

An exploration into the ethics of Instagram filters

Instagram was launched in October 2010 as a platform to share aesthetic photographs online (Evans 2018) and was an immediate success amassing 1 million monthly users within 67 days of launch (Dean 2021). In 2021, Instagram has over 1 billion active users worldwide (Dean 2021), with 28.81 million users being from the UK (Statista Research Department 2021). Research shows that the largest demographic of Instagram users in the UK is 25–34-year-olds at 30.1%, closely followed by 18–24-year-olds at 26.1% (Statista Research Department 2021), clearly showing that Instagram has established itself as a staple amongst Generation Z in modern society. In 2017, Instagram implemented face filters which allow users to add virtual qualities to their pictures (Constine 2017). Though these filters allow users more creativity, they also allow users to distort their features in deceiving ways. In 2021 many of the most popular filters distort users faces in subtle ways such as making the nose smaller or lips bigger, which has led to many young people feeling “increased feelings of depression, anxiety, poor body image and loneliness” (Ehmke n.d.) and some seeking cosmetic surgery in attempt to feel less self-conscious (The Courier 2020). As Instagram becomes more integrated into daily life, and the average user becomes younger, it’s important to consider the impact which filtered content has on the mental health of the young people in society. Because of this, there are a variety of issues which Instagram face, which have been detailed in the issue’s matrix (See Appendix 1.1 for the full issues management matrix). The aim for this essay is to critically analyse Instagram filters through an ethical perspective, placing the 18-24-year-old Instagram consumer at the centre of discussions to determine whether regulation is needed to protect people from the unattainable beauty standard they view on Instagram.

Stakeholders can be defined as a group of people who can be affected by an organisation (Freeman cited in Worsely 2017, p.3). As Instagram as a social media platform has grown and established itself centrally in the modern digital era, it has a vast number of stakeholders which can be seen in the stakeholder map (See Appendix 1.2 for a stakeholder map of Instagram), however only some are impacted by this issue (See Appendix 1.3 for a stakeholder map of the Instagram consumer). Mitchell, Agle and Wood (1997, p.20) propose the theory that stakeholders can be classified by three factors: power, legitimacy, and urgency.

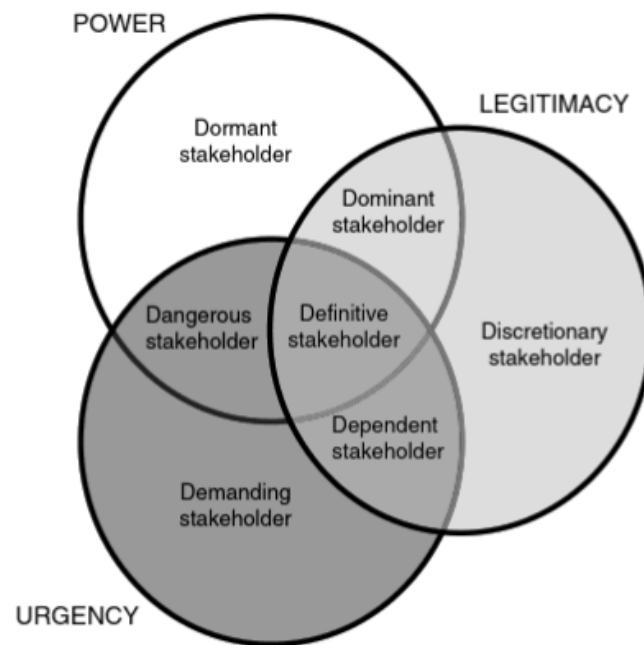


Figure 1 - The Salience Model (Mitchell Agle and Wood 1997, p.20)

