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INSTAGRAM – IT'S INFLUENCES AND AWARENESS- A SURVEY ABOUT ITS USERS AND BENEFICIAL

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ABSTRACT:

This survey's objective is to learn how Instagram affects student instructors so that we can inform them of Instagram's educational uses outside of publishing and sharing. While also encouraging others to sign up for Instagram and take use of its benefits without hesitation. Only 100 student teachers participated in the survey. This study examines social media in general and Instagram specifically to determine how useful they are in daily life. Additionally, it aids in dispelling their negative perception of social media.

INTRODUCTION:

Social media are computer-mediated platforms that make it simpler to produce and distribute content across online communities and networks, including knowledge, concepts, ideas, personal and professional interests, and other kinds of expression. Social media contributes to the expansion of online social networks by connecting a user's profile with those of other individuals or groups. On mobile, desktop, and the Internet, Instagram is a photo-sharing service and app that lets users upload photos and videos either openly or privately with followers who have been pre-approved. It was created by Kevin Systrom and Mike Krieger, and in October 2010 it was exclusively made available as a free mobile app for iOS. A version that worked with Android was made available in April 2012, which was two years later. In April 2016 and October 2016, respectively, apps for Windows 10 Mobile and Windows 10 were released. In November

2012, a feature-limited internet interface was released. This study focuses on how student teachers perceive social media and Instagram's influence.

DEFINITION:

A collection of online communication tools with a focus on user-generated content, teamwork, and community engagement are collectively referred to as "social media." Websites and programmes specialised to forums, microblogging, social networking, social bookmarking, social duration, and wikis let users to participate in social networking or develop and distribute information among the various forms of social media. Using social media platforms to draw users or attention is known as social media marketing. The term "social media" it serves as a catchall for websites that might provide a wide range of social activities. Instagram, a free online photo-sharing application and social networking platform, was acquired by Facebook in 2012. Instagram users can edit and upload still images and brief videos using a smart phone app. Users can add captions to each of their posts in addition to using geo tags and hash tags to index them and make them searchable by other users within the app. A user's posts are public when they are tagged with hash tags or geo tags and appear in the Instagram feeds of their followers. Users can also decide to keep their profiles private so that only their followers can see their postings.

STATEMENT:

Information that is interesting and relevant will draw in potential customers, increasing brand exposure. Respond quickly to market changes to position ourselves as thought leaders or subject matter experts. It might be far less expensive than traditional marketing and advertising. It is cheap to keep up a social media presence. If we decide to go the paid advertising route, we can spend as much or as little as our budget would allow. Posts on social media can boost website traffic. This might lead to an increase in online engagements, including sales and leads. The amount of website traffic that social media will generate may be easily measured. To determine how sponsored social media advertising affects sales, tracking may be implemented. Effective reaction and delivery of client service. Most customers interact with brands on social media. Social media boosts brand marketing and customer loyalty by cultivating long-lasting relationships with consumers. Instagram is primarily a photo-sharing app. And among all the social media platforms, it excels at that. It is renowned for the filters it offers, the square image format, and the virtual absence of a website. "Instagram is a photo-sharing app that enables users to apply filters to photos and share them with followers, in a nutshell. Although Instagram launched a desktop website last year for browsing, consumers still prefer to interact on the app.

OBJECTIVES:

- i. To find out influences of Instagram among adults.
- ii. To explain them about the uses of Instagram and other social media apart from entertainment.
- iii. To make use of other social media and Instagram in developing educational and day – to – day life skills.
- iv. To disprove a bad impression approved by the voluntary victims of social media.

HYPOTHESIS:

- a) Students frequently utilize Instagram.
- b) Students only upload, share, download, edit photos, make their own stories and status updates, and follow other people on Instagram.
Students are aware of Instagram's benefits.

SAMPLE:

The current researcher obtained information from 100 student instructors who are masters of philosophy, postgraduates, and undergraduates at the Sathyasai College of Education in Chennai. Despite the fact that 60% of adults do not use Instagram, the majority of them are aware of its existence, but just a small percentage think it is useful.

TOOL:

In research that employ questionnaires, a psychometric measure called a Likert scale is typically employed. Although rating scales can take many different forms, they are the most common way to size responses in survey research, which has led to the term being frequently used as a synonym for rating scale. Rensis Likert, a psychologist, is credited with developing the scale. Likert distinguished between the scoring system for responses along a range and a scale proper, which is the outcome of a group of respondents to a set of items.

Three, five, and seven point scales are all included under the umbrella phrase "rating scale." A rating scale provides the respondent with more options than just two, allowing for objective comments to the topic at hand.

