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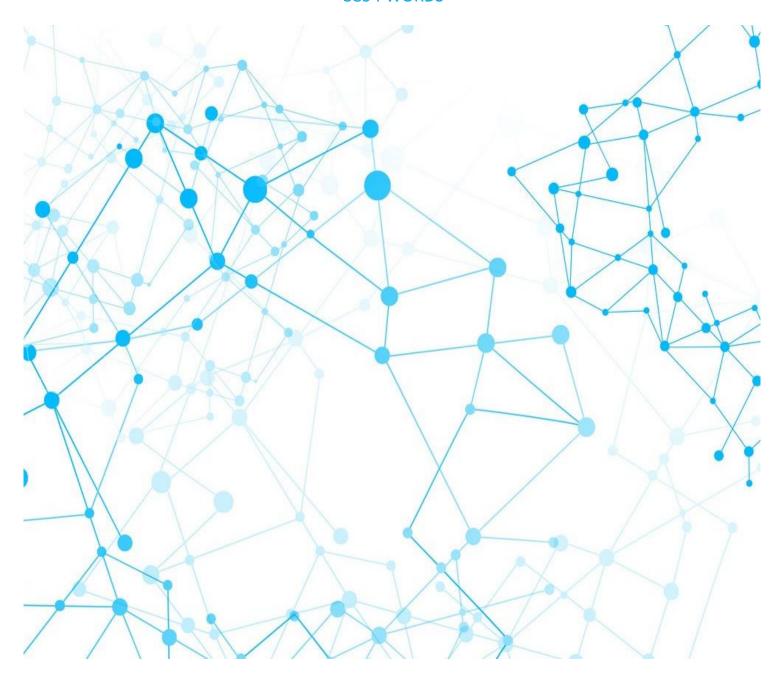
BSDSRBS1KU – Data Science in Research, Business & Society

SOCIAL MEDIA MADE ME DO IT!

A REPORT ON THE EFFECTS OF SOCIAL MEDIA USAGE ON YOUNG ADULTS.

3894 WORDS

INTRODUCTION

Social Media has become an integrated part of the lives of the majority of young adults, and thus many studies have attempted to analyze what effects the usage of these platforms might have on all factors from mental health (Berryman et al., 2018; Coyne et al., 2020) as well as studies of financial effects (Mai et al., 2018) or consumer culture (Stephen, 2016). Many studies have found significant impacts and correlations between the use of social media and the actions and mental health of different demographics, whilst others have found no significant links. What we started wondering about, is that this might be a result of methods focused mainly on the <u>time</u> spent on social media instead of the actual user experience and interactions, as explored by Coyne et. Al. in a 2020 study. In order to analyze the user experience and impact of Instagram on the target group specified as young adults, we then asked the question; "*How are young adults impacted by Instagram with changes in feed and content, considering mental health and lifestyle choices?*"

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HOW ARE YOUNG ADULTS IMPACTED BY INSTAGRAM WITH CHANGES IN FEED AND CONTENT, CONSIDERING MENTAL HEALTH AND LIFESTYLE CHOICES?

BACKGROUND

RELATED WORK

Several studies have been conducted with their focus centered around social media usage and its impact on young adults, and a vast majority of these specifically attempt to analyze its effects on the mental health of this particular demographic.

In a 2019 study, it was found that there deemed to be a correlation between average social media usage (measured in screentime) and the self-esteem & mental health of the 3826 subjects observed over 4 years (Boers et al., 2019). The researchers emphasize the ideology that an increase in screentime induced '*upward social comparison without displacement*' and claimed that their data supported this hypothesis, whilst also stating that the users with a strong sense of self and high self-esteem would not be likely to become as affected. In this study they also found that a decrease in self-esteem could often lead to an increase in screentime, thus self-enhancing the negative effects of the social media usage already condoned.

Following this, a 2020 study, conducted over 8 years with 500 subjects, claims to contradict all prior research and disprove the hypothesis of correlation (Coyne et al., 2020). The study concludes that there is no correlation between the quantitative entity of measured screen time and mental health, and instead seeks for future research to use other methods and types of data to analyze these impacts on young adults, thus stating a new perspective and research psychology is needed for further research into the topic.