They theorise that a stakeholder group which possesses all three is defined as definitive and is the most significant in relation to the impact to an organisation. The issue of filters and the negative implications they can bring directly impacts the Instagram consumer. Due to several factors including increased consumption and the Covid-19 pandemic, research shows that younger people aged 18-24 have lower self-esteem because of social media use (Criddle 2021). Therefore, the Instagram user aged 18-24 can be seen as the definitive stakeholder in this context due to the issue having an ability to affect them over other smaller demographics. The day-to-day user between the ages of 18-24 has power through making up the second largest share of the demographic at 26.1% (Social Films 2021). They also hold legitimacy and urgency as the issue directly affects them and exists now. As a stakeholder group, they could decide on action such as a boycott of the application at any time and therefore the issue is pertinent. As a result of Instagram being a corporate organisation who exist to generate profit, it can be assumed that the general ethical standpoint they take is the Utilitarianist approach as all the features they implement into the application are to please most stakeholder groups (Ethics Unwrapped n.d.). Consumers aged 18-24 are being affected by this approach, due to many young people now suffering from a distorted view of themselves due to an over-consumption of an unrealistic beauty standard (Soussi 2021). It is necessary for Instagram to identify their key stakeholders when managing issues such as this one to ensure that they are correctly dealing with the issue facing the primary stakeholder group to minimise attention from secondary social stakeholder groups (Carroll and Buchholtz 2015). In this instance, by implementing new features to protect the mental health of their consumers, Instagram can minimise media coverage which could possibly lead to activism groups being formed or competitors threatening their consumer base.

In October 2021, former Facebook employee Frances Hagen came forward as a whistle-blower and accused the company of prioritising profits before people by leaking several documents showing internal research which suggested that there was a link between Instagram use and poor body image in teenage girls (Paul and Milmo 2021). A whistle-blower

can be defined as a person who is working within an organisation who discloses information to the public exposing some form of wrongdoing (The Economic Times n.d.). Haguen claimed in her testimony that leaders at Facebook know how to improve the safety of their platforms yet won't implement change as they prioritise their "astronomical profits" before the mental wellbeing of a small number of the 18–24-year-olds stakeholder group (Haguen 2021). A Utilitarian ethical view can be defined by the term "greatest number for the greatest good" (Ethics Unwrapped n.d.). Hauguen's testimony suggests that Facebook uphold a Utilitarianist standpoint as they are happy that most stakeholder groups are satisfied with their filters offered, despite some stakeholders developing poor mental health as a result of the filters contributing to defining the new unattainable standard of beauty. They may have drawn this conclusion through the high engagement rates, and relatively small public desire for change, which is possibly due to mental health still being a taboo topic in society and therefore this issue hasn't been spoken about in mass media before. Communitarianism considers the individuals responsibility in relation to the community and social relations which surround them (Bell 2021). Furthermore, a communitarianism view (Bell 2021) can also be applied as the lack of change implemented communicates to the users of Instagram that it is their responsibility to avoid posts which use filters if they find it harmful to their mental health. Moreover, Haguen's testimony also considers the power which social media holds in a modern world and acknowledges that public perception of the world is shaped by the platforms we consume, as algorithms dictate which posts appear on users' feeds (Haguen 2021). She suggests that the public need to be able to draw their own conclusions by accessing Facebook's internal research but calls for governmental legislation changes to aid Facebook to take the steps needed to change (Haguen 2021). By doing this, a modern deontological approach can be applied as its suggested regulation in the form of categorical imperatives needing to be implemented to encourage all social media platforms to implement changes to protect the mental well-being of users (The Basics of Philosophy 2021).

