

# Instagram

Visual Social Media Cultures

polity

## Tama Leaver, Tim Highfield & Crystal Abidin

Curtin University; University of Amsterdam; Jönköping University and Curtin University

### Chapters

- 1: Politics (of the platform)
- 2: Aesthetics
- 3: Ecologies
- 4: Economies
- 5: Cultures
- 6: Lifespans
- 7: Materialities (making the world InstaWorthy)

Instagram is at the heart of global digital culture, having made selfies, filters and square frames an inescapable part of everyday life since it was launched in 2010. In this first book-length examination of Instagram, Tama Leaver, Tim Highfield and Crystal Abidin trace how this quintessential mobile photography app has developed as a platform and a culture.

The book examines Instagram through a number of lenses, considering aspects such as the new visual social media aesthetics, the rise of influencers and new visual economies, the complex politics of the platform, especially in terms of Facebook's ownership of Instagram, through to grounded examples of different uses across the world, all the way from birth pictures to selfies at funerals.

The authors examine how Instagram's 800 million users change their use of the platform over time and respond to evolving features which allow new ways to take photos, to communicate visually, and to tell intimate stories to audiences of all sizes. The book also highlights the different ways Instagram is used by subcultural groups around the world, and how museums, restaurants and public spaces are striving to be 'Insta-worthy'.

### About the Authors

Tama Leaver is Associate Professor at Curtin University.

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