Examples:

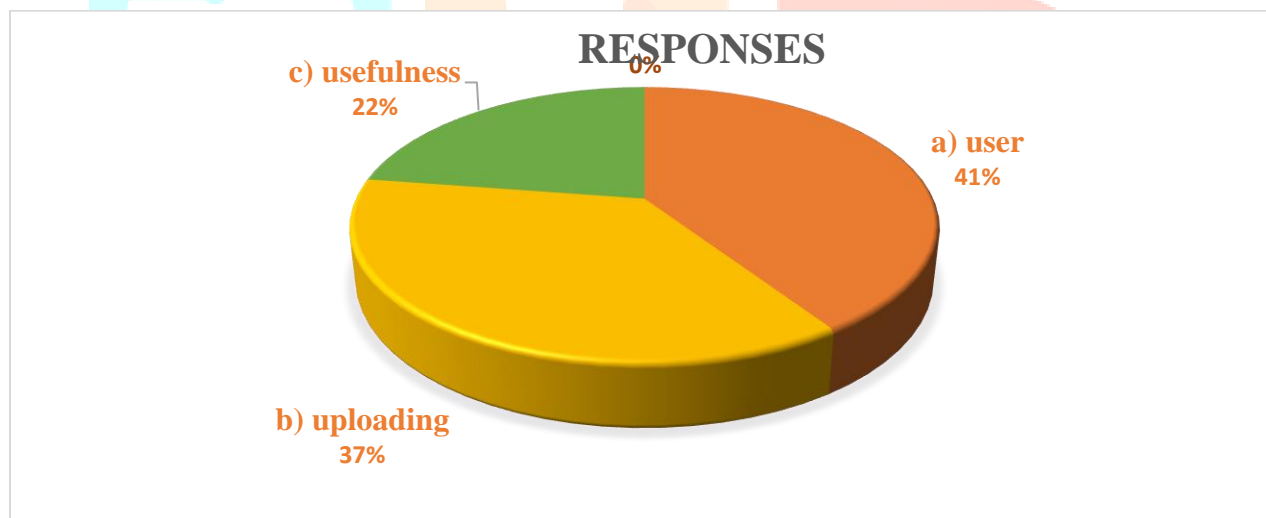
1. Three-point Scales

- Good - Fair – Poor
- Agree – Undecided - Disagree

- Extremely- Moderately - Not at all
- Too much - About right - Too little

PROCEDURE:

QUESTIONS	PERCENTAGE OF RESPONSES		
	AGREE	DISAGREE	TOTAL
a) Students frequently utilize Instagram.	52	20	72
b) Students only upload, share, download, edit photos, make their own stories and status updates, and follow other people on Instagram.	40	25	65
c) Students are aware of Instagram's benefits.	15	25	40



FINDINGS:

1. Students having uploaded controversial photo, video, post, meme, or even story and status does not give an opinion.
2. Students using Instagram is only for uploading, sharing, photo editing, creating own story and status, and following strongly agree.
3. Students are aware of the usefulness of Instagram disagree.
4. Students use Instagram often agrees.

Therefore, it is assumed that student teachers concurred on two key points. They are unaware of its applications and are unaware of any controversies.

SUGGESTIONS:

Although there are many different ways that teachers use social media, the desire to improve as educators drives us all. The following seven strategies can help us use Instagram as teachers:

1.) Establishing relationships with other educators

If we're a creative teacher looking to build broad and varied personal learning networks, Instagram is a great place to find like-minded educators and groups to engage with.

2.) Education Groups to follow

Teachers may learn about cutting-edge research, lesson plans, and technology by following prominent education groups on Instagram. By following the right accounts, just like with Twitter, you can keep up with everything that is going on in the world of education.

3.) Learn more about our topic.

On Instagram, interacting with pages devoted to particular topics is quite simple. sites like @MashUpMath, @ASAPscience, and @NatGeo for teaching science, geography, and current events, respectively.

4.) Showcase student work.

Let's face it, we are a terrific and creative educator. To come up with engaging activities for our pupils, we put in a lot of effort.

5.) To be ourselves

We are more than just a teacher. Because it gives us a closer look into the lives of the people we care about, Instagram is fun.

6.) Acquire instructional materials

Users of Teachers-Pay-Teachers (TPT) frequently share their classes and activities on Instagram.

7.) Promote our club, business, or institution.

Instagram is used by progressive educational institutions to highlight all the wonderful things that their students are doing in the classroom and the community. Advertising sporting events, field excursions, and fundraisers on Instagram is wonderful.

And now for some advice on how to use Instagram wisely by students.

1. Feature student work.
2. Highlight a student of the week.

3. Document field trip memories.
4. Consider a Historical Figure's Instagram Account.
5. Consider the Posts our Favorite Character Would Make.
6. Provide Reading Suggestions.
7. Keep Track of our Science Experiment's Steps.
8. Take part in an ABC Treasure Hunt.
9. Generate Writing Ideas and
10. Track Student Progress

CONCLUSIONS:

The results of the poll are corroborated by the responses, which demonstrate that persons with undergraduate and graduate degrees who reside in urban regions are more likely to be women than men. They utilise Instagram more than other social media platforms. Few individuals are aware of its benefits and utilise it for entertainment, learning, and developing life skills. Additionally, a very small proportion of Instagram users explicitly acknowledged that they primarily used the app for editing, tagging, and sharing photographs. They have not violated and criticised any group, organisation, or country by sharing or distributing divisive memes, videos, and photographs. As a result, academics provide tips on how to use Instagram productively.

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