



By: Mackenzie Shannon  
Stephanie Keller  
Andrew Saenz  
Jack Skjervem



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# #Nofilter

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Phil123

22 posts 104 followers 276 following

Edit Your Profile

Just trying to get an A in Philosophy 123.

<b>Overview of Project</b> This project focuses on... <small>By the end of the term we hope to...          understand how...          social media...          in order...          to better understand...          ourselves.</small>	<b>Research Experiment</b> By the end of the term we hope to... <small>understand how...          social media...          in order...          to better understand...          ourselves.</small>	<b>Problem Statement</b> How does Instagram affect the... <small>perceptions of their peers...          High school and college students?</small>	We made a fake Instagram... <small>account to see...          how many people...          we could follow...          and how many...          people would...          follow us.</small>	<b>Fake Instagram</b> 
<b>Results</b> How many people did we get... <small>to follow us back?</small> - 104 people followed us - 276 people followed us - 104 people followed us - 276 people followed us	<b>Interview</b> We interviewed college students... <small>to see what they thought...          about their own Instagram...          profiles.</small>	<b>Results of the Interview</b> We interviewed college students... <small>to see what they thought...          about their own Instagram...          profiles.</small>	<b>Answers</b> We interviewed college students... <small>to see what they thought...          about their own Instagram...          profiles.</small>	<b>Survey</b> We surveyed 50 students... <small>in high school and college...          to see what they thought...          about their own Instagram...          profiles.</small>
<b>High School Results</b> - 20 percent of students are... <small>on Instagram</small> - 70 percent of students... <small>are on Instagram</small> - 10 percent of students... <small>are on Instagram</small> - 40 percent of students... <small>are on Instagram</small>	<b>Instagram Filters</b> - 20 percent of students... <small>use Instagram filters</small> - 70 percent of students... <small>use Instagram filters</small> - 10 percent of students... <small>use Instagram filters</small> - 40 percent of students... <small>use Instagram filters</small>	<b>KEEP CALM AND STAY ON INSTAGRAM</b> 		



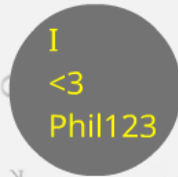
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### Overview of Project

This project focuses on popularity and reputation within social media in order to better conceptualize personhood.

### Research Experiment

By the end of this term we hope to influence students to be aware of how they are perceived on Instagram.

### Problem Statement

How does Instagram affect the user's perceptions of their peers (high school and college students).

### Fake Instagram

We made a fake Instagram account to see:  
- How many people would follow a stranger.  
- How many people on private would let us follow them.  
- If we would get more followers after the first picture.

### Fake Instagram



### Results

- 104 people followed us back.
- 60 people on private let us follow them.
- 19 people followed after our first picture.

22 posts   104 followers   276 following

### How many likes did we get on the pictures?

- First Picture = 12
- Second Picture = 15

### Interview

We interviewed college students who followed the fake Instagram account to see what they thought about their own Instagram and the fake Instagram.

### Results of the Interview

This was the question we asked:  
- Why did you decide to follow the account back?

### Answers

We interviewed 10 people and this is what they said:  
- "I followed the person back because of their bio. The bio said she went to University of Oregon so I followed her."  
- "I saw that she followed me so I just followed her back."  
- "I saw that she went to a sorority and I thought maybe I know her."

### Survey

We surveyed 50 Freshmen in high school and 20 students in college.

### High School Results

- 30 percent of students are on private.
- 70 percent are not on private.
- 60 percent who are on private let people they don't know follow them.
- 40 percent do not.

- 32 percent have deleted photos because they didn't get enough likes.
- 33 percent of students use hashtags to get more likes.
- 69 percent do not use hashtags.
- 5 percent always uses filters on their photos.

### Instagram Filters



- 25 percent usually use filter.
- 40 percent sometimes use filters.
- 21 percent never use filters on their pictures.
- 18 percent has the app that shows who follows you/unfollows you.
- 32 percent do not have the app.

