

**REELS LIFE IS THE FEEL OF REAL LIFE IN DEAL TO CHILL THE FILL OF ZEAL
TO STEAL THE HEART IN SOCIAL MEDIA**

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ABSTRACT

Instagram Reels are undeniably entertaining, but their impact on our lives is profound. It's not just about shunning them altogether; it's about mindful consumption. This encourages you to be aware of your social media use, to set limits, and to reduce screen time where needed. In India, Instagram reels have gained a significant following due to the country's large youth population, which is highly engaged with social media platforms. The platform has become a popular destination for creators to showcase their talent and has led to the rise of influencers in the country. If a Reel gets triple or more its usual views, you're on the right track for going viral. But timing is also key. In most cases, if your Reel gains momentum within an hour of posting, you can be pretty sure it'll go viral. With the increasing popularity of short video consumption on social media platforms, it should be no surprise that Meta is prioritizing Reels on Instagram. As of May 2023, Reels continues to be the fastest-growing format across Meta apps, with a 57.4% increase in usage in 2023.

KEYWORDS: Real life, Reel life, Social media, Instagram, Facebook.

Overview: Facebook & Instagram reels have an average engagement period of 14 days. Depending on the popularity of the audio and how captivating the video is, 2 weeks could pass and your reel still has the chance of

going viral. Reels on Facebook is a video format complete with music, audio, AR effects, and other options.

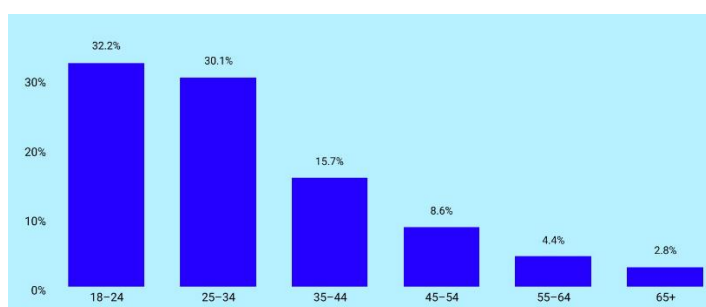


Figure-1: Reels viewers in Instagram & Facebook [X axis: age; Y axis: %].

Augmented reality (AR) filters are computer-generated effects designed to be superimposed on real-life images. AR filters work with your camera, adding a layer or imagery in the foreground or background of your image. There's a good chance you've come into contact with an AR filter in one way or another on Instagram. Reels Ads are Most Effective for Targeting Users Aged 18-34. Based on the Digital 2023 report, most of the users you can reach through advertising on Reels are between the

ages of 18 and 34. But, in reels, It simplifies the process of changing the content by just effortlessly swiping up and down with your single finger and getting next entertainment as reward within fraction of milliseconds. And, this continuous swiping build our habit of swiping in a matter of minutes. Read your emotions and mood. These age groups make up a majority of the Instagram Reels ad audience. Set up a minimum age for your Instagram account ages by country. In March 2021,

Facebook started experimenting with showing vertical videos up to 30 seconds for US and India users. Facebook Reels was originally released in United States in September 2021, following India's TikTok ban. Later on Facebook Reels was globally released in February 2022, after releases in 150 countries.

Go to your profile and tap in the upper right corner.



Figure-2: Reels youngster.

You can watch reels from creators and make your own reels to share with friends and the world. Here's how you can become eligible to apply for the Facebook Reels bonus programme: You must live in the United States. You must be at least 18 years old. Male youngsters are most preferable with attractive smiling look with clean shaved face, chest and waxed underarms. Instagram's user base is almost evenly split by gender. Globally: 49.7% of Instagram users aged 18+ are female and another 50.3% are male. United States: 56% of Instagram users aged 13+ are female and 44% are male. You must meet the Community Standards. Reels invites you to create fun videos to share with your friends or anyone on Instagram. Facebook Reels are 3-second to 30-second videos in a 9:16 aspect ratio. All videos should have a resolution of 500 x 888 pixels, saved in an MP4 or MOV file type, and must not exceed a 4GB file size. Captions and video sound are optional but highly recommended. Record and edit 15-second multi-clip videos with audio. Reels Play on Facebook will pay a bonus to eligible Facebook creators who's Reels get at least 1000 views over a 30-day period on Facebook.

