Introduction Paragraph

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| Attention-Getting SentenceWith its more than 700 million users, Instagram is becoming the most popular social networking site. |
| Definition of TopicInstagram is a video and photo-sharing social networking service that is owned by Facebook. With its increase rise in popularity, many questions have been raised regarding the effects of its use on society. Instagram can prove to be very influential on society in both negative and positive ways. |
| Thesis StatementAlthough research has demonstrated the effect of social media on society, there have been very few exceptions in which Instagram's effect on society is depicted. Instagram is one of the fastest growing social networking, and with Instagram popularity and usage, it is necessary to investigate its effect on society. Therefore this essay will discuss the history of Instagram and how it affects society. |

Background of Topic

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| Social Media | Brief History of Modern Social MediaOver the last decade, social media has become a very important part of modern society. Among young adults and adolescents, Instagram, which is an image-based social networking site, has become increasingly popular. It has changed how people communicate with one another. A new era of communication with one another has been launched after the advent of Facebook in 2004. According to the report, in the United States, almost 70% of the adults use at least one of the social media account.The social media origin can be traced back to 1995 when a site named classmates.com was launched to connect the former classroom fellows and colleagues. This platform was an immediate success and which allows the user to connect globally. After the success of classmates.com, many other social networking sites were developed, including LinkedIn and Friendster, at the beginning of the 21st century. In 2003 the development of MySpace revolutionized the online social networking world as it introduces several new features for social media users. These features include the new different ways in which users can personalize their profiles and also public pages. Worldwide social media is becoming an increasingly prevalent part of everyday life. Facebook after is advent in 2004, quickly established itself global leader (Edosomwan et al.).  |
| Specific Media Platform | History of Specific Media PlatformInstagram is created by Kevin Systrom and Mike Krifger in 2010. Since then, its growth has been a phenomenon. Today millions of people are using Instagram to make a connection with other people by using visual communication. Instagram users share their lives with other people by using videos and photos. It is unique as it is a media sharing platform. The word Instagram came from a combination of the term “telegram” and “instant camera." It has more than 15 million users who are its great success. Instagram is a mobile application in which users can post videos and photos with attached captions. In response to this, another user can comment, like, and engage themselves with one another. According to different reports, Instagram is one of the fastest-growing platforms. Instagram is an innovative idea which consists of brilliant opportunities and scope for improvement. However, as it is relatively new, very little research has been conducted regarding its effect on society and its users (Trifiro).  |
| Specific | Application of Specific Media PlatformInstagram is an online social networking platform and photo-sharing application which allows its user to edit and upload pictures and short videos. Users of Instagram can add posts and use hashtags. Like other social media sites, users of Instagram can also comment, like, and bookmark posts of other users. They can send private messages and can also share their posts and pictures on other social media sites such as Twitter and Facebook with a single click. Instagram helps people to interact with societies and communities worldwide.  |

Effects of the Topic on Society

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| Specific Social Media PlatformConsumer | One Good EffectAccording to the literature, "centrality of images" on Instagram makes it different from other social media platforms such as Facebook, twitter as these are text-based. Secondly, another advantage of this is that social media post which is image-based usually have a great effect on the mood of the users. Image-based social media posts have demonstrably different effects on users' moods than text-based social media posts. In one study, it is found that Instagram posts are usually positively biased as they engage users in a very positive way of self-presentation, and they select the positive aspects of their lives to display (Lup, Trub, and Rosenthal). This increases the user self-esteem and wellbeing level as the features of photo editing and enhancing creates a culture of polishing among the user of social media. According to different studies, it is determined that Instagram has empowered the youth to speak about different issues that are important to them. According to one report, Instagram has a very positive effect on the mental health of its users. The behaviors such as uploading a picture, liking and commenting on someone else picture creates a positive outcome of active engagement which in turn improves social wellbeing and social relationships (Jackson and Luchner)  |
|  | One Bad EffectAs Instagram is usually based on Instagram; therefore, the poor pictures will not attract their followers. Therefore, the picture used for a business needs to be selected very carefully. |
| Business | One Good EffectUndoubtedly social media is an integral part of the 21st century and recognized as the best place for brands, marketers, and businesses. It provides great possibilities for user-generated and innovative marketing communication (Latiff and Safiee; Kontu and Vecchi) According to different reports, almost 40% of the business companies use social media, especially Instagram, as a channel to reach to their customers and it will rise in next few years. The data which Instagram insights provide can be very useful for the business owner to design their business strategy to get the best results, such as it is the best platform where a businessman can promote their products and brand visually, and this, in turn, leads to the increased sale.  |
|  | One Bad EffectOne disadvantage of Instagram on consumer is that many superficial connection and fake identities can be created on Instagram which is a major cause of depression. Secondly increase usage of Instagram is leading to a great issue of unemployment as youth spend most of their time on Instagram. |

Solution of the Effects

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| Consumer | SolutionSteps should be taken so that youth can use Instagram specifically for useful purposes such as consulting information, building knowledge regarding specific issues. |
| Business | SolutionA wide variety of picture displays should be introduced. Other applications of Instagram should be developed over time with an advanced feature of long caption description so that businessmen can write as much as they want for their products. |
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Conclusion

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| Call to ActionAlthough Instagram has many benefits, it is usually associated with a false expectation for people to live their life. For many users, Instagram's great positivity can be a great problem for the mental health of people. There is a great need that steps should be taken to control this issue. |
| One more Conclusion deviceTo conclude, the use of Instagram has increased to a great extent in the last few years, and now it becomes an important part of modern society. Instagram have both positive and negative effect on society and communities such as it helps increase communication, helps in building self-esteem among youth. Most of the businessmen are using Instagram for the promotion of their products. Negative effects of Instagram on society include an increased rate of unemployment and depression. |

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