

Instagram in Andhra Pradesh and India: Platformisation, Visual Communication, Digital Culture and Emerging Socio-Economic Practices

Thadi Vijayalakshmi¹ and Samuel Joshua Maddela²

Assistant Professor, Journalism and Mass Communication, Andhra University, Visakhapatnam, India¹

Reporter, The Pioneer, Hyderabad, India²

dr.tvijayalakshmi@andhrauniversity.edu.in and samuelmjosuamjmc@gmail.com

Abstract: *Instagram has grown from a photo-sharing application into a whole platform of visual communication, featuring pictures, tales, reels, messaging, advertising, using influencers, brief video, creator tools, and even social commerce. With its rapid adoption of internet penetration and social media usage in India, which is home to one of the world's largest digital communication environments, its growth is particularly stark. As per Datareportal's research report, Digital 2025: India: Indians accounted for 805 million internet users in January 2025 while 491 million user IDs were registered on social media in the country. According to the advertising resources of Meta, the Instagram advertising user base in India was approximately 414 million in the beginning of 2025. Instagram's potential advertising reach has seen a significant increase of nearly 51 million in January 2024 and again in January 2025, indicating that its economic and communicative relevance in India is still on the rise (Kemp, 2025). D 2025: India & DataReportal - Global Digital Insights are digital publications. D 2025: India is a digital publication as is DataReportal - Global Digital Insights. This paper is a case analysis of the Instagram use as sociotechnical communication in the context of Andhra Pradesh. The research covers every aspect of Instagram: visual communication, interacting socially, self-presentation, influencer marketing, digital business, journalism, education, cultural expression, and social commerce. The theoretical accounts research the theories of platformization, attention economics, social media affordance theory and Uses and Gratifications Theory. Menon's study of 639 Instagram Users in India found seven reasons why Instagram photo posts are so valuable: to find out new things, to influence trends, for self promotion, as a distraction or 'busy activity,' and for social interaction and engagement. (Menon, 2022). Menon (ScienceDirect) Benefits and Uses of Instagram Photo-Sharing.*

The growing monetization of Instagram is also covered in the story. As part of a study on 312 Instagram followers who follow food influencers to explore the relationship between influencer credibility, brand credibility, influencer personality and purchase behaviour, the importance of trust and credibility was also highlighted (Sharma et al., 2024). Sharma et al (DOI) conducted the Instagram Influencer Credibility Study. Through global architecture, global Instagram-dialogue features with regard to the local cultural identity, the learning institutions, media, tourism, small businesses and emerging creative economies, which are all in Telugu language, making it a valuable regional study ground. The article does not make up a user count for Andhra Pradesh on Instagram as there aren't enough verified publically accessible figures. On the contrary, it proposes a systematic methodology that involves User Interviews, Content Analysis on Instagram, Literature Study on the Subject and Secondary Data. Instagram is a communication platform which institutions and businesses, journalists or cultural actors use to create, share, consume, and monetise visual content, says the article..

Keywords: Instagram, Andhra Pradesh, India, Social Media, Visual Communication, Influencer Marketing, Platformization, Social Commerce, Digital Journalism, Telugu Digital Communication, and Digital Culture.

I. INTRODUCTION

Social media has transformed the relationship between the media and its audience. Social media has changed how media relates with its consumers. Traditionally, there were clear distinctions between producers and consumers, but today individuals can assume multiple roles across different platforms ranging from being the audience to the content producer, distributor, pundit, and in business capacities. Instagram is an example of such transformation, for instance. Instagram has transformed from a platform for sharing photos into video, Stories, Reels, DMs, creators' machine-learning algorithms, ads, and tools especially for creators. This has made the modern impact on it more than just a platform for sharing photos with friends and family, but something for media, education, entertainment, culture, journalism and business as well. Hence, the evolution of such a platform is an appropriate instance of the visual and mobile and algorithmically mediated communication as a much more general process. The background to the change could be explored in the case of India. According to the Digital 2025: India research by DataReportal, there were over 806 million internet users in India in January 2025, which translates to around 55.3% of the population having access to the internet. Meta's advertising resources reveal that in India there were more than 414 million Instagram users, while the research also uncovered approximately 491 million social media user IDs. This is approximately 51.4% of India's internet user bases, according to the advertising reach assessment (Kemp, 2025). However, it is essential to correctly interpret this data (DataReportal - Global Digital Insights). Ad reach data shouldn't be taken at face value, alongside with UMAU data, says DataReportal. The ads tools provided by Meta are used for these numbers. (International Data Reporting)

