A STUDY ON COLLEGE STUDENTS PERCEPTION TOWARDS INSTAGRAM USAGE IN COIMBATORE CITY

PROJECT REPORT

Submitted by

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CERTIFICATE

CERTIFICATE

I certify that the thesis entitled **"A STUDY ON COLLEGE STUDENTS PERCEPTION TOWARDS INSTAGRAM USAGE IN COIMBATORE CITY."** submitted for the degree of **Master of Commerce(M.Com.)** by Ms. M.Shivani is the record of research work carried out by her during the period from December 2022 to May 2023 under my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or other Titles in this institute or any other University or institution of Higher Learning.

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Signature of the Supervisor

Signature of the Director

DECLARATION

DECLARATION

I declare that the thesis entitled **"A STUDY ON COLLEGE STUDENTS PERCEPTION TOWARDS INSTAGRAM USAGE IN COIMBATORE CITY"** submitted by me for the degree of **Master of Commerce (M.Com.)** is the record of work carried out by me during the period from December 2022 to May 2023 under the guidance of **Dr.E. Shirley Elizabeth M.Com., MBA., M.Phil., D.Pri.Ed., PDPM&IR., PGDCA., NET.,PhD.,** Assistant Professor, Department of Commerce with Professional Accounting, Avinashilingam Institute for Home Science and Higher Education for women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, Titles in this institute or any other University or other similar institution of Higher Learning.

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CHAPTER I

CHAPTER-I

INTRODUCTION

Social media is a channel of communication that uses the internet. Users can engage in conversations, share information, and produce content for the web via social media platforms. Social media can take many different forms, including blogs, micro blogs, wikis, social networking sites, photo and video sharing websites, instant messaging, podcasts, widgets, virtual reality, and more.

Social media are the platforms that enable two-way communication between people, allowing anyone with an internet account to express their thoughts to other social media users. Digital natives and digital immigrants are the two categories of social media users according to AntonSon and Wendels. They clarified that those who were born after 1980 and grew up in a world with digital media are known as "digital natives."AntonSon and Wendels went on to say that those were born prior to 1980 and have adapted their life to digital media are known as "digital immigrants."

A social network site (SNS) is a web-based service that enables users to join up in a restricted system, connecting groups of users to share academic or personal information. Social media platforms are thought to include Web blogs, micro-sharing websites, live streaming, social networks, and many more. Social media has been used in a huge variety of ways over the years. Social media platforms nowadays are sites where people can connect and discuss shared concerns like politics, relationships, sports, and academia. The use of social media platforms for communication has transformed the entire world into a "Global village". It aids individuals in becoming more knowledgeable, enlightened, and up to date with global events.

Social media are interactive technologies that make it easier to create and share content across virtual communities and networks, including information, ideas, interests, and other kinds of expression. The range of standalone and integrated social media services that are currently offered presents obstacles to the definition of social media, there are certain shared characteristics. Social media are Web 2.0 Internet-based interactive apps.

1. The lifeblood of social media is user-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions.

2. For the website or app, users create service-specific profiles that are created and updated by the social media company.

3. Social media facilitates the growth of online social networks by tying a user's profile to those of other people or organizations.

With relation to media, the term "social" implies that platforms are user-centric and encourage social interaction. Social media can therefore be seen as an online facilitator or enhancer of human networks, These are webs of people they improve social connectedness.

Users typically access social media using desktop applications or by downloading services that have social media features (e.g. smart phones and tablets). Users that interact with these electronic services build highly interactive platforms that enable sharing, co-creation, discussion, participation, and modification of user-generated or self-curated online material by people, communities, and organizations. In addition, social media is used to create memories, discover new things, promote oneself, make friends, and cultivate ideas through the production of blogs, podcasts, films, and gaming websites. The burgeoning subject of technological self-studies is focused on this evolving link between humans and technology. Twitter, Face book, and Instagram are a few of the most well-known social media platforms with more than 100 million registered members each.

In many respects, including quality, reach, regularity, usefulness, relevancy, and longevity, social media channels diverge from traditional media (such as print magazines and newspapers, TV, and radio broadcasts). Furthermore, social media platforms use a dialogic transmission paradigm (i.e., many sources to many recipients), whereas traditional media platforms use a mono logic transmission model (i.e., one source to many receivers). Consider a radio station distributes the same shows to an entire city and many subscribers receive a newspaper also.

Digital media or digital rhetoric can be used to represent or identify a culture since the Internet's rapid growth. Several scholars now consider studying the rhetoric that exists in the digital realm to be an essential new technique. The range of observations made by observers.

1.1 USES OF SOCIAL MEDIA:

Social media makes it easier for people to communicate with one another online. Social media encompasses a wide range of applications and platforms, including Facebook, Instagram, Twitter, and YouTube, that let users share content, communicate online, and create communities. More than 4.7 billion individuals, or nearly 60% of the world's population, utilize social media.

Social media is used by billions of people worldwide to connect and share information. Social media gives the personal freedom to interact with loved ones, learn new things, explore new interests, and be entertained. By engaging with other professionals in their business, they may use social media to expand their professional network and deepen them knowledge in a certain field. Social media gives business the opportunity to interact with customers, get their opinion, and build brand recognition.

Companies are also using social media marketing to target their customers, generate a fan base of devoted followers, and develop a brand culture. More than 200 million small companies reportedly use Face book's platform for marketing. Separately, 90% of marketers claim to promote on Face book.

Almost 55% of all advertising expenditures worldwide in 2022 were spent on social media and search. Also, it is the advertising channel's fastest-growing sector.

Their rising popularity among students and potential impact on academic achievement, social networking sites have drawn a lot of attention from academics and educators. Technology has both a positive and a negative side, just like a coin. While opponents believe that excessive use of these sites harms users' social, emotional, and physical health, proponents contend that it enables users to connect with people with similar interests and values.

There are many different definitions that surround the term social media. Also, they must know there is no single answer to this question . But it is also true that technology is starting to create a very big world and social media is going to play a very important role in it.

For their information, the bookish idea about social media is- it is basically a group of some social portals and tools that are internet-based and can be used for extraction and exchange of information. Social Media Platforms as online networking sites that enable they to communicate, interact, share and display everything that their want to highlight.In today's time, the success story of any business comprises a prime inclusion of Social Media. From online branding to generating awareness to leads and conversions, businesses are highly dependent on the uses of Social Media. In this post, They are going to talk about the different uses of social media in different fields.

NOTABLE USES OF SOCIAL MEDIA

1) COMMUNICATION

The tools that are used in the communication sector are basically a very well-known form of social media platform. These tools include Blogs and websites where they are provided an ability to create articles and blogs to interact, communicate, inform and empower users audiences. The people read blogs will be able to comment on it.

Other uses also include social media sites such as Twitter, Facebook, and Instagram that further increase the chances of communication between individuals with the help of personal details, comments, image, video posts, and a lot more. With the help of these platforms, individuals are able to build strong personal relationships with each other. Businesses can communicate with their audiences in a productive manner.

2) COLLABORATION

Most of they use many different tools that have a social aspect attached to them and user use these tools on a regular basis as well is a knowledge platform that provides the people with an ability update their views. It is basically an encyclopedia that is online and can be used and updated by anyone. Also, there is another example in the form of Google Docs that enables the people to edit and share documents and that too online.They will also be able to download and upload files with the help of this collaborative tool, social media as it enables multiple users to take advantage of a singular platform. Different individuals can

collaborate in the most personalized and result driven manner to get the expected outcomes in a well-synchronized fashion.

3) OPINION & REVIEWS

Its provide reviews for every single thing that they see. It is almost similar to having a conversation with someone. It is social media of course. With the help of social media, anyone can review anything these days. Take an example of the blogs or the websites. With social media they will be able to find reviews for any restaurant in their website or user could also review a blog in the comment section

If user are still not convinced then overview at Amazon, the reviews and ratings there help them in deciding the products that they want. If that is not useful, then user don't know about it . Businesses can ask people to share their feedback or testimonial on the social media pages that will automatically convince more users to make a purchase from them. They can start a discussion or can ask users to share their reviews or opinion on Twitter or Facebook posts. launch any product or ask feedback of even participants on Social Media Page, so next time they can offer better services to them.

4) BRAND MONITORING

Tools for brand monitoring are not the ones that everyone knows about, but they are very important for sure. All the consumer brands and the companies that deal with the public make use of the brand monitoring tools in order to see what exactly is being talked about their brands and businesses. This type of presence in the online world is all possible with the help of social media. These tools are the ultimate help when it comes to summarizing all the feedback's and comments about any particular business

Uses of Social Media are immense in empowering them to know the people are talking about users brand, product or service. This will also enable to manage the reputation of their brand on the web. Even, if anyone is talking negative about their brand, they can resolve that issue right away, so online reputations stay intact.

5) ENTERTAINMENT

For those do not know online games are the world of gaming was never really dependant on the social media platforms but now they are. Games like Farmville and Mafia Wars are the prime time games that are played on the social media sites.

The entertainment industry is all dependent on the social media platforms .The example of sites that promote entertainment. There are many channels that promote live entertainment and it is all due to the use of social media. These sites not only increase the interaction between the people but they also keep the people entertained. Movies and television shows are also promoted via different social media portals. Televisions shows are launched on social media sites. Variety of entertainment videos are also created by businesses to inform, entertain and engage their audiences.

6) MEDIA SHARING

The most popular and well-known sites that can be used for sharing media is YouTube. With over 500 million followers, this website is already on the map due to the amazing things that it offers to its users. Also, Vimeo is another site that helps in sharing media.These are also the sites that help people create the channels and have interactions with one another. There are some sites that can help share music as well. Sites like Spotify and others come with specific features of sharing music, With the help of social media they have the chance to download and upload media content with ease.

7. PAID ADVERTISING

Uses of social media are also very effective running paid ads on different social media portals. Social platforms like Facebook, LinkedIn, Twitter, Snapchat, Pinterest, etc. enable to run paid ads on them.

Social Media channels already enjoy a wide audience base that user can demographically target to optimize the online presence of their brand, There are many different definitions that surround the term social media. Also they must know there is no

single answer to this question. But it is also true that technology is starting to create a very big world and social media is going to play a very important role in it.

1.2 HISTORY OF SOCIAL MEDIA

Social media has become an integral part of all of our lives. They use it to connect with friends and family, to catch up on current events, and, perhaps most importantly, to entertain ourselves. This is just under 70 percent of Americans, and more than 2.6 billion active users globally, use social networking sites. However, this wasn't always the case.

Back in just 2005, social media penetration in the U.S. was just 5 percent, and most of the rest of the internet didn't even know about it. All of this means that the history of social media is a brief uncontrolled one, and studying it can help us better understand it and quickly the world around is changing.

Many people like to link the history of social media to the growth in communications technology that has been occurring since the end of the 19th century. A common starting point is Samuel Morse's first telegraph, which he sent in 1844 between Washington, D.C. and Baltimore.

This type of communication does not qualify as social media. First, it did not take place "online," and second, telegrams do not contribute to any larger community or collective. Instead, they are used to send individual messages between two people. So, while it's interesting to think of social media history as being part of a much larger continuum, the real history of social media starts in the 1970s with the emergence of the internet.

The internet has its roots in the 1960s and 1970s when various private and public organizations were working to try and find ways to get computers to communicate with one another. In a sense, this can be considered as the beginning of social media. However, it wasn't until the 1980s, and really the 1990s, that personal computers became more normal, set the stage for the emergence of social media.

Additionally, the emergence of blogging and the bulletin board system in the 1990s helped usher in the age of online social networking sites. The idea that an average person could log on to the internet and write about what they were thinking, feeling, and doing, and that these posts could be read by anyone at any time, and responded to, helped people begin to understand the full significance of the internet.

1.3 DEVELOPMENT OF SOCIAL MEDIA PLATFORM

Social media messaging platforms and applications are currently the most widely utilized websites worldwide. Early in 2023, 94.8% of users visited websites and apps for chat and messaging, closely followed by 94.6% of users who visited social media platforms. Next, with 81.8% of users accessing them, were websites for search engines

These platforms, which provide users with access to hundreds of social media websites worldwide, enable them to connect, find specialty communities, and access information in real time. social media has made the globe seem more accessible and integrated by enabling more people to engage with others online. Social media is also capable of fomenting divisiveness, deception, and negative psychological outcomes.

Many people believe that Six Degrees, which debuted in 1997, was the first social networking platform. Tim Berners-Lee developed the World Wide Web in 1991 after fusing hypertext software with the Internet, ushering in the contemporary era of networked communication. By the use of weblogs, list servers, and email services, this innovation made it possible to sustain offline groups and create online communities. With the introduction of Web 2.0, online services evolved from being means of networked communication to dynamic venues for networked social interaction.

1.4 MOBILE SOCIAL MEDIA

The use of social media on mobile devices like smartphones and tablet computers is referred to as mobile social media. The creation, exchange, and dissemination of user-generated content can help businesses with marketing research, communication, and relationship development, making mobile social media applications ideal for mobile marketing.

Since they incorporate the user's present position (location-sensitivity) or the latency between sending and receiving messages, mobile social media stand apart from other platforms.

Social media encourages users to display content to promote a specific company or product and to share content with others. People can express their creativity through social media and offer thought-provoking ideas with their friends or followers. Users can share specific political or sporting content on some social media platforms, including Twitter, Facebook, and Instagram. Updates and information on political and sports news are frequently produced by journalists and reporters. Users may actually get the vital information they need to stay current on important news articles and issues. There is a drawback to it, though. When utilising social media networks, users are recommended to exercise caution.

Four categories of mobile social media applications, according to Andreas Kaplan, can be distinguished:

1. Space-timers: the exchange of messages that are primarily relevant for a single location at a single moment in time (e.g. Facebook Places, WhatsApp, Telegram, Foursquare)

2. Space-locators (only location sensitive): Exchange of messages relevant to one particular location that are tagged to a location and read by others later (e.g. Yelp, Qype, Tumblr, Fishbrain)

3. Quick-timers (only time-sensitive): Converting traditional social media apps to mobile platforms to speed up communication (e.g. posting on Twitter or status updates on Facebook)

4. Slow-timers: Transferring traditional social media applications to mobile devices (such as watching a YouTube video or reading/editing a Wikipedia article) without regard to location or time.

1.5 COMMON SOCIAL MEDIA SITE

FACEBOOK

Facebook is a website that enables users to connect online with friends, co workers, and complete strangers after creating a free profile.

It enables users to share their own views and opinions with any number of people they choose, along with images, music, videos, and articles. Facebook is a social networking website where users can talk live, view short-form video, post comments, exchange photos, and link to news or other noteworthy online material. Shared content can be made available to the general public, shared only with a small circle of close friends or family, or shared only with one individual.

At Harvard University, Facebook started as a campus-based social network in February 2004. It was made by college students Edward Saverin and Mark Zuckerberg together. It wasn't until 2006 that Facebook became accessible to users 13 and older, at which point it quickly surpassed MySpace to become the most well-known social network on the planet.

WHATSAPP:

On both Android and iPhone, Whats-app Messenger is a free instant messaging programme. They can text users individually or in groups using this tool. Whats-app chats are important since they occur online. As opposed to regular SMS texting and it is handled by their phone company

In-chat features on Whats App include the ability to exchange photographs, disclose your location, look for and send GIF s, and other things they did expect from a contemporary messaging software. Whats-app provides voice calls, video calls, and recorded voice messages in addition to the basic texting feature. Not to mention Whats-app's numerous sneaky techniques.

In 2009, two former Yahoo! workers founded Whats-app. The app was purchased by Facebook in 2014, and ever since, it has operated under the Facebook brand (now known as Meta). The service has a massive user base; in 2020, it had more than two billion users globally.

YOUTUBE

YouTube is a website made specifically for video sharing. The website has allowed millions of people to register accounts through which they may upload movies for everyone to view.

Almost 35 hours of video are posted to YouTube every minute of every day. Video files can be enormous and are frequently too large to send through email. By uploading a movie to YouTube, they can share it with others by simply providing them the "address" of the corresponding website. It was intended for individuals to post and share original video content when YouTube was founded in 2005. Since then, though, it has also developed into an archive for keeping favourite videos, songs, and jokes.

The phrase "viral video" is frequently used today. This is a reference to a video clip that fans loved so much that they sent its URL to millions of others around the world via email, thus spreading it like a virus. Businesses have formed their own YouTube accounts to publish advertising and other marketing videos after realizing they may use this capability to reach potential customers. Companies in the film and television industries exercise strict control over their own material and prevent the unauthorized distribution of their shows. Nonetheless, many now make use of YouTube to make high-quality previews and reruns of recently shown shows available to fans.

TWITTER:

The American corporation Twitter, Inc. owns and operates Twitter, an online social media and social networking platform where users can post or reply to messages known as "tweets" that include text, photos, and videos. Unregistered users can only watch public tweets, but registered users can tweet, like, "re-tweet," and send direct messages (DMs). Users can interact with Twitter pro grammatically through its APIs or using frontend apps for mobile or browsers

Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams founded Twitter in March 2006, and it went live in July of the same year. With more than 25 offices worldwide, Twitter, Inc. is a California corporation with its headquarters in San Francisco. By 2012, Twitter had over 100 million active users who sent 340 million tweets daily, and the service processed 1.6 billion daily search requests on average. It has been called "the SMS of the Internet" and was one of the top ten most visited websites in 2013. Twitter had more than 330 million active users monthly in the beginning of 2019. In reality, only a small percentage of people tweet the great majority of tweets. 48 million accounts (about 15% of all accounts) are predicted to exist in 2020.

