

Teaching and Inspiring Through Instagram: The Power of Insta-Creativity

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Abstract

This article proposes to use ethnography research and the potential of Instagram as a teaching tool for promoting creativity in the classroom is explored. The abstract discusses how Instagram can be utilized to expose students to diverse content, encouraging them to experiment with new techniques and build a supportive community for feedback and collaboration.

The research highlights the visual storytelling aspect of Instagram, which can help students to express their ideas and tell stories through imagery. The significance of collaboration and the opportunities it provides for expanding creative horizons and learning new skills are emphasized.

Additionally, the research underscores the role of Instagram in fostering creativity, promoting risk-taking, and encouraging innovation. Ultimately, this research showcases the value of Instagram as a tool for cultivating creativity and inspiring students to explore the endless possibilities of visual expression.

Keywords: Instagram, Photography, classroom teaching, visual storytelling, Creativity.

Introduction

Instagram has risen in popularity as a social media platform known for its ability to connect people from all over the world through visual storytelling. However, Instagram's use extends beyond personal communication and entertainment as it can also be a potent tool for education and creative expression.

design principle underlying Instagram suggests the important role that temporality holds to the value of these images (Zappavigna, 2016).

In this research we delve into the potential of Instagram as a teaching tool that promotes creativity in the classroom. This paper examines how Instagram can be used to expose students to diverse content, encourage experimentation with new techniques, and create a community that provides support and feedback. We emphasize the significance of the visual storytelling aspect of Instagram, which fosters the use of imagery to convey ideas and tell stories. Anxiety derives from the fear that not only does Instagram make photos look better, but it also makes anyone's photos look better, even potentially better (Alper, 2014).

Furthermore, we underscore the importance of collaboration and its role in expanding creative horizons and learning new skills. Also, this paper highlights how Instagram can foster creativity by promoting risk-taking and encouraging innovation. In summary, this paper demonstrates the value of using Instagram as a tool to inspire creativity and encourage students to explore the limitless possibilities of visual expression.

Visual storytelling for creativity

The digital age has brought about a surge in the popularity of visual storytelling, which has become a medium for conveying ideas and connecting with others. Social media platforms such as Instagram have revolutionized visual storytelling, allowing individuals to merge photography, videography, and graphic design to create impactful narratives. Visual storytelling can inspire, educate, and influence, making it a valuable tool for promoting creativity in the classroom.

Incorporating visual storytelling in education can stimulate students to explore the creative potential of visual expression. Visual storytelling offers students the chance to use their imaginations to create stories that are not constrained by traditional forms of expression. It inspires students to experiment with new techniques, think creatively, and develop problem-solving skills. Visual storytelling involves using various visual elements like images, videos, infographics, and presentations to create a compelling narrative that communicates the value and benefits of a product on social media platforms. It is an effective method for engaging and informing audiences about a brand or product (Mardhiyani & Budiastuti, 2021).

Visual storytelling is versatile and can be used to teach a broad range of subjects, from literature and history to science and technology. Employing visual storytelling to explore these subjects can enhance student engagement and create an immersive and

dynamic learning experience. In conclusion, visual storytelling is a vital element in modern education that can nurture creativity and motivate future generations of imaginative and innovative creators.

Diversity and experimentation

Instagram is a popular social media platform that has revolutionized visual communication and self-expression. Its features have encouraged creativity, making it an excellent medium for artists and creators to showcase their work and connect with a diverse audience. The platform's unique feature allows users to experiment with different styles, techniques, and formats, giving them the freedom to explore and express their creativity in new and exciting ways.

Diversity and inclusion are essential aspects of Instagram, attracting users from different cultural backgrounds and artistic disciplines. The platform promotes inclusivity and diversity in the creative community, enabling users to share their work and connect with a diverse audience. Instagram has also become an essential tool for promoting social justice causes and raising awareness about issues affecting marginalized communities, providing a platform for people to share their stories and speak up.

Experimentation is another crucial element of Instagram, with its range of features and tools enabling users to explore and experiment with new techniques and creative approaches. Users can utilize Instagram's filters, editing tools, and various formats to create unique and engaging content. Additionally, Instagram provides a space for collaboration, allowing users to connect with other artists and creators and work together on projects that push the boundaries of creativity.

