Appendix I – Sample for Quantitative Data Analysis

Following is the list of 115 Instagram *Profiles* (used as a Sample) studied as a part of quantitative data analysis (Last Verified on 04/08/2023)*

Sr. No.	Profile Username	Name	Type of Poetry Profile	Major Themes	Followers	URL
1	beautiful_mess_words	Beautiful mess words	Poetry Profile	Love and Self Love	277	instagram.com/beautiful_mess_words?igshid=MzRlODBiNWFlZA==
2	theshravannair	Shravan Nair	Personal/Poetry Profile	Home, Love, Life Observations	937	instagram.com/theshravannair?igshid=MzRlODBiNWFlZA==
3	champakafool	Anchal	Personal/Poetry Profile	Love, feminist, sexual trauma	1072	instagram.com/champakafool?igshid=MzRlODBiNWFlZA==
4	anamrahman_	Anam Rahman	Poetry Profile	Varied	1.4k	instagram.com/anamrahman_?igshid=MzRlODBiNWFlZA==
5	dhruvkumar_2920	Dhruv Bambhaniya	Poetry/Short Fiction Profile	Varied	1400	instagram.com/dhruvkumar_2920?igshid=MzRlODBiNWFlZA==
6	lambashake	Abhishek Lamba	Personal/Poetry Profile	Varied life themes	1.7k	instagram.com/lambashake?igshid=MzRlODBiNWFlZA==
7	shivamscolumn	Shivam Tomar	Personal/Poetry Profile	Varied life themes	1.8k	instagram.com/shivamscolumn?igshid=MzRlODBiNWFlZA==
8	papercult___	Paper Cult.	Art/Poetry Profile	Modern Urban Life	1974	instagram.com/papercult___?igshid=MzRlODBiNWFlZA==
9	hamraazraaz1950	Hamraaz	Poetry Profile	Political Poetry	2,087	www.instagram.com/hamraazraaz1950/
10	yourquotepoetry	YourQuote Poetry	Poetry Profile	Varied life themes	2.3k	instagram.com/yourquotepoetry?igshid=MzRlODBiNWFlZA==
11	notasaviourpls	divyang mokariya	Personal/Poetry Profile	Self-Identity, love, Pain, Life	2300	instagram.com/notasaviourpls?igshid=MzRlODBiNWFlZA==
12	tilwalia_artverse	चंचल Tilवालिया	Personal/Poetry Profile	Trauma, love,	3.2k	instagram.com/tilwalia_artverse?igshid=MzRlODBiNWFlZA==

				belongingn ess, home		
13	protestpoet	Lisa Rani Ray	Poetry Profile	Self-acceptance Feminist	3311	www.instagram.com/protestpoet/
14	mdavidrobins	Michael Robins	Poetry Profile	Featured – Varied Themes	4396	instagram.com/mdavidrobins?igshid=MzRlODBiNWFlZA==
15	daspoems	Das Poems © The Poem Theory	Poetry Profile	Varied	3.8k	instagram.com/daspoems?igshid=MzRlODBiNWFlZA==
16	kavyalakhani9 16	Kavya Lakhani	Personal/Poe try Profile	Home, Love, Life, Belonging ness	5115	instagram.com/kavyalakhani916?igshid=MzRlODBiNWFlZA==
17	ehbaab	Ravit Y	Photography Profile	Varied	4.9k	instagram.com/ehbaab?igshid=MzRlODBiNWFlZA==
18	mostlyoptical	226ditya226 a226a t	Personal/Poe try Profile	Love and adulting (movie references and crossovers) , Varied	5376	instagram.com/mostlyoptical?igshid=MzRlODBiNWFlZA==
19	tupelopress	Tupelo Press	Poetry Profile	Featured – Varied Themes	6408	instagram.com/tupelopress?igshid=MzRlODBiNWFlZA==
20	floating.poet	Writing & poetry	Poetry Profile	Varied	5958	instagram.com/floating.poet?igshid=MzRlODBiNWFlZA==
21	adelus_le_poet e	Adelus	Poetry Profile	Varied	8653	instagram.com/adelus_le_poete?igshid=MzRlODBiNWFlZA==
22	poetryintl	Poetry International	Poetry Profile	Featured – Varied Themes	9077	instagram.com/poetryintl?igshid=MzRlODBiNWFlZA==
23	sahib.nihal	Sahib Nihal	Photography /Poetry Profile	Everyday life	9601	instagram.com/sahib.nihal?igshid=MzRlODBiNWFlZA==
24	tidesofawriter	Tides	Poetry Profile	Love and Heartbreak and Longing, Identity, Life	9962	instagram.com/tidesofawriter?igshid=MzRlODBiNWFlZA==
25	myothercarisa poet	Carey J.	Poetry Profile	Life and Nature	10.8k	instagram.com/myothercarisapoet?igshid=MzRlODBiNWFlZA==
26	bymepoetryin dia	BYMEPOE TRY INDIA OFFICIAL 🇮🇳	Poetry Profile	Featured – Varied	10.6k	instagram.com/bymepoetryindia?igshid=MzRlODBiNWFlZA==