Elon Musk, a business tycoon, purchased Twitter, Inc. on October 27, 2022 for US$44 billion, taking ownership of the website. Musk declared he will leave his position as CEO once a successor had been selected on December 20, 2022. As of April 2023, Musk is still the CEO and has not named a replacement.

PINTEREST:

Pinterest is a social curation website for sharing and categorizing images found online. The site is described in its own content as a visual bookmarking site. Pinterest is a portmanteau of the words pin and interest.vWhile the focus of the site is visual, Pinterest requires brief descriptions. The service was founded by Paul Sciarra, Evan Sharp and Ben Silbermann. It launched as a closed beta in March 2010. Membership was initially invitation-only; it is now open to the general public. Silbermann pitched Pinterest as a "catalog of ideas" rather than a social networking platform. He said the emphasis is on empowering users to "go out and do that thing." The site has become a popular social media platform.

Using the Pinterest app, users can add a "Pin it" button to their browser and then select and "pin" online images to virtual pinboards on Pinterest. Users create boards to organize images into categories. Pinterest categories include architecture, art, DIY and crafts, fashion, food and drink, home décor, science and travel, among other options.

SNAPCHAT

Snapchat is a multi-media instant messaging service and software created in the United States by Snap Inc., formerly known as Snapchat Inc. One of the main characteristics of Snapchat is that images and messages are frequently only accessible for a brief period of time before they are no longer viewable by their recipients. The app has changed from its initial focus on peer-to-peer photo sharing to now including users'"Stories" comprising 24 hours of chronological content as well as "Discover," which allows businesses to offer short-form, ad-supported content. Additionally, it enables users to save pictures in a "my eyes only" password-protected section. End-to-end encryption has apparently also been used, albeit in a limited capacity, with hopes to expand its application in the future.

Former Stanford University students Evan Spiegel, Bobby Murphy, and Reggie Brown founded Snapchat.

It is well-known for taking social media in a mobile-first direction and emphasising user engagement with augmented reality objects and virtual stickers. Snapchat has 293 million daily active users in July 2021, an increase of 23% from the previous year. More than four billion Snaps are sent daily on average. Snapchat is popular among young people, especially those under the age of 16, which raises a lot of privacy issues for parents.

LINKEDIN

linkedIn is a social networking platform with a business and job focus that operates through websites and mobile apps. On May 5, 2003, it began operations. Microsoft is now the owner of it. The website enables both businesses and job seekers to advertise positions and is mostly used for professional networking and career advancement. Since 2015, the majority of the business's income has come from the sale of recruiters' and salespeople's access to information on its members. It has been a fully owned subsidiary of Microsoft since December 2016. More than 900 million users from more than 200 countries and territories are signed up on LinkedIn as of March 2023.

LinkedIn enables users to build profiles and connect with one another in an online social network that may mirror actual professional relationships in the real world. Each person, whether they are a member already or not, can accept an invitation to connect. In addition, LinkedIn may be used to plan offline gatherings, join groups, produce articles, submit job listings, and do much more.

1.6 STATEMENT OF PROBLEM:

Instagram offers young people several benefits and opportunities, including access to information, extended social networks, social skill practice, identity expression , informal learning opportunities', interest based groups, development and maintenance of friendships, and fun but the problem is the youth today are addicted to instagram they are wasting a lot of time in front of these sites and moreover, they are not able to handle their sites properly hence the research aim to study the college students perception towards Instagram usage .

1.7 OBJECTIVES OF THE STUDY

1. To study the impact of Instagram among college students in Coimbatore city.

2. To identify the level of customer satisfaction among college students towards Instagram usage.

3. To identify the problem faced by college students while they are using Instagram.

1.8 SCOPE OF THE STUDY

Instagram have attracted millions of users due to affordance and reach. The social networking sites such as 'Facebook', 'Twitter', 'YouTube is most widely used by students nowadays for instant communication. The study revealed that few respondents use Instagram for academic purpose like initiating to online courses and building up student - lecture relationship and connecting them for e-learning. While some use it for socializing purposes, others use it for academic purposes to complement classroom teaching and learning activities. Thus Instagram usage has become mandate and for entertainment purpose ; thus students should take measures to personally achieve the basic competences required to access Instagram applications by themselves or through friends, so they can post photos or even video and audio, exchange messages, and build groups of interest or blogs. The present study revealed that students use Instagram for instant messaging and to find old friends. One should be cautious when using new technology, students rely heavily on Instagram thus some pages of Instagram should take measures to safe guard their client's privacy. Educational institution should also take measures to encourage students to use Instagram for educational purpose. Hence it is concluded that balanced and socially approved use of Instagram is the need of hour among students for to relax and get entertained.

1.9 RESEARCH METHODOLOGY

❖ AREA OF THE STUDY

In this study the data has been obtained from respondents in Coimbatore.

❖ RESEARCH DESIGN

A research design is the set of methods and types procedures used in collecting and analyzing measures of the variables specified in the problem research. The research design used for this study is a systematic approach. The data has been collected through a standard questionnaire from respondents.

❖ SOURCES OF DATA

The information for this study has been collected from Primary data and Secondary data.

• Primary Data Primary data has been collected from selected working individuals by administering questionnaire.

• Secondary Data Secondary data has been collected from various Journals, Magazines and Websites.

❖ PERIOD OF STUDY

The period of the study has been from December to May 2023.

❖ SAMPLE SIZE

A total of 150 college students have been chosen as sample respondents for the study.

❖ SAMPLING TECHNIQUE

Convenience random sampling technique has been adopted to select sample respondents for the study.

❖ TOOLS AND TECHNIQUES

The data collected from primary source arranged in an orderly form to frame simple tables. The data distributed in these tables were systematically analyzed with the aid of some statistical techniques. The following statistical tools have been used to analyze the data with reference to the selected objectives of the study.

- Percentage Analysis
- Descriptive statistics
- ANOVA (Analysis of Variance)
- Chi-Square
- Rank

1.10 LIMITATIONS OF THE STUDY

- The limitation of the research is for the purpose of time & cost.
- The scope of the research is limited to the Coimbatore city.
- The accuracy of the data depends on the answers given by the respondents.

1.11 CHAPTER SCHEME

Chapter I

Chapter One deals with Introduction, Statement of the Problem, Objectives, Scope, Research Methodology, Limitations of the Study and Chapter Scheme.

Chapter II

Chapter Two consists of the Review of Literature relating to the previous years of study.

ChapterIII

Chapter Three Provides the Overview of the profile of instagram. It examines the detailed explanation.

Chapter IV

Chapter Four Exhibits the Analysis and Interpretation of the data using various analytical tools .

Chapter V

Chapter five provides the summary of findings, suggestions and conclusion of the study.

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

1. This study by Sebah Al-Ali(2014)and titled as “Embracing the Selfie Craze: Exploring the Possible Use of Instagram as a Language m Learning Tool”. This study also provided analysis for documents an effort to use Instagram as an active m Learning tool in a language bridging programme using action research. In two per-intermediate/intermediate ESL classes, Instagram was used as a production medium for a vacation project and two writing exercises. The study's findings imply that although students initially expressed reluctance towards the program, they eventually warmed to it and were urged to use creativity in completing their writing assignments.From this project, some recommendations for better integrating Instagram as a teaching tool in language courses were drawn.

2. This study by Sudiran (2015)titled as “Indonesian Students’ Perception and Their Interpretation on Instagram as Media for Learning Reading Comprehension”.This study aims to measure perceptions of students towards the use of Instagram as a learning medium for reading comprehension and to find out their interpretation of Instagram. This study used questionnaires and interviews as data collection instruments. The results showed that students had a positive perception of the use of Instagram as learning media for reading comprehension. Students interpreted Instagram as an application to learn English such as searching for reading text, vocabulary, and English grammar. This result encourages EFL teachers to use Instagram in teaching reading comprehension to increase students’ reading comprehension skills.

3. This study by Candradewi Wahyu Anggraeni (2017).titled as “Students' perspectives on using Instagram in writing classes” and the study done to analyz the findings show that the students' viewpoints include two areas, including advantages and disadvantages of utilising Instagram. One advantage demonstrates that participants see using Instagram for their writing projects favourably. Participants believe that Instagram is a useful social media tool that inspires them to write more effectively. The participants, however, encounter difficulties while attempting to use Instagram for their writing tasks. This article's main contribution focuses on the theoretical, practical, and educational implications for students' opinions on using Instagram in writing classes.

4. This study by Al- Amin Mydin, Shaidatul Akma Adi Kasuma, and Ayuni Akhiar (2017) titled as “Student perception and attitudes towards the use of instagram in english language writing”.This conducted provided an investigation of students' opinions and attitudes towards using Instagram in English-language writing. Instagram's architecture, like that of other social networking platforms, encourages a focus on the community and encourages the sharing of genuine content that fosters opportunities for deep connections among language learners.

5. This study by Lancy D'Souza, M.J., and Hemamalini(2018) Titled as "Instagram Addiction and Depression Among College Students," sought to determine the connection between depression and Instagram addiction among students enrolled in pre-university and degree-granting programmes. Instagram addiction was assessed using a component model, including lack of control, disengagement, escapism, health and relationship issues, excessive use, and obsession. The pupils' melancholy increased linearly and considerably as their Instagram addiction grew.

6. This study by Hannah CARDALL and Bryan F. HOWELL (2018)and titled as “Using instagarm to increase to student engagement with design history”. And conducted to utilising instagarm to boost students' interest in design . Students should be able to explain how they have a grasp of the social and cultural effects of both historical and modern designers' work. They prototyped a new format for our design history course in the Industrial Design department at Brigham Young University in order to boost student involvement with design history and dialogue. Their aim was to provide students the tools to analyse designs they see in real life and on social media from a critical and cultural viewpoint, and then apply those lenses to their own design work with a stronger sense of social and cultural awareness.

7. This study by Ade Yeti Nuryantini and Yudhiantara (2018) titled as “Instagram-Assisted Language Learning In Islamic Higher Education : Toward Online Collaboration” This study employed content analysis and observation to its investigation. Also, a number of activities were created specifically for EPST. The research demonstrates that they were able to incorporate Instagram's use and integration. The activities varied in nature and included producing a video to illustrate the topic assigned, composing a phonetic transcription, and other assignments. The findings of this study should help people learn languages more effectively and examine how to use social media for language acquisition. A skill that has to

be developed for future language teachers in the twenty-first century is the ability to use social media to promote language learning.

8. This study by Fatimah Mulya Sari and Achmad Yudi Wahyudin(2019)and titled as "Undergraduate students' perceptions of blended learning using Instagram for business classes" and this conducted analysis of the findings revealed that most students had very favourable opinions of using Instagram for learning since the social media platform had an impact on their motivation, engagement, and attitudes. Additionally, the pace of the internet connection, misunderstandings, and miscommunications regarding the materials and assignment instructions were cited as obstacles to their learning. Instagram could be useful for students learning English. As a result, it is recommended that academic content be prepared with appropriate digital literacy to enhance the teaching of technology skills.

9. This study by Ali Erarslan (2019) and titled as "Instagram as an Educational Platform for EFL Learners" and is conducted to attempted to find quantitative and qualitative analyses, the findings show that Instagram is the most frequently used social media platform among the participants and they favor using it for educational and language learning purposes. Additionally, it was found that Instagram had a positive impact on students' language learning based on the achievement scores. Thus, it is concluded that Instagram can be used to enhance learning of English supplementary to formal teaching by exposing the students to language while they are using this platform as part of their every day practices.

10. This study by Aveen Mohammed Hasan, Zaiton Fareeq Hasan(2019)and titled as "Students' Perception towards Literature Integration in the English Language Departments at Duhok and Zakho Universities Students" .This study looks into literature affects students' personal development by encouraging active engagement in class activities, enhancing their analytical and critical thinking abilities, and assisting them in better understanding both their own and other people's experiences. The chosen literary works and topics the primarily teacher-led teaching strategies, are satisfactory to some degree with the students and advocate for greater student involvement. There are various issues that students confront mostly language issues, that must be taken into account. Therefore, it is advised that literature be preserved in the ELDs curriculum and that teachers and administrators should inform students about the importance of the literature and help them comprehend.

11. This study by Niken Dwiretno Galuh Agrikaltarini (2019) titled ”Instagram and Students' Higher Order Thinking Skill of Creating” Conducted to examined how students used their higher-order thinking skills to analyse Instagram. This research was done to analyse attempts to understand how students use their analytical skills as evidenced by their activity in looking at the narrative compositions uploaded on Instagram by their peers. The researcher observed students' analysing processes as they looked at their peers' narrative compositions through the remark function in their peers' captions, and then she turned those observations into written expressing sentences. The results demonstrated that peer story composition analysis activities on Instagram were part of near transfer learning that was both real and meaningful**.**

12. This study by Devy Angga Gunantar , Tatas Transinata(2019)titled as “Writing Caption on Instagram as Media for Student’s Motivation and Writing Skill Improvement” this study analysis Instagram caption writing as a tool for inspiring students and developing their writing abilities. This study was completed in two cycles. Prior to starting the first cycle, the Pre-Test was conducted. To demonstrate the captions on Instagram might motivate students and improve their writing abilities, the researcher employed a descriptive qualitative approach. The findings demonstrated that using captions on Instagram can boost students' writing ability and motivation. Overall, the use of photo-based media on social media platforms like Instagram can improve English writing abilities and also increase their enthusiasm to utilise English.

13. This study by Eilien Iman Santoso, Ivana Laksono, and Ellyana Damayanti (2019) titled as “Students perception towards the application of social media instagram as an instrument media” and conducted that the Instagram has a great potential for usage as an instructional medium in vocational schools according to students' perceptions of its use in social media as a teaching tool. This study examined those perceptions. It can be used for teacher consultation, material sharing, announcements, quiz media, and debate . Based on an interview and survey, it can be determined that 80,7% of students agree and strongly agree that social media is employed as a teaching tool.

14. This study by Ade Christanty Yudha Bestari(2020)titled as “Students' Perception of Instagram Caption as Media in English Language Teaching” and this study made to analyse the students' grammatical proficiency. There are three drawbacks to using Instagram as a teaching tool for English, including a poor internet connection, low student engagement, and a communication barrier. To make sure their statements were correct, some of the students continued to utilise Google Translate (GT). Before posting on Instagram, students must take the necessary preparation steps and ensure that their vocabulary and sentence structure are accurate. As a result, some students employed "Google Translate" to ensure that the lines they posted as Instagram captions were well-written.

15. This study by Lian Agustina Setiyaningsih and Malikhatul Lailiyah (2020) titled as “students' perceptions of their Instagram experiences using mobile-assisted language learning (MALL) tools” this study conducted to particularly Instagram, for speaking activities in English for Specific Purposes classes. students' perceptions of online communication language learning through Instagram. Students' perspectives about using Instagram for language learning were analysed and examined in the study. The findings showed that the participants had a favourable opinion of the application of Instagram to language acquisition. The results showed that Instagram is the most widely used social media platform among the participants. Students believe that learning through Instagram is efficient since it offers a fresh approach to language learning and quickens the process of interactive vocabulary development.

16. This study by Aycan Pekpazar, Emre Ari, Gizem Kaya Aydn, Umut Aydn, and Hidayet Beyhan (2021)titled as “Instagram addiction's impact on Turkish university students' academic performance” the conducts investigation of the mediating effects of procrastination and university students' academic performance is impacted by their sense of self-worth, procrastination, and Instagram addiction. Consequently, the connections between procrastination, Instagram addiction, and academic performance were examined, both directly and indirectly. Using structural equation modelling, a survey study of 378 Turkish university students was carried out. The findings indicate that while Instagram addiction has no substantial impact on academic achievement, it significantly affects procrastination.

17. This study by Kamal Yusuf , Nikmatul Jazilah(2020) and titled as “Exploring Creativity in English Writing by Using Instagram: University Students Perceptions” and its conducted to find out the English Education Department tht they participate in use the social media platform as part of their classwork. Using a five-point Likert scale with the options of strongly agree, agree, neutral, disagree, and strongly disagree, the questionnaire was utilised to collect the data for this study. In order to learn how the students perceive using Instagram, descriptive quantitative research was done on the relevant data. According to the results, the students had good attitudes about using Instagram to communicate with their peers and professors and to practise writing in English.

18. This study by Mauliya Avivi, Fika Megawati(2020)and titled as “Instagram post: Writing caption through process approach in developing writing skill” and and its conducted to Caption writing using a process-based method to improve writing abilities. The purpose of this study is to determine how Instagram captions affect students' ability to write recount texts by using a process method. At one of Indonesia's vocational high schools, a quasi-experimental design was applied to the two groups of multimedia students. Each class that took part in this study had thirty pupils.Pre-test and post-test tests served as the source of the data gathering. It was then examined using an independent t-test. The findings of this study show that using a process approach when creating an Instagram caption has a favourable impact on the improvement of English writing ability.

19. This study by Nina Arfida and Nonnie Nurmala Sari (2020) titled as “Instagram as A Media to Enhance Writing Skill of Students in Langsa” this study's participants used Instagram's photo and video uploading capabilities as well as its social networking capabilities to share their thoughts and daily activities. As a result, individuals can use it to locate numerous desired accounts. The researcher also discovered that participants looked up and followed a number of educational accounts that have content about learning English. Hence, after sharing their thoughts on Instagram, the participants' writing skills advance. They were able to actively practise and apply what they had previously learned by writing English captions on their Instagram accounts as a result.