Hence, exploring the potential of Instagram as a tool for promoting diversity and experimentation can be an important area of study. Instagram can be used to encourage diversity and experimentation in the creative process, highlighting the role of the platform in creating a more inclusive and innovative artistic community.

Building creative communities

Instagram has developed as a thriving community of creatives from different backgrounds and disciplines. The platform offers a unique space for artists, photographers, designers, and other creatives to share their work, gain exposure, and connect with a global audience. As a result, Instagram has become a hub for creativity, allowing artists to explore new ideas, experiment with different techniques, and connect with other artists who share similar interests and passions. While perceived usefulness appears to have a slightly greater influence, it is clear that both perceived usefulness and enjoyment are important factors in encouraging users to follow and recommend a brand community account on Instagram (Casaló et al., 2017).

The sense of community that Instagram fosters is one of the platform's defining features. Instagram users can engage with other users by commenting, liking, and sharing their work, creating a sense of connection and support. This community aspect is particularly important for artists who often work in isolation and can benefit from a network of peers and collaborators.

Instagram's emphasis on visual storytelling also enables users to build their personal brand and style, which allows them to express their unique voice and creativity. Through Instagram, artists can develop a following and connect with potential clients, creating opportunities for career advancement and creative collaboration.

Furthermore, Instagram democratizes the art world by providing a platform for artists to showcase their work and gain recognition, especially for those who may not have access to traditional art galleries or exhibitions. The platform's accessibility has made it possible for emerging artists to gain exposure and connect with a global audience, promoting diversity and inclusivity in the art world.

In conclusion, Instagram has become a vital tool for building creative communities and supporting artistic expression. The role of Instagram in promoting collaboration, supporting emerging artists, and creating a more inclusive and vibrant artistic community.

Collaboration for skill expansion

Instagram has emerged as a popular platform for creative collaboration among artists and creators worldwide. The platform's emphasis on visual storytelling and extensive user base make it an ideal platform for collaboration on diverse creative projects, ranging from photography and graphic design to video production.

One of the key advantages of collaborating on Instagram is the ability to expand one's skills and creative horizons. Collaborating with other artists and creators provides users with opportunities to learn new techniques, experiment with different styles, and challenge themselves to push their creative boundaries. Additionally, collaborating on Instagram can lead to exposure to new audiences, as collaborators may share each other's work and expand their reach.

Instagram also provides a platform for artists and creators to showcase their collaborative projects and gain recognition for their work. Collaborative projects can help users build their portfolio, increase their credibility in the creative industry, and create opportunities for career advancement.

Another advantage of collaboration on Instagram is the ability to connect with artists and creators from different geographical locations and backgrounds, fostering inclusive and diverse collaborations. This provides an opportunity for artists to learn from different perspectives and create something unique and original.

Overall, Instagram's emphasis on visual storytelling and community-building makes it an excellent platform for collaboration and skill expansion. The role of collaboration on Instagram in promoting creativity, expanding skills, and creating opportunities for artistic growth and career advancement.

Fostering risk-taking and innovation

Instagram is a popular platform for artists and creators to showcase their work and connect with diverse audiences across the world. The platform's emphasis on visual storytelling and community-building has created a space for self-expression and creativity, encouraging artists to take risks and innovate in their work. Utilizing Instagram as a networking platform is a highly effective strategy for marketers seeking to expand their reach and promote their products and services to a global audience (Hanan, 2013).

What sets Instagram apart from other social media platforms is its ability to foster experimentation and risk-taking among its users. Instagram's various features and editing tools enable users to create unique and engaging content that can capture the attention of a global audience, allowing artists to push the boundaries of their creativity and explore new avenues for self-expression. The use of social media especially an Instagram is very influence students vocabular(Putri, 2022).

Instagram's community-building aspect is also instrumental in fostering innovation and risk-taking in the creative process. Users can connect with other artists and creators, share their work, and receive feedback and support, creating an environment where artists feel encouraged to take risks and experiment with their work, knowing they have a network of peers to support them along the way. Instagram's platformization involved formalizing relationships among users, influencers, creators, advertisers, retailers, and analytics services (Carah et al., 2022).

Fostering risk-taking and innovation in the creative process and the platform's features and community-building aspect, highlighting the ways in which Instagram has become an essential tool for artists and creators seeking to push the boundaries of their creativity and experiment with new ideas.