Instagram is big in India, meaning it has an effect on communication studies in the aspects of information discovery, representation and circulation. The platform has many hundreds of millions of potential users. Notably, Instagram is placing a growing focus on Reels and other forms of short-form video. For instance, Meta's message on a Reels-first India experience highlights the strategic importance of short-form video to its platform's growth (Meta, 2025). The Indians' hub for Instagram reels is called Meta. However, with all the users an Instagram account, its impact cannot be understood. The platform is essential, as it combines numerous communication tactics. In the same app they can also chat with their friends, follow news platforms, watch movies to entertain or learn, post their job(s) for sale, discover new items to purchase, and communicate their culture. Businesses can develop their own image and audiences without relying on traditional advertising and a loyal customer base can develop around areas of specialized interest. Using images and videos, news organisations may condense lengthy stories into concise visual explainers, and schools can showcase students' accomplishments, events, and possibilities. Accordingly, Instagram is becoming more and more of an integrated communication environment. Particularly important to Andhra Pradesh is this change. The state's language and cultural context presents a distinctive context for exploring social-media communication. Multilingual communication and Romanisation of Telugu can complement each other to generate more digital expression while Telugu language materials can be supported by English-language captions and hashtags conveyances or professional communication. Regional producers can present festivals, cuisine, tourism, education, entertainment and local enterprises via Platform Forms defined internationally. The transformation of design aim from the global to the regional, such as the end resultant communication ecosystem, is an example of that.

Instagram is significant not just in the world of social media but also within the scope of businesses communication in Andhra Pradesh. Instagram is a great platform for local companies to build their brand and connect with customers. Ideal for photographers, restaurants, schools, tour companies, real estate agents, fitness instructors and home business owners. The platform has the potential to help businesses overcome some of the more traditional marketing challenges by allowing them to generate their own visual content. The top cons play more games for fact versus finance. The top cons don't make money and play more. Instead, a series of exposure, attention, engagement, inquiry, conversion, and repeat touching should be applied to explore the relationship. Beyond this, there is an important factor which the creative economy offers by itself. An artist or influencer can help to connect the consumers to companies. The trustworthiness, brand credibility, personality and customer buying behaviour of Instagram influencers have been studied in India. One study that looked into these connections was Sharma et al. (2024), which utilised exploratory

structural equation modelling on data from 312 Indian customers who followed food influencers on Instagram. So, while the number of viewers may not be the goal, there are reliability and trustworthiness that serves the converter at par. The main goal of this study is to grasp Instagram as a multi-aspected communication infrastructure in India with special emphasis on a specific scenario and unique concern within state of Andhra Pradesh. This research will explore Instagram in-depth, not only in terms of number of users but also in a broader sense. It will explore how people use the app, the effect features have on how they behave, the prominence of visual material, how users are presented with regional identities and Instagram's effects on social and economic practices.

II. LITERATURE REVIEW

Research on a platform-specific level is becoming increasingly vital because of various technological infrastructures, views on culture, and user behavior, as demonstrated in the case of the literature published on Instagram. Instagram is an option that differs from the platforms that are based on text, by focusing on visual communication. This makes the site particularly valuable for research on such topics as attention, the visual culture, self-presentation and identity. In this respect, Hurley (2019) elaborate on the concept of imagined affordances to examine how technology possibilities engage with social and cultural practices in the context of communication within Instagram, for example in relation to users of influencers. Hurley—The Assumed Benefits of Instagram

The Uses and Gratifications Theory is one such theoretical approach, for it considers viewers to be active agents who consciously choose to engage with, consume and utilize media to meet their needs. The study of 639 users of Instagram in the Indian context, for example, between the ages of 15 and 62 (Menon, 2022), is quite applicable to the Indian context. Disclosure, peer influence, self-promotion, distraction, regular activity, social connection, and trend impact were the seven gratifications linked with picture sharing that were discovered by the study. We can see from the results that Instagram satisfies several functions, which is in accordance with the information provided by the ScienceDirect publication. Everyone can find a reason to indulge in Instagram and fit in all of them: enjoy it, socialise, express oneself and develop their identity. Therefore, it is difficult to define what “user behaviour” is if it is only defined in terms of “how often is the user using it?”.

The affordance perspective adds onto the work of the Uses and Gratifications Theory, originating in the view that users are more focused on the capabilities the platform technology offers them and are less likely to focus on the specific technology itself. Instagram's features include image/video sharing, algorithmically suggested features, tagging, messages and comments placed, egger reels, Instagram stories, and remarks. These affordances provide for lots of social contact opportunities. Study findings revealed that the existence of features was not the only determinant that is crucial to the results experienced by users, but the ways in which the users use features to actualise technical possibilities. The results obtained by the users were based not only on the presence of features, but also on the manner in which users activate technical potentials.

Visual architecture plays a key role for news organisations as well. Kallio and Mäenpää (2025) examined the production methods of Instagram news and identified three predominant approaches: adaptation, condensation and call to action. Visuality, their research indicates, is an affordance that is important when it comes to news organisations' presentation of news content on Instagram. Kallio and Mäenpää's research on Instagram news production focuses on visuals as an affordability.

