

Exercise 10: Breaking it down

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“Heart Feature” on Instagram

Every time someone double taps or clicks the heart on instagram they are making a simple decision to give feedback about an image.

Every image that you press the <3 for gets processed.

- The image will give physical feedback and show that the image has been appreciated by your user. (this is open to anyone who sees the image)
- The image instantly becomes connected to your account and any image that you press <3 for will link you and the image.
- The user who posted the image will be notified of your activity and will be able to see that you have liked the picture. (if your account is public they will also have the opportunity to go and visit your page)
- Instagram looks at the people who may be tagged in the image. This will help them find things like fiends in common” or other users you might like to follow.
- The heart also looks at hashtags (#). Each hashtag helps identify the image and its potential content. A hashtag can later help instagram find you images with similar content so you don’t spend all your time looking through things that might not interest you.