

Instagram Looks Like Facebook's Best Hope | Bloomberg

By Sarah Frier

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Instagram relied on Facebook for its success, but now Facebook may depend on Instagram for its longevity. The app has hosted some unsavory content, including from Russia, but its filtered sunsets and selfie photos make it look benign by comparison. “What if a healthier Facebook is just Instagram?” a *New York Times* columnist [asked](#) in January, suggesting the app’s emphasis on sharing personal photographs, rather than viral news, as a possible blueprint for Facebook.

Source: [Instagram Looks Like Facebook's Best Hope - Bloomberg](#)