The finding has huge implications for the regional journalism in Andhra Pradesh. News organisations can no longer repost long articles from newspapers on Instagram, their only options are headlines, visual cards, carousels, short videos and Reels. The findings from the study by Kallio and Mäenpää show this compression is related to platform logic and audience attention. Consequently, Instagram journalism is described as more than simply the repurposing of existing journalism, but as perhaps the emergence of new conventions of storytelling to the platform, such as an Instagram Story.

In another study, Sharma et al (2024) observed 312 Indian customers who were participants of the Instagram food influencing phenomenon and examined the relationships between influencer credibility, brand credibility, personality

and buying behaviours. In their work, they used exploratory structural equation modelling (ESM) with bootstrapping, reflecting an increasingly methodologically advanced approach to research on influencer marketing in India. A study on the Credibility of Instagram Influencers was undertaken by Inderscience. Inderscience was commissioned to conduct a study on the Credibility of Instagram Influencers.

Influencer trustworthiness and brand sentiment, and the willingness to purchase by members of India's Generation Z, have been explored in similar studies. To check whether the Instagram influencers could help build a positive attitude towards brand and generate a greater sense of credibility, which ultimately lead to a higher purchase intention regarding the providers among the Gen Z customers in India, Chavare et al. such studies revealed that the adoption of Instagram influencers is not limited only to the exposure of the ads.

Another notable feature is Instagram usage - both problematic and regular. In their 2022 study, Chen, Cohen and Sundar have examined problematic Instagram use and habit, arguing that using the app a lot is not necessarily problematic behaviour, and that separating between different styles of interaction is crucial. Future studies in Andhra Pradesh would also be given the head start to consider this difference, says Chen, Cohen, and Sundar—Problematic and Habitual Instagram Use. These behaviors don't have to be bad behaviors; it could be a job requirement, it could be a school assignment, it could be amusing, it could be social interaction.

In spite of such developments, there is no literature available at the regional level. Though some work has been done on regional issues relating to language, cultural identity, local media, education, business and creation within the Andhra Pradesh region, almost none of the studies have taken a regional perspective by focusing on Andhra Pradesh and issues of Influencer Marketing and Instagram itself. Based on these findings, this study proposes a regional strategy that amalgamates with the platform design, dialogue in Telugu language and socio-economic norms.

III. RESEARCH METHODOLOGY

This study is designed strongly with a combination of two types of methods: secondary data analysis, literature review, instagram content analysis, and primary user research. This set up is appropriate on account of the fact that Instagram is a multifaceted phenomena cannot be simply categorized as a dataset. The size of the platform can be gained from quantitative statistics, the construction of the communication through the qualitative content analysis and the motives and interpretation of the users can be acquired by interviews. The first step is to analyse secondary data from trustworthy digital market sources. DataReportal's report Digital 2025: India is the prime source for national stats on Instagram and the internet. When it is necessary to record changes at the platform level, Meta's own communications are used. These sources are also useful to determine advertising-reach metrics from active user metrics. The two ideas are not the same due to their fundamental differences. The World Digital Insights DataReportal (Worldwide Digital Insights - DataReportal). The second part comprises literature reviews on social media such as Instagram, affordance theory, visual communication, influencer marketing, digital journalism, problematic social interaction with media, and uses and gratifications. Use of Indian consumers is given added emphasis due to possible cultural influences on motives, linguistic factors and perceptions of reliability; peer-reviewed sources are prioritized. Part three is an approach to systematically analysing the content of public Instagram profiles in Andhra Pradesh. Local accounts in the fields of education, cuisine, tourism, style, photography, business, entertainment, and cultural communication might be chosen for the research. It is possible to use preset categories to code a sample of 500-1,000 public posts and Reels. The last sample should be reproducible by another researcher, which was built by applying clear and a transparent inclusion and exclusion criteria. Planning of part four, which is a user survey of Instagram is being done for Andhra Pradesh. Power analysis and suitable sampling processes might lead to the consideration of a sample of 400-600 responders. The study is to include demographics, reasons, language, content, perception of informative value, suspicious behaviour, engagement, use of Instagram and commercial behaviour.

The quantitative data can be analyzed using structural equation modeling if appropriate in addition to descriptive analysis, reliability analysis, exploratory factor analysis, correlation and regression analysis. All means of data analysis of content analysis are available to analyse the obtained data, such as descriptive statistics, cross tabulation and

association tests. A thematic analysis of the interviews of selected creative, journalists or company owners may then be possible. Using intercoder reliability in the content analysis is also recommended. To get a suitable statistic, like Cohen's kappa, the sample should be coded by two different coders after coding a sufficiently large sample. Carrying out this process would enhance the coding framework's dependability.

