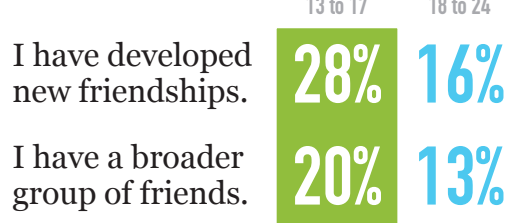
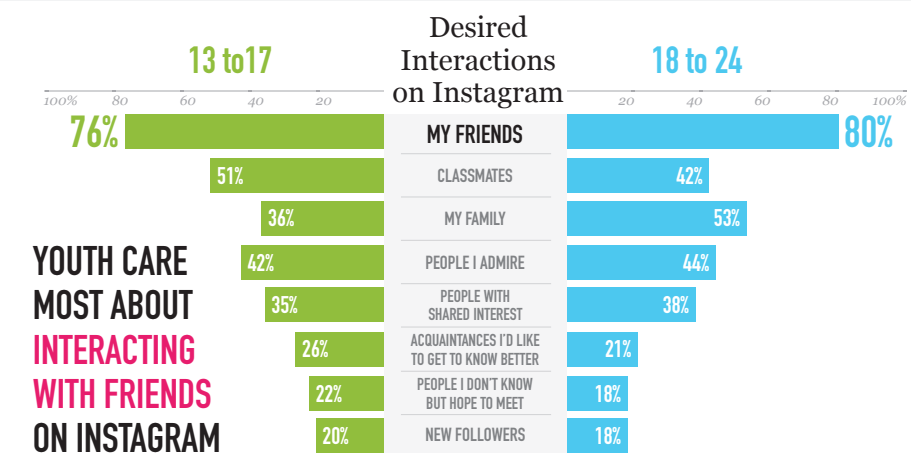




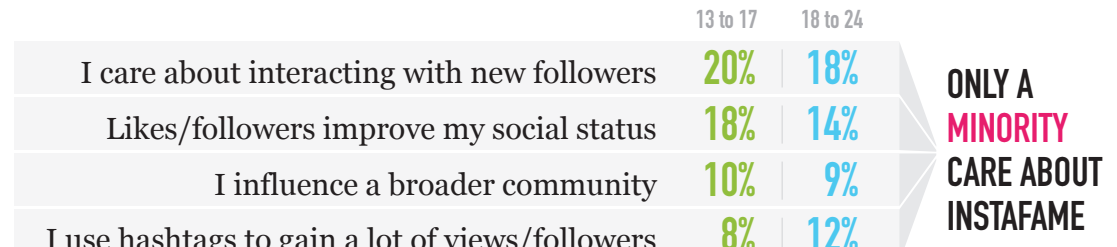
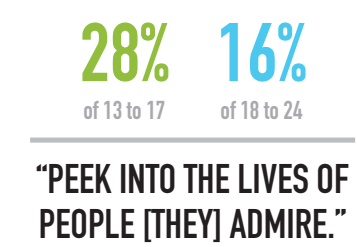
FRIENDS ARE MORE IMPORTANT THAN INSTAFAME

Stereotypes would have us believe that teens are self-obsessed fame seekers. In reality, **most care more about interacting with friends, role models, and likeminded people.**



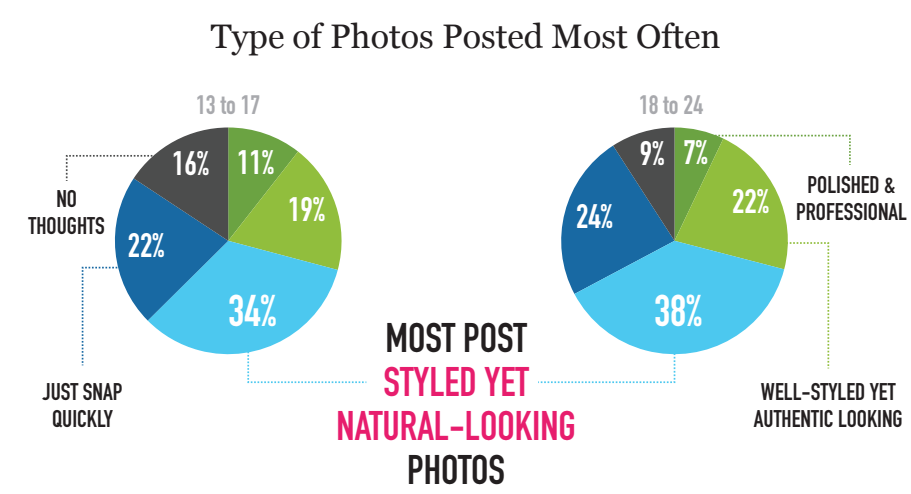
YOUNGER TEENS ARE MORE LIKELY TO MAKE NEW FRIENDS, INCLUDING "PRE-FRIENDING"

