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ANALYSIS OF FOLLOWER PREFERENCES IN THE CONTEXT OF INSTAGRAM PHOTOS: FILTERED OR NOFILTERED

Abstract:

Since its first appearance, photograph has been a tool that attracted the attention of people and enabled to share certain moments with other people. Together with the developing technologies, photograph has also been transformed and digitalized, and it has become easier to edit photographs. While the tools of photo editing and filter applications reinforce the relationship with the digital world, social media platforms play an important role in this transformation. Thus, photograph becomes a part of socialization and also contributes to the interaction of people with each other. Instagram is an example of a popular platform where photos and videos can be shared with other users. One of the most important features of this platform is that it allows photos to be rearranged by applying digital filters. In this way, photos become more visible on social media, and by interacting with other users it plays an important role in increasing the number of followers. In the scope of this study, how filtered and unfiltered photos shared by most-followed public Instagram accounts are perceived by different users has been examined. The purpose of the study is to reveal whether people can distinguish filtered photographs from unfiltered ones; which ones they find more attractive, like most and prefer to interact with. The findings of the study have been obtained through semi-structured interviews. In addition, the similarities and differences in the interpretation of the photographs were determined and its connection with user's age, life experience and social relations were tried to be established.

Keywords:

Photograph, Instagram, Photo sharing