20. This study by Amelia Nurdiansyah and Tryanti R. Abdulrahman (2020), titled as "The use of instagram to develop students writing ability" study conducted is to improve students' writing skills through the usage of Instagram element of communication in daily life is language. It is crucial for building positive relationships between group members in all societies. The inability of Indonesians to learn English is due to a number of factors, including an inadequate learning system, Indonesian perspective, and a lack of enthusiasm.

21 . This study by Tenia Ramalia(2021)and titled as "The Students' Perspective of Using Instagram as a Writing Assignment Platform". This study was designed to use a survey method with an open-ended questionnaire as the data gathering tool. The findings indicate that practically all students view Instagram favourably as a venue for writing assignments. The participants learned that Instagram was a fun, simple, and productive writing assignment tool. However, there were certain obstacles to using it, such as a poor internet connection and a privacy concern. It may be argued that, provided it is used and managed properly, Instagram can be a great instructional tool, particularly for writing.

22. This study by Karisma Erikson Tarigan, Murad Hassan Sawalmeh and Margaret Stevani(2021)and titled as"Storytelling in Instagram: Exploring a Creative Learning in Digital Era". This study is cleared that Instagram can be used to support students language learning as it allows them to practice their language with their peers and people around the world and open up language content from other countries regarding improve language skills in the classroom. future researchers are expected to explore the many other features of Instagram that could potentially be implement in the classroom, such as Instagram stories,Instagram polling , more,similar studies are also needed for different student levels and language abilities. It presents a broader perspective of using Instagram in an educational context ,especially in the foreign language context.

23. This study by Rasyiid, Rusli, Nasrullah, Resueno, and Maulina. (2021) titled as "Instagram Use in English Language Learning: A Survey of the Literature". This study was conducted with the intention of showing that frequently educators and academics use Instagram for teaching and research in educational environments around the world. This study includes an evaluation of the pros and disadvantages of Instagram usage in daily life as well as its application to the growth of English language acquisition.

24. This study by Mardiyanah Nasta , Fatimah H. Amin , Hasriani G (2022) “Instagram for writing practice :student’ perceived usefulness and Ease of use” According to the study, the majority of people responded favorably to goods in terms of perceived usefulness and simplicity of use. An advantage of using Instagram as a platform for writing practise is students' familiarity with the app. The drawback that frequently occurred while utilizing it was the disruption of the learning process. According to this study, the majority of items were rated favourably for perceived utility and simplicity of use. An advantage of using Instagram as a platform for writing practise is students' familiarity with the app. The drawback that frequently occurred while utilising it was the disruption of the learning process.

25. This study by Ghada Mousa Abdullah Alghamdi (2022) titled as“Investigating the effect and students perceptions of using Instagram as a writing teaching tool in saudi EFL classrooms” . So, the purpose of this study is to investigate the findings show that IG is the most frequently used social media platform among the participants and that they favor it for educational and language learning purposes, especially as a writing teaching tool. Additionally, it was found that IG had a positive impact on the students' language learning based on their achievement scores.concluded that it can be used to enhance the learning of English supplementary to formal teaching by exposing the students to writing the English language while they are using this platform as part of their everyday practice.

26. This study by Ariana Soylemezoglu (2022) and title as “a study on The Influence of Instagram and Depression Amongst College-Aged Individuals” and This study is conducted to social media has affected the lives of many young adults in today's culture among college-aged people. Social media has brought people from all around the world together, but it has also muddled the lines between reality and truth. Social media users frequently share personal details about themselves where their audience is free to pass judgement. Instagram is a notable site that is widely used, but it's also quite important for maintaining one's mental health. The relevance between mental health and social media has been studied in the past, but the goal of this study is to closely evaluate the relationship between depression and Instagram use among college-aged people.

27. This study by Mazulfah , Eni Suriyah (2022)titled as “Students’ Perception toward English Online Presentation on Instagram” This study has purpose to know students' perception of English online presentations on Instagram, its advantages and its disadvantages that are seen from students' point of view. A qualitative method was employed in this article. Observation, documentation, and interview are used to collect the data. There are ten students involved in the discussion. The result shows that students positively perceive English online presentations on Instagram.

28. This study by Ni Komang Arie Suwastini, I Nyoman Adi Jaya Putra, Ni Putu Purnama Dewi, Ni Putu Era Marsakawati, and Ni Putu Purnama Dewi (2022) titled as “Being Real on Instagram Reels: An Authentic Tool to Enhance English Speaking Skills” This study intends to describe how students view Instagram reels as an authentic instrument for speaking skills improvement and difficulties they face and the techniques they employ. Qualitative descriptive research techniques were used in the study. By using a purposive sample technique, they were chosen. Data was gathered through observation and interviews. The results demonstrate that students had positive impressions of the use of Instagram reels to hone speaking abilities. The majority of students agreed that using Instagram clips as a realistic speaking tool was flexible, efficient, and real.

29. This study by Jana gross &Florian von Wangenheim (2022) titled as “Influencer Marketing on Instagram: Empirical Research on Social Media Engagement with Sponsored Posts” This Research Analysis Although posts sponsored by social media influencers (SMI) on Instagram have grown dramatically as an advertising strategy, empirical results on their effectiveness have not yet emerged. These sponsored posts will be placed alongside Non-Sponsored Posts (NSP) on SMI's Instagram profiles. In this study, we examine consumers engage with sponsored posts versus NSP, and engagement differs between micro-influence posts and macro-influence posts. They examine engagement with sponsored posts that contain different advertising appeals based on an advertising strategy that determines whether sponsored posts contain appeals based on factual and acceptable information.

30. This study by Yanyan Aida Rohman, Oktafiani Nurrahman, Nurin Nuzulia Sakti Ramadhani, and Dwi Anggraeni Somediono (2022) titled as “The Effectiveness of Instagram as a Medium to Develop Vocabulary Competence in Senior High School: a Systematic Literature Review”. This article attempts to address about effective of Instagram as Medium to Develop Vocabulary Competence through Systematic Literature Review Method in senior high school level. The type of research is Systematic Literature Review method. Systematic Literature Review method is method of research that use to identify, study, review, evaluate, and interpret all available research. Related with that, this method refers to topic interest to some phenomenon with certain relevant research questions. Instagram give benefits to develop student quality of understanding meaning many words. In that context, Instagram become one of medium to improve student-efficacy to get better vocabularies knowledge and reach information in same time.

CHAPTER III

CHAPTER III

PROFILE OF THE INSTAGRAM

Instagram is a social media platform, where users can upload and share photos and videos from their mobile device. They can access Instagram by downloading the app to their mobile device.

Instagrm is a photo and video sharing social networking service owned by American company Meta Platforms. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with preapproved followers. Users can browse other users' content by tag and location, view trending content, like photos, and follow other users to add their content to a personal feed

Instagram was originally distinguished by allowing content to be framed only in a square (1:1) aspect ratio of 640 pixels to match the display width of the iPhone at the time. In 2015, this restriction was eased with an increase to 1080 pixels. It also added messaging features, the ability to include multiple images or videos in a single post, and a Stories feature similar to its main competitor Snapchat which allowed users to post their content to a sequential feed, with each post accessible to others for 24 hours. As of January 2019, Stories is used by 500 million people daily.

Originally launched for iOS in October 2010 by Kevin Systrom and Mike Krieger, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 1 billion by June 2018. In April 2012, Facebook Inc. acquired the service for approximately US$1 billion in cash and stock. The Android version was released in April 2012, followed by a feature-limited desktop interface in November 2012, a Fire OS app in June 2014, and an app for Windows 10 in October 2016. As of October 2015, over 40 billion photos had been uploaded. Although often admired for its success and influence, Instagram has also been criticized for negatively affecting teens' mental health, its policy and interface changes, its alleged censorship, and illegal and inappropriate content uploaded by users.

3.1 HISTORY OF INSTAGRAM:

The history of Instagram as the second-largest social media ever should be interesting for all Instagrammers and others. When Instagram was created or even another history about the Instagram account, all are covered in this blog. After months of trying, Instagram was created and launched on oct.06.2010. Twenty-five thousand users showed up on the first day.But it was not an over-night success, and of course, there is a long story about

Instagram is a popular photo-sharing and social networking application that was launched in 2010. The app was initially created by Kevin Systrom and Mike Krieger, and it quickly gained popularity as a platform for sharing photos with friends and family. Over the years, Instagram has evolved to become a major player in the social media space, with over 1 billion active users as of 2021.

In 2010, Kevin Systrom and Mike Krieger started working on a location-based social network called Burbn. The app allowed users to check-in at various locations, earn points, and post pictures. Burbn was too complicated and cluttered and that led to a lack of interest among users.

Systrom and Krieger decided to simplify Burbn and focus on the photo-sharing aspect of the app. They rebranded the app as Instagram, a name that combined “instant camera” and “telegram.”Instagram was launched in October 2010, initially only available on iOS. Within the first 24 hours, the app had 25,000 users.

3.2 FEATURES AND TOOLS

Users can upload photographs and short videos, follow other users' feeds, and geotag images with the name of a location. Users can set their account as "private", thereby requiring that they approve any new follower requests. Users can connect their Instagram account to other social networking sites, enabling them to share uploaded photos to those sites.

In September 2011, a new version of the app included new and live filters, instant tilt–shift, high-resolution photographs, optional borders, one-click rotation, and an updated icon. Photos were initially restricted to a square, 1:1 aspect ratio;

since August 2015, the app supports portrait and widescreen aspect ratios as well. Users could formerly view a map of a user's geotagged photos. The feature was removed in September 2016, citing low usage.

Since December 2016, posts can be "saved" into a private area of the app. The feature was updated in April 2017 to let users organize saved posts into named collections. Users can also "archive" their posts in a private storage area, out of visibility for the public and other users. The move was seen as a way to prevent users from deleting photos that don't garner a desired number of "likes" or are deemed boring, but also as a way to limit the "emergent behavior" of deleting photos, which deprives the service of content. In August, Instagram announced that it would start organizing comments into threads, letting users more easily interact with replies.

Since February 2017, up to ten pictures or videos can be included in a single post, with the content appearing as a swipeable carousel. The feature originally limited photos to the square format, but received an update in August to enable portrait and landscape photos instead.

In April 2018, Instagram launched its version of a portrait mode called "focus mode," That gently blurs the background of a photo or video while keeping the subject in focus when selected. In November, Instagram began to support Alt text to add descriptions of photos for the visually impaired. They are either generated automatically using object recognition (using existing Facebook technology) or manually specified by the uploader.

On March 1, 2021, Instagram launched a new feature named Instagram Live "Rooms" Let Four People Go Live Together.

In May 2021, Instagram announced a new accessibility feature for videos on Instagram Reels and Stories to allow creators to place closed captions on their content.

HASHTAGS

In January 2011, Instagram introduced hashtags to help users discover both photos and each other. Instagram encourages users to make tags both specific and relevant, rather than tagging generic words like "photo", to make photographs stand out and to attract like-minded Instagram users.

Users on Instagram have created "trends" through hashtags. The trends deemed the most popular on the platform often highlight a specific day of the week to post the material on. Examples of popular trends include #SelfieSunday, in which users post a photo of their faces on Sundays; #MotivationMonday, in which users post motivational photos on Mondays; #TransformationTuesday, in which users post photos highlighting differences from the past to the present; #WomanCrushWednesday, in which users post photos of women they have a romantic interest in or view favorably, as well as its #ManCrushMonday counterpart centered on men; and #ThrowbackThursday, in which users post a photo from their past, highlighting a particular moment.

In December 2017, Instagram began to allow users to follow hashtags, which display relevant highlights of the topic in their feeds.

EXPLORE

In June 2012, Instagram introduced "Explore", a tab inside the app that displays popular photos, photos taken at nearby locations, and search.The tab was updated in June 2015 to feature trending tags and places, curated content, and the ability to search for locations. In April 2016, Instagram added a "Videos You Might Like" channel to the tab, followed by an "Events" channel in August, featuring videos from concerts, sports games, and other live events, followed by the addition of Instagram Stories in October. The tab was later expanded again in November 2016 after Instagram Live launched to display an algorithmically curated page of the "best" Instagram Live videos currently airing. In May 2017, Instagram once again updated the Explore tab to promote public Stories content from nearby places.

PHOTOGRAPIC FILTERS

Instagram offers a number of photographic filters that users can apply to their images. In February 2012, Instagram added a "Lux" filter, an effect that "lightens shadows, darkens highlights and increases contrast".In December 2014, Slumber, Crema, Ludwig, Aden, and Perpetua were five new filters to be added to the Instagram filter family.

VIDEOS

Initially a purely photo-sharing service, Instagram incorporated 15-second video sharing in June 2013. The addition was seen by some in the technology media as Facebook's attempt at competing with the then-popular video-sharing application Vine. In August 2015, Instagram added support for widescreen videos. In March 2016, Instagram increased the 15-second video limit to 60 seconds. Albums were introduced in February 2017 is allow up to 10 minutes of video to be shared in one post.

IGTV

IGTV is a vertical video application launched by Instagramin June 2018. Basic functionality is also available within the Instagram app and website. IGTV allows uploads of up to 10 minutes in length with a file size of up to 650 MB, with verified and popular users allowed to upload videos of up to 60 minutes in length with a file size of up to 5.4 GB. The app automatically begins playing videos as soon as it is launched, which CEO Kevin Systrom contrasted to video hosts where one must first locate a video.

REELS

In November 2019, it was reported that Instagram had begun to pilot a new video feature known as "Reels" in Brazil, expanding to France and Germany afterwards. It is similar in functionality to the Chinese video-sharing service TikTok, with a focus on allowing users to record short videos set to pre-existing sound clips from other posts. Users could make up to 15 (later 30) second videos using this feature. Reels also integrates with existing Instagram filters and editing tools.

In July 2020, Instagram rolled out Reels to India after TikTok was banned in the country.The following month, Reels officially launched in 50 countries including the United States, Canada and United Kingdom. Instagram has recently introduced a reel button on home page.

On June 17, 2021, Instagram launched full-screen advertisements in Reels. The ads are similar to regular reels and can run up to 30 seconds. They are distinguished from regular content by the "sponsored" tag under the account name.

FACEBOOK ACQUIRES INSTAGRAM

By March 2012, the app's user base had grown to approximately 27 million users. In April 2012, Instagram was released for Android phones and was downloaded more than one million times in less than one day. At the time, the company was also close to receiving a new round of funding at a valuation of $500 million. Systrom and Facebook founder Mark Zuckerberg had become acquainted through events held at Stanford, and the two had been in communication during the beginning of Instagram's rapid rise in popularity.

In April 2012, Facebook (now Meta) made an offer to purchase Instagram for about $1 billion in cash and stock; a key provision was that the company would remain independently managed. Shortly thereafter and just prior to its initial public offering (IPO), Facebook moved forward and acquired the company for $1 billion in cash and stock.

Instagram made a limited-feature website interface available in November 2012. In June 2014, the company introduced an app for the Amazon Fire device, and finally, in 2016, it created an app that made it compatible with Microsoft Windows tablets and computers.

INSTAGRAM DIRECT

In December 2013, Instagram announced Instagram Direct, a feature that lets users interact through private messaging. Users who follow each other can send private messages with photos and videos, in contrast to the public-only requirement that was previously in place. When users receive a private message from someone they don't follow, the message is marked as pending and the user must accept to see it. Users can send a photo to a maximum of 15 people. The feature received a major update in September 2015, adding conversation threading and making it possible for users to share locations, hashtag pages, and profiles through private messages directly from the news feed. Additionally, users can now reply to private messages with text, emoji or by clicking on a heart icon. A camera inside Direct lets users take a photo and send it to the recipient without leaving the conversation. A new update in November 2016 let users make their private messages "disappear" after being viewed by the recipient, with the sender receiving a notification if the recipient takes a screenshot.

In April 2017, Instagram redesigned Direct to combine all private messages, both permanent and ephemeral, into the same message threads. In May, Instagram made it possible to send website links in messages, and also added support for sending photos in their original portrait or landscape orientation without cropping.

In April 2020, Direct became accessible from the Instagram website, allowing users to send direct messages from a web version using WebSocket technology.

In August 2020, Facebook started merging Instagram Direct into Facebook Messenger. After the update (which is rolled out to a segment of the user base) the Instagram Direct icon transforms into Facebook Messenger icon.

In March 2021, a feature was added that prevents adults from messaging users under 18 who do not follow them as part of a series of new child safety policies.

INSTAGRAM STORIES

In August 2016, Instagram launched Instagram Stories, a feature that allows users to take photos, add effects and layers, and add them to their Instagram story. Images uploaded to a user's story expire after 24 hours. The media noted the feature's similarities to Snapchat. In response to criticism that it copied functionality from Snapchat, CEO Kevin Systrom told Recode that "Day One: Instagram was a combination of Hipstamatic, Twitter and some stuff from Facebook like the 'Like' button.They can trace the roots of every feature anyone has in their app, somewhere in the history of technology". Although Systrom acknowledged the criticism as "fair", Recode wrote that "he likened the two social apps' common features to the auto industry: Multiple car companies can coexist, with enough differences among them that they serve different consumer audiences". Systrom further stated that "When we adopted Storie they decided that one of the really annoying things about the format is that it just kept going and you couldn't pause it to look at something they couldn't rewind.They also told the publication that Snapchat "didn't have filters, originally. They adopted filters because Instagram had filters and a lot of others were trying to adopt filters as well."

