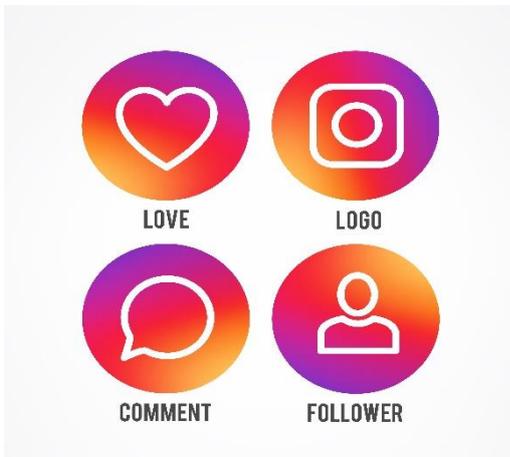


Instagram in numbers (As of February 2020)



Instagram is among the three most popular apps and websites in the world. Read the descriptions and try to guess the numbers connected to each fact. (Hint: they are listed from the smallest to the largest number.)

_____ Although Instagram is an American photo and video-sharing social network, most users still come from other countries. The US has the largest number of profiles (110 million), but it is closely followed by Brazil, India and Indonesia. Interestingly, the percentage of Americans on Instagram is the same as the percentage of people over 65 who use it. What is it?

_____ The above fact speaks plenty about who uses Instagram most: It is the young people. This number is the percentage of teenagers who have an Instagram account – however, it is growing each day. (This is probably why only a third of IG users have a college degree.)

_____ Instagram filters are a popular feature, but a large percentage of photos (how many?) are still posted with no filter added from Instagram. Of course, they may be changed before being posted. For photos which include an Instagram filter the most popular ones are Clarendon, Juno, Ludwig, Lark, and Gingham.

_____ The average number of followers on Instagram is not very high. Because we hear about influencers a lot, we forget that most profiles are for personal

use, and people connect to their family and friends. Still, each user will follow at least one brand as well.

_____ This is the year when Kevin Systrom and Mike Krieger launched Instagram. At first, it could only be used on iOS, but an Android app was released a year and a half later. Instagram has changed since then: The photos can now have 1080 (and not 640) pixels, we can send messages, include multiple images or videos in a post, and put up 24-hour “Stories”.

_____ A picture of an ordinary egg holds the world record for the most liked Instagram post and most liked online post on any website in history. It was posted by @world_record_egg. It turned out this was a commercial intended to raise the awareness of mental health.

_____ The number of photos and videos uploaded every day is huge! Over time, Instagram has managed to amass over 40 billion photos and videos. The most popular food you will see on Instagram is pizza, and the most popular animal is dog.

_____ This is the number of Cristiano Ronaldo’s followers, who is currently the most popular Instagrammer. The most followed woman is singer Ariana Grande with over 175 million followers, and others among the top ten Instagram stars are Selena Gomez, Dwayne Johnson, Kylie Jenner, Kim Kardashian, Lionel Messi, Beyonce, and Neymar.

_____ An important number for Instagram: it is the number of people who actively use it on a monthly basis, as well as the amount of dollars that Facebook paid to buy it.

_____ Last year, Instagram managed to earn this much money (in dollars). The predictions are that the sums will only get larger.

Now, look at the mixed-up numbers, and join each with the correct fact:

1 billion, 10-12%, 150, 20 billion, 205 million, 2010, 53 million, 72%, 89%, 95 million

**Questions:**

- 1) Do you use Instagram? Why (not)? How about your friends, parents, and grandparents?
- 2) Which of the numbers mentioned in the text includes you?
- 3) Which were the most surprising numbers?
- 4) What is the most interesting feature of Instagram for you?
- 5) What do you think made Instagram so popular?
- 6) Do you follow any of the top ten Instagrammers?

Task:

Find similar information for another app that you use often.

Discuss in class:

What is the most surprising fact you have learned?