Justification: The terms reel and real might sound similar yet hold distinct meanings. In simple words, real means valid or actual and holds the feature of existence. 'Real' is an adjective, whereas 'Reel' is a term that can be used as a noun or verb. Moreover, reel life is usually utilized for illustrating a world you see in fantasy movies and films.

Reel Life vs. Real life: Let's go through the differences between a real story and a reel story

- People change and adjust in real life, work hard, and wait for future results, whereas overnight and quick riches are only feasible in real life.

Tap Settings and privacy

Select Business or Creator depending on your profile type.

Tap Minimum age

You can add a default age that will be applied everywhere. You can also add

- Situations change swiftly in reel stories, while that's not the case in real-life situations.
- A real story is way different from reel life. In real life, you've to face harsh realities and thrilling adventures in person, whereas reel life is more like any fairy tale. While a reel story often appears exciting and alluring, little do you realize that real life is more about adventures.
- Everyone loves watching shows and movies full of adventures as they lead you on an expedition where you meet different feelings and emotions. Generally, that journey finishes on a good note. Nevertheless, when you realize the differences between a reel and a real-life story, you'll understand that the real-life bad is more of adventures, experiences, and thrills than the reel life.
- A warning signal of excessive reel life: Here are some warning signs that you're too much indulged in reel life:
 - Excessive money is spent purchasing the same items and products you see in reel stories.
 - Setting unrealistic expectations and goals for you.
 - Social media addiction and following a celebrity or influencer exceeding on different social media platforms.
 - The reel story isn't accurate; you've understood this clearly. It can be effortless for you to jump into a fictional and virtual world to avoid the harsh truth of real life. Yet little do people know that excessive indulgence in the reel life won't help. Reel and Real are absolutely different perspectives of life. Think and build your own Life and Vision.
 - Reels from creators in the invite-only program must meet our content monetization policies and the content must be owned by the creator in order to

count towards the bonus. Find, edit, and share suggested reels on **Instagram**

- Open the Instagram app on your Android.
- At the bottom of your Feed, tap or swipe right to open the camera.
- At the bottom, slide left to Reel.
- In the top right corner, tap made for you.
- Scroll to see the suggested reels.

✔ **Facebook** displays reels in the feed news. In other words, not just from pages you follow, like TikTok's 'For you' section. ✔ You can access them through your profile in Menu > Reels. ✔ To continue viewing Reels, you can scroll down, similarly to how it works on Instagram Reels or TikTok.

A Reel is an Instagram feature that allows users to film or upload video clips for up to 60 seconds that they can edit, sound dub, or add effects to before sharing on the app. These short video clips let users publish creative content, showcase personality, market brands, or just have fun. Facebook Reels are a new way to create short, entertaining videos, get discovered by new audiences and be part of cultural moments on Facebook. Effects and music can be added to your reel or use your own original audio, allowing you to bring your ideas to life and share them with your audience. You must pass and remain compliant with Facebook's Partner Monetization Policies. You must apply from an account that is older than 30 days. You must have created at least 5 reels in the last 30 days. You must receive at least 100K Reels Plays in the last 30 days.

Reels might not play or upload if you're using the data saver feature. To turn it off, tap your profile picture, then tap the three-line menu icon and Settings and privacy. Go to Data usage and media quality and toggle off "Use less cellular data." With this off, you should be able to see Reels. You can also view public reels from Instagram, if the creator chooses to recommend it on Facebook. Reels are recommended based on what may be relevant to you and may appear in places like your Feed and in Video.

Open Instagram and tap the plus (+) icon at the bottom of the screen to create a new post. To make that post a Reel, use the bar at the bottom to scroll over to the Reels tab. Choose one or multiple photos or videos from your device's camera roll, and use the sliders at the bottom of the screen to trim their length.

How to post an Instagram reel on your profile

- ❖ Navigate to the upload screen. Click on the "+" sign at the top right of the screen, then click "Reel."
- ❖ Select your video. To record a new video, click the

center button on the reel upload screen.

- ❖ Adjust your video.
- ❖ Edit your video.
- ❖ Tag and share.