Facebook stayed publicly silent on this topic until the testimony had concluded, when the CEO Mark Zuckerberg released a letter which he had written to all staff members on his personal Facebook page (See Appendix 1.4 for Zuckerberg's full response). The post acknowledges the claims made by Haguen, but strongly communicates the message that Facebook care deeply for their users and feel like Haugen's claims have misrepresented their intentions (Zuckerberg 2021). Though his communications acknowledge the claims made by the whistle-blower there is a dismissive tone to the issues she brought to light as the post instead claims that they have research which suggests that teenage girls feel like using Instagram can help them when they are having periods of low self-esteem (Zuckerberg 2021). The dismissive tone further communicates a Utilitarianist (Ethics Unwrapped n.d.) ethical standpoint, as they have ignored claims that the filters accessible on Instagram are causing some users to develop poor mental health. If Zuckerberg is passionate about creating safe spaces for children online, it can be suggested that he would appreciate the information which the whistle-blower brought to light. An absolutist approach considers the belief that unanimous ethical standards can be applied to every situation (The Ethics Centre 2018). By dismissing the claims, an absolutist approach is communicated as it suggests that Facebook's corporate code of ethics dismisses the situation, and as an organisation they believe some things, such as whistleblowing are always defined as wrong. Despite this, like Haguen, the post also calls for governmental legislation to be created, as the issue of representation shouldn't be down to Facebook to control

(Zuckerberg 2021). This further suggests a need for categorical imperatives to be created by an outside body, which social media platforms must follow (The Basics of Philosophy 2021).

Stakeholders require a return on investment (ROI) to feel like they are being considered by corporations (Roper and Fill 2014, p.78). In relation to the issue of filter use online, users aged 18-24 expect a duty of care in response to them investing their time, and possibly money, into Instagram. Haguen's claims that Instagram put "profits over people" (Haguen 2021) and have the power to implement technologies that would protect the stakeholder group from seeing triggering content could lead to some members becoming frustrated and moving to a rival company such as TikTok, where users can request to not see certain content (TikTok 2019). Zuckerberg's personal response over Facebook, whilst is a clever marketing strategy, wasn't the best way to access the stakeholder groups most effected by the detrimental effect filter consumption on Instagram can have. Research shows that individuals aged 18-24 make up just 15% of the demographic of Facebook in the UK (Statista Research Department 2021). Furthermore, if viewed cynically, it could be assumed that Zuckerberg made his only public response to Haguen's claims over Facebook to drive mass traffic to the platform – days before the Meta announcement on 28th October (Meta 2021). The re-brand itself could have been in attempt to protect the corporate reputation of Facebook, possibly further highlighting their utilitarian approach to ethics as the re-brand will benefit their reputation by influencing media attention towards the metaverse and away from the whistle-blower. Despite this, both parties suggest that a 'Golden Mean' (Kraut 2018) between creativity and protection can be found through a contractarianism set of regulations implemented from government which communicate how platforms can protect the mental health of users.

An issue can be defined as a situation which threatens an organisation and its stakeholders (Weiss 2014, p.167). The claims from Haguen acted as an issue towards Facebook as it threatened their reputation as well as bringing to light injustices towards the 18-24-year-old stakeholder group. Weiss (2014) theorises that it is important to factor in ethical reasoning and behaviour when managing stakeholders and issues as "ethics is the energy that motivates people to respond to issues" (Weiss 2014, p.164). Facebook will have undertaken extensive issues management mapping frameworks, such as the issues management matrix in Appendix 1.1, to anticipate and predict issues which could turn into a crisis. The Seven-Phase Issue-Development Process (Marx cited by Weiss 2014, p.166) suggests that issues follow a developmental lifecycle.