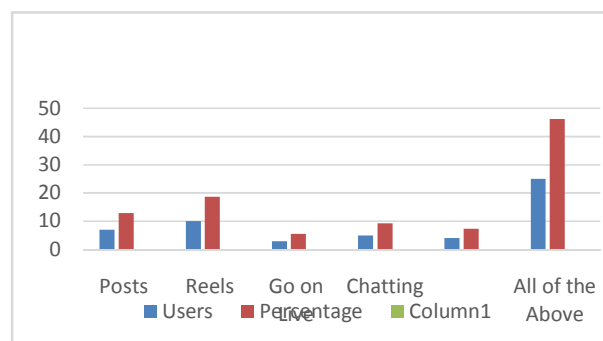
IV. DATA INTERPRETATION

The stats at the national level show how big Instagram is in India's digital environment.

The relationship between user attributes, goal, platform affordances, platform content practices and outcomes is conceptualised in the proposed data analysis of Instagram use. The first analytical dimension is usage intensity, comprising access frequency, total time on Instagram and frequency of using the features. Same amounts of use could indicate quite diverse behaviours, thus it's important to understand these metrics with motives. Preference for content makes up the second dimension. Ask people to select their favorite Instagram posts from the following categories: Reels, stories, photos, news, entertainment, influencers and commercials. To analyze age by other preference measures, by gender, by level of education, by occupation, and so on ones, use cross-tabulation for large differences in preferences by these variables. The final one is language. A research conducted in Andhra Pradesh would be a very significant contribution if examined in the context of Telugu, English and multilingual communication. It is likely that researchers appreciate the cultural attributes of the telugu language translated information more strongly, while at the same time the connection of eng-high content with professional or national communication is stronger.

Table: 1. What do you browse in Instagram the most ?

Options	Users	Percentage
Posts	07	12.9%
Reels	10	18.7%
Go on lives	3	5.5%
Chatting	05	9.3%
Audio & Video Calls	4	7.4%
All of the above	25	46.2%
Total	54	100%



The table shows the student users who are browsing from the Instagram features surveyed from the survey. The lowest users are from Go on live which is 5.5 percent and the Audio & video calls percent is of 7.4 percent, Chatting is of 9.3 percent and Reels are of 18.7 percent, Posts are of 12.9 percent. The highest number of users which is of 46.2 percent, the option All of the above.

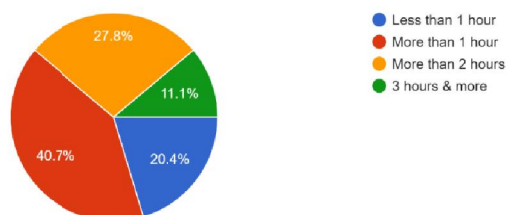
Table : 2 Time Students are spending in Instagram ?

Opinion on time	Users	Percentage
Less than 1 hour	11	20.4%
More than 1 hour	22	40.7%
More than 2 hours	15	27.8%
3 hours & more	6	11.1%
Total	54	100%

Figure 2 Time spent on Instagram

How much time do you spend in Instagram a day ?

54 responses



The table 2 represents the opinions of time spent by users of Instagram in a day surveyed from the survey. The lowest amount of time spent 3 hours & more is of 11.1 percent , More than 2 hours is of 27.8 percent and Less than 1 hour is of 20.4 percent . The highest number of users who are spending more than 1 hour in instagram a day is of 40.7 percent.

Table :3 Benefits you are getting from Instagram ?

Benefits	Users	Percentage
Study Usage	07	13%
News	14	26%
Relationships	10	18.5
Timepass	20	37%
Business	03	5.5%
Total	54	100%

Figure 3 Benefits getting from Instagram

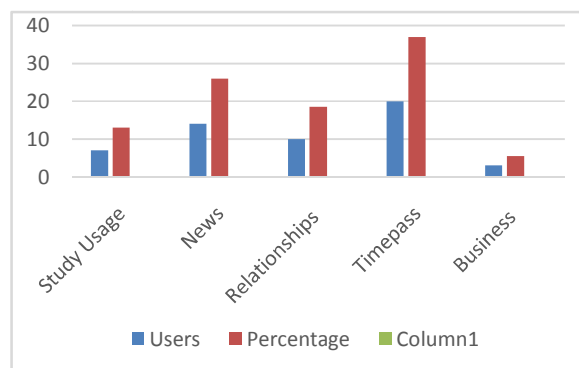


Table 3 refers the benefits of Instagram in which the users are getting from the features of Instagram . The lowest is the Business which is of 5.5 percent , Study usage which is of 13 percent , Relationships which is of 18.5 percent and the News which is of 26 percent. The highest number of users are using for timepass which is of 37%.

Table : 4 Count of the Followers users are Following ?