Duration: Reels on Facebook are short-form videos up to 90 seconds long. You can share your reels publicly or with your friends on Facebook. You can also add effects and music to your reels. A reel is made up of one or more video clips. Reels are served to a wide public audience, and browsing reels is a great way to discover new creators. On the other hand, stories are only served to a creator's followers or friends. Stories can have short videos, like reels, but can also include things like photos and boomerangs. You can share your reels publicly or with your friends on Facebook. You can also add effects and music to your reels. Reels allows you to record and edit short videos up to 90 seconds in the Instagram Camera. You can add effects and music to your reel or use your own original audio. Note that you can record one or multiple clips that add up to 90 seconds.

This means that if you create an awesome Reel, you can get in front of a much bigger audience than just your followers and this means you have the chance to grow your following in a BIG way! The next tip on how to get more views on Facebook Reels is to simply think about your viewer's time. Don't beat around the bush with your content; give your audience value within the first millisecond of the video. People spend so much time just sitting and scrolling through their phones, scrolling, scrolling. The more views you achieve, the more reach you can count on. Your videos will make it to new users, introducing them to your account and your brand. The views you receive on each Reel you create can be a key indicator of content success. In general, you can expect to earn anywhere from \$0.01 to \$0.10 per view on Facebook Reels. However, there have been reports of some creators earning as much as \$10 per view. It's important to note that Facebook does not disclose the exact formula for calculating how much money creators earn per view. Facebook is a social media and social networking service owned by American technology conglomerate Meta Platforms. Created in 2004 by **Mark Zuckerberg** with four other Harvard College students and roommates **Eduardo Saverin**, **Andrew McCollum**, **Dustin Moskovitz** and **Chris Hughes**, its name derives from the face book directories often given to American university students. **Mark Elliot Zuckerberg** (born May 14, 1984) is an American businessman and philanthropist. He co-founded the social media service Facebook, along with his Harvard roommates in 2004, and its parent company Meta Platforms (formerly Facebook, Inc.), of which he is executive chairman, chief executive officer and controlling shareholder. **Eduardo Luiz Saverin** born March 19, 1982) is a Brazilian

billionaire entrepreneur and angel investor based in Singapore.



Figure-3: Social media developers.

Andrew McCollum (born September 4, 1983) is an American angel investor and businessman. McCollum is a co-founder of Facebook and the current chief executive officer of Philo. **Dustin Aaron Moskovitz** (born May 22, 1984) is an American billionaire internet entrepreneur who co-founded Facebook, Inc. (now known as Meta Platforms) with Mark Zuckerberg, Eduardo Saverin, Andrew McCollum and Chris Hughes. **Chris Hughes** (born November 26, 1983) is an American entrepreneur and author who co-founded and served as spokesman for the online social directory and networking site Facebook until 2007. Instagram is a photo and video-sharing social media application that was launched in 2010 by Kevin Systrom. **Kevin Systrom** (born December 30, 1983) is an American computer programmer and entrepreneur. He co-founded Instagram, the world's largest photo sharing. **Igor Magazinnik** is an Israeli-Belarusian entrepreneur and businessman of Jewish-Russian descent. He is known as the CTO and co-founder of Viber. **Talmon Marco** is an Israeli-American entrepreneur, best known as the founder of H2Pro, founder and former CEO of Viber, a proprietary cross-platform instant messaging VoIP application for smartphones, and Juno, a ride sharing service. **Dr. Robert Statica**, Co-founder Wickr (Acquired), UA (Acquired), Cryptegrity (Acquired), KATIM (Acquired)// Cybersecurity & Aerospace. **Kara Coppa** is the Co-founder, COO, and Executive Vice President of BLAKFX, a cyber-security start-up that is developing what it claims to be the world's most secure crypto currency, exchange and wallet. **Christopher Howell** (born August 29, 1945), founder of Wickr.

Disadvantages

- Introduction.
- The Allure of Instagram Reels.
- Drawback 1: Content Quality.
- Drawback 2: Lack of Originality.
- Drawback 3: Short Attention Span.
- Drawback 4: Algorithm Challenges.
- Drawback 5: Privacy Concerns.
- Drawback 6: Limited Storytelling.

