

PRESENTATION ON *TIKTOK AND INSTAGRAM*

SUBMITTED BY:–
SYIDA FARWA






INSTAGRAM >>


LAUNCHED BY: Kevin Systrom and Mike Krieger

LAUNCHED IN: October 2010


WHAT IS INSTAGRAM?

- ▶ App to share photos and videos
 - ▶ Easily available to everyone
 - ▶ Help in connecting people
 - ▶ People can make reels, videos and edit them too.
 - ▶ Spreading their favorite moments with their followers.
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HOW DO THEY WORK?

- ▶ There are a lot of fakery filters for instagram users.
 - ▶ It is technically worked by algorithm.
 - ▶ You will see the pictures of those people account whom you follow.
 - ▶ Algorithm makes you see the pictures of those people whom you like, comment and share a lot.
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HOW INSTAGRAM ALGORITHM WORKS

- ▶ All parts of the instagram algorithm works differently.
 - ▶ A user will get the notifications or pictures first on their feed from their nearest and closest friend whom they follow.
 - ▶ The algorithm works differently while searching, watching reels, uploading a picture, scrolling etc.
 - ▶ Algorithm does not allow fake news and fake accounts to be appeared.
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WHAT IS IT GOAL?

- ▶ Its purpose is to enable its users to share its pictures and videos with its audience.
 - ▶ Helps small businesses to set their goals through it.
 - ▶ Share creative ideas and stories with the help of the pictures and videos.
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HOW INSTAGRAM WORK BEHIND THE SCENES

- ▶ Providing a free platform for the small business owners to show their products.
 - ▶ Helps to go live with the people (no limit).
 - ▶ Post stories for a day (24 hour).
 - ▶ Helps to do polling in stories in different niches.
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CONTRIBUTION TOWARDS SOCIETY

- ▶ Provided a free platform to post pictures and videos
 - ▶ Help its users to spread awareness through the pictures.
 - ▶ Improved advertisements with the help of its editing effects.
 - ▶ Advanced and effective social media tool for marketing in business.
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DATA PRIVACY

- ▶ A user can make their accounts public or private,
 - ▶ They have the authority that who will see their pictures and who will not.
 - ▶ Strict restrictions are imposed by the instagram.
 - ▶ A person can report an account if its suspicious.
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TikTok

TIKTOK >>


LAUNCHED BY: ByteDance

LAUNCHED IN: 2016

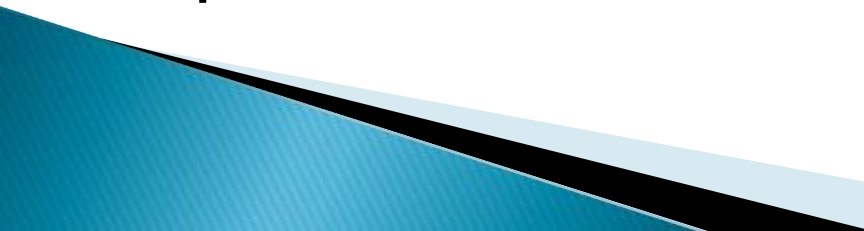
WHAT IS TIKTOK

- ▶ Just like instgram, tiktok is a video sharing platform.
 - ▶ It allows it users to create a 15 seconds video
 - ▶ People can dub their voices and show their acting skills through it.
 - ▶ Source of entertainment and also helps everyone to get famous.
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HOW DO THEY WORK

- ▶ TikTok includes video editing and personalization tools.
 - ▶ Users can add songs, effects, filters, and sound bites to their videos from a library.
 - ▶ They can also "duet" with someone by replying to a video, resulting in a split-screen and an infinite number of reactions.
 - ▶ They can even add their own sounds and lip-sync to the videos of other users.
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HOW ALGORITHM WORK IN TIKTOK

- ▶ What appears in your "For You" feed is determined by the TikTok algorithm.
 - ▶ the TikTok formula predicts that the videos a user will see in their "For You" feed will change over time based on their viewing preferences and habits.
 - ▶ TikTok claims that the For You Page's algorithms are based on individual users' preferences and activity history.
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WHAT IS THEIR GOAL

- ▶ Young people use the app to express themselves through singing, dancing, comedy, and lip-syncing, and it allows users to create videos and share them with others.
 - ▶ Main goal is to spread joy and inspire creativity.
 - ▶ Helps the users to do challenges, follow trends and spread positivity.
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CONTRIBUTION TOWARDS SOCIETY

- ▶ Helps to educate people by sharing or making content.
 - ▶ Spread positivity or happiness by making videos.
 - ▶ Helps to boost businesses by making advertisements
 - ▶ Helps to set trends or change trends in the society
 - ▶ A platform which encourages new talents.
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DATA PRIVACY

- ▶ Private account helps a user to share their videos with selected people
 - ▶ It has the safety features just like the other social apps
 - ▶ TikTok collects detailed consumer information, such as personal information and behavioral data, from users' app activity.
 - ▶ Tiktok messages are not encrypted
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