

Abstract

Social networks are a driving force in today's society and affect more things than one might think at first glance. These include the creation of opinion bubbles, rabbit holes, the breakdown of public discourse, and more. User behavior used there varies, and its influence on the evolution of social networks, and hence its impact on their algorithms, has been described rather superficially so far.

This paper will examine the influence of user behavior on the transformation of the Instagram social network algorithm. The aim of this thesis is to determine whether and to what extent the Instagram algorithm responds to different types of user behaviour through experimental research.