Another emerging topic for many new studies is the impact of social media on the users' everyday decisions and lifestyle choices. A 2016 study sheds light on the many different ways social media can affect you, and divides it into the following five categories: (i) consumer digital culture, (ii) responses to digital advertising, (iii) effects of digital environments on consumer behavior, (iv) mobile environments & (v) online word of mouth (WOM) (Stephen, 2016). The article investigates these different types of impacts, and comes to the conclusion that all of them matter when the users have to make

choices in their everyday lives, thus revealing that a prior main focus on word of mouth cannot take the whole ownership of all the impacts of social media.

The study also introduces the concepts of environment-integral consequences (i.e. the digital environment impacts behavior within its own environment) and environment-incidental (i.e. the digital environment impacts behavior in other environments). In our study we will use these concepts to analyze the different aspects of the impacts on our chosen demographic.

SUMMARY OF BACKGROUND SECTION

Empirical research into the users' experiences has been lacking in the research conducted so far, thereby missing the theoretical frameworks being put into a human user-context. In this context there is not only a focus on the screentime, but also what this time is spent doing as well as what the user is being exposed to and affected by. Therefore, this research paper will focus on analyzing the users of the platform in their own setting, hoping to shed light on the differences within the subject-group itself and their experiences. At the same time the research attempts to display some underlying indicators that may instead be better proxies for correlation between social media and change in behavior of the users.

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METHODOLOGY

Our research is mainly based on a social constructivist worldview, which was chosen because of a great focus on deriving meaning from each subjects personal experiences and their individually obtained meanings (Creswell, 2014). The goal of the study is to further understand the implications and experiences of Instagram users regarding how they are affected consciously/subconsciously, and will be based on data collected through the qualitative methods as described below.

INTERVIEWS

During our research we conducted 4 interviews, and we attempted for these to be of different types of people within the chosen demographic. In the figure below, the specifics of our interview candidates are stated.

ID	Gender	Age	Main purpose of Instagram usage
1	Male	21	Communication/keeping up within music industry
2	Male	20	Keeping up with friends & feed
3	Female	18	Keeping up with friend & stories
4	Female	19	Building an audience for coaching and supporting mental health

Figure 1: Overview of interview candidates

For our interviews we chose the semi-structured approach, thus making sure we covered grounds on a variety of subjects, but still making room for the interviewees to bring upon new perspectives and making sure we explore these different views (Lofland et al., 1971). Our interview guide was structured as follows:

1) Questions covering candidate's general usage of Instagram
2) Questions related to their attention towards fashion and trends
3) Questions related to the interviewee's feed and changes in what they see
4) Questions related to candidate's feelings/thoughts on changing trends on feed

These four sections covered our research question at the time, which was fashion and hashtag focused. The interviews were conducted using a memo voice recorder – two

were in-person interviews, while the others were over a phone call and face time. For transcription purposes, we transcribed 2 interviews manually (*oTranscribe*) and the other 2 using an AI (*Otter.Ai*).

After partaking the interviews, we realized our focus might have been defined with too much prior intend on what we wanted to conclude with our research, and thus we rephrased our question to be slightly wider, since we were not wanting to prove a hypothesis, but rather we wanted to acquire new knowledge about the experiences of users regarding impacts on lifestyle choices and mental health.

OBSERVATIONS

We conducted observations that were staged like part-way interviews, since we would watch a few candidates using Instagram in whatever way they would usually do so, while still asking questions on things that seemed relevant- For example if we were wondering about what they thought of some of the posts they observed for longer versus those they just scrolled past. We conducted a total of 4 observations, with 1-3 members of the team present at each of the observations taking notes. The specifics of our observational candidates are stated below:

ID	Gender	Age	Main purpose of Instagram usage
1	Female	20	Keeping up with friends & entertainment
2	Male	24	Keeping up with friends & interests (not a fan of socials)
3	Female	19	Finds it boring – follows only friends & family
4	Male	20	Keeping up with friends & fashion

Figure 2: Overview of observational candidates

Approaching our participants and asking them questions made it possible for the participants to impact the way we derive meaning from the data collected, instead of the researchers trying to analyze only the actions observed. This goes well hand-in-hand with our focus on gaining knowledge about the experiences of the participants and not just their behavior on the platform. During the observations we took field notes

individually that we were then able to compare at a later point to discover we had noticed a variety of different smaller incidents and details.