In November, Instagram added live video functionality to Instagram Stories, allowing users to broadcast themselves live, with the video disappearing immediately after ending.

In January 2017, Instagram launched skippable ads, where five-second photo and 15-second video ads appear in-between different stories.

In April 2017, Instagram Stories incorporated augmented reality stickers, a "clone" of Snapchat's functionality.

In May 2017, Instagram expanded the augmented reality sticker feature to support face filters, letting users add specific visual features onto their faces.

Later in May, TechCrunch reported about tests of a Location Stories feature in Instagram Stories, where public Stories content at a certain location are compiled and displayed on a business, landmark or place's Instagram page. A few days later, Instagram announced "Story Search", in which users can search for geographic locations or hashtags and the app displays relevant public Stories content featuring the search term.

In June 2017, Instagram revised its live-video functionality to allow users to add their live broadcast to their story for availability in the next 24 hours, or discard the broadcast immediately. In July, Instagram started allowing users to respond to Stories content by sending photos and videos, complete with Instagram effects such as filters, stickers, and hashtags.

Stories were made available for viewing on Instagram's mobile and desktop websites in late August 2017.

On December 5, 2017, Instagram introduced "Story Highlights",also known as "Permanent Stories", which are similar to Instagram Stories, but don't expire. They appear as circles below the profile picture and biography and are accessible from the desktop website as well.

In June 2018, the daily active story users of Instagram had reached 400 million users, and monthly active users had reached 1 billion active users

3.3 NEW UPDATED FEATURES OF INSTAGRAM

In 2023, Instagram is still one of the most prominent players on the social media landscape, and for a good reason. As of December 2021, Instagram has reached 2 billion active users worldwide. Instagram never stops growing and developing which means it also regularly introduces new functionalities.

YOU CAN NOW SCHEDULE POSTS WITHIN THE INSTAGRAM APP

They can now schedule your Instagram posts within the app itself. This adds a level of convenience by allowing users to set a specific publication date for their posts. The feature doesn't allow cross-posting to other IG accounts or different social media platforms. To schedule their Instagram post within the IG app, go to Advanced Settings while creating their post, click on Schedule, and set the desired publication time.

INSTAGRAM FEED WITH NO ADS AND NO SUGGESTED POSTS

The browsing through they IG feed that was overflowing with suggested posts from users their don't follow and sponsored posts that they don't care about.I know I definitely was. At long last, they can now browse their IG feed made up of posts from only the people that follow no suggested posts or ads in their way. They may be quite upsetting to some users since they can't even post a square video from a horizontally-recorded clip (or any other clip as a matter of fact).

To post square videos:

- Start creating a carousel post with a picture
- Choose a video clip for their carousel
- Deselect your picture so that only the video clip is left

INSTAGRAM GRID PINNING

The most recent Instagram update allows they to pin their posts to the top of their IG grid. In other words, they older content can still shine This feature is nothing new on platforms like Twitter or TikTok, but its needed it for Instagram.

60-SECOND INSTAGRAM STORIES (WITHOUT ANY CUTS)

Instagram is gradually implementing another handy feature. It allows users to upload Instagram Stories for up to 60 seconds long, without the ever-frustrating cuts after every 15 seconds. It's definitely a very useful feature; the playback of their Story clip will be smoother, and they can include all the user mentions, tags, locations, links, etc. in one longer Story – no need to repeat the process after every 15 seconds,

2023 INSTAGRAM ALFORITHM EXPLAINED

The Instagram algorithm operation principle has been a total mystery for a long time, and trying to get on top of it was mostly based on guessing and a trial & fail process. Although this has changed after Instagram's CEO, Adam Mosseri explained it in a video posted on his Twitter account. It seems that currently, the most important factors that affect what users see in their IG feeds are:

- Post's popularity indicators many people clicked like, where it was located, and its duration was (if it was a video)
- frequently the user interacted with the account in the past
- many posts the user has liked
- User's engagement with the accounts' other content

2023 INSTAGRAM REELS UPDATES

Reels have been rapidly gaining popularity ever since Instagram introduced them in 2020. Instagram is really investing in this new format and is constantly looking to upgrade it, as could see in July 2021, when the platform decided to double up the Reels' maximum duration. The new Instagram feature is being regularly updated with even more editing options like the most recent additions: double exposure feature or timer.

INSTAGRAM REEL WITH ADDED MUSIC

Reels are full-screen vertical posts that can last from 15 seconds up to 1 minute. This function also allows their to combine multiple short videos into one. Reels can be equipped with a variety of extras to make the content even more engaging:

- Music you can add a song of your choice and adjust music vs. video's original sound ratio
- Voice over they can record their own commentary
- Text
- Doodles they can draw over their video
- Stickers after they've filmed a new Reel, user can add a sticker to it
- Effects used the same as in Stories
- Timer so they don't need to hold their phone while recording a video

INSTAGRAM IS TESTING EVEN MORE NEW FEATURES FOR REELS:

Video Layout allows users to capture multiple videos in separate windows one after another and then play them combined.Double exposure feature that allows users to capture a photo and then record a video on top of it.

INSTAGRAM POSTS COLLABS

Another useful feature is that they can now create joint posts. The post will appear both on their feed and on collaborator's profile. To create a joint post they need to create their regular post (Reels also work), then click on Tag people, and then on Invite collaborator. An example of a joint post on Instagram

REELS VISUAL REPLIES

By the end of 2021 Instagram introduced another Reel update, called 'Reels Visual Replies'. This feature allows they to reply to comments (given by every follower who comments on your Reels) posts using videos. This feature is another great way for creators to engage with their followers by creating content inspired by their activity in the comments section.

WHERE TO FIND INSTAGRAM REELS

To access the Reels creation area you need to tap the '+' icon in the top right corner of the screen and choose 'Reels'. Some of the Reels' features can be used while recording, while others only when the recording is done. Give it a go and create your own, engaging content!

There is one more thing they can come back to any of their Reels anytime and remix it, results in virtually unlimited ability to play with users content. If they click the ‘play’ icon in the bottom center of their screen, they can quickly browse Reels. They can now also search for other Reels that use the same music by clicking the audio icon inside a given Reel.

INSTAGRAM PLAYBACK

In 2021 Instagram announced the ‘Playback feature’ that allows users to re-share their best Stories on the occasion of New Year’s Eve. It proved to be a great way for the users to celebrate their favorite moments of the past year.

INSTAGRAM MAP SEARCH

Another one of Instagram’s new updates is the Map Search. This feature is very similar to Google maps and allows users to find the location of different businesses within the Instagram app.

Map search is located inside Instagram’s regular browser that user use to search for other users, hashtags, etc.It’s quickly becoming one of the best tools to explore new gems if user in a previously unknown area. They more users can easily see more information like location, price of products and services, and public posts marked with the business’ location by clicking on a concrete location icon on the map.

INSTAGRAM CREATOR MODE

Instagram has introduced Creator mode for accounts with over 10 000 followers some time ago, and it continues to develop this part of the app to help influencers make the most of their experience with it. From enabling creators to see more of their accounts’ statistics to simplifying messaging for them, the Creator mode really made a difference.

The Creator mode keeps evolving and gaining new features such as a whole new section of Instagram marketing tips that creators can use to their advantage while designing new content. Another move towards a better creator experience was the introduction of the Professional Dashboard.

INSTAGRAM PROFESSIONAL DASHBOARD

Instagram has made another step toward better analytics in 2021 by introducing the Professional Dashboard. This feature is available for all creator and business accounts and can serve as a main in-app dashboard to analyze your account's performance. Here's the list of its main tools and resources:

- Overall account performance
- Instagram Insights
- Promotions
- Branded Content Approvals
- Instagram Shopping
- Saved Replies
- Instagram Professional Dashboard

The Professional Dashboard is a great tool to have a quick overview of their statistics but if they want to Content they shared – More data about their content & user interactions divided by content and interaction type (even interactions like Business Address Taps or Email Button Taps)

This is for sure an upgrade compared to the previous version. They are manage multiple social media profiles, they might want to step your game up with NapoleonCat and its Analytics feature, where they can have a bird's-eye view over all of their accounts regardless of the social platform and generate Instagram reports within seconds.

NEW INSTAGRAM STORY INTERACTIVE STICKERS

Most Instagram users are already used to seeing new stickers in their Stories editing panel from time to time. The most current set of stickers available to each user might differ based on their account type.

3.4 POSTING A PHOTO ON INSTAGRAM

Profile is set up and ready to go, it's time to learn to post content of your own.

STEP 1: ADDING A NEW PHOTO

From the Home screen, tap the + symbol at the top of the screen. They will then see a grid view of photos they've taken with user mobile device. They can scroll the grid to see less recent photos. To select a photo on an Apple device, tap it and then tap Next in the top right corner. On an Android device, tap the arrow in the top-right corner. If this is the first time they've created an Instagram post, user be asked to grant permission for Instagram to access their device's camera roll. This is a requirement to use Instagram on your device. Instagram lets you post images saved on your mobile device

STEP 2:APPLYING FILTERS

Instagram includes filters for your photos, it can be a fun way to personalize them. The filter options appear under the photo and they can browse through them by swiping to the left. Once you've found the filter they want to use, tap on it. If they don't want to apply a filter to their photo, select Normal from the list.

STEP 3: EDITING YOR PHOTOS

The Edit option lets user adjust the photo by cropping and straightening, adding highlights, adjusting the shadow, sharpening the image, and more. Experiment with filters and the editing features, to find options that work best for their. To finish editing and applying filters on an Apple device, tap Next.

On an Android devices, tap the arrow in the top right of the screen. The changes you make to a photo that they upload to Instagram won't be applied to the original photo on user mobile device. So, they can play with filters and editing without worrying about losing user original photo.

STEP 4:ADDING A CAPTION AND HASHTAG

To add a caption, tap in the Write a caption.field at the top of the screen. The on-screen keyboard will appear and they can add text that describes the photo. Add a hashtag to their caption, to identify the content they upload by category or topic and make it easier for others to find. Any word following a # symbol is treated as a hashtag by the Instagram app.

Add a location to their photo by selecting from the suggested location options, or by tapping Add location and then typing in the location where the photo was taken.

STEP5: TAGGING OTHER INSTAGRAM

They can add the names of other users who appear in your photos. This is called Tagging. To tag someone:

• Tap Tag People

• Tap an area of the photo, such as a face

• Type in an Instagram username

• Move the tag around on the photo to better represents the tag is for. They can also tag people in the photo caption.

• Tap the caption. The on-screen keyboard appears

• Type the @ symbol followed by an Instagram username

• Make sure there isn't a space between the @ symbol and the username.

They can use other sharing options to post your photo, caption and photo location to their Facebook, Twitter, or Tumblr accounts, if They've already linked them to user Instagram account. They can tap Advanced settings to turn off commenting for photos that they post. This will stop other

STEP 6 : SHARE YOUR PHOTO WITH YOUR FOLLOWERS

To share user photo, tap Share in the top-right corner of the screen if they're using an Apple device. On an Android device, tap the tick in the top right. If they Instagram account is not set to private, all users can see their photo, if they know their username. If they have set their account to private, only their followers will be able to see the photo.

3.5 POSTING A STORY ON INSTAGRAM

Story is a short video or photo that is uploaded to their feed and visible for 24 hours only. Many users post stories to highlight what they are up to, right now, but of course they can post whatever you like.

STEP1 : ADDING A NEW STORY

On the Home screen, they can see Instagram Stories from other users. To watch the story of someone they follow, simply tap on the circle with their username under it. To add a story of their own, tap on the circle that says their story.

STEP 2: TAKING A NEW PHOTO OR VIDEO

Instagram stories allow they to post photos or a 60 second video, straight from their mobile device's camera. When adding a new story, the screen shows a live view of what the camera can see.

• To take a new photo, tap the circle in the centre of the screen

• To take a video, hold down the circle in the centre of the screen.

They will see a thin line move around the circle as they hold it down. This line shows much longer you have left to film. An Instagram video can be up to 60 seconds longusers from writing comments under that photo.

STEP 3 REVIEWING YOUR PHOTO OR VIDEO

The screen shows the photo or video . If they're not quite happy with it, tap the x symbol to delete it, and try again.

STEP 4: PERSONALISING YOUR PHOTO OR VIDEO

Instagram Stories by adding text, emojis and stickers. These optional features can be a way to add some fun to your Instagram Story.

• Stickers let they add a location, mention other users or include a hashtag

• Hashtags categories their content and make it easier for other users to locate and view their posts.

STEP 5: POSTING YOUR INSTAGRAM STORY

post or publish your story for your followers to see. There are three posting options:

• Their Story they post they create story for everyone to view for 24 hours

• Close Friends allows they to post their story so only they nominated close friends can see it

• Sent to allows user to send story to one or more users of their choosing. Tap the option they'd like to use, and their story will be posted.

STEP 6: CHECKING YOUR STORY

After they've posted a story, they can see who has viewed it. From the Home screen, tap the circle labeled their story, and then look in the bottom-left corner of the screen. To add another story, tap and hold the their story icon from the Home screen and then tap on Add to their story.

3.6 STATISTICS OF LEVEL OF INSTAGRAM:

INSTAGRAM DEMOGRAPHICS STATISTICS

With massive growth over the past decade and some ups and downs,Instagram has a total population of more than 1.22 billion monthly active users**.** The number is quite impressive, considering the constant competition Instagram faces from the new platforms.

Instagram also has a global presence, with the majority of the audience hailing from India, followed by the U.S. and Brazil.Regarding gender, the platform has a slightly higher proportion of male users, with around 52.2% of male users and 47.8% of female users.

Instagram has over 1.22 billion monthly active users.70% of Instagrammers are under 34 years. The 25-34-year-old age group is the largest of the demographics, attributing to 31.7% of the total Instagram population. Instagram is used by 25.31 % of the world's population. Daily active users of Instagram stories are 500 million.87% of Instagram users

live outside the U.S. The highest number of users of Instagram is in India (230.5 million), the U.S. (159.75 million), and Brazil (119.45 million).47.8% of all Instagram users are female, while 52.2% are male.` `

INSTAGRAM USAGE STATISTICS

Instagram statistics have shown the platform's growing usage over the years, with a 5.79% annual increase from 2021. Moreover,Reels have been a favorite feature of Instagram users, with an average reach engagement rate of 1.95%.Plus, the Instagram story fervor is still on, with 70% of Instagram users watching them daily. So they might not want to cut off Instagram stories from their marketing plan.

If they plan to use stories on Instagram, keep the important ones in their highlights. So every time a new visitor comes to their profile, they can check out relevant stories from the highlight. Here are some more vital Instagram statistics to get you started.The number of Instagram users in 2022 marks a 5.79% annual increase from 2021.Instagram's user growth is forecasted to slow slightly to 5.47% in 2023.

Instagram is the 4th most popular social media in the world in terms of MAUs.The monthly active user base of Instagram is equivalent to the population of the EU and North America combined.The average time spent on Instagram is 30 minutes.Up to 95 million (9.5%) platform users may be bots, costing marketers $1.3 billion. Approximately 30.94% of the 4.48 billion internet users worldwide regularly use Instagram. Instagram's DAUs are 69 million more in numbers than the entire population of South America.21% of users log in weekly, and 16% log in less often than that.38% of users log in to the platform multiple times.70% of people watch Instagram stories daily.71.9% of the content on Instagram is photo posts.130 million users tap on shopping posts each month.40% of Instagrammers post stories daily.

INSTAGRAM ENGAGEMENT STATISTICS

Thanks to the power of reels, engagement rates are at an all-time high. Instagram has long moved from being a photo-sharing app to a video-sharing platform, thereby emphasizing the use of both long-form and short-form video content.Instagram statistics also highlight the

importance of creating video content and using real faces in their content promotion to generate exponential engagement.

Instagram has seen an 80% increase in the time users spend watching videos on the platform. Photos with faces perform almost 40% better than those without faces. Look at more Instagram stats to understand the engagement dynamics of the platform.The average engagement rate for photo posts is 0.81%, video posts are 0.61%, and carousel posts are 1.08%.The highest Instagram Reels engagement rates are obtained by Instagram accounts with fewer than 5,000 followers, reaching up to 3.79% on average.

Reels get 22% more interaction on Instagram than standard video posts. Instagram has seen an 80% increase in the time users spend watching videos on the platform. A total of 4.2 billion likes occur on Instagram each day.Longer captions get better engagement. On average, 10.7 hashtags are used in Instagram posts.Instagram has 58% more engagement per follower than Facebook. People are Spending Nearly 30 Minutes every day on Instagram. Photos with faces perform almost 40% better than those without faces.Videos get 21.2% more engagement compared to images.2 billion people interact with reels every month.Instagram users engage more on weekdays, with Wednesday and Thursday showing the most engagement.

Business accounts with fewer than 10,000 followers have an average engagement rate of 1.11%.Business accounts with 10,000-100,000 followers have an engagement rate of 0.93%.Users like 4.2 billion posts on Instagram each day.61% of Gen Z TikTok users plan to spend more time on ReelsPosts with tagged locations get 79% more engagement than those without tags.

INSTAGRAM BUSINESS STATISTICS

Instagram has paved the way for entrepreneurs to expand their businesses online. From shoppable feeds to product tagging on Reels, stories, and posts, businesses are growing here in leaps and bounds. They can even take a step ahead and optimize your bio with crisp descriptions. Add a link to their site and direct more traffic to their website. Look at these Instagram statistics to use the platform to uplift their business.