27	yashodhaanburange	Y A S H O D H A A N	Personal/poetry Profile	Everyday settings, identity and depression, love	12.1k	instagram.com/yashodhaanburange?igshid=MzRlODBiNWFlZA==
28	d.knwrites	D.KNWRITES	Poetry Profile	Love and Heartbreak and Self Love	12.6k	instagram.com/d.knwrites?igshid=MzRlODBiNWFlZA==
29	eviewhy	evie	Personal/poetry Profile	Life observations	13.3k	instagram.com/eviewhy?igshid=MzRlODBiNWFlZA==
30	sunflowers.poetry	Prakriti🌻©	Poetry Profile	Love, Depression Self-love	15.3k	instagram.com/sunflowers.poetry?igshid=MzRlODBiNWFlZA==
31	nidawho	Nida Sabiha	Art/Poetry Profile	Varied	1199	www.instagram.com/nidawho/?hl=en
32	theguelphpoet	Maria Giesbrecht | Poet	Poet/Poetry Profile	Varied	19.8k	instagram.com/theguelphpoet?igshid=MzRlODBiNWFlZA==
33	deadacademic	amaranthine ♡	Art/Poetry Profile	Love, life and Trauma	19.5k	instagram.com/deadacademic?igshid=MzRlODBiNWFlZA==
34	itselsaroses	elsa roses 🌙	Personal/poetry Profile	Love and Heartbreak and Self Love	21.4k	instagram.com/itselsaroses?igshid=MzRlODBiNWFlZA==
35	realmarcocavazos	Marco Cavazos	Poet/Poetry Profile	Love, Life, Identity and Varied	22.9k	instagram.com/realmarcocavazos?igshid=MzRlODBiNWFlZA==
36	iammojojojoe	Joel Thottan	Personal/Short Fiction Profile	Nostalgia and Various	23.3k	instagram.com/iammojojojoe?igshid=MzRlODBiNWFlZA==
37	poetrybyzah	Zahra	Poetry Profile	Pain, love, self-love, loneliness	25.3k	instagram.com/poetrybyzah?igshid=MzRlODBiNWFlZA==
38	spiritofwriters	Featuring and publishing writers	Poetry Profile	Self-love and Motivation	26k	instagram.com/spiritofwriters?igshid=MzRlODBiNWFlZA==
39	227ditya227a.mahr	Kristina Mahr	Poetry Profile	Love, Self-love and Heartbreak	27.7k	instagram.com/kristina.mahr?igshid=MzRlODBiNWFlZA==
40	stvksn	Satvik Soni	Poetry/Short Film Profile	Existentialism, Life	38.9k	instagram.com/stvksn?igshid=MzRlODBiNWFlZA==
41	qalboftranquillity	Qalb قلب	Literature/Poetry Profile	Varied – Mostly Love	40.2k	www.instagram.com/qalboftranquillity/
42	stateoftheartofficial	State of the Art	Art/Poetry Profile	Featured – Varied	30.6k	instagram.com/stateoftheartofficial?igshid=MzRlODBiNWFlZA==

