University of Utah
School of Computing

CS 1060   **Bonus Activity #3**   **Spring 2016**

Due March 3, 2016 at the start of class

This is a bonus project, with a total of 3 possible points.

Write a 1 page essay (1-inch margin, 12 points font, single spaced), detailing why you think Instagram has succeeded as a company. Please state at least 2 reasons each, from both technology and business standpoint.

Please use your own words to describe these reasons.

You could potentially earn at most 3 points (of 100 points) towards your final grade. Points are awarded based on the quality of YOUR writing.

Hint: online research and some creative thinking of your own will help, for example, check out:

- `https://en.wikipedia.org/wiki/Instagram`

- `http://www.inc.com/eric-markowitz/life-and-times-of-instagram-the-complete-original-story.html`

- `http://instagram-engineering.tumblr.com/post/13649370142/what-powers-instagram-hundreds-of-instances`

- `http://engineering.instagram.com/`

- `http://www.nirandfar.com/2012/02/habits-are-new-viral-why-startups-must.html`

- `http://www.adambreckler.com/4-ways-instagram-hacked-early-growth`

- `http://www.nirandfar.com/2012/03/want-to-hook-your-users-drive-them-crazy.html`

Be creative. And Good Luck!