Seven-Phase Issue-Development Process

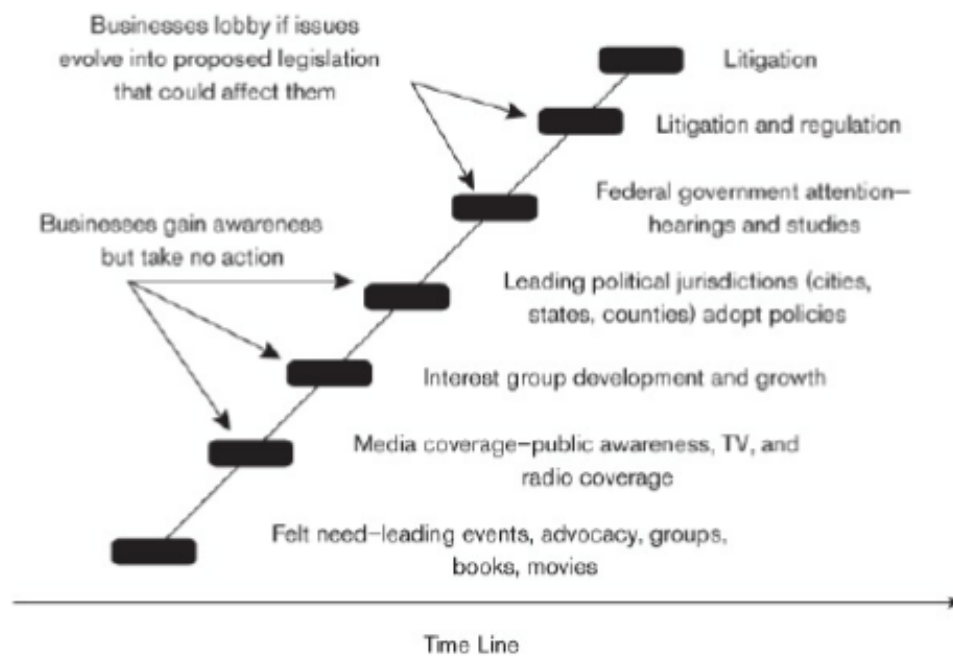


Figure 2 - The Seven-Phase Issue-Development Process (Marx cited by Weiss 2014, p.166)

This model, if used by Facebook, would require the organisation to complete environmental scanning to identify potential issues. Due to the emphasis on free speech which social media allows, Facebook could have identified the possibility of a whistle-blower as a high-risk issue which could potentially develop into a crisis if there was mass media coverage and interest group attention (Marx cited by Weiss 2014, p.166). Due to the serious nature of Haguen's claims that Instagram put "profits over people" (Haguen 2021) there have been multiple large-scale boycotts planned due to some users growing frustrated by Facebook's inability to address the "destructive role it plays" in modern society, from causing young users to develop mental health issues to facilitating terrorist attacks to be organised using their platforms (Guynn 2021). A crisis can be defined (Fink cited by Weiss 2014, p.169) as a "situation that has reached a critical phase". As Zuckerberg's response to the issue statement has a dismissive tone throughout and calls for external regulation to solve the issue, it can be concluded that Facebook never treated the issue as a crisis and therefore it never developed into one. Consequently, it can be interpreted that Facebook's response follows the Seven Phase Issue Development Process, as no communication were given until the testimony from Haguen was complete.

In contrast, the Corporate Social Response theory (Carroll cited by Weiss 2014, p.172) suggests that there are five stages to a crisis: reaction, defence, insight range, accommodation, and agency.

Corporate Social Responses



Source: Adapted from Carroll, A. (1977). A three-dimensional conceptual model of corporate performance. *Academy of Management Review*, 4(4), 502.

Figure 3 - Corporate Social Response Theory (Carroll cited by Weiss 2014, p.172)

When looking at this model, it's evident that Facebook haven't dealt with the issue of the whistle-blower as a crisis as they failed to react to the claims until hearings were over. However, the theory does suggest an organisation facing a crisis goes through a defence stage (Weiss 2014). In this instance, Facebook's quick rebrand to Meta can be interpreted to be an attempt to avoid bad press by forcing coverage to be about the metaverse and what it entails. This further communicates the utilitarian (Ethics Unwrapped n.d.) ethical approach seen throughout Zuckerberg's communications.