Followers Count	Users	Percentage
1-100	07	13.46%
100 -500	26	50%
500 - 1000	13	25%
1000+	06	11.54%
Total	52	100%

Table 4 shows the number of followers the users are following as friends. The followers count which is from 1-100 is of 13.46 percent , the followers 100-500 is of 50 percent ,the Highest. The followers 500-1000 is of 25 percent and the Followers which is more than 1000 plus is of 11.54 percent , the lowest. Thus most of the users which are having 100-500 followers are more.

Table : 5 Users who are following the Friends

Following Count	Users	Percentage
1-100	10	19.2%
100-500	21	40.8%
500-1000	13	25%
1000+	8	15%
Total	52	100

Table 5 shows the number of users who are following their fellow friends .The lowest number of users who are having more than 1000 friends is of 15 percent . Users who are having 500-1000 friends is of 25 percent. Users who are having 100- 500 friends is of 40.8 percent , The highest and users who are having 1-100 is of 19.2 percent. Thus most of the users are following 100-500 friends,

Table :6 Do you have any specific reason to have an Instagram account?

Opinion	Users	Percentage
Yes	23	42.6%
No	20	37%
Maybe	11	20.4 %
Total	54	100%

Table 6 showcases the opinions of reason and goals to have an Instagram account by the users surveyed from the survey. It is noticed that most of the users have a specific reason to have an Instagram account which is of 42.6 percent. And the No opinion is of 37 percent . 20.4 percent users mentioned neither Yes or No.

Table :7 Is the Instagram useful to you ?

Opinion	Users	Percentage
Yes	36	66.75
No	06	11.1%
Maybe	11	20.4%
Maybe Not	1	1.8%
Total	54	100%

Is the Instagram useful to you ?
54 responses

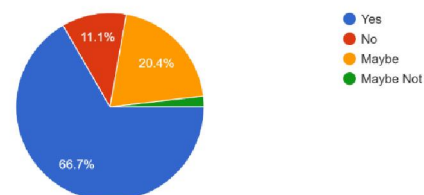


Table 7 shows the opinions of users considering the usefulness of Instagram . It is noticed that most of the users which is of 66.7 percent gave the answer Yes. And the No opinion which is of the lowest 11.1 percent. And the opinion which is neither yes or no is of 20.4 percent , the average.

Table :8 Do you feel like it is wasting your time ?

Opinion	Users	Percentage
Yes	21	38.9%
No	20	37%
Maybe Yes	13	24.1%
Total	54	100%

Table 8 shows the opinion of users asking do you feel like Instagram is wasting your time. It is noticed that the highest number which are of 38.9 percent users said yes and mostly equal number of users which are of 37 percent said no. Users mentioned neither yes or no is of 24.1 percent .

Fig :9 Do you ever feel like you are addicted to Instagram ?

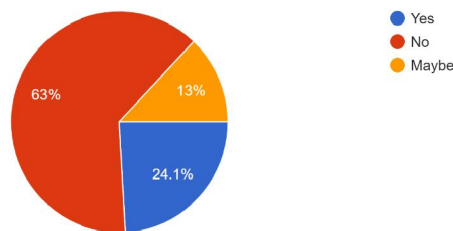


Fig. 9 shows the opinions of the users that do they feel like they are addicted to Instagram . Highest number of users which is of 63 percent gave the answer No. And 23 percent of the users gave the answer Yes. 13 percent of the users neither mentioned yes or no. Thus it is noticed that users are not addicted to Instagram.

Table : 10 Do you put up stories everyday ?

Opinion	Users	Percentage
Yes	10	18.5%
No	22	40.7%
Alternatively	22	40.7%
Total	54	100%

Do you put up stories everyday ?
54 responses

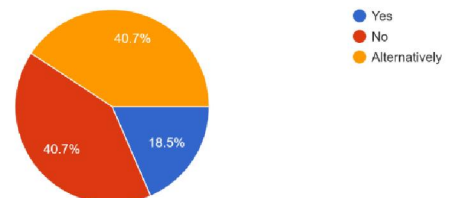


Table 10 gives the feedback from the users that do they use the features & post stories everyday. The highest number of users which is of 40.7 percent mentioned that they put up stories alternatively rather than daily. And the equal 40.7 percent users mentioned No. It is noticed that very less number of users post up stories everyday & gave the answer yes which is of 18.5 percent.

Table : 11 Do you feel like you are gaining knowledge ?

