

Throwback Thursday: The Psychology Behind its Success

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CNN:

FORTUNE — I archive dive almost every Thursday, searching for the perfect photograph: a shot from one of college's many Ugly Sweater parties; my best friend and I, 20 pounds lighter, grinning at prom; my sisters and I huddled together in 1996, our matching bowl cuts perfectly aligned. With a little help from the slight aging powers of the Valencia filter, my picture-perfect memories are posted to Instagram — never without the beloved #tbt hashtag.

I'm far from Instagram's only wistful user. To date, more than 228 million photos have been tagged with a "Throwback Thursday" hashtag — either #tbt or #throwbackthursday — indicating the use of a crowd-pleasing photo from days gone by. (#Love, which was Instagram's most popular tag last year, is used in a total of 523.6 million photos.) Even celebrities are in on the act: Michele Obama, Beyoncé, and Ariana Grande had some of the most-liked #tbt photos in 2013, but lost to Niall Horan of the pop group One Direction; his photo raked in over 798,000 insta-hearts.

Read the whole story: [CNN](#)