

Tama Leaver, Tim Highfield & Crystal Abidin

Curtin University; University of Sheffield; Curtin University

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 the 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. They consider aspects such as the new visual social media aesthetics, the rise of Influencers and new visual economies, and the complex politics of the platform as well as examining how Instagram's users change their use of the platform over time and respond to evolving features. The book 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'. Far from just capturing milestones and moments, the authors argue that Instagram has altered the ways people communicate and share, while also creating new approaches to marketing, advertising, politics and the design of spaces and venues.

Rich with grounded examples from across the world, from birth pictures to selfies at funerals, *Instagram* is essential reading for students and scholars of media and communication.



"In this wonderfully rich, thoughtful and entertaining book, three leading scholars have given us a detailed account of Instagram's history, culture and politics, as well as much-needed conceptual tools to understand the increasingly visual world of social media."

Jean Burgess, Queensland University of Technology

"This book brings together three accomplished scholars of visual internet culture to provide a comprehensive overview of Instagram as a platform, culture and marketplace. This will be an essential reference for internet studies and visual studies."

Jill Walker Rettberg, University of Bergen

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