43	poetrypository	Poetry Repository	Poetry Profile	Featured – Varied	32.6k	instagram.com/poetrypository?igshid=MzRlODBiNWFlZA==
44	apoeticview	A Poetic View	Poetry Profile	Featured – Love, life, self-love, various	32.4k	instagram.com/apoeticview?igshid=MzRlODBiNWFlZA==
45	postcolonialmigrant	shikha	Poetry Profile	Love, Trauma, Belongingness, Varied	34.1k	instagram.com/postcolonialmigrant?igshid=MzRlODBiNWFlZA==
46	getarealjobkid	GARJK	Poetry Profile	Absurd and Existentialist	41.9k	instagram.com/getarealjobkid?igshid=MzRlODBiNWFlZA==
47	miraquillapp	Miraquill | Formerly Mirakee	Poetry Profile	Featured – Love, life, self-love, various	37.1k	instagram.com/miraquillapp?igshid=MzRlODBiNWFlZA==
48	_paradoxandmetaphors_	Pratishtha Khattar Ishpunani	Personal/poetry Profile	Everyday life and Various	37.7k	instagram.com/_paradoxandmetaphors_?igshid=MzRlODBiNWFlZA==
49	gorkeypatwal	Gorkey Patwal	Films/Photography Profile	Everyday life	41.4k	instagram.com/gorkeypatwal?igshid=MzRlODBiNWFlZA==
50	8bitfiction	8bitfiction	Poetry/Short Fiction Profile	Apocalyptic Verse	42.8k	instagram.com/8bitfiction?igshid=MzRlODBiNWFlZA==
51	scratchedfeelingz	Scratched Feelingz	Quotes Profile	Aphorisms and Quotes on life	53k	instagram.com/scratchedfeelingz?igshid=MzRlODBiNWFlZA==
52	poemsindia	Poems India | Poetry	Poetry Profile	Featured – Varied	47.5k	instagram.com/poemsindia?igshid=MzRlODBiNWFlZA==
53	the_bright_tales	सानिध्य जैन 🇮🇳	Personal/poetry Profile	Varied	52.1k	instagram.com/the_bright_tales?igshid=MzRlODBiNWFlZA==
54	ayesha_chenoy	Ayesha Chenoy	Personal/poetry Profile	Love, Self-love and Heartbreak	48.6k	instagram.com/ayesha_chenoy?igshid=MzRlODBiNWFlZA==
55	poetrybyshil	shilpa	Poetry Profile	Love and Affairs	49.7k	instagram.com/poetrybyshil?igshid=MzRlODBiNWFlZA==
56	stefaniebriarpoetry	Stefanie Briar	Poetry Profile	Love and Heartbreak and Longing	53.3k	instagram.com/stefaniebriarpoetry?igshid=MzRlODBiNWFlZA==
57	readpoetry_	read poetry	Poetry Profile	Varied	54.8k	www.instagram.com/readpoetry__/