Friending someone online who you want to meet IRL

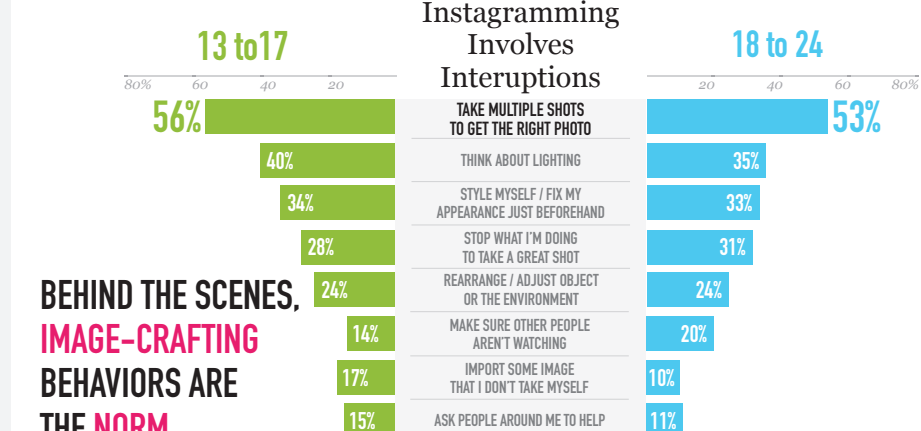
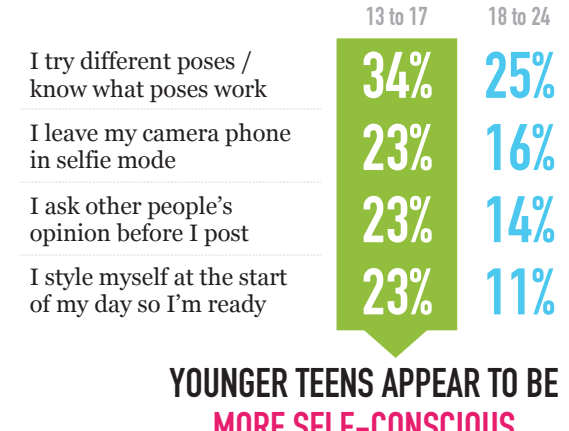
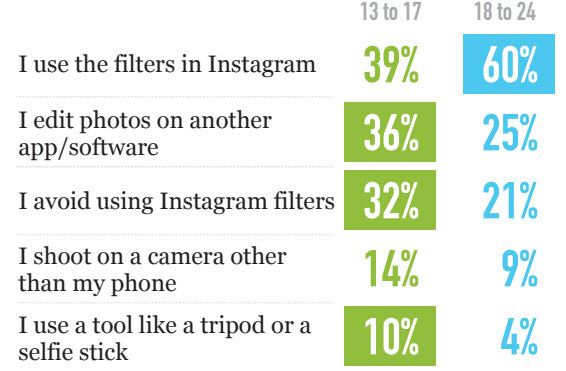


AUTHENTICITY IN THE AGE OF INSTAGRAM

Young instagrammers are attracted to **art-directed authenticity.**

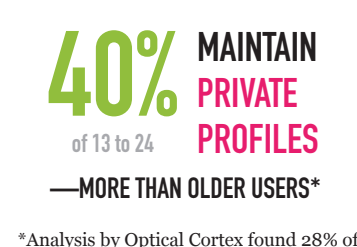


YOUNGER TEENS ARE MORE LIKELY TO USE ADDITIONAL TOOLS & APPLICATIONS



YOUTH GET SMART ABOUT PRIVACY

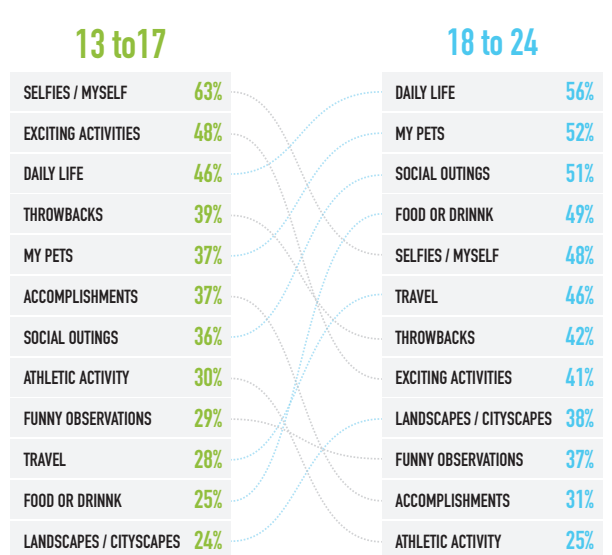
Young Instagrammers use Instagram in a personal way and **value their privacy.**



*Analysis by Optical Cortex found 28% of Instagram accounts were set to private.