More than 25 million businesses use Instagram to promote their services and products. US-based online stores lead with 86% Instagram accounts, followed by 81% accounts from the U.K. and 75% from Germany-based online stores.90% of accounts follow at least one business on Instagram.62% of users say they are more interested in a brand after seeing it in an Instagram Story.81% of Instagrammers use the platform for researching new products and services.87% of Instagram users say they take action after seeing a product on Instagram.On average, major brands post on Instagram 1.5 times every day.

98% of fashion brands use Instagram.Over 150 million people use Instagram to communicate directly with a business monthly.68% of weekly Instagram users visit the platform to interact with creators.93% of marketers have already used Instagram to acquire potential new customers.74% of marketers want to reach a new target audience, 69% want to improve brand awareness, and 46% want to increase sales.54% of all influencers on Instagram are nano-influencers, while 33% are micro-influencers.61% of consumers trust influencer recommendations more than brand content (38%).

Nano-influencers are also on the rise, with the highest engagement rate, at 5%.36% of businesses use stories to promote their products.98% of fashion brands use Instagram.67% of users watch branded stories.73% of marketers are in favor of Instagram for influencer marketing.The average monthly follower growth of business accounts on Instagram is +1.46%.There are 500,000 active influencers on Instagram.

INSTAGRAM ADS AWARENESS

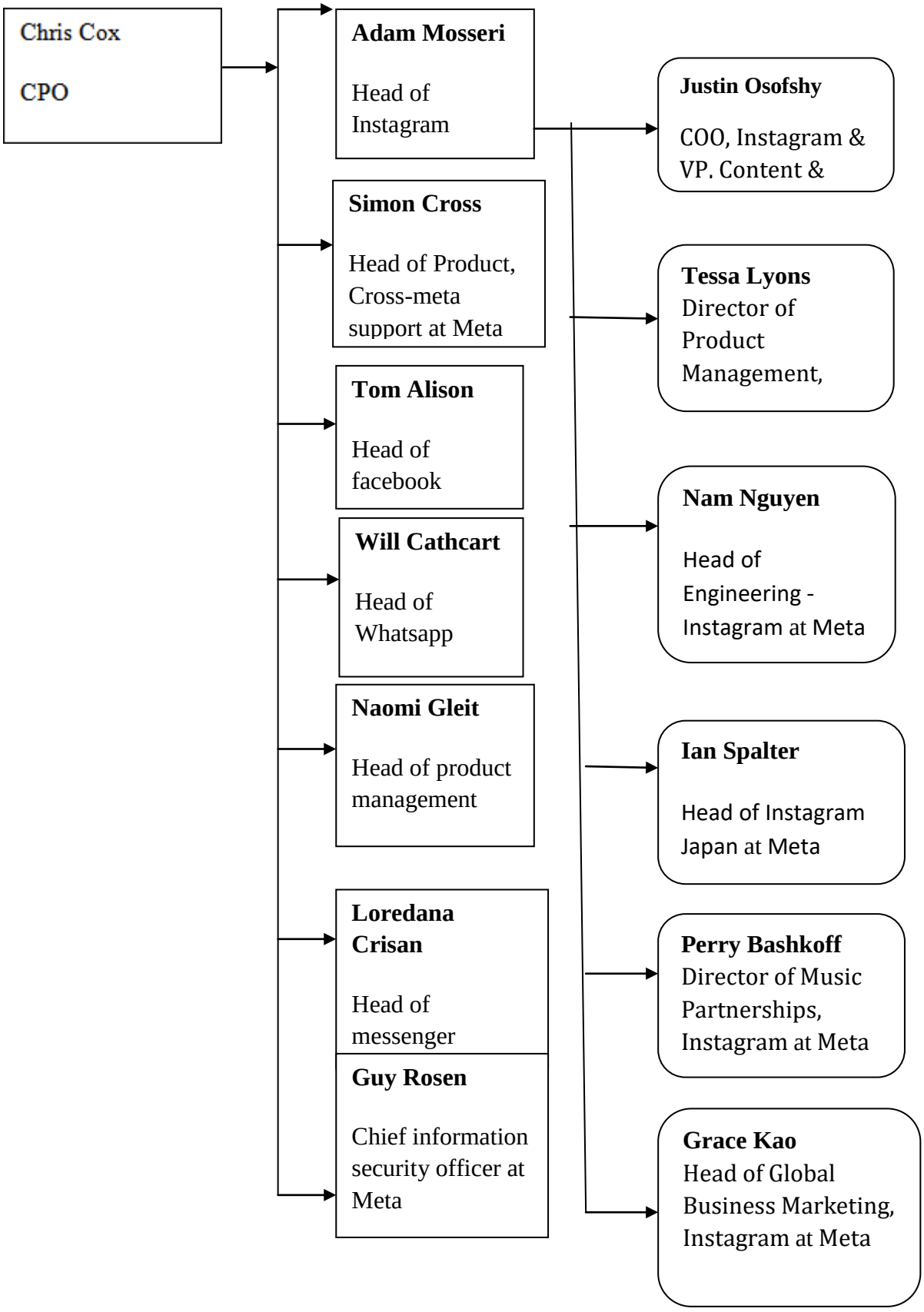
Though the organic reach of Instagram is pretty decent, marketers still rely heavily on ads to outdo their fellow competitors. All credit goes to its wide range of ads feature that promotes their business in a very non-intrusive way. They can run ads easily from the app and target different demographics.

Before going for ads, though, consider boosting their best-performing posts. they can use the same for ads from Creator studio and reach out to the maximum number of people. Also**,** Instagram statistics show that marketers spend 69% of their budget on influencer marketing on Instagram**.** So it is wise to consider influencer campaigns if they haven't started. Check out more Instagram statistics to decide on the ad specifics.

Instagram ads have the potential to reach 849.3 million users. Instagram marketers spend 69% of their budget on influencer marketing on Instagram.Micro-influencers, Its generally have 50,000 – 100,000 fans, are used by businesses to advertise their products. The U.S. has the highest potential Instagram advertising reach, followed by India and Brazil. Instagram Stories ad revenue is expected to increase to 20.03 billion dollars in 2023.

The highest Instagram advertising audience is from the 25-34 age group. Instagram's advertising audience grew by 20.3%.83% of consumers claim they use Instagram to discover new products or services. Instagram's bogus bot accounts cost marketers an estimated $1.3 billion yearly in the advertising ecosystem. With Instagram, the average post will cost their between $100-$2,085.Video ads have 3x more engagement than photos.

3.7 ORGANISATION CHART OF INSTAGRAM



CHAPTER IV

CHAPTER IV

ANALYSIS AND INTERPRETATION

TOOLS USED FOR ANALYSIS ARE:

- Percentage analysis
- Descriptive statistics
- Rank analysis
- Chi-square
- ANOVA

Percentage Analysis

Percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data.

Descriptive statistics

The descriptive statistics are used to represent numerous data in simpler form. It provides a summary on the collected samples and measures used in the study.

Rank Analysis

Rank analysis is used to represent the data in the form of ordinal numbers in order to provide a better insight in comparing the data.

Chi-square

The chi-square test statistics can be used to evaluate whether there is an association between the rows and the columns in a table. Chi-square is used to determine the association between two or more variables.

ANOVA

The one-way ANOVA compares the means between the groups and determines whether any of those means are statistically different from each other.

4.1 PERCENTAGE ANALYSIS

The percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 – percent) for the better understanding of collected data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It refers to a special kind of rates percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

4.1.1 GENDER OF THE RESPONDENT:

TABLE NO 4.1.1

TABLE SHOWING THE GENDER OF THE RESPONDENTS

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
male	45	30.0	30.0	30.0
female	105	70.0	70.0	100.0
Total	150	100.0	100.0	

(Source: computed)

It has been inferred from the table 4.1.1 that, 30.0% of the respondents belong to male and 70.0% of the respondents belong to females.Hence, it is found that from the analysis most of the respondents are belongs to females.

CHART NO 4.1.1

CHART SHOWING THE GENDER OF THE RESPONDENTS

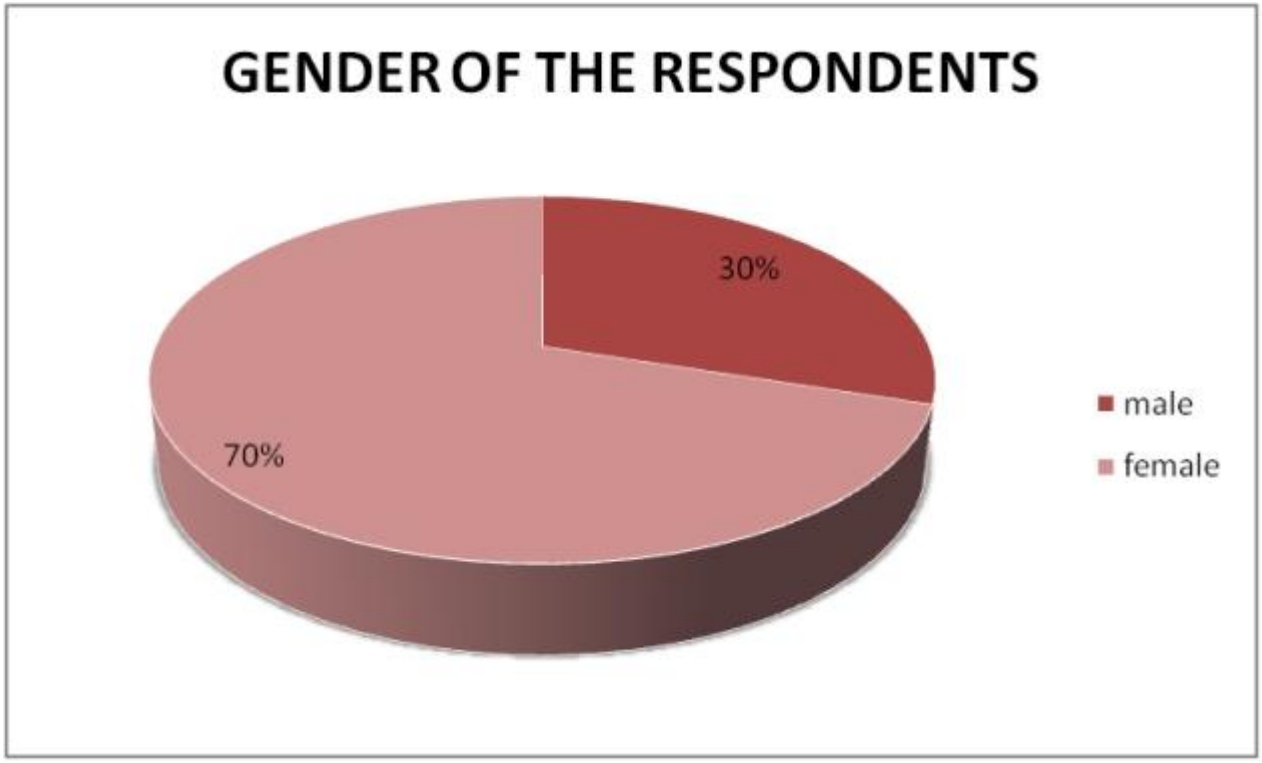


TABLE NO 4.1.2

TABLE SHOWING THE AGE OF THE RESPONDENTS.

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
17-20	48	32.0	32.0	32.0
20-23	77	51.3	51.3	83.3
23-25	25	16.7	16.7	100.0
Total	150	100.0	100.0	

(Source: computed)

It has been inferred from table 4.1.2 that, 32.0% of the respondents belong to the age group of 17-20 years, 51.3% of the respondents belong to the age group of 20-23, 16.7% of the respondents belong to 23-25 years. Hence, it is found that more number of the respondents belong to the age group of 20-23 years.

CHART NO 4.1.2

CHART SHOWING AGE OF THE RESPONDENTS

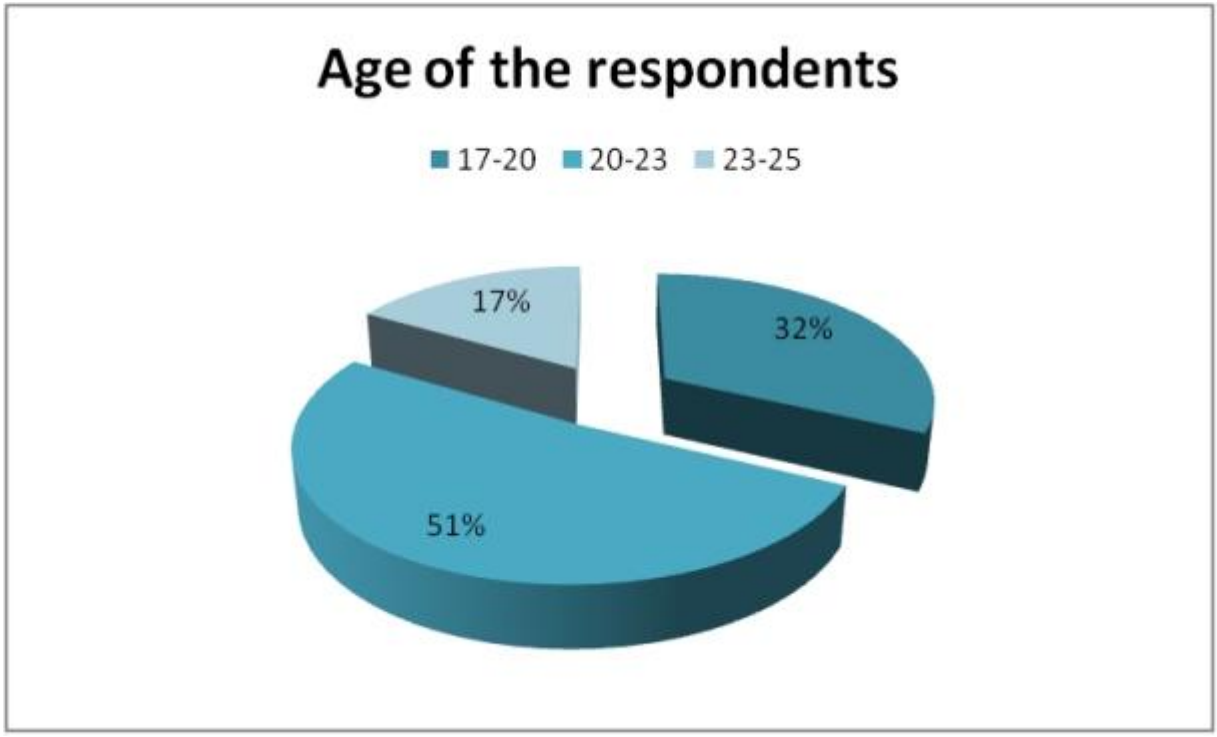


TABLE NO:4.1.3

TABLE SHOWING THE EDUCATION QUALIFICATION OF THE RESPONDENTS

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
under graduation	75	50.0	50.0	50.0
post graduation	43	28.7	28.7	78.7
M.phil	9	6.0	6.0	84.7
Ph.d	8	5.3	5.3	90.0
others	15	10.0	10.0	100.0
Total	150	100.0	100.0	

(Source: computed)

From the table 4.1.3, it has been inferred that 50.0% respondents belong to under graduation, 28.7% respondents belong to post graduation, 6.0% respondents M.phil, 5.3% of respondents are Ph.d and 10.0% of respondents belong to others.Hence, it is found that most of the respondents are Under graduation.

CHART NO:4.1.3

CHART SHOWING THE EDUCATION QUALIFICATION OF THE RESPONDENTS

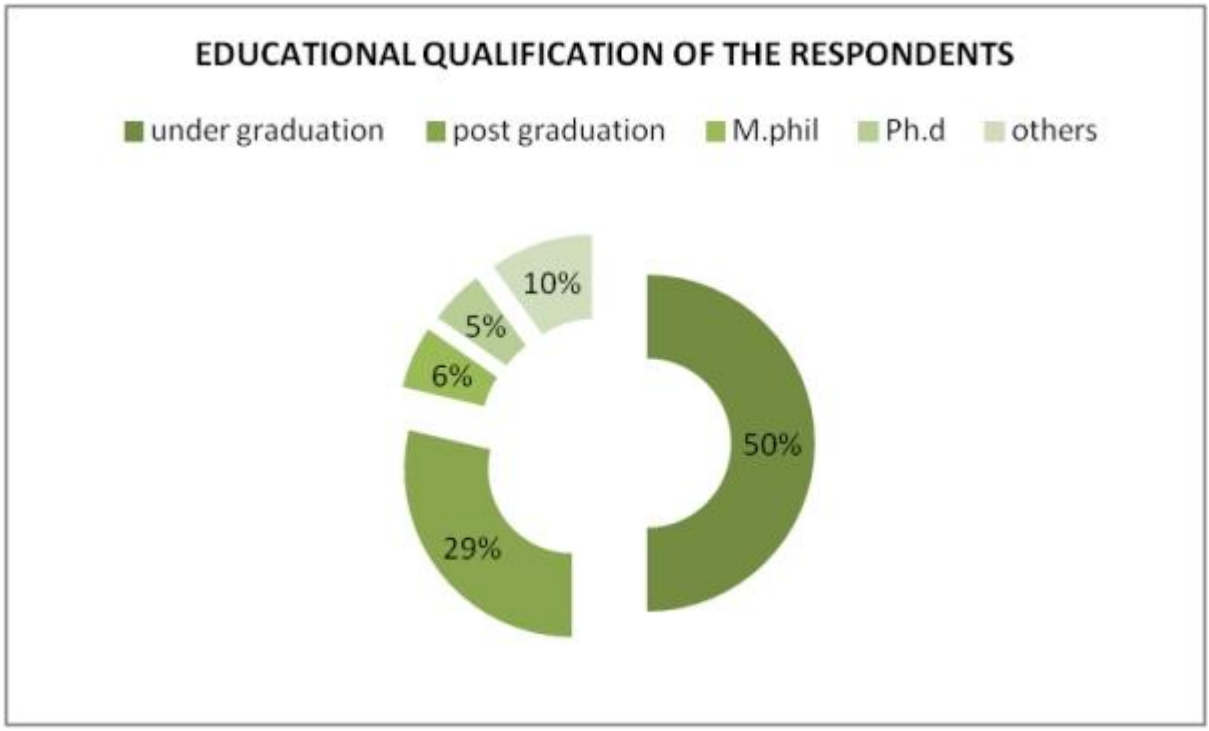


TABLE NO:4.1.4

TABLE SHOWING THE FAMILY TYPE OF THE RESPONDENTS

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
nuclear family	112	74.7	74.7	74.7
joint family	38	25.3	25.3	100.0
Total	150	100.0	100.0	

(Source: computed)

From the table 4.1.4, it has been inferred that 25.3% respondents are joint family, 74.7% respondents are nuclear family members.Hence, it is found that more number of respondents are nuclear family category.

