

work efficiency will increase and in general reserves of the organism will expand and life of the population of Ukraine will lengthen.

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INSTAGRAM: TEST WEB VERSIONS OF DIRECT POSTS

Shylo B.

University Grenoble Alpes, France

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Today the question becomes quite relevant and special attention is paid to mobility. More and more people are reading the news on their mobile phones. News producers are concerned about the quality of the presentation of interactive content, broadcast on mobile devices.

The media uses a website design that adapts to the device you are using. Mobile devices encourage the use of large amounts of numerical data in everyday life, for example, applications that track our performance or calorie consumption.



Figure 1. Followers on Instagram [3]

For example, Instagram tests news and their combinations, focusing on profile changes, redesigning icons and buttons, and window navigation methods. improved delivery of photos and videos. The emphasis is on personal news and the presentation of personal information, on the ease of filling out a profile. New gadgets, such as tablets and styluses, as well as new utilities speed up manual operations by combining them with digital methods. Instagram Tests Direct Messages on the Web Thus, Instagram is still focused on mobile devices; Adding Instagram to Instagram.com was slow, besides being able to view photos and stories. But he is reportedly currently testing direct messages over the Internet. According to TechCrunch, Jane Munchun Wong, who regularly explores applications to find upcoming changes, found that Instagram plays with messages on the mobile network and on the desktop [2].

Facebook is also thinking about merging its messaging platforms—Messenger, WhatsApp, and Instagram—to better compete with rivals.

Right now, the web version of Instagram does not support uploading photos or stories, and Instagram has said that it has «no plans to let users upload photos or stories from the desktop,» The Verge reports.

Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. This photo sharing social networking app thus enables you to capture the best moments of your life, with your phone's camera or any other camera, and convert them into works of art.

This is possible because Instagram allows you to apply multiple filters to your photos and you can easily post them to other popular social networking sites, such as Facebook and Twitter.

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