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Immersive Worlds  
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### **Instagram in the Control Society: uploading the biopolitical subject**

Within the content of this article review, I will explain to you the way Instagram works and why it targets a certain culture. Instagram is a photography based social network aimed at a very specific culture who are as quoted within this article "a society to act as though under a magic spell for the benefit of cameras."

I will provide you with quote material and comment on it in *italics*.

"The mobile nature of the medium makes the taking and seeing of photographs instant, hence the name Instagram, which draws on the history of analogue photography both at a discursive and an aesthetic level."

*Many people utilize Instagram as a means of a self promoting business that has become all about a way of living and a culture defined through generating selfies and selfish stories. I believe social media in general is very selfish in consistently posting your thoughts or pictures from the day to promote your self brand. Although, in some circumstances social media like Instagram helps to build and engage with the community. In some cases you can promote humanitarian work through social media and this engages the public through education.*

"All images exist on this plane, jumbled together, creating a novel effect, where their content does not matter as much as their collective temporality, or the very fact that they exist on the network at that given time."

*Ok this is similar to my first point about culture I made in the last quote. The technology is set up to engage the viewer superficially and therefore the response is either non participatory, flat, or cosmetic. The nature of the application in its best use is applied through broadcasting technology. This promotes something larger than the application through creative content.*

"As any app, Instagram makes the operations behind the graphic interface subliminal, drawing our attention to the surface of the screen, which in turn performs actions seamlessly."

*The application is built purely for visual stimulus and rendered for visual interaction. The hashtags do not give much depth to any conversation; they are merely references to a thought culture.*

Through its “rudimentary psychology,” language leads us to believe in “the ‘I,’ in the ‘I’ as being, in the ‘I’ as substance, and it projects this belief in the I-substance onto all things— this is how it creates the concept of ‘thing’ in the first place.

The way in which the Instagram user interface is designed to promote ones brand and ones thought culture. The product is very much about the individual and the culture within the application does not really interest me personally. I am only really engaged with Instagram at rare times promoting my work. I don’t really have too many followers and I follow only a few people. Hence, I just got a promoter to help me promote my work. I guess everyone needs branding.