58	poeticreveries _	Poetic Reveries	Poetry Profile	Featured – Varied	57.6k	instagram.com/poeticreveries_?igshid=MzRlODBiNWFlZA==
59	sourabhvourabh	Sourabh Yadav	Personal/poetry Profile	Everyday life and Various	36k	www.instagram.com/sourabhvourabh/?hl=en
60	jesalwrites	Jesal Kanani	Personal/poetry Profile	Varied	62.1k	instagram.com/jesalwrites?igshid=MzRlODBiNWFlZA==
61	beingupile	Upile Chisala	Poet/Poetry Profile	Racism, Feminist, Self-Care, Self-Celebration	64.3k	instagram.com/beingupile?igshid=MzRlODBiNWFlZA==
62	thealiporepost	The Alipore Post	Literature/Poetry Profile	Featured – Varied	75k	instagram.com/thealiporepost?igshid=MzRlODBiNWFlZA==
63	lifeof.nidhi	immature ink	Personal/poetry Profile	Life ponderings, Everyday life	77.2k	instagram.com/lifeof.nidhi?igshid=MzRlODBiNWFlZA==
64	beilpoetry	Alex Beil	Poetry Profile	Love and Heartbreak	80.3k	instagram.com/beilpoetry?igshid=MzRlODBiNWFlZA==
65	holliepoetry	Hollie McNish	Personal/poetry Profile	everyday life and self-love, feminist	90.3k	instagram.com/holliepoetry?igshid=MzRlODBiNWFlZA==
66	poetryandgahwa	Poetry & Gahwa شِعر و قَهوة	History/Art Profile	Life Aphorisms	89.4k	instagram.com/poetryandgahwa?igshid=MzRlODBiNWFlZA==
67	cm.writer	Cassandra Mackenzie Wood	Poet/Poetry Profile	Love and Heartbreak and Self Love, Feminist	96.7k	instagram.com/cm.writer?igshid=MzRlODBiNWFlZA==
68	written.by.sheshe	sheshe シーシー || writer 🧸	Poetry Profile	Life Quotes and Thoughts	100k	instagram.com/written.by.sheshe?igshid=MzRlODBiNWFlZA==
69	sabinalaurapoetry	sabina laura | poetry	Poet/Poetry Profile	Identity, Self-love, Healing, Loneliness	99.9k	instagram.com/sabinalaurapoetry?igshid=MzRlODBiNWFlZA==
70	almart_8	ALMA	Art/Poetry Profile	Love, life and varied	104k	instagram.com/almart_8?igshid=MzRlODBiNWFlZA==
71	poetsorg	Academy of American Poets	Poetry Profile	Featured – Varied	106k	instagram.com/poetsorg?igshid=MzRlODBiNWFlZA==
72	wordsforintroverts	Catalina | Introvert (INFP) & HSP Quotes	Selfcare Profile	Self-care and validation, motivation	103k	instagram.com/wordsforintroverts?igshid=MzRlODBiNWFlZA==

73	_charlottefree man_	Charlotte Freeman	Poetry Profile	Love and womanhood	109k	instagram.com/_charlottefreeman_?igshid=MzRlODBiNWFlZA==
74	secretchords_a poemfortheday	Secret Chords – apoemfortheday	Poetry Profile	Featured – Varied	124k	instagram.com/secretchords_apoemfortheday?igshid=MzRlODBiNWFlZA==
75	ladybookmad	amanda lovelace	Personal/Poetry Profile	Feminist and Universal Sisterhood	117k	instagram.com/ladybookmad?igshid=MzRlODBiNWFlZA==
76	junewolfpens	_	Poetry Profile	Life, Existential and Varied	127k	instagram.com/junewolfpens?igshid=MzRlODBiNWFlZA==
77	hashim.y.a	Hashim Y. A. السيد هاشم المحفوظ	Poetry Profile	Worship and love and Life	138k	instagram.com/hashim.y.a?igshid=MzRlODBiNWFlZA==
78	momentary_ex istentialism	This Too Shall Pass	Poetry Profile	Life observations and Varied	210k	instagram.com/momentary_existentialism?igshid=MzRlODBiNWFlZA==
79	sufisoul	Arunoday Singh	Personal/Poetry Profile	Love, Everyday Life and Various	148k	instagram.com/sufisoul?igshid=MzRlODBiNWFlZA==
80	erik.winkowsk i	Erik Winkowski	Graphic Poetry Profile	Abstract Digital Graphics	158k	instagram.com/erik.winkowski?igshid=MzRlODBiNWFlZA==
81	acupof.selflov e	Ken | A Cup Of Self Love	Poetry Profile	Self-care and validation, motivation	163k	instagram.com/acupof.selflove?igshid=MzRlODBiNWFlZA==
82	austinkleon	Austin Kleon	Poet/Poetry Profile	Varied	174k	instagram.com/austinkleon?igshid=MzRlODBiNWFlZA==
83	spill_poetry	Spill Poetry	Poetry Profile	Featured – Self love, love, home, happiness, loneliness	181k	instagram.com/spill_poetry?igshid=MzRlODBiNWFlZA==
84	trivarnaharihar an_poetry	Trivarna Hariharan	Poetry Profile	Varied	194k	instagram.com/trivarnahariharan_poetry?igshid=MzRlODBiNWFlZA==
85	katejbaer	Kate Baer	Poet/Poetry Profile	Womanhood, Feminist	199k	instagram.com/katejbaer?igshid=MzRlODBiNWFlZA==
86	namodanielher z	Namo Daniel Herz	Influencer/Poetry Profile	Love and Identity	225k	instagram.com/namodanielherz?igshid=MzRlODBiNWFlZA==