DATA SCRAPE

For our data scrape we conducted a scrape using node.js, gathering a variety of information on Instagram posts posted publicly under specific hashtags. The node.js scraper is programmed in JavaScript, and is an automatic scraper that uses a profile as a gateway to scrape public posts under specific hashtags. We scraped the hashtag '#fashion' and got information regarding the captions, location and all the other hashtags on the posts. We discovered that the hashtags we scraped were popular around the world, but apart from this we did not obtain much relevant information about the users of the platform and how they use the platform for different purposes and regarding their interests – and thus I will not be using the data from the scrape in my further analysis.

CODING / THEMATIC ANALYSIS

For our initial analysis of our data, we attempted to code our data using thematic analysis. Thematic analysis can have a lot of positive effects, revealing a lot about what smaller things actually matter in relation to greater themes. At the same time, it also helps the analysis be put into perspective, when considering what themes are valid for not only one person but in the larger scheme of things (Braun & Clarke, 2006).

For the task of coding we put our interview candidates' answers into word clouds using the program Voyant Tools (*Voyant Tools*) which helped us get a broad overview over the things that had been voiced by the participants. After looking at the things most frequently mentioned by each participant, we attempted to create an umbrella of themes, having Instagram as one major theme, under it stating all the main themes that our participants talked about in relation to Instagram. Some of the main themes were fashion/clothing trends, Instagram as a social platform and the Instagram algorithms. This offered us a great starting point for sifting through the data obtained about interviewees' experiences, and at the same time offered great insights into what they

found most important regarding how they experienced the platform, and what was common between the candidates.

ETHICAL CONSIDERATIONS

The handling of data throughout our research was condoned with respect to the guidelines that were agreed to at the beginning of each interview and observation, assuring their data would only be used only for our specific purpose of research on the topic of Instagram. The data was stored anonymously with no possibility of back tracking, since personal information was redacted out of our transcripts. This was also done to assure for a lesser possibility of preconceived notions from the researchers when analyzing, since knowing the subjects might color their perspective on said and observed instances.

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FINDINGS

Throughout our research we found two main factors that affect how the users utilize Instagram. The first key factor is their main purpose of being on the platform – it has a great impact on what parts of the platform they mainly use, and how they engage with these different aspects, also impacting their apparent awareness of the impacts social media has on them. The other key factor was the way their feed was personalized – sometimes more successfully than others, and some candidates being incredibly aware of this fact.

HOW PURPOSE AND AWARENESS AFFECTS SOCIAL MEDIA USAGE

During our initial research doing interviews, two of our participants were mainly on the platform for more professional reasons – one was there for the sake of his music, and the other proclaimed the title of mental health coach, using Instagram as her channel to building an audience. Both of these participants deemed to have greater considerations regarding their image and impact on others on social media, With interviewee 1 (the musician) stating: "*Of course you think about what do the others post, […] the kind of fashion changes and you have to follow that*" while interviewee 4 (the mental health coach) had more worrisome thoughts on the impacts: "*everybody seems to have something, and you are constantly comparing yourself to others, and you want to constantly be on top of the trends.*". What we clearly see is that these two participants were very aware about their impacts on other people, as well as the platform's impact on them.

Specifically, interviewee 4 has several interesting points to make, also claiming that she gets her followers by displaying fashionable styles, and then returns to offer them more positive insights on life, working on strengthening the mindsets of her followers. She talks about her main goal with her account being to give out good and authentic vibes that can counteract "*as bad, as social media can make them [users] feel, like when they compare themselves.*" Here implicitly stating that social media has become a place where many 'bad' feelings start, and people may start doubting themselves just as a consequence of what they are exposed to on their feed.