Reels Ads are Most Effective for Targeting Users Aged **18-34**. Based on the Digital 2023 report, most of the users you can reach through advertising on Reels are between the ages of 18 and 34. These age groups make up a majority of the Instagram Reels ad audience. Then comes its impact on kids and teens by creating awareness, and activeness among them. Its negative impacts are very risky and harmful such as risky social behavior, distorted body images etc. friends, date, innovation, and for seeking job opportunities. The impact of social media on youth can be significantly detrimental to mental health, exposing teens to cyberbullying, body image issues, and tech addiction, and results in less time spent doing healthy, real-world activities. That's the word from the Gallup organization: In a new survey, it found that the average U.S. teen spends 4.8 hours per day using social-media apps, including YouTube (GOOGL), TikTok, Meta's (META) Instagram, Viber and Facebook, and X, the platform previously known as Twitter. Wickr is an American software company based in New York City,[1] known for its instant messenger application of the same name. The Wickr instant messaging apps allow users to exchange end-to-end encrypted and content-

expiring messages, and are designed for iOS, Android, Mac, Wickr, Windows, and Linux operating systems. Wickr was acquired by Amazon Web Services (AWS)

mid-2021 and shut down the free version of the app in December 2023. **Dr. Robert Statica, Kara Coppa, Christopher Howell** are founders of Wickr.

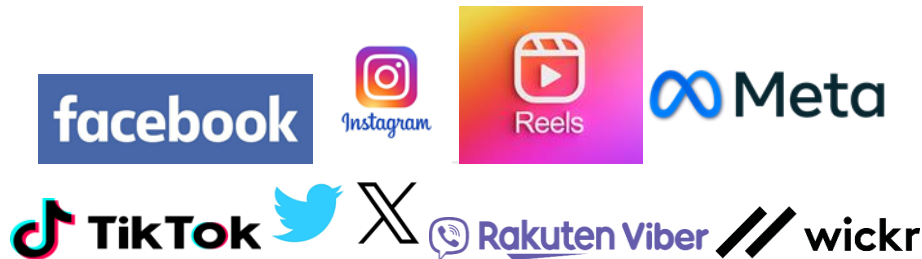


Figure-4: Logos of social media.

Advantages: Reach your followers and new audiences: Reels can help you grow your community by making your content discoverable to the wider Facebook community. Your Reel will appear in News Feed for your followers, as well as the dedicated Reels section in News Feed for people not following you to discover. Instagram Reels may be a more established and sophisticated way to create content, but Facebook Reels cannot be underestimated in their power to reach huge audiences. Whatever your business type, remember that video content is king, and Reels are the most surefire way to grow your business on social media. In India, Instagram reels have gained a significant following due to the country's large youth population, which is highly engaged with social media platforms. The platform has become a popular destination for creators to showcase their talent and has led to the rise of influencers in the country. Instagram Reels are undeniably entertaining, but their impact on our lives is profound. It's not just about shunning them altogether; it's about mindful consumption. We encourage you to be aware of your social media use, to set limits, and to reduce screen time where needed. This means that if you create an awesome Reel, you can get in front of a much bigger audience than just your followers and this means you have the chance to grow your following in a BIG way! Reels offer a unique opportunity to showcase your brand's creativity, humour, and personality in a way that traditional Posts can't. With Reels, you can create visually stunning videos that are engaging and shareable, making them an excellent tool for building brand awareness and engaging with your audience. Instagram Reels provides an extensive potential ad audience, with a staggering 758.5 million users. This vast reach opens up tremendous opportunities for brands to connect with a wide range of users and drive brand awareness. Unlike Stories, they don't disappear after 24 hours. Once you post a Reel, it's available on Instagram until you delete it. The best part? Reels are currently favored by the Instagram algorithm, which is more likely to recommend them to people who don't follow you than feed posts.

CONCLUSION

Situations change swiftly in reel stories, while that's not the case in real-life situations. A real story is way different from reel life. In real life, you've to face harsh realities and thrilling adventures in person, whereas reel life is more like any fairy tale. Instagram Reels offer an exciting platform for creative expression and entertainment. However, it's essential to recognize the potential drawbacks they bring. By understanding these challenges and approaching Reels with a thoughtful and balanced perspective, users and creators can harness their potential while safeguarding their overall well-being. In today's digital age, social media platforms play a significant role in our lives, allowing us to connect, share, and engage with content in new and exciting ways. Instagram, one of the most popular social media platforms, introduced a feature known as "Reels" to keep up with the ever-evolving landscape of short-form video content. While Instagram Reels offer an engaging and entertaining experience, they also come with their fair share of drawbacks that users and content creators should be aware of.

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