

## ABSTRACT

**THESIS:** Identifying and Comparing the Influence of Instagram on the Creativity and Design Process of Female Fashion Design Students in Saudi Arabia and in the United States.

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Social media has become a fundamental part in today's society, often controlling our daily life. Social media is one of the major ways individuals stay in touch with their friends and family and new communities are discovered. Fashion design students can use social media, specifically Instagram, to find new designs and to learn from popular designers.

The major purpose of this research study was to identify and compare the influence Instagram has on the creativity and design process of university fashion design students in Saudi Arabia as well as in the United States. This research examined the impact of the social media/Instagram with respect to the use in Saudi Arabia as well as in the United States. The effect of social media examined from the differences of adoption between the countries and how fashion design students from each country use Instagram in their design process.

Results from a survey indicated that Saudi Arabia fashion design students were more active on social media than fashion design students in the United States.

The motivation for using Instagram was to increase knowledge about the design process and to communicate with designers. Therefore, allows a significant opportunity for fashion design students innovation. Fashion design students perceived their creativity and design process was influenced by their use of Instagram. There was a significant difference of the influence of Instagram on the perceived creative ideas and design process between fashion design students in Saudi Arabia and in the United States.