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On the other hand, the people who were on the platform 'for fun' rarely had too many considerations regarding their impact on others. Instead, they were mostly focused on what was important for them to be entertained by when scrolling through their feed, or how they portrayed themselves regarding 'keeping it tidy' so others would only see 'good' posts. Both interviewee 2 & 3 were mostly concerned with communicating with their friends or just browsing through the feed when bored. Because of this they did not offer much attention to any trends or similar concepts on the platform, and were not able to consciously remember any particular instances of them being impacted by social media at first. After some thought, interviewee 3 though admitted "*they [trends] definitely [have affected me], since it's kind of a reflection of what you see around yourself in real life as well, I think it has affected my style.*" displaying the point of that trying to fit in can easily make you subduable to new trends and styles subconsciously, once they become popular around the people you surround yourself with in real life as well.

PERSONALISED FEEDS – THE INSTAGRAM ALGORTIHM

Throughout our observations we saw that many of the things that showed up on the participants' feeds where very personalized towards them – often posts would be of a person with the same gender as themselves, have something to do with their interests or what entertained them. This is due to an algorithm that was developed to personalize what content is shown to each user, based on their usage of the platform and what other information is obtainable about them.

Most of both our interviewees and observational candidates were aware of this algorithm, but might not be completely aware of just how precisely it paints a picture of who they are. During our observations it was abundantly apparent that the posts showing up on each participants feed most often reflected their gender, sense of humor and interests. At the same time it was interesting to observe just how different the content on the feeds of our candidates differed in such a grand way – one participant mainly finding memes, the other seeing artwork and high-fashion and then one that had to refresh the feed after just short time of scrolling because it ran out of posts to show (this was the participant only following family and friends).

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Another interesting observation that was made for our first candidate was that the discover-feed had imminently very different themes from each other when switching between devices. This seemed to show that the discover feed on the computer was very influenced by the cookies in the browser that was used to access Instagram, since some of the recently visited websites and key-word searches on google seemed to resonate with the major themes between the posts shown on the discover feed.

Even though the algorithms were created with intentions of showing relevant posts to the users to entertain them for longer (*Shedding More Light on How Instagram Works*), several of our candidates had at one point or another experienced falling into a 'rabbit hole' of only being shown posts regarding a particular trend or theme. What is meant here, is that after searching something on google or liking a few similar posts, their feed would be flooded with posts regarding what they had liked or searched for. For many of the candidates it had become too extreme and impossible to get out and back to a regular feed of seeing a greater mix of different posts.

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DISCUSSION

IN CONTEXT OF BACKGROUND LITERATURE

As Boers et.al. (2019) describes, social media can induce and enhance 'upward social comparison' within the user subjects, and as interviewee 4 also worries that social media generally has a negative effect on its users because it offers constant approval and disapproval through likes, comments and comparing yourself to others. Thus social media platforms like Instagram might indeed carry a lot more responsibility on the mental health of some of its users, because it offers this forum for all things aesthetically pleasing, with most of its users carefully choosing which content to post, thus displaying themselves in the best way possible, contributing to a picture-perfect Instagram feed. This is an effect that both causes environment-integral and environment-incidental changes in the behavior of the users, since it both causes the users to attempt to fit in by posting similarly 'perfect' photos, but also might affect them in their general social settings outside of the online world, and make them feel like 'lesser' people, or even, as interviewee 3 states, impact what kinds of things or trends they will try out and possibly buy in physical stores. This is indeed a hypothesis that deserves further research and scrutiny.

