turkish students use Instagram more than three hours per day (48.0%). This result is one of the expected results before the start of the study because the main reason for choosing the Instagram platform was mainly the researcher's observation of the great use of this platform by Turkish students during the period of his study and work in Turkey, which reached nearly seven years. In addition, there are many scientific studies conducted by many researchers, one of the results of which was the great use of the Instagram platform by young people around the world in general, such as the Pew Research Center study, which was one of the most prominent findings that Instagram is very popular among younger age groups. The study also pointed to the great influence of Instagram in shaping the political attitudes and trends of that young group (Pew Research Center, 2021). In addition, this result is consistent with the results of another study, namely the study of (Al-Wazzan et al., 2023), which showed that the percentage of Turkish students using the Instagram platform is high compared to other modern digital media platforms.

- The main reason for the study sample to follow the Instagram platform is " ease of use " with a frequency of (292) and a percentage of (28.7%), followed by the answer of "multimedia (voice, images)", where the frequency was (216) and a percentage of (21.3%). As a follow-up to this result, Stories technology had the highest percentage in the process of forming attitudes towards political parties from the point of view of the study sample, where the average was (4.009), followed by Live Video technology with an average of (3.843), then Photo and Video Sharing with an average of (3.568). Such results are consistent with many previous studies as well, such as the study of (Papagiorgio and Dines, 2018), which indicated that the visual content provided by Instagram, such as high-quality photos and videos in political campaigns, plays a major role in enhancing the image of the party, which leads to increased

participation of voters in the political process in general.

- On the side of the effects (cognitive, emotional, behavioral) provided by Instagram, the answers, respectively, "contributed to my knowledge of the role played by political parties," the highest percentage on the side of the effects of Instagram knowledge platform with an average of (2.1078). The answer "increased my conviction of the importance and role of political parties" was the highest in terms of the emotional effects of Instagram with an average of (2.4020). As for the answer to "support some parties and stand by them and support them ", it was the highest percentage in terms of the effects of the Instagram behavioral platform with an average of (2.6275). Such results are in some way related to the results of many previous studies as well, which indicate the great impact that Instagram provides in the process of forming trends in the world of politics in general, such as the study of CHG Ferreira et al. (2021), which indicated that the use of Instagram began to increase continuously as a source of information, specifically among young people. As a result, politicians also began to rely on it to spread political views and agendas very significantly to influence the youth group on many issues related to parties and elections. SJ Turnbull-Dougarte's (2019) study found that parties in general use Instagram to promote their political positions, mobilize voters, and promote party candidates during elections and other political events.

In conclusion, it seems clear that the Instagram platform has increasing and significant effects in shaping the attitudes of university students in Turkey towards political parties. The study proved that this platform, which is distinguished and focuses on visual and visual content, has cognitive, emotional, and behavioral effects that are reflected on Turkish students and thus affect their perception and interaction with political activities related to parties in general. Images, videos, and other visual features of Instagram have provided political parties with the opportunity to quickly and effectively reach young audiences in innovative and attractive ways, which in turn contributes to strengthening or changing political attitudes and trends. In addition, it is important to realize that these effects provided by Instagram are not one-sided because it is a process of interaction of a variety of factors such as social and educational backgrounds and personal experiences experienced by students. Accordingly, the researcher recommends the need to continue research in this field to provide a greater understanding of these complex interactions between digital media and the formation of political trends in general, in addition to the need to emphasize the promotion of criticism-based awareness among students and young people about the method of consuming political information from various digital communication platforms.

Since the youth are an important part of the political future of all countries and societies, there must be continuous attention by those concerned to study and research the effects of digital media platforms on the political side. The process of promoting awareness and understanding of the nature of these influences can contribute to the development of effective strategies for political communication and the promotion of informed and informed political participation.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

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