Opinion	Users	Percentage
Yes	32	59.3%
No	10	18.5%
Maybe	12	22.2%
Total	54	100%

Do you feel like you are gaining knowledge from Instagram ?
54 responses

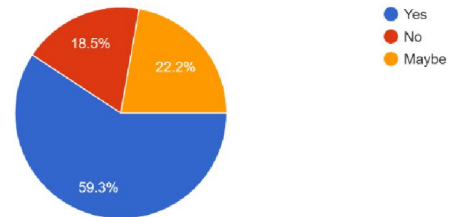


Table 11 shows the opinions of users giving the answers that are they gaining any knowledge from Instagram. The highest number of users which are of 59.3 percent said yes and 18.5 percent said no they are not gaining any knowledge. 22.2 percent of users mentioned neither yes or no. Thus it is noticed that most of the student users are gaining knowledge from Instagram.

Table : 12 Do you share a Note Everyday ?

Opinion	Users	Percentage
Yes	26	48.1%
No	16	29.6%
Maybe	12	22.2%
Total	54	100%

Do you share a note ? Do you think it will be encouraging to your friends ?
54 responses

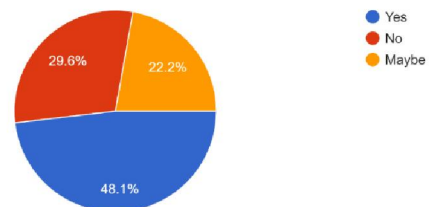


Table 11 shows the opinion of the users that are they using the feature sharing a note to encourage one another as friends , The highest number of users which are of 48.1 percent said yes . And 29.6 percent of users said No. 22.2 percent neither confirmed Yes or No. It is noticed that most of the student users are using the new feature of sharing a note.

Table : 12 What is the specific knowledge you are gaining ?

Specific Knowledge	Users	Percentage
Digital Marketing	10	19%
Designing of posts / Reels	11	21%
Content making / Writing	05	9%
Tips & Facts Checks	19	36%
Employment & Interview Skills	03	5%
How to be an influencer	02	3%
Business techniques	04	7%
Total	52	100%

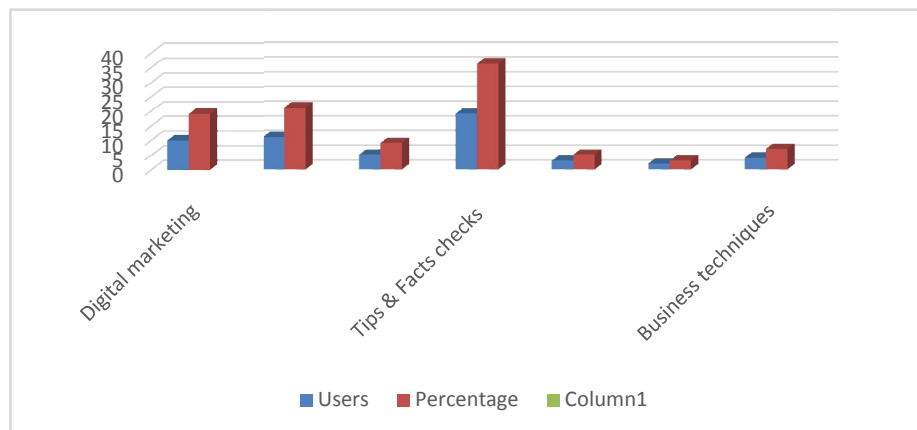


Table 12 showcases the specific points of knowledge which the users are gaining from Instagram. It is noticeable that the highest number of users which are of 36 percent mentioned that they are able to know Tips & Fact checks from Instagram. And 21 percent of users are able to know designing of posts and reels , 19 percent are learning digital marketing , 9 percent are doing content making / writing , 5 percent of users are gaining employment & interview skills , 3 percent of how to be an influencer & 7 percent of business techniques.

Table : 13- Do you think Instagram is more faster in updating news than TV ?

Opinion	Users	Percentage
Yes	33	61.1%
No	04	7.4%
Maybe	17	31.5%
Total	54	100%

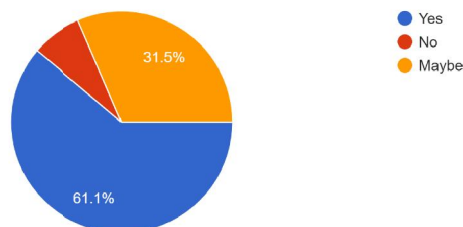


Table 13 shows the opinion from the users asking the users is Instagram more faster in updating news than TV. The highest number which is of 61.1 percent said Yes. The lowest number which is of 7.4 percent said No. The average number which is of 31.5 percent neither confirmed yes or no. Thus it is noticeable that most of the users agreed Yes.

Table : 14 Did you gain any communication or Digital skills ?