IN CONTEXT OF BUSINESS

As Instagram themselves describe (*Shedding More Light on How Instagram Works*), they have tailored algorithms to each part of their platform to best fit what they are used for. They claim that the algorithms run on a variety of different information, both regarding one's own activities as well as the information embedded in each post. Even besides this, several of our interview- and observational candidates seemed to be more frustrated with the downsides of the algorithm, i.e. when it goes 'wrong' and floods your feeds with things that are of no interest to you. Instagram only earns money when the users are active, thus it is in their own best interest to keep the users entertained and pleased in their setting, and thus the algorithms are effective in showing relevant content to each user on a regular basis, and instead a main explanation for the frustrations of our candidates could be that the main infrastructures of our everyday

lives are overlooked and only become visible once they fail. These algorithms are the same, working invisibly until we notice them when something seems weird or goes wrong.

At the same time these algorithms are in great power when choosing what content is displayed to each user, since the users often find inspiration and entertainment within what they are being presented with – often relating to this as a norm that they have to fit into, both when posting things on their profile (environment-integral) and when going about their everyday lives (environment-incidental). Having this responsibility in mind is an important point when developing algorithms within medias that have such great impacts on its users, both consciously and subconsciously.

IMPLICATIONS OF RESEARCH

As mentioned earlier, most prior research has been focused on quantitative measures like screentime and generalized questionnaires to analyze impacts of social media on different aspects regarding the demographic of young adults. Therefore, the research presented in this paper has attempted to analyze the subjects using qualitative methods, and it has shown that there is indeed a lot to learn regarding user experiences and purposes that can easily impact and make specific types of people within a demographic more pliable to being affected by what they are exposed to online. It opens up a whole other toolbox of methods to shed light on these impacts, as it was suggested by Coyne et.al. (2020), moving away from measuring effects based on quantitative measures when considering a subjective matter such as mental health and the thought patterns behind making choices. It moves for more individually based perspectives and opens up new questions for further research into the topic of social media effects on young adults.

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CONCLUSIONS

It is apparent that there are many ways the users of different social media platforms might be impacted by the content on those platforms, possibly affecting their mental health and lifestyle choices – both consciously and subconsciously. We saw through qualitative approaches that users of the platforms differed a lot in their main motivations for using the platforms, thus also displaying different levels of awareness toward the effects the content might have on them. We saw evidence of environment-integral impacts, with trends moving and spreading within the platforms themselves, and also of environment-incidental impacts, with trends moving out into the physical world, impacting consumer behavior/style of the subjects.

A final note that should be considered is that this research was done with a relatively small sample size. To obtain more representative data for the demographic, further studies should obtain data from a larger sample of the demographic, and most likely condone interviews over a longer time-period, also obtaining follow-up interviews, asking candidates to try to notice their thought-patterns and the way Instagram might impact them in the mean time between interviews. This might offer greater insights into the participants' awareness about impacts as well as help these participants take greater part in impacting what content is presented to them when using the platform.

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APPENDIX

INTERVIEWS

INTERVIEW GUIDE

Briefing:

- I am trying to learn about on what scale Instagram drives fast fashion.
  - I am trying to learn about fashion-related hashtags/trends (trends is more general(?)) on Instagram.
- Because I want to learn how this impacts people in their mid-teens to early 20s.
- In order to better understand what implications social media has on our society.

Guiding questions:

"*How **quickly** does the popularity of **fashion-related** hashtags(or trends) change on Instagram, and how does this **affect** the **user's interaction** with the platform?*"

1) **How often do you use social media platforms like Instagram? And for what reasons do you use them?** *(Topic: their usage & relation to Instagram)*
   a) What do you concretely <u>do</u> on the platform?
      i) Do you browse through, talk to friends, explore the feed, keep up with news, etc.?
      ii) I had the privilege of seeing your instagram account beforehand. On your profile, it mentions that you are a "personal coach".
         (1) What does that mean?
         (2) What are your responsibilities as a personal coach?
         (3) Who is it (your profile) aimed towards?
         (4) Is it something you like to do or is it a serious job?
         (5) How long have you had the title of a personal coach?
   b) What kinds of posts do you interact with?
   c) Do you post? How often? About what?

2) **Have you ever paid much attention to fashion trends on social media, specifically Instagram?**
   a) (if they don't elaborate..) If so, what were they related to? / What kind of trends or hashtags on Instagram have you been exposed to?
   b) Are they relevant or are they of interest to you?
   c) Would you ever consider posting yourself using the hashtags you come across on your feed?
      i) (If not, then) Why not?
      ii) (If yes, then) How do you think your contribution would affect these trends?

