

# Instagram Psychology #garyvee #shorts

<https://silosolo.com/103052>

## Summary

Instagram serves as a catch-all platform for social, entertainment, and informational content, similar to the role of the newspaper, magazine, radio, and television in 1995. Attention is the number one asset on Instagram, and users can find longer-form depth content as well as quick-hit headlines on the platform. Instagram is described as a universal information content and creative portal, similar to the mix of media consumption in the mid-1990s.

## Silo sample questions

- What is Instagram's role in today's media consumption?
- How is attention viewed on Instagram?
- What types of content can people find on Instagram?
- How is Instagram described in terms of media consumption?

## Topics

Media Consumption

Attention

Content Types

## Key Takeaways

- Instagram plays a similar role to the newspaper, magazine, radio, and television in 1995, serving as a catch-all platform for social, entertainment, and informational content.
- Attention is considered the number one asset on Instagram.
- People can find longer-form depth content as well as quick-hit headlines in Instagram posts.
- Instagram is described as a universal information content and creative portal, similar to the mix of media consumption in the mid-1990s.

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