

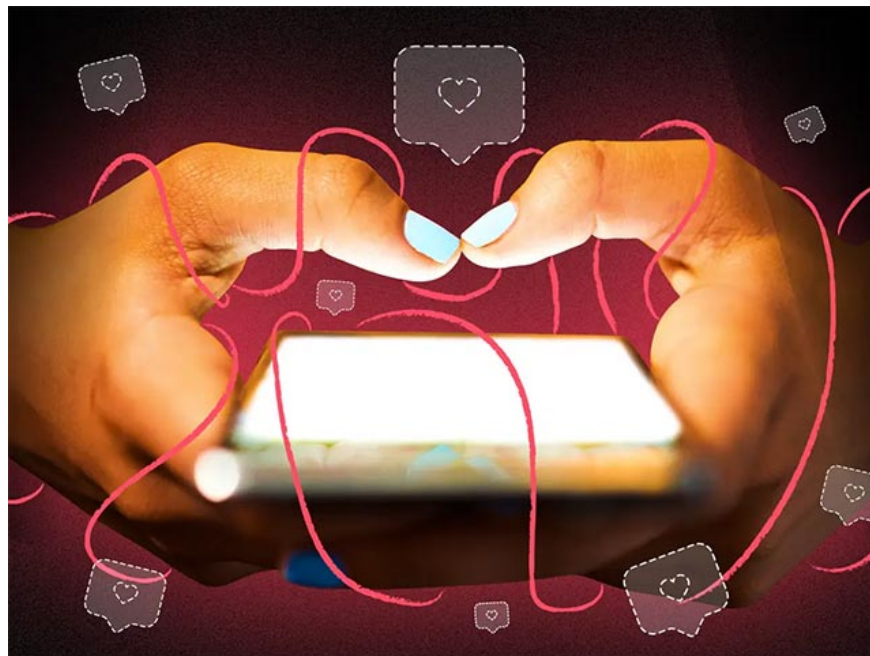
What will Instagram look like after the 'like' feature is hidden?

Facebook believes that this decision is necessary to reduce pressure on users.

One of the most interesting tech news of the past few days has been the decision to try to un-display 'likes' on Instagram in the US region of Facebook alone.

In particular, on November 9, Instagram CEO Adam Mosseri made an announcement that the world's largest photo-sharing social networking platform will begin to hide "likes" on posts. posted, starting November 11, for accounts active in US territory.

Facebook believes that this decision is necessary to reduce the pressure on users in how to attract a lot of appreciation (likes, interactions) from each person with their information and images. Post, even comment on social networks. Instead, not publicly displaying the likes of the content the user posts will help them focus on those content only.



In other words, hiding information about the number of likes will help create a healthier social network environment where people feel comfortable expressing themselves.

"If this decision has a positive impact on our users, we'd be happy to apply it, despite the fact that the company will suffer because the 'like' feature is always what makes the brand, the appeal of Facebook in general and

related platforms like Instagram in particular ", CEO Adam Mosseri said.

Earlier in July, Instagram experimented with hiding likes and views for a short time in more than six countries, including Australia, Brazil, Canada, Ireland, Italy, Japan and New Zealand. Accordingly only the account owners can know the above statistics, while others will not see.

Here's what Instagram does when the information about likes is hidden in an Australian test:

joyofodu



Liked by gregmar and others

joyofodu Made it out here! Bring on those vacation summer vibes 🌞

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Instagram is not the only social media platform to experiment with removing interactive metrics publicly.

In September, Facebook, which owns Instagram, also experimented with eliminating "likes" on posts. Twitter CEO Jack Dorsey has also repeatedly talked about wanting to remove public "likes" from tweets for more than a year now.

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