3) **Have you ever noticed a change in these trends?**
   a) Have you ever taken part in a trend?
      i) Did you know someone else who also part took in the trend?
         (1) Did you take part due to friends taking part (I want to see if this kind of behaviour is linked to peer pressure)
      ii) Do you follow an Instagram influencer that took part in the trend / created a trend?
   b) Did you notice how these trends affected your Instagram feed? (OR) Did you notice a change in how you interacted with Instagram based on a change in the trends?

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4) **Have you ever felt affected by these trends?**
   a) Can you think of any instances where these trends have affected you to the point that you made changes to your lifestyle, may they be minor or major?
      i) Have you ever bought something off of Instagram due to these trends?
         (1) Was it from a small business or a renowned business?
            (a) Are you happy with your purchases?
            (b) Was the quality similar to what you had expected?
            (c) How would you compare your online Instagram shopping experience to real-life experiences?
   b) Referring back to the original question, would you categorize how you have been affected as positive, negative or neutral?
      i) What made you think it was *positive, negative or neutral*?

Have you ever observed any of the trends that you've come across on Instagram on other socal media platforms? (trying to find whether the trends migrated to other social media platforms)

Debriefing:
- Thank you for cooperating and contributing to our research.
- If you have questions related to this interview or if you have any other comments you would like to add, feel free to do so now.

INTERVIEW SAMPLES

Interviewee ID=1

> **I:** So when you're using Instagram, Facebook, then, what specifically would you then do. Would you just sort of waste time or is it actually to communicate with people?
> **A:** Actually, it's a little… different from time to time. But, today... actually not - right now, I'm using it to communicate with people for my music. I'm in the process of making a song but the singer is a songwriter.
> **I:** Oh, ok!
> **A:** So, I communicate with her. But sometimes, it's also just for wasting time, and to see what's going on in the music industry I actually have a lot of interest in. I produce music myself so I have a lot of interest in that.
> **I:** Oh, ok. Cool! Do you, then, follow a lot of musicians on Instagram?
> **A:** Yes. Actually I have a profile where the only thing I follow is that, but I also kind of follow my friends. So that's what I use a lot of time on, so...
> **I:** And then, do you find yourself liking interacting with those musicians, with their posts?
> **A:** Yes, sometimes I do try to follow new people and see what they kind of respond… and sometimes they respond and follow back, and so on… it's actually really nice to see how things develop that way. Actually, I think I've been more active on Instagram in the last half year than I was before. Due to the pandemic, I think I've been more active.
> **I:** Ok. Do you post at all?
> **A:** Stories, a lot, sometimes… and, not quite often, I post, but it's mostly stories.
> **I:** And does that have something to do with your work, then, or does it have more to do with family and friends?
> **A:** A lot of music-related stuff, I post, and, sometimes, a little bit of memes… but also, kind of, when I'm together with some friends and so on, but yeah it's a lot of music work-related sometimes.

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Interviewee ID=4

> **I:** Is there any particular reason you use instagram?
> **A:** I am currently trying to build an audience, because I am a mental health coach, so I like to try to offer everything to my customers, ehm, but it just started like two weeks ago. And before that I did not have any particular reason, no.
> **I:** Ok, I had the privilege of seeing your instagram profile beforehand, and it mentioned beforehand that you were a personal coach, is this the same thing you were talking about?
> **A:** Yes
> **I:** What are your responsibilities as a personal coach?
> **A:** I think, it's pretty much all about mindset and not influencing people in a bad way, for me everything starts and ends with mindset - mindset is what we are thinking about and then what we are doing, so it's a lot about psychology. And I think my responsebillity is to give out real and authentic good vibes, but also not make people think as bad, as social media can make them feel, like when they compare themselves.
>
> […]
>
> **I:** Do you think that you have been affected by fashion trends on instagram positively, negatively or you just haven't noticed them at all?
> **A:** Negatively, because everybody seems to have something, and you are constantly comparing yourself to others, and you want to constantly be on top of the trends.