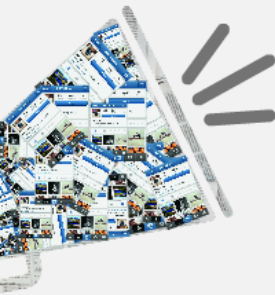
- 24 percent have followed someone just to get a follow and then unfollow them after.
- 26 percent of people preferred posting selfies.
- 74 percent preferred group pictures.

### Why students post pictures on Instagram.

- For fun.
- Because I like getting my story.
- To show cool photos.
- To connect with friends.
- So people can see what I'm up to.
- So people can be there.
- To make friends.
- Out of boredom.

- To show people what I like.
- For self-expression.
- Because I have a boring life.
- To inspire people to be open to things with themselves.
- To defend how I feel.
- Because I like sharing my art.
- I like taking photos.
- To show that I am proud of something I did.

KEEP CALM AND POST ON INSTAGRAM



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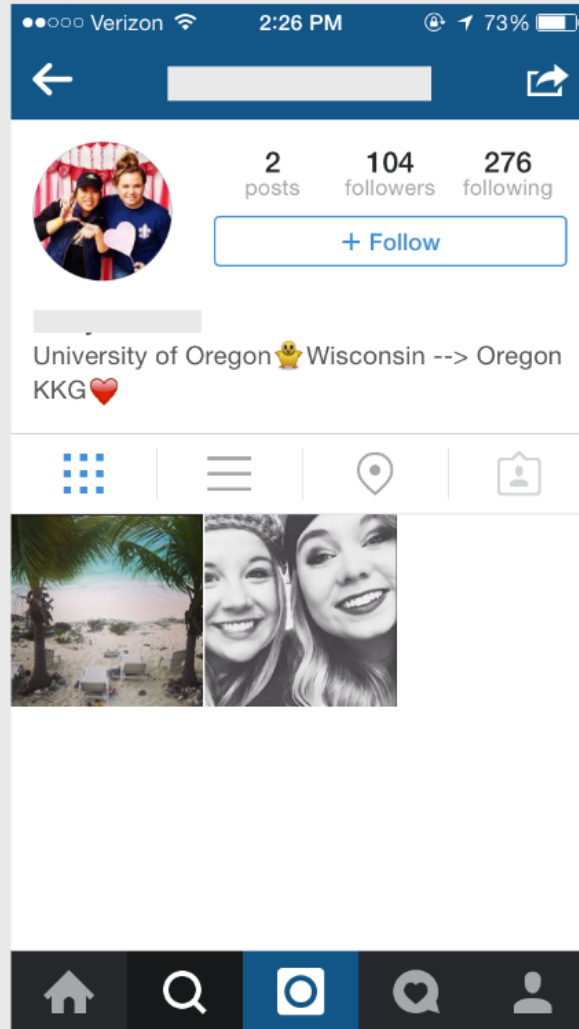


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- If we would get more followers after the first picture.



# Fake Instagram



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# Results

- 104 people followed us back.
- 63 people on private let us follow them.
- 19 people followed after our first picture.

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# Answers

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- "I followed the person back because of their bio. The bio said she went to University of Oregon so I followed her."
- "I saw that she followed me so I just followed her back."
- "I saw that she was in a Sorority and I thought maybe I knew her."

# Survey

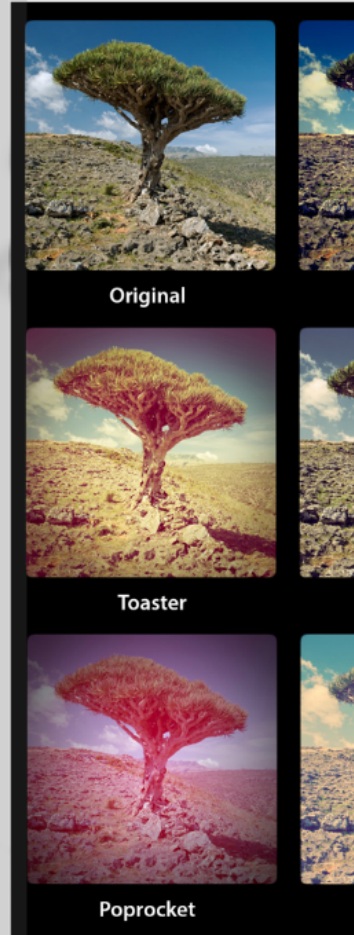
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- 69 percent do not use hashtags.
- 6 percent always uses filters on their photos



# Instagram Filters





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Lord Kelvin

- 25 percent usually use filter.
- 48 percent sometimes use filters.
- 21 percent never use filters on their pictures.
- 18 percent has the app that shows who follows you/unfollows you.
- 82 percent do not have the app.