Furthermore, due to Haguen's claims that Instagram put profits before people (Haguen 2021) skin care company Lush announced its 'Be Somewhere Else' campaign which includes their anti-social media policy. The policy claims that they will now only use "platforms that do not use algorithms that target users with negative content" (Lush 2021). Both boycotts promote communitarianism (Bell 2021), as they are happening because of the feeling that Facebook don't care about their users and have neglected implementing technologies which will help some individuals. The claims from Haguen, partnered with the boycotts which have arisen in the fallout suggest that Facebook are facing one of the largest crises they have ever faced. Facebook however are in a unique situation, as they have implemented their platforms deep into how we function as a society in the modern world, making it impossible for many users to be in the position to boycott them (Guyunn 2021). This situation places them within a unique category, as it makes them almost untouchable by user backlash as its highly unlikely that the world will ever function without the social media platforms they own. This provides reasoning to the utilitarian ethical approach (Ethics Unwrapped n.d.) communicated through their response to the whistle-blower, as its possible they understand they hold huge authority in the modern world and therefore only feel the need to please most stakeholders. Due to the clear utilitarianist ethical approach (Ethics Unwrapped n.d.) which Zuckerberg clearly has, perhaps he hasn't implemented protective technologies due to the difficult nature of stakeholder engagement. Trust is essential between stakeholders and an organisation due to the possibility that an organisation could exploit knowledge (Laughland 2010). Therefore, by the public announcement of Facebook neglecting the key information that some of their users have developed poor mental health due to consuming unrealistic beauty standards on Instagram from filtered content may lead to some stakeholders losing trust and no longer using the platform. Despite this, due to Facebook's almost untouchable status in the modern world it's unlikely that they will be permanently impacted by this crisis.

In the UK there are currently guidelines which organisations must follow regarding the spread of inappropriate content and activity online (Department for Digital, Culture, Media and Sport 2020). All companies must follow the absolutist guidelines (The Ethics Centre 2018) that they must work to remove all illegal content such as terrorism and sexual abuse. However, in a

post-Covid world where mental health is becoming more of a focus for people in the UK, it's sensible to suggest that these absolutist guidelines (The Ethics Centre 2018) should also consider the mental implications of the over-consumption of unrealistic filtered images online. As the world turns more digital, government in the UK have begun to implement regulations to address the harms present to make the digital world a better environment for everyone in society (Parliament 2019). Part of these plans include creating regulations to ensure that "individuals should not be manipulated but free to use the internet purposefully" (Parliament 2019). To see more information on the political factors facing Facebook see the PESTLE analysis in Appendix 1.5. The calls for governmental action by both Hagen and Zuckerberg suggest that the modern world needs to be regulated by a series of categorical imperatives (The Basics of Philosophy 2021) due to the vast amount of freedom social media has bought us. The modern deontological approach suggests that categorical imperatives can be implemented in some circumstances as absolute rules to exert authority (The Basics of Philosophy 2021). By both parties suggesting outside regulation is needed to provide guidance on the issue of body altering filters it suggests that in some circumstances a modern deontological approach is necessary to bring about change.

To conclude, despite understanding the detrimental effects using Instagram filters can have on younger users, Facebook is driven by a utilitarian code of ethics (Ethics Unwrapped n.d.) which prioritises the mass number of stakeholders, even at the expense of others. Despite this clear corporate code of ethics, there are still features which Facebook could implement on Instagram to protect some users from consuming unrealistic filtered content. For example, they already have a disclaimer which appears on sensitive content (Instagram 2021) which could easily be expanded to include filtered content, allowing a 'Golden Mean' (Kraut 2018) to be met. Moreover, instead of relying on the user to avoid content which they find triggering, Facebook could take a teleological ethical approach (Korsgaard 1998) and implement an 'opt-out' option to filtered content or create a filter misuse policy in effort to take a more contractarianism approach. In recent years due to the rising mental health epidemic spreading amongst younger users, many popular influencers make a point of showing a realistic image on social media. Due to the amount of people already interacting with various self-confidence movements such as #NaturalBeauty (21.6 million posts), #FilterDrop (7.3 million posts) and #BodyPositive (17.3 million posts) Instagram could use user interest in their advantage and become thought leaders on the topic of social media regulation to create an interactive space which is inclusive for all users.