OBSERVATION

SELECTED FIELD NOTES

Observation 1:

> **Researcher 1:**
> Her favorite band is txt, a relatively new band that she found from a spotify recommendation, then on youtube, and now sees a lot of content from and about them on instagram (since November 2020).
> Memes and screenshots of tweets makes her laugh, and she follows a lot of meme pages for the fun of it. She also follows an account called 'Betches' and states that it is because it is amusing how 'it is so obviously millennial' & 'it's so stupid'[with a laugh]. They have merch, which participant finds funny.
> A lot of the feed is halloween themed, because halloween is soon-to-come, and it is thereby swamped with celebrity halloween costumes, crazy house decorations etc.
>
> **Researcher 2:**
> Uses Instagram to talk to friends mainly but view stories or reels when bored; explore feed was kinda messed up → had a lot of posts unrelated to her in a different language for some reason; could be due to a lot of reasons → explore feed on phone was different from explore feed on the computer

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Observation 2:

> **Researcher 1:**
> A general theme of the feed is a high quantity of men - fully clothed to all naked. Ties in with maybe mirroring himself?
> Participant follows a lot of his friends, a lot of which do some kind of creative profession - singers, art, drag, and even a girl that has a lot of beauty stores around copenhagen.
> Participant usually watched stories [reels], and then proceeds to scroll a bit through the feed then proclaims 'i don't like the new algorithm' referring to the block of advertisements and apparently bad recommendations the feed & discover generates.
>
> **Researcher 2:**
> Posts a bunch of stuff → has a certain method of posting → one row with a photo of nature, photo of him, photo of nature; consecutive row with a photo of him, a photo of nature, a photo of him → used to do photography, hence has a creative way of posting pictures → also posts paintings sometimes cuz he took a painting/drawing class a while ago

DATA SCRAPE

SELECTED POST SAMPLES

A shorter post and a longer post (out of 70 posts scraped in total)

```python
import json
```

```python
with open("14.json") as infile:
    data = json.load(infile)
```

```python
data
```

```
{'shortcode': 'CWGVb_RDxrx',
 'author': {'id': '8485394489',
  'username': 'malikasfand01',
  'name': 'Malik Asfand',
  'pic': 'https://instagram.fcph5-1.fna.fbcdn.net/v/t51.2885-19/s150x150/249151875_583903276261451_4020604958224481554_n.jpg?_n
c_ht=instagram.fcph5-1.fna.fbcdn.net&_nc_cat=111&_nc_ohc=a-sXpgTXhYIAX9VCqH5&edm=AABBvjUBAAAA&ccb=7-4&oh=7ccfeec4182cfb6f977355
49d5b36b74&oe=6193BAD0&_nc_sid=83d603',
  'verified': False,
  'link': 'https://www.instagram.com//malikasfand01'},
 'location': {'id': '100451102020885',
  'name': 'Rawalpindi Ø±Ø§ÙˆÙ„Ù¾Ù†ÚˆÛŒ',
  'city': 'Rawalpindi, Pakistan'},
 'contents': [{'type': 'video',
   'url': 'https://instagram.fcph5-1.fna.fbcdn.net/v/t50.16885-16/256104193_1870475003151430_8821245064600524808_n.mp4?_nc_ht=i
nstagram.fcph5-1.fna.fbcdn.net&_nc_cat=110&_nc_ohc=muz_qh3l4tsAX9oBHtU&edm=AABBvjUBAAAA&ccb=7-4&oe=618E1A31&oh=946bb9a0a2471fa0
031cef24e11d34ea&_nc_sid=83d603',
   'thumbnail': 'https://instagram.fcph5-1.fna.fbcdn.net/v/t51.2885-15/e35/255136767_256532386502753_1389693012953155482_n.jpg?
_nc_ht=instagram.fcph5-1.fna.fbcdn.net&_nc_cat=105&_nc_ohc=5sbOSD5GTm0AX-5Ivxy&edm=AABBvjUBAAAA&ccb=7-4&oh=f0781786816472a341af
686584c1116f&oe=618DF541&_nc_sid=83d603',
   'views': 0}],
 'tagged': [],
 'likes': 0,
 'caption': 'Tu jO MeRay PaSs hAiðŸ¥€\n\n#malikasfand #pakistanzindabad #fashion',
 'hashtags': ['#malikasfand', '#pakistanzindabad', '#fashion'],
 'mentions': None,
 'edited': False,
 'comments': [],
 'commentCount': 0,
 'timestamp': 1636555351,
 'link': 'https://www.instagram.com/p/CWGVb_RDxrx'}
```

