

## Instagram creates our pop culture

Just randomly pick up a phone from a crowd of teenagers, turn it on and you will probably find this logo ‘a white camera in the middle of a square with blue, yellow and pink scattered around’. This is the logo of the most popular social networking app in our modern society – Instagram.

Instagram, which was founded by Kevin Systrom and Mike Krieger in 2010, is a social media platform allowing users to post photos and videos of themselves online. Due to advanced technological development, your friends and family can read your posts instantly. At the same time, you can view not only posts from your social group, but also posts from people on the other side of the world. The number of Instagram users is skyrocketing and the app is gradually replacing Facebook to become the most popular social networking platform around the globe.

The breakthroughs in functions and features contribute to the global popularity of Instagram. Before the release of Instagram, the most common social networking app was Facebook, which only allows users to post photos, videos and texts. Compared to Facebook, Instagram is designed with a wide variety of functions, which gives more choices to the users. By providing filter functions, Instagram enables users to edit their photos before posting them. Also, there is a ‘story’ function which allows users to tell others what they are doing at a certain moment. These new functions encourage more frequent use of Instagram across all age groups, thus forming the global trend of Instagram usage.

Besides the above features and functions of Instagram, the wide diversity of information found also attracts people to use it. In fact, posts about lifestyle only account for part of the information. You can also find posts regarding food, arts, sports or even politics on Instagram. Many of my friends love using Instagram to look for comments about different restaurants as they think these comments and reviews are true and down-to-earth. Some political parties take advantage of Instagram to promote their camps through posting their points of view towards different political issues. I personally use Instagram to buy textbooks and notes as there are a lot of ‘IG shops’ on the social platform. The diverse information found on Instagram provides convenience to users, subsequently increasing the number of users.

Apart from that, the rising trend of Instagram can also be attributed to peer pressure. Taking Instagram as their major communicating and entertaining platform, teenagers usually share their lifestyle with others through the app. For example, some people might share photos taken when they are travelling through Instagram. Since adolescents hope to be accepted and recognized in their social group, they are afraid of lacking common topics among their peers. Not knowing things about their friends makes them feel anxious. Subsequently they start to use Instagram just like their peers, and they update themselves with their peers' posts. This contributes to the rising popularity of Instagram

In short, Instagram stays on top of the trend thanks to its functional features, the diverse information available and peer pressure.