- 24 percent have followed someone just to get a follow and then unfollow them after.
- 26 percent of people preferred posting selfies.
- 74 percent preferred group pictures.

## Why students post pictures on Instagram.

- For fun
- Because I like telling my story.
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to.





**KEEP  
CALM  
AND POST  
ON  
INSTAGRAM**

### College Student Results

We surveyed 20 college students and here are the results:

- 45 percent are on private
- 70 percent who are on private let people follow them
- 32 percent use hashtags on their pictures

- Only 15 percent said they always use filters
- 65 percent sometimes use filters on their pictures
- 20 percent never use filters on their pictures

- 20 percent have the app that shows them who followed/unfollowed them
- 37 percent follow people just to get a follow back
- 18 percent prefer posting selfies
- While 83 percent prefer posting group pictures

# College Student Results

We surveyed 20 college students and here are the results:

- 45 percent are on private
- 70 percent who are on private let people follow them
- 32 percent use hashtags on their pictures

- Only 15 percent said they always use filters
- 65 percent sometimes use filters on their pictures
- 20 percent never use filters on their pictures

- 20 percent have the app that shows them who followed/unfollowed them
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# Survey Results

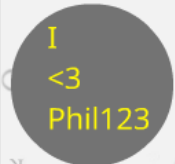
- The survey shows that people do care how many followers they have and how many people they are following.
- How many likes they get on each picture.
- Yet they aren't sure why they post the pictures in the first place.

# Conclusion

Instagram negatively affects the users perceptions of their peers by presenting them with a false image of their peer's real lives.



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<p><b>Results</b></p> <ul style="list-style-type: none"> <li>- 104 people followed in total.</li> <li>- 60 people on private let us follow them.</li> <li>- 10 people followed after our first picture.</li> </ul> <p>2 posts   104 followers   276 following</p>	<p><b>How many likes did we get on the pictures?</b></p> <ul style="list-style-type: none"> <li>- First Picture = 12</li> <li>- Second Picture = 15</li> </ul>	<p><b>Interview</b></p> <p>We interviewed college students who followed the fake Instagram account to see what they thought about their own Instagram and the fake Instagram.</p>	<p><b>Results of the Interview</b></p> <p>This was the question we asked:</p> <ul style="list-style-type: none"> <li>- Why did you decide to follow the account back?</li> </ul>	<p><b>Answers</b></p> <p>We interviewed 10 people and this is what they said:</p> <ul style="list-style-type: none"> <li>- "I followed the person back because of the bio. The bio and the name is University of Oregon so I followed her."</li> <li>- "I saw that she looked nice so I just followed her back."</li> <li>- "I saw that she was in Germany and I thought maybe I know her."</li> </ul>
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<p>24 percent have followed someone just to get a follow and then unfollow them after.</p> <ul style="list-style-type: none"> <li>- 20 percent of people profiled posting selfies.</li> <li>- 70 percent profiled group pictures.</li> </ul>	<p><b>Why students post pictures on Instagram.</b></p> <ul style="list-style-type: none"> <li>- For fun</li> <li>- Because I'm telling my story.</li> <li>- To show my friends.</li> <li>- To connect with friends.</li> <li>- To post on the wall when they go out.</li> <li>- To post on the phone.</li> <li>- To make friends.</li> <li>- Out of boredom</li> </ul>	<ul style="list-style-type: none"> <li>- To show people what I like.</li> <li>- For self entertainment.</li> <li>- Because I have a boring life.</li> <li>- To make people like my profile to win the contest.</li> <li>- To reflect how I feel.</li> <li>- Because I like showing myself.</li> <li>- I like taking selfies.</li> <li>- To show that I am proud of something I did.</li> </ul>	