Due to the significant position which Instagram holds in the modern world and the freedom of speech which social media encourages, it's inevitable that Facebook will face more issues like this in the future. However, because of how integrated the platform has become in the modern world, it's hard to think of a situation where it will face major crisis. However, if Facebook refuse to comply to standards created by governments across the world, they could face reputational damage which may in turn cause users to turn away from the application. Moreover, a small number of users aged 18-24 may stop using the platform however due to the personable nature of Instagram it's sensible to suggest that many users negatively affected by Instagram filters may unfollow users who abuse filters. If Facebook were to remove filters from Instagram, the issue would still be present as images can be edited outside of the application with software such as Photoshop; ultimately suggesting that a set of categorical

imperatives which set out clear guidelines on a way to overcome the issue of edited content is best for both the stakeholders and the organisation.

Appendix:

1.1 Issues Management Matrix

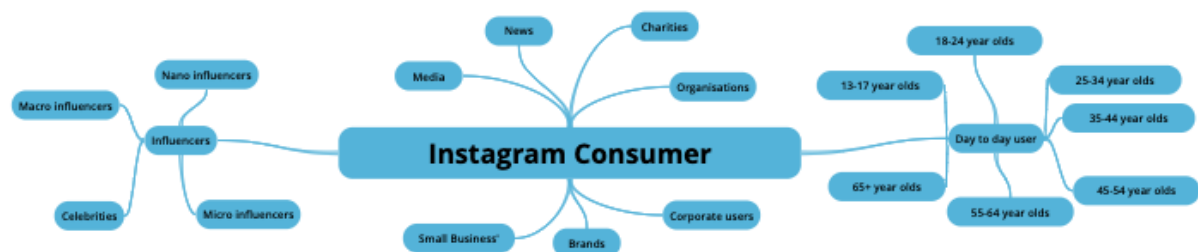
Issue	Priority (H/M/L)	Main Stakeholder(s)	Options	Recommendations
Instagram filters causing low self-esteem in young users.	H	Day to day users of Instagram aged 18-24.	<ol style="list-style-type: none"> 1) Offer users the option to avoid filtered posts. 2) Stopping filters which alter your features. 3) Offer a discretion warning in front of filtered content. 4) Do nothing. 	Option 3.
Celebrity suicide due to hate comments.	H	Influencers, Press, Employees.	<ol style="list-style-type: none"> 1) Implement technology which allows users to prevent people from commenting or sending a DM. 2) Educate audiences on the dangers of sending hate messages. 3) Implement a ban for accounts if their comments get reported. 	Option 3.
Instagram crashes, causing people who rely on Instagram as their income to lose money.	M	Influencers, small business owners.	<ol style="list-style-type: none"> 1) Apologise and work harder to ensure it doesn't happen again. 2) Do nothing. 3) Offer compensation to those affected. 	Option 1.
Boycott of the application from major brands due to an inability to protect users from harmful content.	M	Instagram as a company, the brands who boycott, customers of the brands who boycott.	<ol style="list-style-type: none"> 1) Implement a more significant duty of care towards users of the application. 2) Create a business site purely for promotion to prevent users from 	Option 2.

			being misinformed. 3) Do nothing.	
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1.2 Instagram Stakeholder Map



1.3 Consumer Stakeholder Map



1.4 Zuckerberg response



Mark Zuckerberg ✓

October 6 · 🌐



I wanted to share a note I wrote to everyone at our company.

Hey everyone: it's been quite a week, and I wanted to share some thoughts with all of you.

First, the SEV that took down all our services yesterday was the worst outage we've had in years. We've spent the past 24 hours debriefing how we can strengthen our systems against this kind of failure. This was also a reminder of how much our work matters to people. The deeper concern with an outage like this isn't how many people switch to competitive services or how much money we lose, but what it means for the people who rely on our services to communicate with loved ones, run their businesses, or support their communities.

Second, now that today's testimony is over, I wanted to reflect on the public debate we're in. I'm sure many of you have found the recent coverage hard to read because it just doesn't reflect the company we know. We care deeply about issues like safety, well-being and mental health. It's difficult to see coverage that misrepresents our work and our motives. At the most basic level, I think most of us just don't recognize the false picture of the company that is being painted.