Opinion	Users	Percentage
Yes	39	73.6%
No	08	15.1%
Maybe	06	11.3%
Total	53	100%

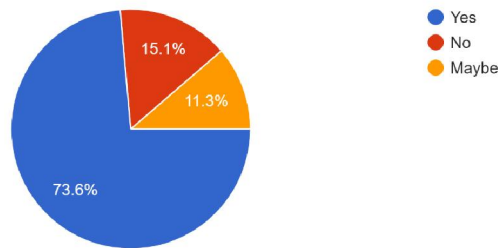


Table 13 Showcases that the users gaining any Communication & Digital skills from Instagram. The Highest number of users responded Yes which are of 73.6 percent. And the Average number of users responded that they are not gaining any skills which are of 15.1 percent. And the lowest number of users neither confirmed Yes or No which are of 11.3 percent.

Table : 14 - Is the Instagram affecting your studies ?

Opinion	Users	Percentage
Yes	11	20.4%
No	26	48.1%
Maybe	17	31.5%
Total	54	100%

The table 14 shows the opinions of the users whether the use of Instagram is affecting the studies of the students or not. The lowest number of users agreed saying yes which are of 20.4 percent. And 31.5 percent of users which is average neither agreed yes or no, saying maybe. And the Highest number of the users agreed to No saying that the Instagram is not at all affecting their studies.

Table : 15- Did you get introduced to introduced to international students

Opinion	Users	Percentage
Yes	26	48.1%
No	26	48.1%
Maybe	02	3.8%
Total	541	100%

Table 15 showcases that did the users got introduced to or get in touch with international students through Instagram. Here the equal amount of percentage is shown which is of 48.1 percent responding Yes & 48.1 percent users responding to No. And 3.8 percent responding neither yes or no Thus it is noticeable that half of the responders got introduced with international students.

Table : 16- Is the Instagram useful in sharing your problems & getting comfort from your friends ?

Opinions	Users	Percentage
Yes	21	38.9%
No	08	14.8%
Maybe	20	37%
I don't want any help	05	9.3%
Total	54	100%

Table 1.24 shows that are the users getting comfort & counselling from friend. The highest number of users which are of 38.9 percent agreed that they are getting comfort from friends from stress & mental illness. 14.8 percent responded that they are not getting any comfort or counselling. Most of the users which is of 37 percent (Average users) responded neither yes nor no , saying may be they might be getting counselling. 9.3 percent of users responded directly saying they don't want any help.

Table:17 – Do you feel good while using Instagram ?

Feeling Good from	Users	Percentage
Stress	18	33.3%
Studies	08	15%
Mental illness	15	27.7%
Physical illness	03	5.5%
All of the above	10	18.5%
Total	54	100

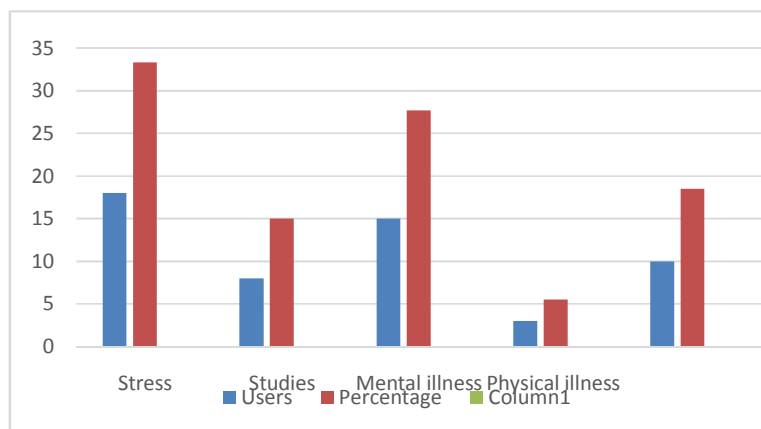


Table 17 showcases the opinions of the users asking are they feeling good from various stress & illness. The highest number of users responded Yes which are of 33.3 percent saying they are getting relief from stress. And 27.7 percent of users responded that they are getting relief from mental illness. 15 percent of users are feeling good from studies. 18.5 percentage of users responded all of the above opinion. The lowest number of users responded which is 5.5 percent agreeing that they get relief from physical illness.

Table :18- Did your Instagram Account got hacked anytime ?

Opinion	Users	Percentage
Yes	4	7.4%
No	50	92.6%
Total	54	100%

Table 1 shows the opinions of the users that their Instagram account got hacked or not. Only 7.4 percent of users agreed that their account got hacked. Most of the users responded No which are of 92.6 percent . It is noticeable that the Instagram account did not get hacked anytime.

V. CONCLUSION

Most of the students 57.4 percent are 19-22 years. And the average number of students are of 27.7 percent which are 23-28 years , And the lowest number of students are of 14.9 percent which are 18 years & below. Among education distribution 14.9 percent are of intermediate & below education , 57.4 percent are of undergraduates and 27.7 percent are of postgraduates & above education . It clearly shows that the more percent is of UG & PG Students.

