

# The dominant future of the entertainment Industry

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**Abstract.** In this current society, the internet and various online platforms have become dominant and are playing an indispensable role in our daily lives. This paper revealed that the prospect of the Instagram app is hopeful with its new strategy as well as the progress the app has made. Although there might be weaknesses and barriers of the app, having an analysis of the whole company will be the biggest determination of the success of the app.

**Keywords:** Entertainment, Industry, future, media research.



## 1. Introduction

Having access to the internet has created numerous opportunities for people to communicate and be engaged with the community, especially through the use of social media. Instagram, a photo and videos sharing social networking service founded by a Stanford graduate, has gained over a billion users in over 50 countries worldwide due to users' satisfaction with its feature of uploading media that can be edited with filters.

However, social networks such as TikTok, twitter and snapchats are competing in this industry by mimicking and advancing similar services and features which possibly might threaten the role of instagram in this social media industry. Therefore, it is necessary for Instagram to create an effective strategy in order to be the core and leading social media platform instead of an alternative, which outcomes unsubstantiated by replication (Nica et al, 2022).

Under the pressure of this fast-innovating world, meta platform's current strategy in optimizing the instagram app is to add new tools to help content creators make money on Instagram. Wealth is one of the biggest motivations that influences people in different directions, triggering "money" as the ultimate goal is the most influential and effective way to increase instagram users. "Meta Platforms on Wednesday said it was adding a host of new features to Instagram, including a tool of trade digital collectibles, in a move that will help content creators monetize their presence on the social media platform". With this new component, instagram users can possibly benefit more by having a clearer picture of their progress in promoting their accounts or products statistically which will further increase their income. Instagram users will not only gain benefits by having higher income but also they can monetize their money in response to a more efficient and secure way of getting their salary.

Table 1. Company Information for Tik Tok

Company / App	Meta Platform / Instagram	ByteDance / Tik Tok
Logo		

Updates	2021: 12 times	2021: 5 times
Demographic	6.47%: 13 to 17 30.98% : 18 to 24 48.63% : 25 to 34 11.74% : 35 to 44 1.88% : 45 to 54 0.3% : 55 to 64	25% : 10 to 19 22.4% : 20 to 29 21.7% : 30 to 39 20.3% : 40 to 49 11% : 50+

In this entertainment industry, most of the apps share similar features especially through the form of videos and photos, however the way they promote their services and quality is what sets them apart on both ends of the spectrum. Founded in 2010, meta platforms have made phenomenal progress on the instagram app leading to its dominant role in this entertainment industry. Being able to attract as many users as possible has always been companies' biggest goal in terms of the whole progression of the app. In the past 8 years, Instagram's annual users increased by 222.5 percent shifting from a startup company with only 110 million users to a well-developed social media platform with 1890 million users. On the other hand Tik Tok , as a major competitor, only increased by 142 percent year-on year placing second based on the revenue and usage rates in the mass media industry. Even though both Instagram and TiK Tok share similar features, Instagram effectively used their strategy to attract more users compared to Tik Tok.

As the levels of visual framing showed different constructive strategy (Rodriguez & Dimitrova, 2011), Instagram further attempted to meet user's needs by updating and innovating more throughout the time. Due to the mass demand of the internet in the year of 2021 during pandemic, Instagram updated 12 times while Tiktok only updated 5 times. Having the ability to innovate productively in order to meet the demands of the users serve as one of the biggest strengths instagram presents to the public. Being an innovative and advancing app, Instagram should focus more on creating a wide variety of demographics instead of focusing mainly with users under the age of 35. Unlike Instagram, Tik tok provided features that are suitable for people in different age groups, with 32.5% percent of users between the age of 10 to 19, 29.5 percent of users between 20 to 29, 16.4 percent of users between the age of 30 to 39 and 21 percent of users over the age of 40. Different generations focus on different values and current events that interest them, it is necessary for the company to provide contents that interest different age groups.