87	poetryfoundation	Poetry Foundation	Poetry Profile	Featured – Varied	246k	instagram.com/poetryfoundation?igshid=MzRlODBiNWFlZA==
88	justbelmont	justin | ideas, 231dity, poetry	Poetry Profile	Varied	253k	instagram.com/justbelmont?igshid=MzRlODBiNWFlZA==
89	l.e.bowman.poetry	Lauren E. Bowman	Poetry Profile	Self-love, care, love and motivation	298k	instagram.com/l.e.bowman.poetry?igshid=MzRlODBiNWFlZA==
90	231ditya_tare	Aditya Tare	Poetry Profile	Mocking Mimicry of Instapoetry, Trending themes	354k	instagram.com/aditya_tare?igshid=MzRlODBiNWFlZA==
91	elleneverettpoetry	Ellen Everett	Poetry Profile	Loneliness, Identity, Love and Life	409k	instagram.com/elleneverettpoetry?igshid=MzRlODBiNWFlZA==
92	tylerknott	Tyler Knott Gregson	Personal/Poetry Profile	Love, Life, Varied	331k	instagram.com/tylerknott?igshid=MzRlODBiNWFlZA==
93	poetspecial	special • quotes & poetry	Poetry Profile	Featured – Love and Heartbreak	423k	instagram.com/poetspecial?igshid=MzRlODBiNWFlZA==
94	salonichopraofficial	Saloni Chopra	Personal/Poetry Profile	Love, Healing, Self-love, Feminist	446k	instagram.com/salonichopraofficial?igshid=MzRlODBiNWFlZA==
95	mvdarklight	Michael V DarkLight	Poetry Profile	Love, Life and General Thoughts	453k	instagram.com/mvdarklight?igshid=MzRlODBiNWFlZA==
96	priyasometimes	Priya Malik 🌻 प्रिया मलिक	Influencer/Poetry Profile	Everyday affairs, love, self-love, Feminist	459k	instagram.com/priyasometimes?igshid=MzRlODBiNWFlZA==
97	oldschoolbastard	Jay Singh	Personal/Poetry Profile	Varied	484k	instagram.com/oldschoolbastard?igshid=MzRlODBiNWFlZA==
98	buttonpoetry	Button Poetry	Poetry Profile	Featured – Varied	475k	instagram.com/buttonpoetry?igshid=MzRlODBiNWFlZA==
99	langleav	Lang Leav	Poet/Poetry Profile	Varied, Feminist, Racism	514k	instagram.com/langleav?igshid=MzRlODBiNWFlZA==
100	nikita_gill	Nikita Gill	Poetry Profile	Self-love, care, love and motivation	735k	instagram.com/nikita_gill?igshid=MzRlODBiNWFlZA==
101	jmstormquotes	Jonathon Muncy Storm	Poetry Profile	Love, heartbreak, self-love	681k	instagram.com/jmstormquotes?igshid=MzRlODBiNWFlZA==

