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### **Seeing a Global Islam? Eid al-Adha on Instagram**

Hashtags are an important way that social media users organize their posts as well as connect to others in spaces such as Tumblr, Twitter, and Instagram – they can also help make social media posts more searchable and, therefore, visible. There are tens of millions of posts on Instagram hashtagged #Islam and #Muslim and, as of this writing, these posts exceed those hashtagged #Christian and #Christianity combined. Those posts tagged #Islam feature everything from *hijabi* fashions to quotes from the Qur'an to photos of mosques around the world. Instagram is a visually rich, and often overwhelming, social media space. One, too, that can present to the viewer a diverse perspective on whatever hashtag or keyword they search for in the space. This research explores a set of posts hashtagged #Islam and #Muslim during Eid al-Adha 2019 in order to understand how Islam was visualized for users. It considers whether the image of Islam users gleaned from browsing the #Islam and #Muslim hashtags presented a diverse and global faith, or whether the Islam of Instagram during Eid al-Adha was dominated by one particular perspective over another.