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Feasibility Report

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To: Editor, Dawn News

From: Researcher, Hogwarts

Subject: Explaining Instagram to the older generation as modern tool for communication

Introduction:

As technology evolves, so do the ways to communicate and connect. Social media has become a primary tool for staying in touch and sharing experiences. Being a researcher at Hogwarts, we have conducted a recent survey on use and understanding of social media applications among the older generations. We came to know that about 80% of the older generation don't find these apps useful.

One of the most popular and impactful platforms today is Instagram, a visually driven app used by millions worldwide. I aim to explain Instagram's purpose and functionality, offering insight into how this tool transforms modern communication. Therefore, this report addresses the difficulties that different generations face while using Instagram.

Discussion

Instagram is a mobile app that allows users to share photos and videos with their followers, creating a visual diary of moments and experiences. The platform is well-known for its editing features, including filters that can enhance the quality or mood of photos and videos. A key feature, "Instagram Stories," lets users post temporary photos or short videos that disappear after 24 hours, offering a real-time look into someone's day without a permanent commitment.

One of Instagram's more recent and popular features is "Reels," which are short, creative videos set to music or sound clips. Reels allow users to showcase their creativity, humor, or talents in bite-sized formats. They have gained massive popularity, especially among younger users, and are becoming a central part of the platform's content.

Additionally, Instagram has transformed into a marketplace where users can explore and purchase products directly within the app. Many businesses use Instagram to promote their brands, and shopping features allow users to buy items directly from posts or stories, blurring the line between social media and e-commerce.

Conclusion

Instagram may seem like a complex platform at first glance, but at its core, it is a simple and powerful tool for sharing visual stories, discovering new content, and staying connected with friends, family, and interests. Whether through photos, short videos, or shopping, Instagram provides users with an interactive experience that transcends the traditional ways we communicate, offering new possibilities for creativity, connection, and commerce. While it may differ from older forms of communication, it remains a tool that fosters engagement and brings people closer in today's digital world.