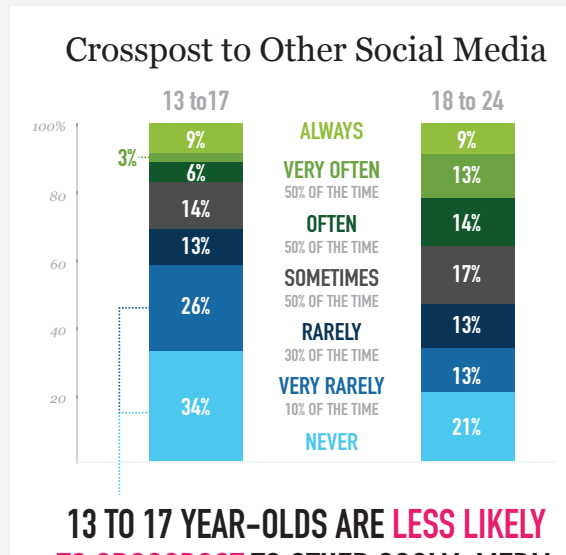
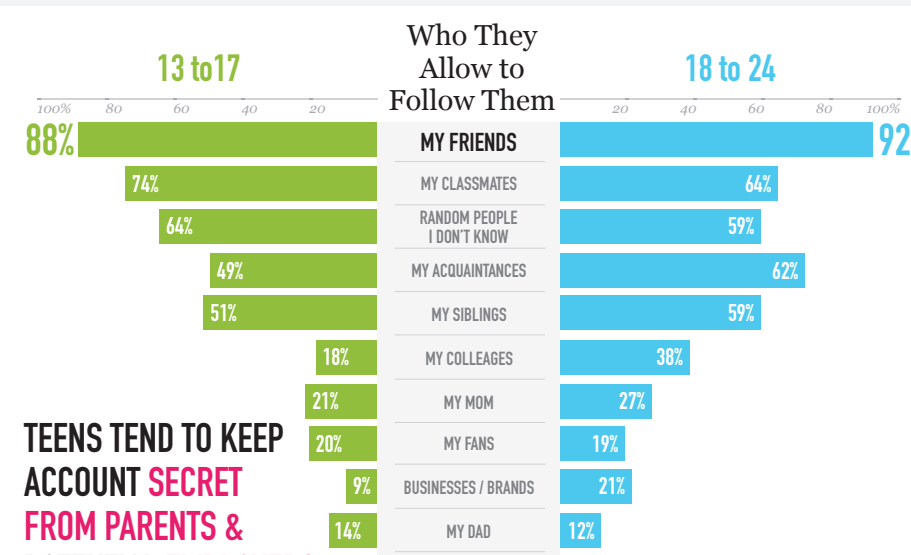
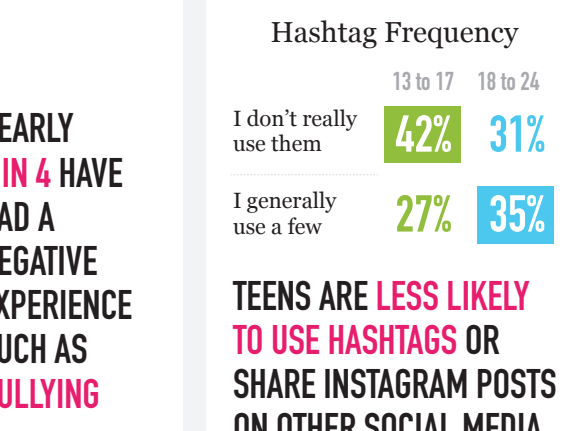
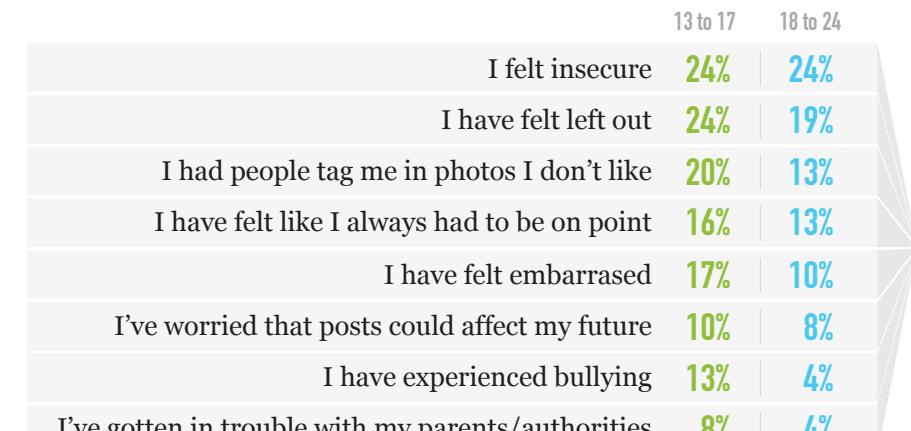
YOUNG INSTAGRAMMERS SHARE A LOT OF VERY PERSONAL INFORMATION.

For teens, the majority of posts are "selfies/myself" and images of "daily life."



TEENS USE INSTAGRAM PRIMARILY FOR SOCIAL INTERACTION

It has become "Facebook without the clutter." As one user states, due to throwbacks, her account features "my entire life—baby to my current age."



YOUTH SEEK POSITIVE INFLUENCE ON INSTAGRAM

They look to Instagram content for **entertainment, emotional regulation, and enrichment.**