CHART NO :4.1.4

CHART SHOWING THE FAMILY TYPE OF THE RESPONDENTS

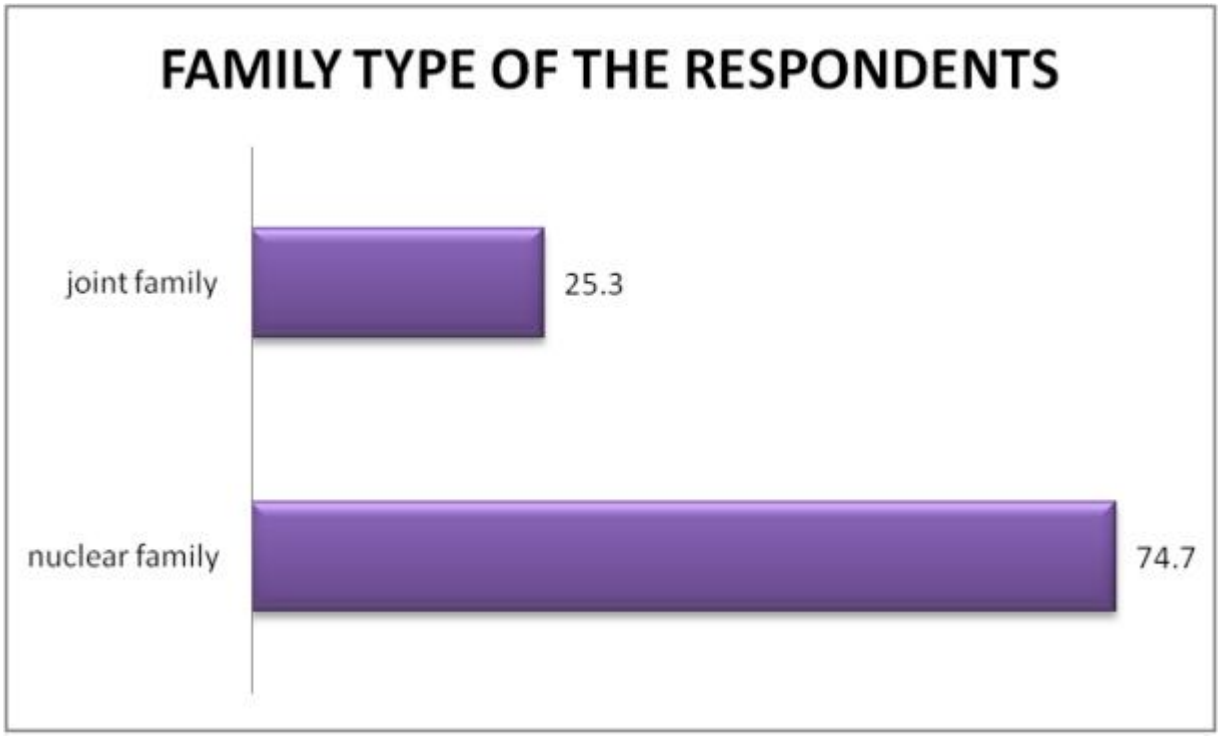


TABLE NO:4.1.5

TABLE SHOWING THE RESIDENTIAL STATUS OF THE RESPONDENTS

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
rural	91	60.7	60.7	60.7
urban	59	39.3	39.3	100.0
Total	150	100.0	100.0	

(source: computed)

From the table 4.1.5 it is inferred that 39.3% of the respondents belong to urban and 60.7% respondents belong to rural.Hence, it is found that most of the respondents are belongs to rural group.

CHART NO : 4.1.5

CHART SHOWING THE RESIDENTIAL STATUS OF THE RESPONDENTS

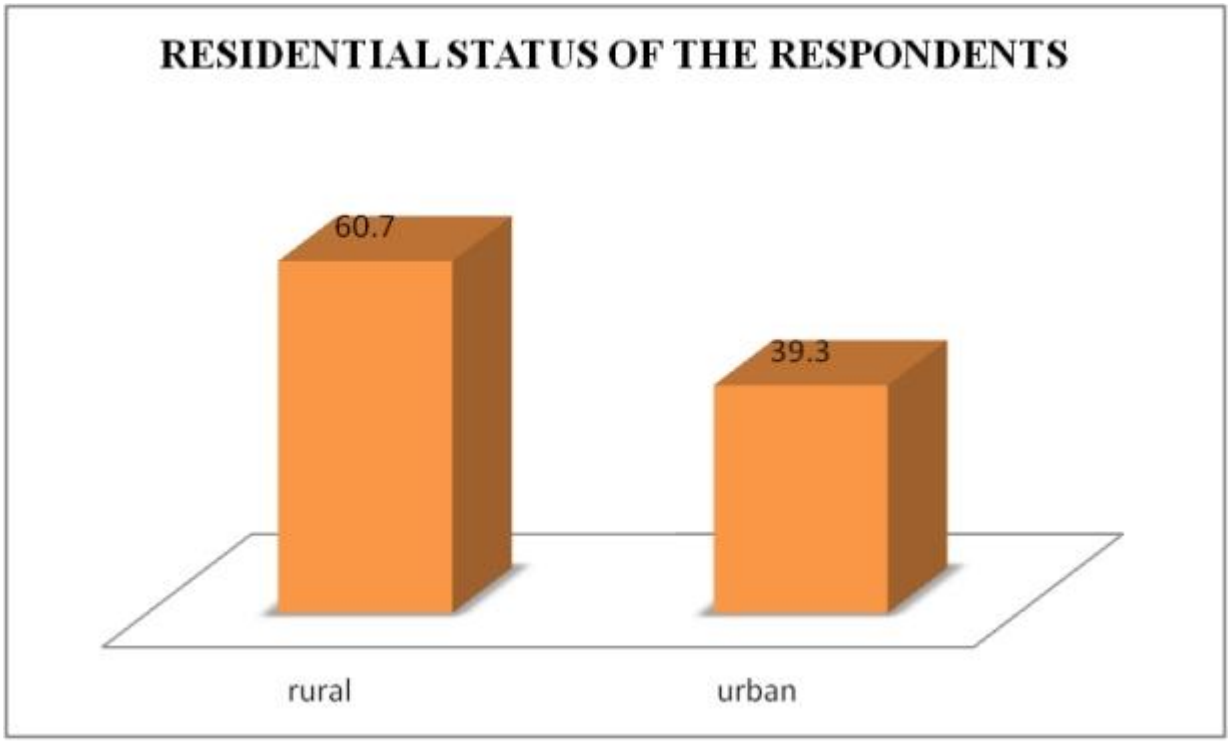


TABLE NO: 4.1.6

TABLE SHOWING THE MARITAL STATUS OF THE RESPONDENTS

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
married	12	8.0	8.0	8.0
unmarried	138	92.0	92.0	100.0
Total	150	100.0	100.0	

(Source: computed)

From the table 4.1.6, it has been inferred that 8.0% of respondents belong to married, 92.0% of the respondent belongs to unmarried category.Hence, it is found that more number of respondents are unmarried.

CHART NO: 4.1.6

CHART SHOWING THE MARITAL STATUS OF THE RESPONDENTS

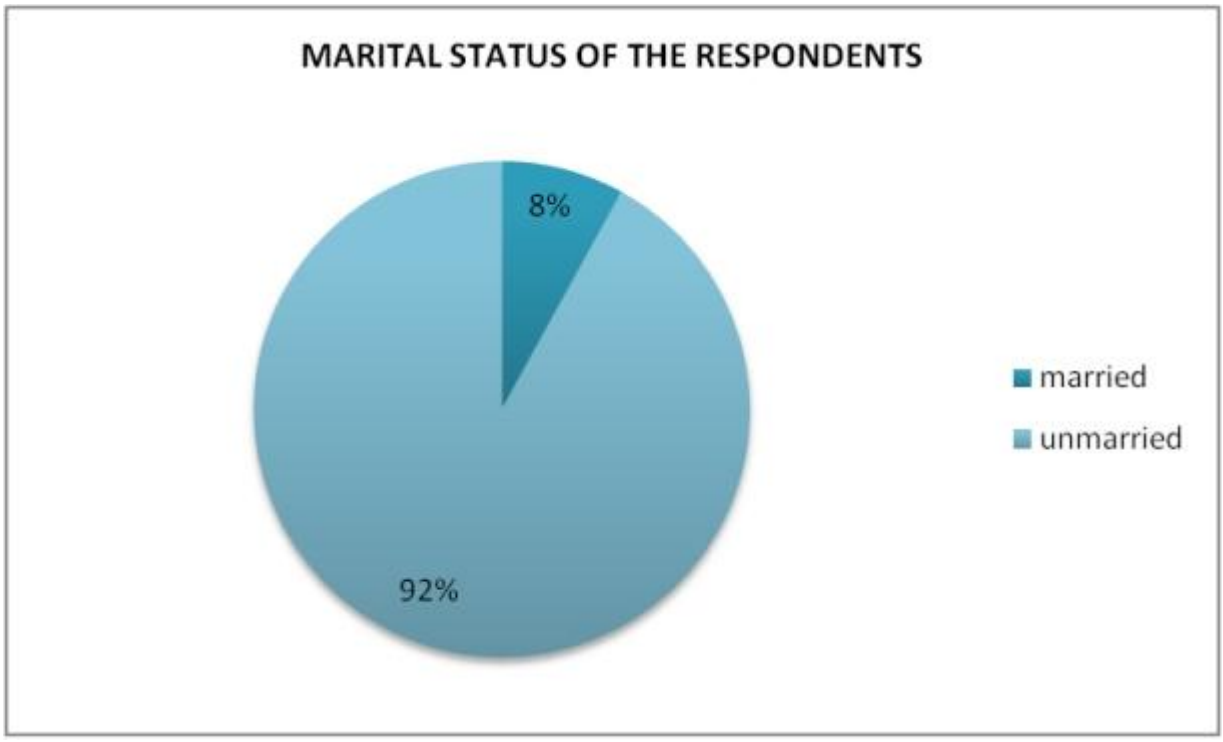


TABLE NO:4.1.7

TABLE SHOWING DID THEY USE INSTAGRAM OF THE RESPONDENTS

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	145	96.7	96.7	96.7
No	5	3.3	3.3	100.0
Total	150	100.0	100.0	

(Source: computed)

From the table 4.1.7, it has been inferred that 96.7% of respondents are said yes they use Instagram, 92.0% of the respondent are said no they use Instagram .Hence, it is found that more number of respondents are said yes they use Instagram.

CHART NO: 4.1.7

CHART SHOWING DID THEY USE INSTAGRAM OF THE RESPONDENTS

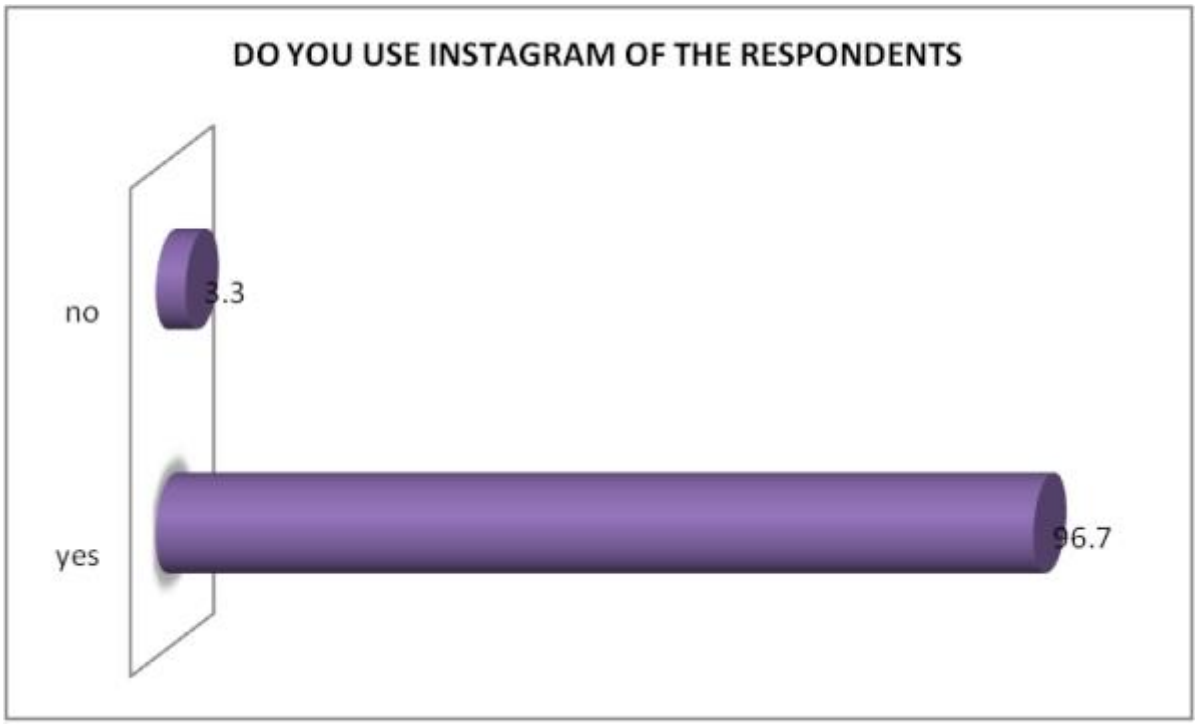


TABLE NO:4.1.8

4.1.8 TABLE SHOWING HOW OFTEN DO THEY USE INSTAGRAM OF THE RESPONDENTS

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
every day	129	86.0	86.0	86.0
once a week	13	8.7	8.7	94.7
once a month	1	.7	.7	95.3
never	7	4.7	4.7	100.0
Total	150	100.0	100.0	

(Source: computed)

From the table 4.1.8, it has been inferred that 86.0% of respondents are using Instagram for every day, 8.7% of the respondent are using Instagram for once a week, .7% of the respondent are using Instagram for once a month, 4.7% of the respondent are using Instagram for never Hence, it is found that more number of respondents are using Instagram for every day

CHART NO:4.1.8

CHART SHOWING HOW OFTEN DO THEY USE INSTAGRAM OF THE RESPONDENTS

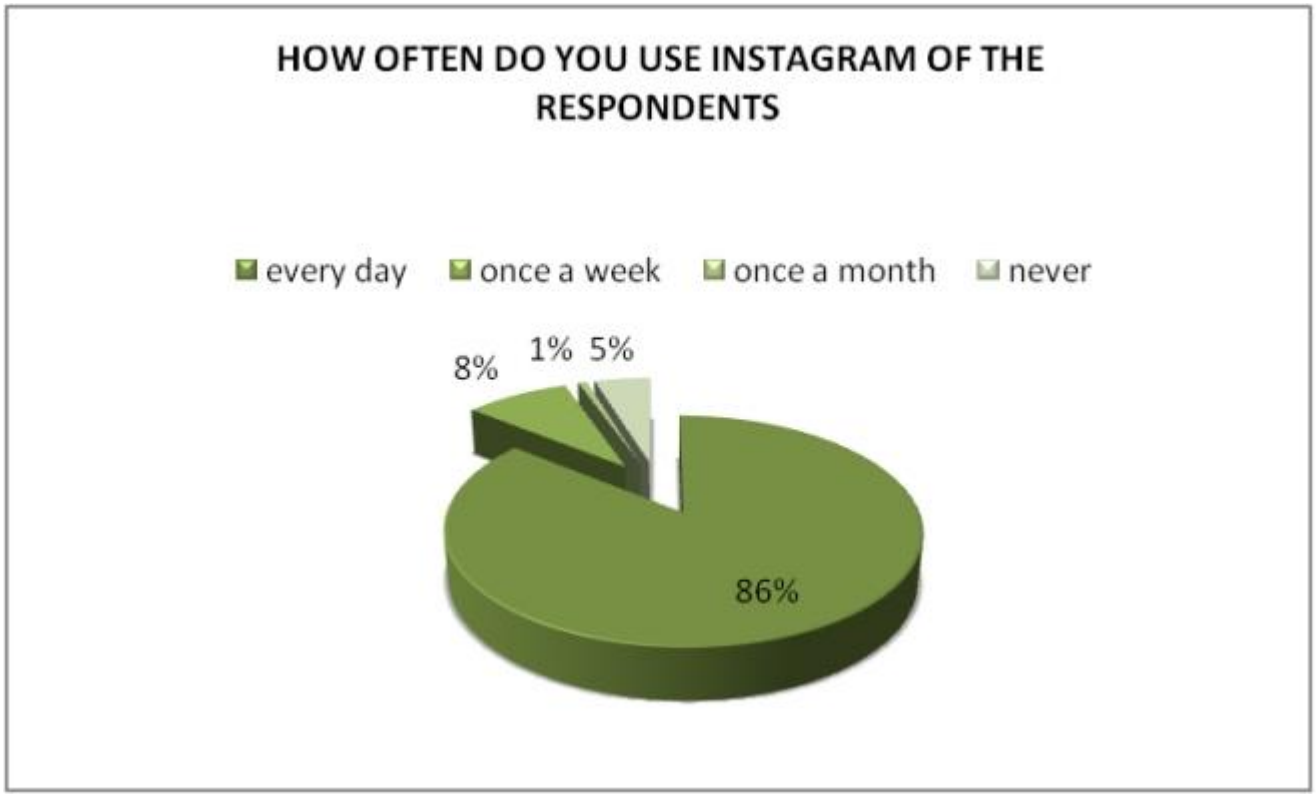


TABLE NO:4.1.9

TABLE SHOWING THE PURPOSE USE OF INSTAGRAM OF THE RESPONDENTS

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
for uploading pictures and videos	16	10.7	10.7	10.7
for marketing of goods and services	12	8.0	8.0	18.7
entertainment	122	81.3	81.3	100.0
Total	150	100.0	100.0	

(Source: computed)

From the table 4.1.9, it has been inferred that 10.7% of respondents are using Instagram for the purpose of uploading pictures and videos, 8.0% of respondents are using Instagram for the purpose of for marketing of goods and services, 81.3% of respondents are using Instagram for the purpose of entertainment.Hence, it is found that more number of respondents are using instagram for the purpose of entertainment.

