



Some users said they were getting service back around 8:15am but others continue report they can't upload photos or load their feed.

If Bieber was in part responsible (though Instagram says he wasn't), it would highlight just how much sway big public figures have over web traffic. Once upon a time, it was record labels and movie studios that could say "Hey kid, want to be famous?" But now, social platforms can allow anyone with powerful content, even if it only appeals to a certain demographic, to gain tens of millions of followers and impact the Internet landscape.