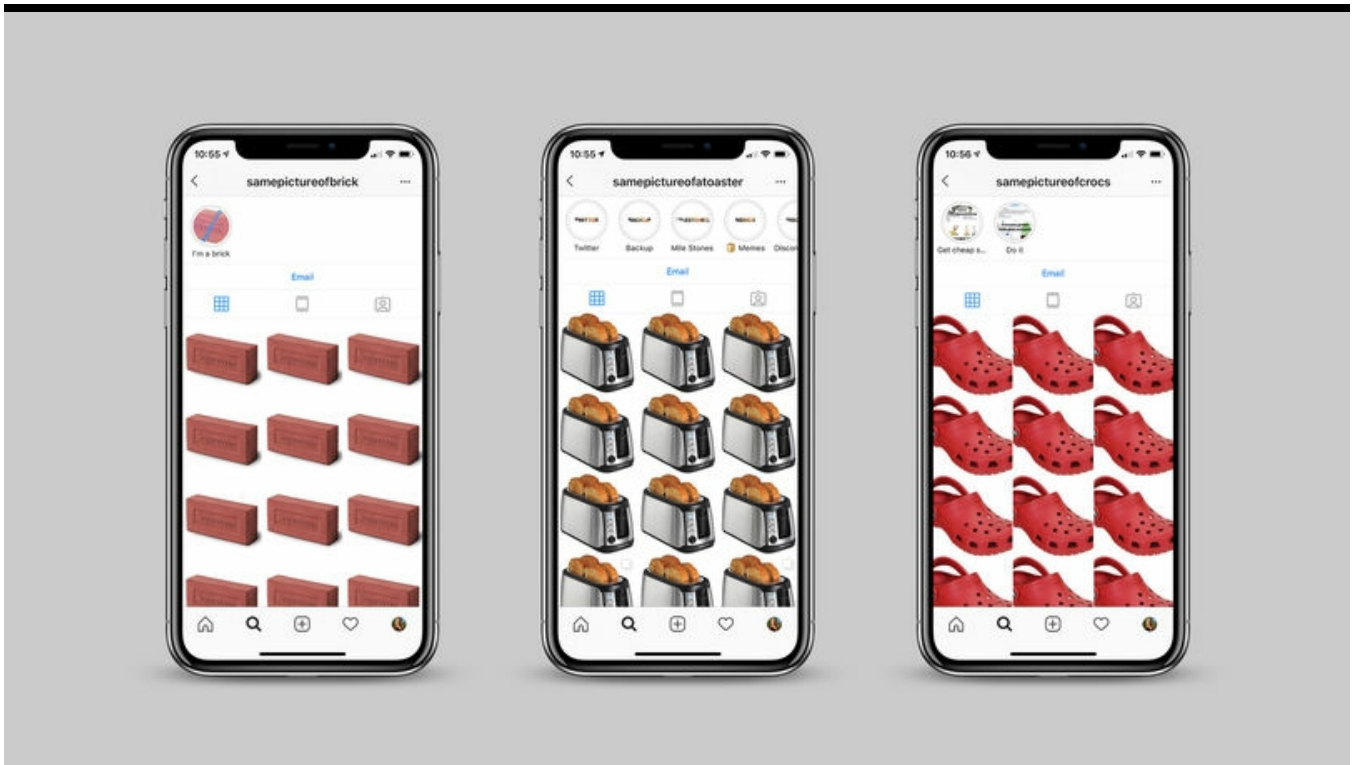


THE BIG IDEA: FOUR WAYS GENERATION Z ARE TRANSFORMING INSTAGRAM

By Livvy Houghton and Kathryn Bishop

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Repetition accounts

In January, we took a closer look at the new ways **Generation Z are using Instagram**. From finstas to meme therapy, the image and video sharing platform is becoming a space to learn, debate, support and forge new friendships.

One example is flop accounts. Run by teen collectives, these profiles highlight fails surrounding issues that their generation cares about such as gun control and LGBT+ rights, providing a platform to be social and learn simultaneously.

Realness is also driving new use patterns on Instagram, with young teens increasingly creating multiple personal accounts known as rinstas (real Instagram) or finstas (fake or fun Instagram) where a second page, usually set to private, is created with content they feel shouldn't be shared on their default. Rinsta posts, for example, vary from **acne diaries** to drunken pictures and insider jokes, signalling a push back to the pressure younger generations feel to portray a perfect, curated lifestyle.

Amid Generation Z's **Anxiety Rebellion**, they are using Instagram to playfully and creatively communicate on a deeper level – often with total strangers – and away from the judgement of people and brands that don't understand them.