Influence of Photography in Social Media

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Abstract : Social media has gained traction in advertising campaigns for luxury and fashion clothing using influencers to shape photography trends. However, to stay competitive, influencers depend on how they convey authenticity, which is a key visual element of the photos they post on social media. The purpose of this study is to explore the visual elements of photography used by social media influencers and to compare the main photography trends in digital media. In particular, it aims to highlight how new photography trends such as urban background styles and fashion models with larger body sizes affect consumers.

Key words: Advertising, Campaigns, Photography, Social media,

Introduction:-

Technically, photography has been around since the 11th century when the camera obscura was first invented; However, photography as we know it today has certainly changed. The camera obscura can be described as a dark room with a small hole in one side; An image is projected through this hole on the wall opposite to this hole. Amazingly, the concept has probably been around since 500 BC when people used small holes in animal skin screens to make fortune-telling. Some argue that the Camera Obscura inspired the cave paintings of the Paleolithic Age, also known as The Old Stone Age. Who knew that cavemen were also fond of photography? The camera obscura we most remember was the invention of the 17th century version that was portable. This portable camera could not record permanent images, but was most commonly used by artists to trace onto projections in order to create realistic drawings and paintings. The first permanent image was made by Joseph Niepce in 1826; This was achieved by using a pewter plate coated with bitumen which was then exposed to light. This is where print photography was born.

There have been many developments in photography over the years including the daguerreotype; It was invented by Louis Jacques Mande Daguerre, whence its name originated. The daguerreotype was popular in the mid-1800s and extremely expensive due to its processes and materials attached to the silvered copper plate; For this reason, it was only available to the wealthy upper class. Because of its complex and expensive processes, photography was a medium in which only professional photographers worked. However, in 1888, George Eastman invented roll film, which made the need for solid plates redundant. Eastman then founded Kodak, a camera company that we still use today. The invention of flexible roll film made photography accessible to everyone from amateurs to professionals.

The production of photographs went from strength to strength in the 1960s, furthering the idea of 'instant photography' demonstrated by the Polaroid camera. This invention meant instant photography for all and wherever you were, whatever you were doing, you could capture moments. Kodak didn't just stop at making photography accessible to everyone, they also invented the first digital camera in 1975. Steve Sasson used a CCD image sensor to record a digital image, although it took over 20 seconds to actually capture an image. From the concept of the first still image in 1826, photography eventually evolved into the digital image we know today.

Seismic shifts in both camera technology and cultural customs have transformed the traditional meaning of the personal photograph. In the days of analog cameras, photographs were the standard way for people to establish and celebrate important events and stages in their lives. Photos were autobiographical records - a visual memory of life, pasted into an album or stuffed into boxes and drawers.

And even though people rewrite their memory stores by adding subjective narratives and omitting important details, the main purpose of the drawings was to help recall past experiences, at least from a cognitive perspective. The act of sitting down with family, browsing through a photo album, and reminiscing about the past was, and certainly still can be, a meaningful cultural ritual.

Social Media Photography

There is no denying that social media photography and Instagram have done some great things for photographers. But I also wonder, is this destroying the art of photography? Some of the best photography social media offers can be enjoyed quickly and easily through Instagram, Facebook and even smaller scale photography social media apps like Vero Social. Photography businesses have been given a potentially free marketing strategy that can be seen by many people around the world. You won't find many photographers who don't rely on at least some sort of social media presence as part of any photography business owner's marketing strategy.

Social Media has Changed Photography

So, how has social media affected photography? Social media has become a huge part of our daily lives, whether we are sharing important milestones in our lives or promoting a small business. Today, 90% of all Internet users have at least one social media account that they use regularly. The rise of Instagram and Pinterest has certainly changed the photography industry in regards to the popularity of photographic images and artworks.

Some believe that social media has devalued photography as an art form, but others argue that it has endless benefits in terms of promoting the work of photographers. Social media basically provides free advertising for all photographers and artists; It gives you the ability to create an online portfolio that can be shared and admired around the world. Given that 4.5 billion users are active on Instagram daily, there are limitless opportunities to connect with other creatives, share your work, and attract attention. The ability to use hashtags and see insights allows you to drive traffic to your Instagram page, so you can target the audience you want to grow. Your Instagram feed is the first thing people see when they visit your Page, so you need to make sure it reflects your brand as a photographer. The visual aspect of Instagram is one of the reasons it is so popular; For photographers, the ability to share their work as purely visual art is useful for bringing in new work and building their brand identity.

Social Media gives us a boost of creativity

Instagram photos can wire our decision making process to a certain level. The jury is out on whether or not this is a negative side effect of using social networks. Nevertheless, one of the benefits of using social media apps to

create visual content is that it enhances our artistic spirit. Most smart phone users take photos and videos with the intention of creating something that will impress onlookers. Social media comes to their aid with lots of editing solutions that turn even the most ordinary photo into a stunning image. Some really cool editing tools allow you to turn your own preset Instagram filters and turn any video into a great clip.

Reasons to print your photos

Print is a proven way to raise a child's self-esteem. When kids see their photos displayed in their home, they feel loved, they feel valued, and it has a huge impact on their mental health. Hard drives are not fool-proof. Like all technology, they are bound to die eventually. When this happens, you could potentially lose years of photos that you can never get back. Prints are tangible. Being able to hold a print is much more powerful than seeing it on a screen. Printing your photos shows people what you value. A large wall photo of your family is far more powerful than a digital image locked on a hard drive. Technology is changing so rapidly that many photos taken just a few years ago are stored on devices that are no longer supported. This means that memories captured today are not guaranteed to be around tomorrow.

Conclusion :-

Photos are powerful tools message in the media. In this paper we four categories of questions studied general. Social Network usage. Photography usage and effects Social network. Behavior change this paper Examines how people use social networks: Specifically, how do they find new images to look at. we claim that contact lists offer new ways to feature on social interacting with information through what we call social browsing. instead of searching for images. Subscribe to keywords (tags) or special interests. Groups, users can browse through created images. He was most chosen by photographers interesting or relevant to them. Tags are a low-key way to share Photos during the pool are not showing in one place important role, except for random users, can be because they don't have such large social networks One of the best photographers. we showed that Users also visit the Explore page to find new Images. they make a lot of pictures views, favorites and comments with a significant Content from external users Photographer's social network. However, the size of The photographer's social network appears to be dominant go to Explore page.

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