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Mie Jonasson
Data Science Bachelor, 1. Semester

10/01-2022
Final Report
Data Science in Research, Business & Society

```python
with open("3.json") as infile:
    data = json.load(infile)
```

```
data
```

```
{'shortcode': 'CWGV2K_hT62',
 'author': {'id': '30511615263',
  'username': 'chyoudreams',
  'name': 'Fajar Shala..a',
  'pic': 'https://instagram.fcph5-1.fna.fbcdn.net/v/t51.2885-19/s150x150/244457055_397894132065351_622983998308253250_n.jpg?_nc
_ht=instagram.fcph5-1.fna.fbcdn.net&_nc_cat=103&_nc_ohc=dlQvV7Xf8OkAX_O-bWN&edm=AABBvjUBAAAA&ccb=7-4&oh=6c4fdcc29c38ff5f3f77fda
c34997ff8&oe=6192DFA0&_nc_sid=83d603',
  'verified': False,
  'link': 'https://www.instagram.com//chyoudreams'},
 'location': None,
 'contents': [{'type': 'photo',
   'url': 'https://instagram.fcph5-1.fna.fbcdn.net/v/t51.2885-15/e35/s1080x1080/255012617_892241054812154_5424803908861475797_
n.jpg?_nc_ht=instagram.fcph5-1.fna.fbcdn.net&_nc_cat=102&_nc_ohc=3zFJwAl4lJUAX_liZFr&edm=AABBvjUBAAAA&ccb=7-4&oh=a7d6ec31d79706
2fcedfcd1bc345b4e2&oe=6193776B&_nc_sid=83d603'}],
 'tagged': [],
 'likes': 0,
 'caption': "From Model and CG To Photoshoped!\n\nVisit my deviantart, because my artworks posted there most updated ;) +_+ .
\n\nFind Your Creativites and Your Dreams into visual reality! Friends : @visual.rave @stefani.art_ @bagus_arva @anwarsfigments
@ather_nos If You know me and you're not listed because i'm forgot hehe let me now and i'll put you! Tags : #art #artist #love
#photography #drawing #artwork #instagood #photooftheday #instagram #like #fashion #beautiful #follow #painting #picoftheday #i
llustration #artistsoninstagram #nature #photo #bhfyp #style #digitalart #design #sketch #happy #arte #cute #me #model #bhfyp",
 'hashtags': ['#art',
  '#artist',
  '#love',
  '#photography',
  '#drawing',
  '#artwork',
  '#instagood',
  '#photooftheday',
  '#instagram',
  '#like',
  '#fashion',
  '#beautiful',
  '#follow',
  '#painting',
  '#picoftheday',
  '#illustration',
  '#artistsoninstagram',
  '#nature',
  '#photo',
  '#bhfyp',
  '#style',
  '#digitalart',
  '#design',
  '#sketch',
  '#happy',
  '#arte',
  '#cute',
  '#me',
  '#model',
  '#bhfyp'],
 'mentions': ['@visual',
  '@stefani',
  '@bagus_arva',
  '@anwarsfigments',
  '@ather_nos'],
 'edited': False,
 'comments': [],
 'commentCount': 0,
 'timestamp': 1636555349,
 'link': 'https://www.instagram.com/p/CWGV2K_hT62'}
```

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CODING – WORDCLOUD EXAMPLES