Can you figure out how Instagram ranks your posts?

What kinds of posts do you see at the top of your Instagram feed? Instagram uses artificial intelligence (AI) to rank posts in each person's feed. In other words, it chooses what to show you first and what to bury. Can you figure out how it makes those choices?

Want a quick review of AI? Check out the site below to get familiar with AI in 5 minutes:

aiedu.org/ai-in-five
Let's **compare** two types of photos to see which kind Instagram **ranks higher** on your feed.

Choose two types of photos you want to compare. Try to stick to your usual content. You'll need 5 of each type for the experiment.

Examples:
- Pets vs people
- Nature vs school
Post one photo each day for 10 days, switching up the type of photo you post, like this:

Day 1: Pet  
Day 2: Person  
Day 3: Pet  
Day 4: Person  
Day 5: Pet  
Day 6: Person  
Day 7: Pet  
Day 8: Person  
Day 9: Pet  
Day 10: Person

Record the number of likes on each photo at the end of the day.

Make a conclusion: which type of post got more likes in total? Why do you think that is?
Create a graphic to share what you found:
- Include this challenge's question
- Explain what you found
- Add your idea for why Insta ranked posts the way it did

Here's an example:

**HOW DOES INSTA RANK YOUR POSTS?**

I found that, using AI, it ranks images of **animals** over images of **nature**

**Why?** I think it's because humans relate more to animals over nature

Awesome job on this challenge! You're making AI work for you.

Tackle more challenges: aiedu.org/ai-challenges