



Interest surrounding software behind  
social media today and of the future

*By: Melany Grullon*

# Personal interest

- Since my pre-teen years, social media platforms such as Instagram and Youtube have been a large part of where I get my entertainment.
- Naturally for me, I felt intrigued by what went into the development of these platforms and pondered on tiny details such as how we were able to click a ‘+’ sign and have access to an expansive gallery to further upload a photo.
- When developers created these apps they encountered a plethora of issues. How did they solve it, how did everything come about to what we now know and interpret as swift as users?



## Initial issues



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- Starting with only six engineers, Instagram developers grew concerned for how exactly they would handle issues every time the user amount doubled. They were at a potential of breaking and crashing as an app, had their code remained on a limit for a smaller number of users compared to today.
- What does the code matter? The code (written in Python) wrote the script behind everything - following count, comments, likes. The more this grew, the more expansive and flexible the code had to be.

# How was this problem solved with coding?

- Instagram developers handled this issue by adopting Facebook's highly automated processes for deploying software.
- This means they had to conform to a system of code that would be renewed at least 50 times a year to accommodate an ever-growing platform of users.
- Code provided space in biographies for users to write about themselves, for comments, and for stories to be posted as well as photos.



# Coding and user engagement

- Coding sets up a base for users to add anything they like, that is commentary, photos and any input the software allows
- Currently, developers are working on building 3D platforms for social media.
- For example, a recent launch called Flyy has built software that will allow users to visit entire cities to interact directly with friends, family, and businesses no matter where you are in the world.
- You can code for 3D even with python.
- Surely, the developers have come across a plethora of issues but have had to resolve it with code, in efforts to further users' experience and successful indication of where they want to go and ultimately dictate the kinds of interactions they have.

## User engagement continued

- As of October 2021, findings have determined that at least 56.8% of the global population uses social media.
- With platforms like FLYY, users will have various reasons for connecting through new and improved social media platforms.
- Benefits will include: virtual traveling, connections, personal preferences on social media, and all for little to no-cost. This is what kept users engaged and what will continue to do so in advanced methods.
- Similar issues endured by Instagram regarding capacity of users may apply here as well.

# Sources

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