CHART NO:4.1.9

CHART SHOWING THE PURPOSE USE OF INSTAGRAM OF THE RESPONDENTS

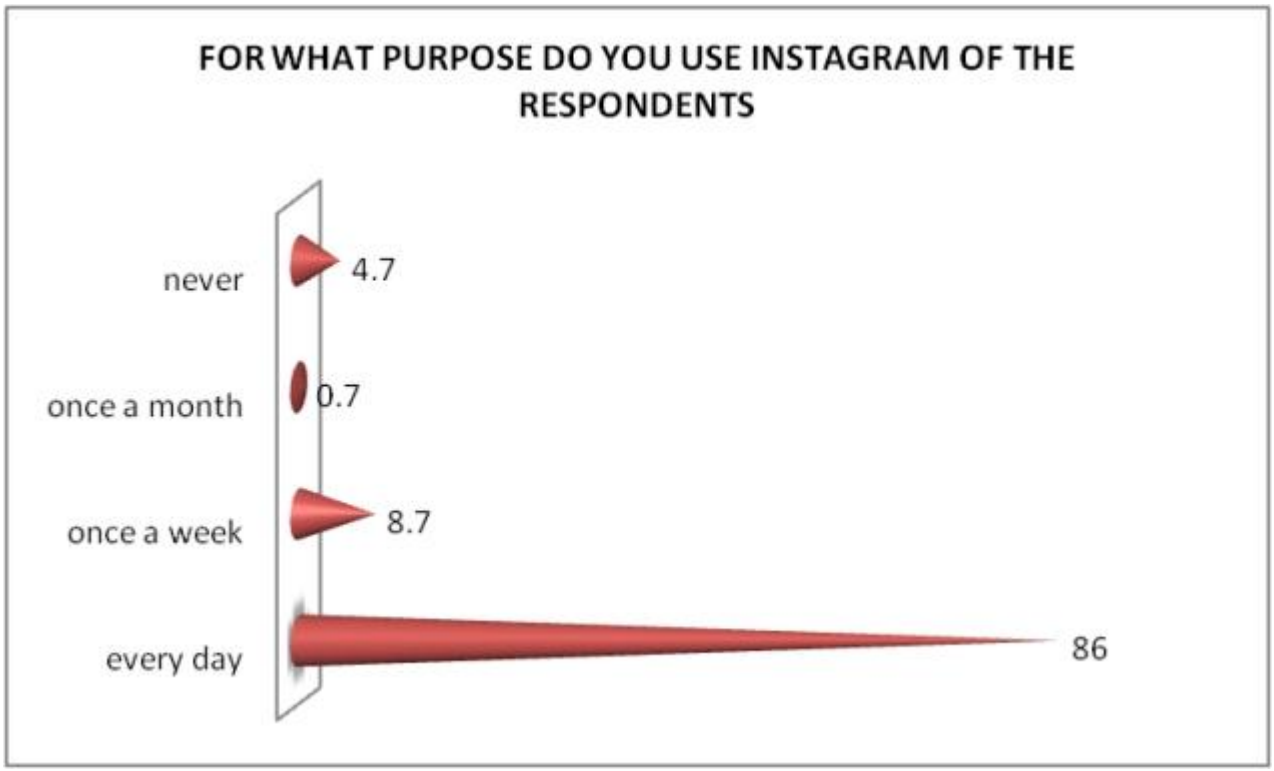


TABLE NO:4.1.10

TABLE SHOWING THE TYPE OF FEATURES DID THEY LIKE OF THE RESPONDENT

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
stories	22	14.7	14.7	14.7
reels	112	74.7	74.7	89.3
shopping	5	3.3	3.3	92.7
messenger	8	5.3	5.3	98.0
video calls	3	2.0	2.0	100.0
Total	150	100.0	100.0	

(Source: computed)

From the table 4.1.10, it has been inferred that 14.7% of respondents are likes stories features in Instagram ,74.7% of the respondents are likes reels features in Instagram ,3.3% of the respondents are likes shopping features in Instagram, 5.3% of the respondent are likes messenger features in Instagram ,2.0% of the respondents are likes video calls features in Instagram .Hence, it is found that more number of respondents are likes reels features in Instagram

CHART NO:4.1.10

CHART SHOWING THE TYPE OF FEATURES DID THEY LIKE OF THE RESPONDENTS

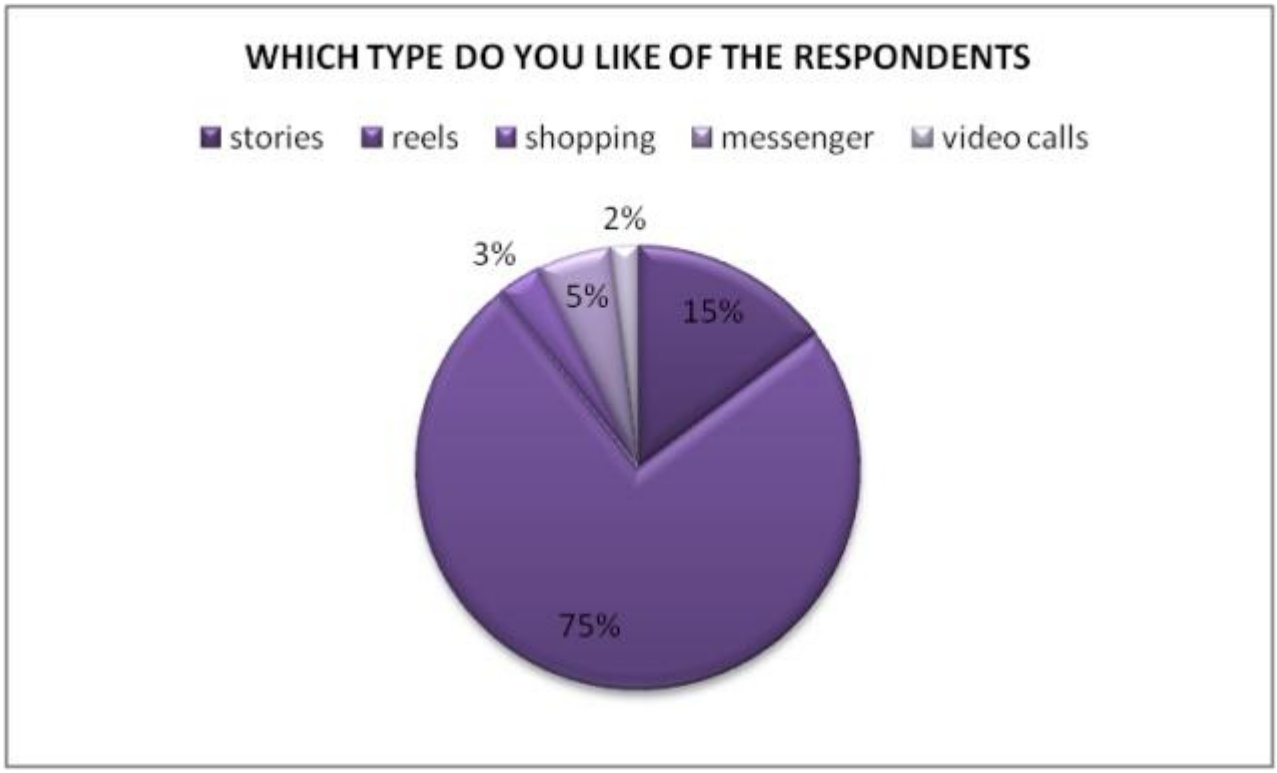


TABLE NO:4.1.11

TABLE SHOWING HOW LONG ARE THEY USE INSTAGRAM OF THE RESPONDENTS

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
1 year	33	22.0	22.0	22.0
2 year	34	22.7	22.7	44.7
3 year	26	17.3	17.3	62.0
4 year	57	38.0	38.0	100.0
Total	150	100.0	100.0	

(Source: computed)

From the table 4.1.11, it has been inferred that 22.0% of respondents are using Instagram for 1 year, 22.7% of the respondent are using Instagram for 2 year, 17.3% of the respondent are using Instagram for 3 year, 38.0% of the respondent are using Instagram for 4 year.Hence, it is found that more number of respondents are using Instagram for 4 year.

CHART NO:4.1.11

CHART SHOWING HOW LONG ARE THEY USE INSTAGRAM OF THE RESPONDENTS

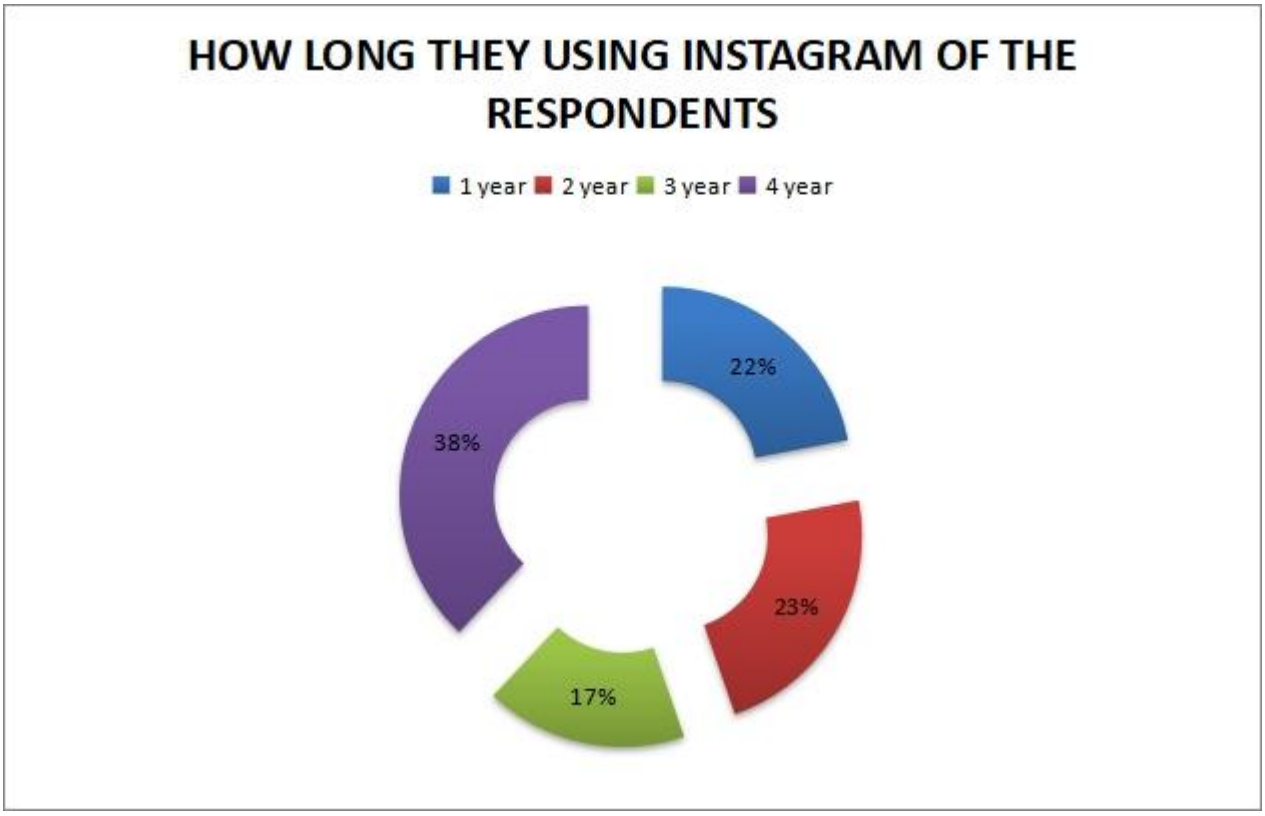


TABLE NO:4.1.12

TABLE SHOWING MINUTES A DAY DID THEY SPEND ON INSTAGRAM OF THE RESPONDENTS

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
0-10	13	8.7	8.7	8.7
11-20	28	18.7	18.7	27.3
21-30	34	22.7	22.7	50.0
31-40	18	12.0	12.0	62.0
40 above	57	38.0	38.0	100.0
Total	1 50	100.0	100.0	

(Source: computed)

From the table 4.1.12, it has been inferred that 8.7% of respondents were spend 0-10 minutes a day in instagram, 18.7% of the respondent were spend 11-20 minutes a day in Instagram, 22.7% of the respondent were spend 21-30 minutes a day in Instagram, 12.0% of the respondent were spend above 31-40 minutes a day in Instagram, 38.0% of the respondent were spend above 40 minutes a day in Instagram.Hence, it is found that more number of respondents were spend above 40 minutes a day in Instagram