102	poetryrise	Poetry Rise | poems and quotes	Poetry Profile	Featured – Varied	707k	www.instagram.com/poetryrise/
103	poetryisnotaluxury	–	Poetry Profile	Featured – Varied	742k	instagram.com/poetryisnotaluxury?igshid=MzRlODBiNWFlZA==
104	poetstribe	Poets Tribe	Poetry Profile	Featured – Love and Heartbreak	915k	instagram.com/poetstribe?igshid=MzRlODBiNWFlZA==
105	iwritewhatyoufeel	Anubhav Agrawal	Personal/Poetry Profile	Love and Friendship	970k	instagram.com/iwritewhatyoufeel?igshid=MzRlODBiNWFlZA==
106	unerasepoetry	UnErase Poetry	Poetry Profile	Featured – Love Homesickness, Heartbreaks, Self-Love	1.1m	instagram.com/unerasepoetry?igshid=MzRlODBiNWFlZA==
107	theartidote	the artidote	Art Profile	Featured – Existentialist, Varied	1.1m	instagram.com/theartidote?igshid=MzRlODBiNWFlZA==
108	ashish.bagrecha	Ashish Bagrecha	Influencer/Poetry Profile	Love and Heartbreak	1.3m	instagram.com/ashish.bagrecha?igshid=MzRlODBiNWFlZA==
109	atticuspoetry	ATTICUS	Poet/Poetry Profile	Love and Heartbreak and self-love	1.7m	instagram.com/atticuspoetry?igshid=MzRlODBiNWFlZA==
110	r.h.sin	r.h. Sin	Influencer/Poetry Profile	Love and Heartbreak	1.9m	instagram.com/r.h.sin?igshid=MzRlODBiNWFlZA==
111	ttt_official	Terribly Tiny Tales	Poetry/Short Fiction Profile	Featured – Love Homesickness, Heartbreaks, Self-Love, Friendship, Varied	3.1m	instagram.com/ttt_official?igshid=MzRlODBiNWFlZA==
112	rmdrk	R. M. Drake	Poetry Profile	Love and Heartbreak	2.9m	instagram.com/rmdrk?igshid=MzRlODBiNWFlZA==
113	poets	poets of instagram	Poetry Profile	Featured – Love, Heartbreaks, Self-Love, Love, Motivation, Identity, Feminist poetry, Self-love	4.4m	instagram.com/poets?igshid=MzRlODBiNWFlZA==
114	rupikaur_	rupi kaur	Influencer/Poetry Profile		4.4m	instagram.com/rupikaur_?igshid=MzRlODBiNWFlZA==

| 115 | thescribbledstories | The Scribbled Stories | Poetry/Short Fiction Profile | Featured – Love Homesickness, Heartbreaks, Self-Love, Friendship, Varied | 4.8m | instagram.com/thescribbledstories?igshid=MzRlODBiNWFlZA== |

*Note:

1. The *Profiles* were curated over a period of two years (June 2021 to May 2023).

2. Variables like "Theme", "Type of Post" (video/image), "Nature of Comments" were traced manually, where posts uploaded from June 2021 to July 2023 were considered.

3. Calculation and delineation of variables like "Engagement Rate" and frequently used metadata "Hashtags" on these profiles was done using the online tool provided by Inflact.com, which took into consideration posts uploaded during the interval of two months (1 June 2023 to 31 July 2023).

4. *Followers* on the *Profiles* were last verified on 4 Aug. 2023.

