

The Usage of Artificial Intelligence in Instagram

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Abstract : This study focuses on the usage of AI (Artificial Intelligence) systems and features on the Instagram application and how it influences user experience and satisfaction. The aim is to evaluate the techniques and current capabilities, restrictions, and potential future directions of AI in an Instagram application. Following a concise explanation of the core concepts underlying AI usage on Instagram. To answer this question, 19 randomly selected users were asked to complete a 9-question survey on their experience and satisfaction with the app's features (Filters, user preferences, translation tool) and authenticity. The results revealed that there were three prevalent allegations. These declarations include that Instagram has an extremely attractive user interface; secondly, Instagram creates a strong sense of community; and lastly, Instagram has an important influence on mental health.

Keywords : AI (Artificial Intelligence), instagram, features, satisfaction, experience

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