Many of the claims don't make any sense. If we wanted to ignore research, why would we create an industry-leading research program to understand these important issues in the first place? If we didn't care about fighting harmful content, then why would we employ so many more people dedicated to this than any other company in our space -- even ones larger than us? If we wanted to hide our results, why would we have established an industry-leading standard for transparency and reporting on what we're doing? And if social media were as responsible for polarizing society as some people claim, then why are we seeing polarization increase in the US while it stays flat or declines in many countries with just as heavy use of social media around the world?

At the heart of these accusations is this idea that we prioritize profit over safety and well-being. That's just not true. For example, one move that has been called into question is when we introduced the Meaningful Social Interactions change to News Feed. This change showed fewer viral videos and more content from friends and family -- which we did knowing it would mean people spent less time on Facebook, but that research suggested it was the right thing for people's well-being. Is that something a company focused on profits over people would do?

The argument that we deliberately push content that makes people angry for profit is deeply illogical. We make money from ads, and advertisers consistently tell us they don't want their ads next to harmful or angry content. And I don't know any tech company that sets out to build products that make people angry or depressed. The moral, business and product incentives all point in the opposite direction.

But of everything published, I'm particularly focused on the questions raised about our work with kids. I've spent a lot of time reflecting on the kinds of experiences I want my kids and others to have online, and it's very important to me that everything we build is safe and good for kids.

The reality is that young people use technology. Think about how many school-age kids have phones. Rather than ignoring this, technology companies should build experiences that meet their needs while also keeping them safe. We're deeply committed to doing industry-leading work in this area. A good example of this work is Messenger Kids, which is widely recognized as better and safer than alternatives.

We've also worked on bringing this kind of age-appropriate experience with parental controls for Instagram too. But given all the questions about whether this would actually be better for kids, we've paused that project to take more time to engage with experts and make sure anything we do would be helpful.

Like many of you, I found it difficult to read the mischaracterization of the research into how Instagram affects young people. As we wrote in our Newsroom post explaining this: "The research actually demonstrated that many teens we heard from feel that using Instagram helps them when they are struggling with the kinds of hard moments and issues teenagers have always faced. In fact, in 11 of 12 areas on the slide referenced by the Journal -- including serious areas like loneliness, anxiety, sadness and eating issues -- more teenage girls who said they struggled with that issue also said Instagram made those difficult times better rather than worse."

But when it comes to young people's health or well-being, every negative experience matters. It is incredibly sad to think of a young person in a moment of distress who, instead of being comforted, has their experience made worse. We have worked for years on industry-leading efforts to help people in these moments and I'm proud of the work we've done. We constantly use our research to improve this work further.

Similar to balancing other social issues, I don't believe private companies should make all of the decisions on their own. That's why we have advocated for updated internet regulations for several years now. I have testified in Congress multiple times and asked them to update these regulations. I've written op-eds outlining the areas of regulation we think are most important related to elections, harmful content, privacy, and competition.

We're committed to doing the best work we can, but at some level the right body to assess tradeoffs between social equities is our democratically elected Congress. For example, what is the right age for teens to be able to use internet services? How should internet services verify people's ages? And how should companies balance teens' privacy while giving parents visibility into their activity?

If we're going to have an informed conversation about the effects of social media on young people, it's important to start with a full picture. We're committed to doing more research ourselves and making more research publicly available.

That said, I'm worried about the incentives that are being set here. We have an industry-leading research program so that we can identify important issues and work on them. It's disheartening to see that work taken out of context and used to construct a false narrative that we don't care. If we attack organizations making an effort to study their impact on the world, we're effectively sending the message that it's safer not to look at all, in case you find something that could be held against you. That's the conclusion other companies seem to have reached, and I think that leads to a place that would be far worse for society. Even though it might be easier for us to follow that path, we're going to keep doing research because it's the right thing to do.