Appendix II – Interview Questions for Qualitative Data Analysis

Following questions are targeted at seeking detailed responses from <u>poets</u> on Instagram

1. Please tell me a bit about yourself.

(Biographical information such as age and sex)

2. How would you describe your profile when viewed regarding the nature of your posts?

3. Kindly choose between the following types to attribute your profile:

a. Personal Profile

b. Business/Creator Account

I

<u>Please note that the following questions are drafted with an understanding that at some point in time, the interviewee has shared his/her poetry on Instagram.</u>

4. Since when have you been using Instagram actively and at what point did you start using the platform to publish your work?
5. What purposes do you use Instagram for, other than creating and publishing?
6. Were you involved in the writing activity prior to expressing your voice on Instagram?
7. Did you publish your work anywhere before publishing on Instagram? If yes, please mention the medium/platform where your work was published.
   (In case you are into creating videos or do performance poetry, please mention if you practiced it before Instagram. Also mention the medium/platform that was used for the same)
8. Presently, do you write anything aside from that which you post on any online platforms? If yes, can you please state your reasons for choosing to not publish online?
9. Can you please elaborate on why you chose Instagram as a platform to publish your work?

II

<u>To proceed, kindly consider the following questions that pertain to the production of poetry (specifically on Instagram):</u>

10. Since Instagram allows the format of either an image or a video (along with audio) for a post, poetry is created/published only in those formats. Kindly, mention and briefly explain your choice of tools for creating poetry in these formats.

    (In case of poetry as a caption to an image/video post, please mention the tools used in creating that image/video)

11. Artists are often invested in a range of themes that particularly define their work. There may be certain themes that mark your work on Instagram as well. Can you please mention those?

12. Which factors do you generally consider (if you do) when choosing styles and themes for your poetry during the process of writing/creating?

    (For instance, how you decide to choose a particular style and theme for your poetry)

13. How would you describe your posting/publishing pattern? (For instance, do you follow the standard time intervals and specific time periods for the posting activity, or post randomly). Kindly state your reasons for the same.

14. Do you use engagement strategies to popularize your posts and reach a wider audience? If yes, which out of the following do you often use?

    a.   Hashtags
    b.   Relatable themes
    c.   Collaboration with other artists
    d.   Reels
    e.   Sharing Insta Stories
    f.   Observing Instagram Aesthetic

    (Do feel free to add to the list if you know of any such strategies)

    (Please also mention separately if you have employed any of the above, although not particularly to increase your reach)

15. Does the visual perception of your work have any part to play before/during the process of creation? In other words, does the creative writing process (specifically for Instagram) get influenced by how your work would appear on the platform post publication? Please elaborate.

III

Please have a look at the following questions that pertain to the reception of poetry (by audience) on Instagram:

16. Have you noticed any transition in the reception of your work from the point you started publishing until now? Can you please briefly describe the change and state the possible reasons for the same?

17. Please describe in detail the engagement on some of your recent posts (For instance, the ratio of *Likes* to *Comments*, sincerity of *Comments*, responses in the *DMs*, etc.).

18. Do you feel that there is any inconsistency in your expectations of the audience and the actual way the audience engages with your work? If yes, please explain why that is so.

19. Have you noticed a gap or distortion in the engagement ratio of any of your posts (For instance, some of your posts may have received exceptionally high numbers of *Views*, *Likes*, and *Comments*, whereas others may not) If yes, what, according to you, could be the possible reason for this?

20. How would you describe the difference (if any) between the reception of your work on various online publishing platforms compared to Instagram?

 (Please consider any medium of publishing and sharing. It can be as unconventional as WhatsApp, Telegram, etc.)

Please answer this one final question, before you leave the interview:

21. Are there any other poetry profiles you know about and follow on Instagram? Can you please also explain how are your profile and content apart from them?

 (The question does not intend to compare your work with others, but is just to get a clear understanding of how you perceive your work on the platform)

Following questions are targeted at seeking detailed responses from <u>readers</u> of poetry on Instagram:

1. How would you describe your day-to-day reading pattern? (For instance, how often and when do you read)
2. In addition to the last question, what are your usual reading sources? (This can also include the material and medium of reading, e.g., Mobile phone, PC, e-books, paperbacks, websites, reading apps etc.)
3. Which genre and subgenre do you prefer reading and why?
4.   What makes you driven particularly towards poetry in 2023?