Taking all of the revenue and usage analysis and strategies used by meta platforms into consideration, I believe that they should focus more on building a diverse and practical platform that people from different age groups can easily access and keep track of. Even though Instagram has had extraordinary advancement in the past few years, it is necessary for them to keep innovating and focus things from different perspectives in order to ensure their success in the next 10 years. For people between the ages of 35 to 50 with mostly business people, Instagram should attract their attention by cooperating with different companies, specifically companies related to information technology, which is one of the primary jobs people nowadays value. By cooperating with different companies, Instagram can better publicize information that both benefits the company and instagram itself. For the age groups over the age of 50, it is challenging for them to have easy access to technology or information that they need. Instagram could cooperate with restaurants that focus more on healthy diets and create an easy way for them to order food or get information related to healthy diet and routine. By having easy access to these restaurants, seniors can order food through Instagram and have wide varieties of categories they can pick from based on their needs. By creating these features, people from different age groups can all benefit from the same app ; people under the age of 35 can be entertained by the contents, people between the age of 35 to 50 can benefit from having more information about business and people over the age of 50 can have easy access to resources related to healthy diets. Being able to meet the needs from different age groups will allow Instagram to be the dominant app in this entertainment industry.

Therefore, the most effective and necessary strategy for Instagram is to not to focus purely on monetizing the money, instead try to increase the amount of users from different age groups in order to create a diverse platform. Instagram shouldn't be an app made for just young adults that are familiar with new technology, it should be a way for everyone to have access to their needs. One of the biggest generational effects is that they each have different values and interests, the only way for Instagram to be the dominant app in the next 10 years is to meet the needs for each generation. Instagram will no longer be just an entertainment app, but a practical and beneficial app that can bring conveniences and benefits to our community as a whole.

Dependent variable: political identity. This study investigates the current situation of political identity of Chinese small town youth from three dimensions: political interest identity, political system identity and political value identity. Among them, political interest identification investigates the satisfaction of Chinese small town youth on economic income and hometown construction and development. Political system identification investigates the understanding and support of Chinese small town youth to the leaders and staff of political organizations. Political value identification investigates the understanding and support of Chinese small town youth on the significance and value of the implementation of national policies, socialist core values, patriotism and other core values.

At present, the small town youth group is relatively approved of the operation of the existing national political system, and their political identity is at a high level. Nevertheless, some small town youth have a certain degree of disagreement, mainly result from the huge burden of life and work pressure and feel anxious about the future development and confused. In particular, the recognition of national core values, national interests and individual political identity and affiliation is not as good as the recognition of national actions, policies and institutions, as well as the work of government agencies and autonomous organizations.

The use of short videos has a vital positive impact on the political identity of Chinese small town youth, among which the positive impact on political system identity and political value identity is significant, and the impact on political interest trust is weak. This indicates that the promotion of the political identity of Chinese small town youth by using short video mainly depends on the political system and value identity dimension. Among the three dimensions of Political identity, interest identity is the starting point and foundation of Political system and value identity. However, the weak influence of short video on Political interest Trust has certain realistic rationality.

As politics is expanding and broadening from 'emancipatory politics' to 'life politics', the role of the media in this transformative process turned necessary (Verstraeten and Hans, 2004). With it regarding the importance of media as source of information about politics and society, the autonomy of media institutions from other social and political institutions are usually guided by political identity in media logic or political logic (Strömbäck and Esser, 2014: 375-403).

## 2. Conclusion

Scholars consider the relationship between media use and political identity, and generally believe that as a media with the function of spreading ideology, it has fully realized its political function, and all kinds of media have a certain effect on shaping identity. This way of thinking includes two negative effects and positive effects: first, media use crowds out people's input in social public life and weakens political identity; Secondly, the media can improve the political cognitive ability and promote the public's political trust and sense of identity.

There are two main findings in the research on media use and social class. First, social class is closely related to media use. Second, image depiction in media is closely related to the concept of social class. According to the research, the richness of resources owned by different social classes is related to the depth and breadth of media use, and there is also a significant gap between their media access and use ability (Murdock and Golding, 2004: 244-260). For example, people with lower socioeconomic status have a lower level of media use; In terms of media presentation, most

of the media's attention is focused on elite members from the 'high level' of society, creating and further deepening class stereotypes (Kendall, 2008).

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