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Paper Title: Likes, Comments, Views: Curated content on Instagram and identity negotiation

Style used: APA

Abstract: This paper analyzes how Instagram’s powerful algorithm of curated content impacts its users’ identity. This research will examine why users engage with Instagram and how those motivations impact one’s identity. This research proposal will use the Social Comparison Theory and Cultivation Theory to understand how users compare their lives to those presented on Instagram and how those comparisons affect users’ identity and/if there is a correlation. This study seeks to understand what type of content is most influential on users’ identity and why this occurs in users. This study will focus on female users between the ages of 18 to 22 with varying demographic backgrounds to investigate if certain groups are more impacted to identity changes than others through curated content by Instagram.

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