5. How many social media platforms do you actively engage with? Could you please mention them all?

6. What is your daily usage of social media and how much time do you generally spend on each platform? (For this, you can either give an estimated answer or also check on the App to answer the question accurately)

7. What purposes do you use social media for? (Kindly sit back and relax for a minute. Make sure that you have gathered all your thoughts before you proceed ahead)

8. Have you come across literature or any form of art on social media? If yes, please mention. (Please note that this could be anything you consider as art and does not necessarily pertain to the generic meaning of the word)

9. How would you describe your interest and activity related to art/literature on social media? (For instance, do you deliberately attempt to look for artistic/literary pieces; or you randomly come across them on your feed; or engage with it only when someone shares with you, etc.)

10. Have you read poetry on any digital medium? If yes, mention all these sources of media. (This includes blogs, websites, social media platforms, e-poetry collections, and others if any)

11. Briefly describe your experience reading poetry on these media in terms of interest and amount of time spent engaging with it.

12. How often do you come across and read poetry on Instagram? You can choose between the following options:

    a) Rarely, if at all.

    b) Sometimes

    c) Often

    (Please feel free to also describe in detail if you have anything to add to these options)

If your answer to the previous question was either (b) or (c), please have a look at and answer the following questions.

13. Approximately, how long have you been using Instagram; and at what point did you encounter poetry on Instagram for the first time?

In context with your experience with art/poetry on Instagram so far, please answer the following descriptive questions as well:

13.1 How do you differentiate between art posts and everyday life posts on Instagram?

13.2 What is your opinion about encountering poetry on a platform (Instagram) that is also parallelly used for social networking?

13.3 Hypothetically, if you were to encounter the same work of poetry offline, how would you respond to it?

14. Which poetry profiles and pages do you follow on Instagram? Please provide usernames of at least five profiles/pages.

15. How would you describe your engagement pattern with poetry on Instagram? (For instance, do you always read them; or scroll past them sometimes; or leave it at a *Like*) Please provide an adequate explanation.

16. Which themes and genres (in poetry) do you generally encounter on Instagram? And how do you treat these different themes and genres when reading on Instagram? (For instance, do you only engage with those you find relatable and interesting, or treat all of them with equal interest and engagement). Please state your reasons.

17. When on Instagram, which type of poetry posts do you usually engage with more? Please mention your reasons for the same.

   a) Text Image (typewritten)

   b) Text with Aesthetic Setting

   c) Text with Artwork/Photograph

   d)Text with Graphics and Doodles

   e) Simple Text with Concrete Poetry

   f) Artwork/Photograph Image with Poetry Caption

   g) Video Poetry with Text, Music, and Narration

   (Do feel free to add any more formats that you might have come across)

18. On a scale of 0 to 10 (0 being the lowest):
   i.   How often do you read and share poetry via *DMs* and *Instagram Stories*?
   ii.   How often do you *Like* a poetry post?
   iii. How often do you add "sincere" *Comments* on those posts?

 Please answer this one final question, before you leave the interview:

   Visit this poetry profile www.instagram.com/thepoetrybarn.co/, and randomly choose any three poetry posts. Briefly explain the reason behind selecting the posts.

   (Please note that this exercise is merely for the sake of interviewer's analysis, and is not meant for any promotional purposes)

Appendix III – Tables of Calculation

Table A:

Types of Engagement - Calculation of Average as it appears in Table 4.15 (Chapter 4), Scale 0-10

Readers	*Like*	*Share*	*Comment*
R1	9	7	6
R2	5	4	1
R3	9	8	2
R4	8	3	0
R5	7	8	0
R6	6	5	0
R7	10	9	0
R8	10	8	2
R9	1	2	0
R10	10	9	0
R11	8	10	10
R12	9	9	5
R13	9	9	2
R14	5	2	2
R16	6	0	0
R17	10	10	10

R18	10	10	8
R20	5	4	1
R21	8	9	1
R23	3	7	0
R24	5	7	1
R25	8	6	8
R27	7	7	4
R28	8	9	6
R29	6	6	1
Average	7.28	6.72	2.8