I know it's frustrating to see the good work we do get mischaracterized, especially for those of you who are making important contributions across safety, integrity, research and product. But I believe that over the long term if we keep trying to do what's right and delivering experiences that improve people's lives, it will be better for our community and our business. I've asked leaders across the company to do deep dives on our work across many areas over the next few days so you can see everything that we're doing to get there.

When I reflect on our work, I think about the real impact we have on the world -- the people who can now stay in touch with their loved ones, create opportunities to support themselves, and find community. This is why billions of people love our products. I'm proud of everything we do to keep building the best social products in the world and grateful to all of you for the work you do here every day.

 841K

294K Comments 74K Shares

 Like

 Comment

 Share

Most Relevant ▼



Write a comment...



Press Enter to post.

1.5 PESTLE Analysis

Political:	<ul style="list-style-type: none"> - Instagram has become a platform for political parties, with many politicians and parties using it to communicate directly to their audience (Frue 2019). - In 2019 Instagram unveiled new technologies which allow instagram users to report posts which they deem as containing 'fake news' however this hasn't prevented the spread of misinformed posts (Sardarizadeh 2019). - Instagram have acknowleged the struggles to stay neutral due to the politically polarising views of users across the world (Singh 2021). - The parent company of Instagram, Facebook, were involved in the cambridge analytica scandal which surrounded the harvesting of data to political parties in order to target vulnerable users in attempt to sway their vote (Singh 2021). - More regulations are being developed to ensure that social media continues to allow users free speech but not at the detriment of others (Ghosh 2021). - Public shares their political views on Instagram and by using hashtags they can connect with others who hold the same views and politicians also use Instagram to appeal directly to these users (Frue 2019). - Social media has changed politics due to its dynamic nature and direct communication (Frue 2019).
Economical:	<ul style="list-style-type: none"> - Paid ads on Instagram are lucrative and have allowed the platform to grow in worth from \$1billion to \$100billion in 10 years (Frue 2019). - Influencer Marketing was an industry which was set to be worth \$10billion by 2020 and mainly functions on Instagram (Chenn 2020). - Paid ads on Instagram are used more than FaceBook (Frue 2019). - Influencer marketing draws mass amounts of people to Instagram, which makes paid advertisements more attractive to organisations, in turn leading to Instagram earning money. - Sponsorship deals have allows Influencers to be paid to promote products. This doesn't directly benefit Instagram but it does boost user demographihcs and popularity (Simon 2021).
Social:	<ul style="list-style-type: none"> - In July 2021, Instagram had around 28.81 million users in the UK. The largest demographic was individuals aged 25-34 at 30%, closely followed by 18-24 with 22% (Statista Research Department 2021). - Instagram offers something for everyone and was especially valuable in the Covid-19 pandemic due to its ability to connect users across the world. This was a message they pushing massively during the pandemic (Instagram 2020). - They use the platform to provide information on the Covid-19 vaccines, which users are free to use or ignore (Shaul 2021).

	<ul style="list-style-type: none"> - Direct Messaging allows for personal conversations, showcasing of products and networking (Frue 2019).
Technological:	<ul style="list-style-type: none"> - Instagram has recently allowed scheduling of posts (Frue 2019). - Instagram is susceptible to data breaches and hacking. - Instagram isn't a reliable form of business due to the possibility that it can crash.
Legal:	<ul style="list-style-type: none"> - Growing concerns surrounding fake news on Instagram and the impacts it can have on readers (MBA Skool Team 2019) - Instagram has launched a feature which users can use to report posts. - Recent whistleblower Frances Hagues revealed that internal research carried out by Facebook display they put "profits over people" as Instagram can be harmful for teenager's body image and has a link to the development of mental health issues (Dooney 2021).
Environmental:	<ul style="list-style-type: none"> - Instagram can be used as a platform to communicate the importance of looking after the environment. - It has been used by some people purely to spread awareness of environmental issues.

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