CHART NO:4.1.12

CHART SHOWING MINUTES A DAY DID THEY SPEND ON INSTAGRAM OF THE RESPONDENTS

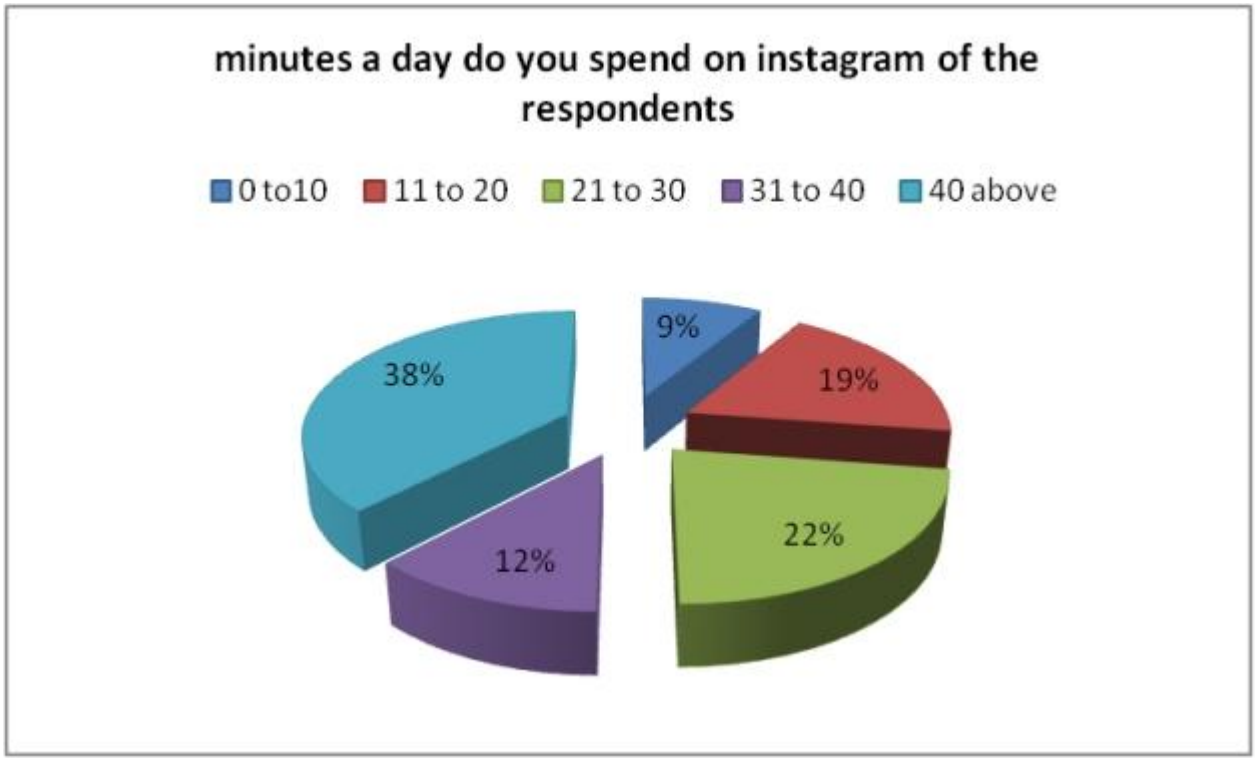


TABLE NO:4.1.13

TABLE SHOWING HOW OFTEN DID THEY POST IN INSTAGRAM OF THEC RESPONDENTS

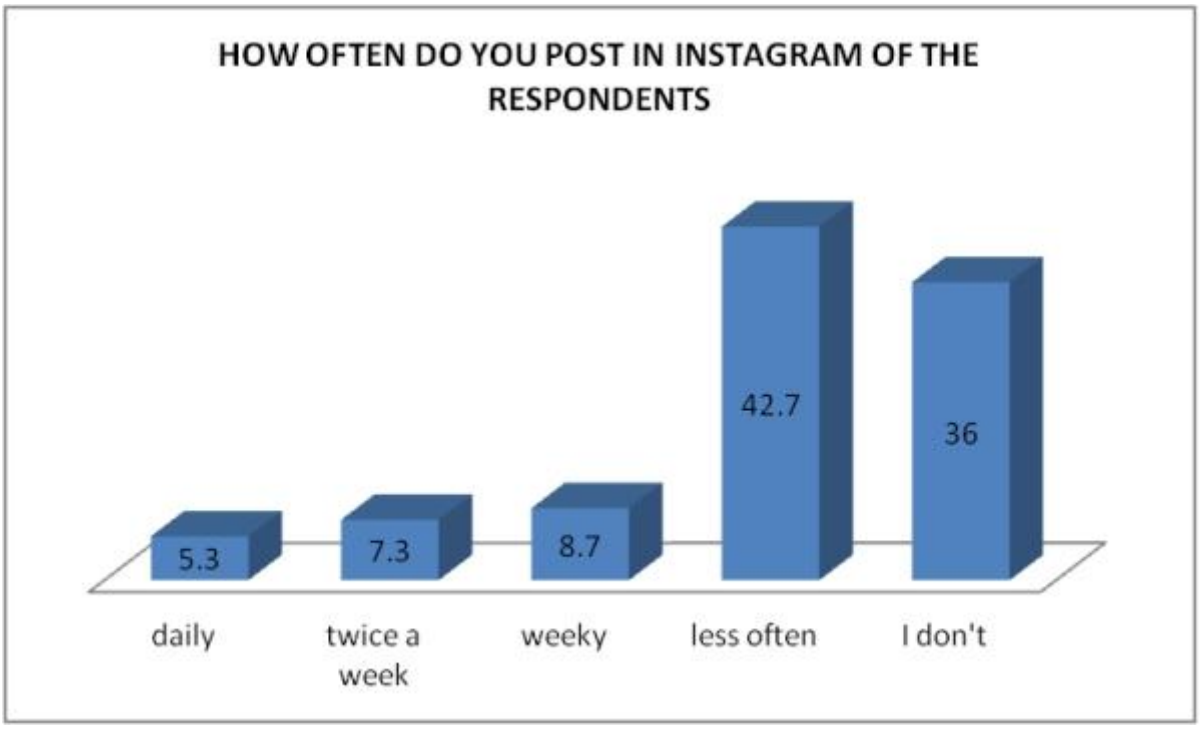
Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
daily	8	5.3	5.3	5.3
twice a week	11	7.3	7.3	12.7
weekly	13	8.7	8.7	21.3
less often	64	42.7	42.7	64.0
I don't	54	36.0	36.0	100.0
Total	150	100.0	100.0	

(Source: computed)

From the table 4.1.13, it has been inferred that 5.3% of respondents often they daily post on instagram ,7.3% of the respondent often they twice a week post on instagram, 8.7% of the respondent belongs to often they weekly post on instagram, 42.7% of the respondent they less often post on instagram, 36.0% of the respondent they don't post on instagram .Hence, it is found that more number of respondents are less often they post in instagram.

CHART NO:4.1.13

CHART SHOWINGHOW OFTEN DID THEY POST IN INSTAGRAM OF THEC RESPONDENTS



4.2 DESCRIPTIVE STATISTICS

The respondents were asked to rate the level of agreeability on the given statements regarding college students perception towards instagram usage in Coimbatore city. The scale consists of 5 items. Five - point type scale was constructed to measure the rate of the level of agreeability of the respondents. The scale values ranged from highly satisfied (1) to highly disagree(5). Higher the rating, more will be the agreed level. Mean rating were found for each item given below.

TABLE 4.2.1

4.2.1 LEVEL OF AGREEABLITY VS RATE YOUR SATISFACTION LEVEL IN INSTAGRAM

	Particulars	education	Social gaining contact	marketing	blogs
N	Valid	150	150	150	150
	Missing	0	0	0	0
Mean		2.4133	2.2867	2.3667	2.4467
Median		2.0000	2.0000	2.0000	2.0000
Mode		3.00	2.00	2.00	3.00
Std. Deviation		1.05032	.87728	.97221	1.07151
Minimum		1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00

It is seen from the above table 4.2.1 that the highest mean rating is 2.4467 for the “blogs”. That is on the average agreed level of the respondents between the agree and strongly agree. The lowest mean rating is 2.2867 for the item “social gaining contact”. That is on the average that it has their satisfied level between highly disagree and disagree. It is also seen from the table that the ratings of most of the items vary between minimum of 1 to a maximum of 5.

4.3 RANKING ANALYSIS

The respondents were asked to rank the impact of usage of instagram factors. The most affected item was given as rank of 1. The least affected item was given as rank 6. Hence ranks were found out for all the items which were given below.

4.3.1 IMPACT OF UASGE OF INSTAGRAM

TABLE NO:4.3.1

Factors	Mean Rank
safety	3.19
social media marketing	3.75
contact	3.75
sales	3.61
online shopping	3.38
online teacher	3.33

The table 4.3.1 shows that “safety” has the lowest mean rank of 3.19 indicating that the highest impact of usage of Instagram. The next lowest factor which has mean rating is 3.33 “Online teacher”, the highest mean rating while impact of usage of Instagram is 3.75,3.75 for the factor “social media marketing”, “contact” and both the values are same.

4.4.1 CHI-SQUARE

A chi square ($\chi 2$) statistic is a test that measures how expectations compare to actual observed data (or model results). The data used in calculating a chi square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. Chi- squared tests are often constructed from a sum of squared errors, or through the sample variance. Test statistics that follow a chi squared distribution arise from an assumption of independent normally distributed data, which is valid in many cases due to the central limit theorem.

Here the key result in the chi-square test table is the Pearson Chi-square.

COMPARATIVE STUDY

Ho: There is no association between the demographic factors influencing and the factor "hacking photos"

significant@5%

FOR WHAT PURPOSE DID THEY USE INSTAGRAM*HACKING PHOTOS

TABLE 4.4.1.1

		hacking photos					
	Particulars	**highly satisfied**	**satisfied**	**neutral**	**disagree**	**highly disagree**	**Total**
for what purpose do you Instagram	**for uploading pictures and videos**	2	3	3	7	1	16
	for marketing of goods and services	2	3	1	5	1	12
	entertainment	26	21	45	20	10	122
Total		30	27	49	32	12	150

TABLE 4.4.1.2

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.342[a]	8	.137
Likelihood Ratio	12.187	8	.143
Linear-by-Linear Association	1.835	1	.176
N of Valid Cases	150		
a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .96.			

The value of the test statistics is 12.342 The corresponding p-value of the test statistics is p= 0.137. since the p-value is greater than our chosen significance level (a=0.05). There is no association between the demographic factors influencing and the factor “hacking photos”. Hence the null hypothesis is accepted

Ho: There is no association between the demographic factors influencing and the factor "adult content". Hence the null hypothesis is accepted.

Significant @ 5%

FOR WHAT PURPOSE DID THEY USE INSTAGRAM*ADULT CONTENT

TABLE 4.4.2.1

		Adult content					
	Particulars	**highly satisfied**	**satisfied**	**neutral**	**disagree**	**highly disagree**	**Total**
for what purpose do you Instagram	**for uploading pictures and videos**	5	1	6	4	0	16
	for marketing of goods and services	2	1	7	2	0	12
	entertainment	18	30	46	22	6	122
Total		25	32	59	28	6	150

TABLE 4.4.2.2

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.543[a]	8	.382
Likelihood Ratio	9.985	8	.266
Linear-by-Linear Association	.300	1	.584
N of Valid Cases	150		
a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .48.			

The value of the test statistics is 8.543. The corresponding p-value of the test statistics is p= 0.382. Since the p-value is greater than our chosen significance level (a=0.05). There is no association between the demographic factors influencing and the factor “adult content”. Hence the null hypothesis is accepted.

Ho: There is no association between the demographic factors influencing and the factor "stranger contact". Hence the null hypothesis is accepted.

significant@5%

FOR WHAT PURPOSE DID THEY USE INSTAGRAM*STRANGER CONTACT

TABLE 4.4.3.1

		stranger contact					
	Particulars	**highly satisfied**	**satisfied**	**neutral**	**disagree**	**highly disagree**	**Total**
for what purpose do you Instagram	**for uploading pictures and videos**	4	7	3	2	0	16
	for marketing of goods and services	2	3	4	2	1	12
	entertainment	28	32	36	21	5	122
Total		34	42	43	25	6	150

TABLE 4.4.3.2

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.891[a]	8	.867
Likelihood Ratio	4.297	8	.829
Linear-by-Linear Association	.710	1	.399
N of Valid Cases	150		
a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .48.			

The value of the test statistics is 3.891. The corresponding p-value of the test statistics is p= 0.867 Since the p-value is greater than our chosen significance level (a=0.05). There is no association between the demographic factors influencing and the factor “stranger contact”. Hence the null hypothesis is accepted.

Ho: There is no association between the demographic factors influencing and the factor "Addiction".

significant@5%

FOR WHAT PURPOSE DID THEY USE INSTAGRAM*ADDICTION

TABLE 4.4.4.1

		Addiction					Total
	Particulars	**highly satisfied**	**satisfied**	**neutral**	**disagree**	**highly disagree**	
for what purpose do you instagram	**for uploading pictures and videos**	10	2	1	3	0	16
	for marketing of goods and services	5	4	1	1	1	12
	entertainment	42	35	27	12	6	122
Total		57	41	29	16	7	150

TABLE 4.4.4.2

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.399[a]	8	.310
Likelihood Ratio	10.513	8	.231
Linear-by-Linear Association	1.720	1	.190
N of Valid Cases	150		
a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .56.			

The value of the test statistics is 9.399. The corresponding p-value of the test statistics is p= 0.310. Since the p-value is greater than our chosen significance level (a=0.05). There is no association between the demographic factors influencing and the factor “addiction”. Hence the null hypothesis is accepted**.**

4.5 ONE WAY ANOVA

ANOVA is statistical test that looks for significant differences between means on a measure and t-test is the type inferential statistics used to determine if there is significant difference between the means of two groups. Here ANOVA and t-test are used to analyse whether there is a significant difference between the socio demographic factors and the level of agreeability.

Ho: There is no significance difference between the socio demographic factor of age variables and the level of agreeability factors

significant@5%

TABLE NO:4.5.1

Particulars		Sum of Squares	df	Mean Square	F	Sig.
education	**Between Groups**	2.764	2	1.382	1.257	.287
	Within Groups	161.609	147	1.099		
	Total	164.373	149			
social gaining contact	**Between Groups**	.237	2	.119	.152	.859
	Within Groups	114.436	147	.778		
	Total	114.673	149			
marketing	**Between Groups**	1.404	2	.702	.740	.479
	Within Groups	139.429	147	.948		
	Total	140.833	149			
blogs	**Between Groups**	1.898	2	.949	.825	.440
	Within Groups	169.175	147	1.151		
	Total	171.073	149			

Comparing the table 4.6.1 and 4.6.2 the value F is 1.257 which, reaches the significance of 0.287 is higher than the alpha value 0.05. this means there is a **no significance difference** between the means of factor “education” and gender variable. The value f is 0.152 which, reaches the significance of 0.859 this means there is a **no significance difference** between the means of factor “social gaining contact” and gender variable. The value f is 0.740 which reaches the significance of 0.479 and it is higher than the alpha value 0.05, therefore it has **no significance difference** between the factor “marketing” and the gender variable. The value f is 0.825 which has the significance of 0.440 which is higher than the alpha value 0.05, therefore there is **no significance difference** between the factor “blogs” and the gender variable. Hence the null hypothesis is accepted.

CHAPTER V

CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

Percentage Analysis:

70.0% of respondents are belongs to females.

51.3% of respondents belong to the age group of 20-23 years.

50.0% of respondents are Under graduation.

74.7% of respondents are nuclear family category.

60.7% of respondents belongs to rural group.

92.0% of respondents belongs to unmarried category.

96.7% of respondents are said yes they use Instagram.

86.0% of respondents are using Instagram for every day

81.3% of respondents are using Instagram for the purpose of entertainment.

74.7% of respondents are likes reels features in Instagram

38.0% of respondents are using Instagram for 4 year.

38.0% of respondents were spend above 40 minutes a day in Instagram

42.7% of respondents are less often they post in Instagram.

DESCRIPTIVE STATISTICS:

Based on the high mean ranking it has been concluded that most of the respondents watch blogs in Instagram.

RANK ANALYSIS:

Based on the mean raking the respondent's social media marketing,contact are both the values are same has the highest mean rank ant it is ranked as 1, and lower mean raking is safety and it is ranked as 6.

CHI-SQUARE: Level of agreeability vs purpose of using Instagram

According to various factors analyzed, it is found that there is no significance difference between the purpose of using Instagram like "hacking photos", "adult content", "stranger contact", "addiction",here the calculated chi-square value is higher than the value at 5% significant , the null hypothesis is not accepted for these two factor.

ANOVA : Level of agreeability vs demographic factors

The ANOVA results shows that there is no significance difference is the mean score of the level of agreeability and the demographic factor-gender.hence the null hypothesis is accepted at 5% level of significance.

5.2 SUGGESTION :

Future research could also look at the College students perception towards Instagram usage. Students who are distracted during courses as they wonder if they have missed a post, comment, or notification on Instagram would be an interesting topic. Many students have become so accustomed to having immediate access to Instagram information and communications; this could be studied to determine its impact on student success. Some participants reported that they overuse Instagram or where making a conscious effort to not use Instagram. Future research could examine digital dependency and the feelings of use and overuse students express.

Instagram provides the opportunity for students to create their own personal and branding, whether this is positive or negative. Students can have a true identity, a pseudo identity through Instagram, and possibly even an anonymous identity as they post and comment. Research that studies the affect that social media has towards forming traditional

relationships and identity development would also provide useful information. Research could also be conducted with a pre- and post survey of perceptions to examine student understandings and reporting before the research and then collect responses after participants have considered the ideas presented within the research topic. There are several other factors that can have an impact on college students perception; those could be studied and then compared to determine a hierarchical order for factor affects and impacts. The positive, neutral, and negative impacts would need to be studied as they pertain to student perception. As we acknowledge the advances in technology and changes in the current generation of students, a study of the change in the meaning and practice of student perception is another viable study.

5.3 CONCLUSION:

This study provided the researcher with information regarding the college students perception towards Instagram. There are limitations to the study such as the estimates of the daily Instagram usage and the truth in the self reported responses. Instagram interactions can be positive and can be utilized to supplement courses and possibly increase college students perception towards Instagram. With the advances in technology and abundance of personal mobile devices, it is important to understand and address the college students perception towards perception towards Instagram usage.

This study has provided valuable and relevant information for the researcher. The researcher will use this study to improve the knowledge and understanding of student perception and its importance. If utilized properly, Instagram can enhance student success while expanding their knowledge base and improving the well-being of students through communications and relationships.

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APPENDIX

A STUDY ON COLLEGE STUDENTS PERCEPTION TOWARDS INSTAGRAM USAGE IN COIMBATORE CITY

QUESTIONNAIRE

1. Name_____

2. Gender

a) Male b) Female

3. Age

a) 17-20 b) 20-23 c) 23-25 d) Above 25

4. Educational Qualification

a) Under graduation b) Post graduation c) M.phil d) Ph.d e) others

5. Family type

a) Nuclear family b) Joint family

6. Residential status

a) Rural b) Urban

7. Martial status

a) Married b) Unmarried

8. Do you use Instagram

a) Yes b) No

9. How often do you use Instagram

a) Every day b) Once a week c) Once a month d) Never

10. For what purpose do you use Instagram

a) For uploading pictures and videos b) For marketing of goods and service

c) Entertainment

11. Which type of features do you like in Instagram

a) Stories b) Reels c) Shopping d) Messenger e) Video calls

12. How long are you using Instagram

a) 1 year b) 2 year 3 year 4 year

13. How many minutes a day do you spend on instagram

a) 0-10 b) 11-20 c) 21-30 31-40 40 above

14. How often do you post in Instagram

a) Daily b) Twice a week c) Weekly d) Less often e) I don't

15. Tick the appropriate boxes

Particulars	1	2	3	4	5	6
Safety						
Social media marketing						
Contact						
Sales						
Online shopping						
Online teacher						

16. Problems faced by college students usage in Instagram.

Particulars	Highly satisfied	Satisfied	Neutral	Disagree	Highly disagree

Addiction					
Stranger contact					
Adult conent					
Hacking of photos					

17. Rate your satisfaction level in Instagram

Particulars	Highly satisfied	Satisfied	Neutral	Disagree	Highly disagree
Education					
Social gaining contact					
marketing					
Blogs					

18. Suggestion any _____

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