The data was collected from various locations of India. Out of the total sample South Indians are of 64.8 percent and North Indians are of 25 percent , Union Territories are of 7.5 and NRI's are of 3.7 percent . This shows that most of the Instagram Users are from South Indian states.

Activity wise the student users who are browsing from the Instagram features surveyed from the survey. The lowest users are from Go on live which is 5.5 percent and the Audio & video calls percent is of 7.4 percent , Chatting is of 9.3

percent and Reels are of 18.7 percent , Posts are of 12.9 percent . The highest number of users which is of 46.2 percent , the option All of the above.

It is noticed that most of the users are gaining Communication & Digital skills from Instagram. The Highest number of users responded Yes which are of 73.6 percent. And the Average number of users responded that they are not gaining any skills which are of 15.1 percent. And the lowest number of users neither confirmed Yes or No which are of 11.3 percent. By using Instagram the waste of time by the users is equally balanced. It is noticed that the highest number which are of 38.9 percent users said yes and mostly equal number of users which are of 37 percent said no. Users mentioned neither yes or no is of 24.1 percent .

Equal number of users of Instagram are saying that it is not a waste of time. The number of users agreed saying yes which are of 38 percent. And 37 percent of users said no

Positive impact on mental health: When asked about the impact of Instagram on their mental health, 54% of respondents reported a positive impact, while 24% reported no impact, and 22% reported a negative impact.

Negative impact on academic performance: When asked about the impact of Instagram on their academic performance, 9% of respondents reported a negative impact, while 64% reported no impact, and 27% reported a positive impact.

Negative impact on body image: When asked about the impact of Instagram on their body image, 37% of respondents reported a negative impact, while 43% reported no impact, and 20% reported a positive impact.

Experience of Relief from Stress & Mental illness : When asked about their experience of Relief from stress or negative mental illness on Instagram, 78% of respondents reported experiencing such Relief, while 22% reported no such experience.

BIBLIOGRAPHY

- [1]. **Kemp, S. (2025).***Digital 2025: India.* DataReportal – Global Digital Insights. **Use in article:** India internet population, social-media environment and Instagram advertising audience. ([DataReportal – Global Digital Insights](#)) [Full DataReportal India Report](#)
- [2]. **Kemp, S. (2025).***Instagram Users, Stats, Data, Trends, and More.* DataReportal. **Use in article:** Global and country-level Instagram advertising audience context and methodological caution concerning advertising-reach statistics. ([DataReportal – Global Digital Insights](#)) [DataReportal Instagram Statistics](#)
- [3]. **Menon, D. (2022).** Uses and gratifications of photo sharing on Instagram. *International Journal of Human-Computer Studies*, 168, 102917. **DOI:** 10.1016/j.ijhcs.2022.102917. The study used 639 Indian respondents and identified seven Instagram gratifications. ([ScienceDirect](#)) [Menon – DOI / Full Article](#)
- [4]. **Hurley, Z. (2019).** Imagined affordances of Instagram and the fantastical authenticity of female Gulf-Arab social media influencers. *Social Media + Society*. **DOI:** 10.1177/2056305118819241. [Hurley – DOI](#)
- [5]. **Sharma, M., Singh, V. K., Sharma, N., Kumar, H., et al. (2024).** Instagram influencers' credibility and its effect on brand credibility, personality and purchase behavior. *International Journal of Internet Marketing and Advertising*. **DOI:** 10.1504/IJIMA.2024.10067114. The study used 312 Indian consumers following Instagram food influencers and employed exploratory structural equation modelling. [Inderscience – Full Article / DOI](#)
- [6]. **Chavare, P. V., Nayak, S., Birau, R., & Alapati, V. (2024).** Does brand attitude complement influencer credibility in shaping purchase intention of Indian Gen Z consumers? *F1000Research*. [F1000Research – Article](#)
- [7]. **Kallio, S.-M., & Mäenpää, J. (2025).** Visuality as an affordance on Instagram news production. *Digital Journalism*.

DOI: 10.1080/21670811.2025.2462558. The study identifies adaptation, condensing and attention gaining as important characteristics of Instagram news production.

[Taylor & Francis – Full Article / DOI](#)

- [8]. **Chen, C., Cohen, O., &Sundar, S. S. (2022).** Differentiating problematic from habitual Instagram use: A Uses and Grats 2.0 perspective. *Social Media + Society*.

DOI: 10.1177/20563051221116339. [SAGE – Full Article / DOI](#)

- [9]. **Meta. (2025).***In India, Instagram debuts a Reels-first experience for its mobile app.* Meta Newsroom. Use in article: Platform development and Reels-first strategy in India.

[Meta Newsroom – Instagram in India](#)

- [10]. **Internet and Mobile Association of India & Kantar. (2025).***Internet in India Report 2024.* Use in article: Broader Indian internet and digital ecosystem context.

[IAMAI – Internet in India Research](#)