Best practices for teaching

Instagram's emphasis on visual storytelling makes it an ideal platform for educators to share visual content such as images, videos, and infographics with their students, making it an effective tool to enhance the learning experience. By promoting creativity, Instagram provides students with the opportunity to develop their unique voice and a sense of ownership and pride in their work. Experts believe that social media can be used as an effective teaching tool in higher education because of its ease of use, ready availability, and individual affordability and network effects (Bexheti, 2014).

Educators can also use Instagram to build a sense of community within the classroom by sharing student work, creating hashtags for class projects, and encouraging student engagement. Captions and hashtags was critical to understanding visual storytelling in the online context, given their ability to contextualize the images and videos in each post (Gurrieri, 2019). It can facilitate communication between teachers and students, allowing for quick and easy communication of important information and updates. Direct messaging and commenting features can also be used to provide feedback and support to students.

Instagram provides a platform for students to collaborate with each other on creative projects, allowing them to develop teamwork and communication skills and enhancing their creativity. In addition to enhancing creativity, Instagram can help foster digital literacy skills such as social media etiquette, online privacy, and critical thinking about media content, which are becoming increasingly important in today's digital age.

Overall, Instagram can be a valuable tool for educators to engage students, enhance their learning experience, and foster important skills such as creativity, communication, collaboration, and digital literacy.

Success stories and case studies

Instagram has proven to be a successful platform for various companies, including Glossier, Airbnb, Nike, National Geographic, and Love Your Melon. Glossier, a beauty company, has built a community of fans by sharing user-generated content on Instagram and keeping their followers engaged and interested with behind-the-scenes footage on Instagram Stories. Airbnb uses Instagram to showcase stunning photos of their properties and encourages user-generated content to build a sense of community.

Nike has launched successful campaigns such as #BetterForIt on Instagram, featuring inspiring stories of women achieving their fitness goals, showcasing new product releases and collaborations with athletes and influencers. National Geographic's Instagram account is a prime example of how to use the platform to share stunning visual content, with a focus on nature, wildlife, and conservation. With over 160 million followers, it's one of the most popular accounts on the platform.

Love Your Melon, a clothing company, has found success by using Instagram to share their mission of donating hats to children with cancer. By sharing photos of happy kids wearing their hats, Love Your Melon has built a passionate community of supporters

dedicated to their cause. These success stories and case studies demonstrate the effectiveness of Instagram as a marketing tool and a platform for community-building. Companies that share engaging visual content, build a sense of community, and leverage the platform's features can find success on Instagram.

Conclusion

Instagram has become a powerful platform for various purposes, including marketing, education, and community-building. Its emphasis on visual storytelling, community engagement, and user-generated content has made it an effective tool for companies and individuals looking to connect with audiences around the world. The success stories and case studies discussed in this chat demonstrate the potential of Instagram as a marketing tool, educational platform, and community-building platform.

Instagram has become a go-to platform for businesses and marketers looking to build their brand and reach new customers. Through engaging visual content, community-building, and the use of Instagram's various features, businesses have been able to connect with audiences in a meaningful way. Glossier, Airbnb, Nike, National Geographic, and Love Your Melon are just a few examples of companies that have used Instagram to build a community of passionate followers and customers.

Moreover, Instagram has also become a valuable tool for educators looking to enhance their teaching practices and connect with their students. By sharing visual content, promoting creativity, building a community, enhancing communication, creating opportunities for collaboration, and fostering digital literacy, educators can leverage Instagram to create a more engaging and effective learning environment.

In addition, Instagram has also become a platform for individuals and communities to share their stories and connect with like-minded people. Through hashtags, user-generated content, and community-building, Instagram has helped foster a sense of belonging and connectedness, which is especially important in today's digital age. Hashtags (#) are often used on Instagram captions by means of categorizing posts and compiling it with other relevant content (Baksh, 2019).

Overall, Instagram's impact on marketing, education, and community-building is undeniable. Its unique features and emphasis on visual content have made it an effective platform for a range of purposes, and its potential for growth and innovation continues to expand. As Instagram continues to evolve, it will be interesting to see how businesses, educators, and communities continue to leverage its power to connect with audiences around the world.

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