

Instagram Adds New Control For It's Users

Photo's sharing app of Facebook Instagram will let users control how much sensitive content they see under its "Explore" tab, the company said on Tuesday. The Explore tab shows popular photos, locations and searches based on the user's interests and allows them to pick from categories such as food, art and travel, among others.

The new feature is named "Sensitive Content Control" and will allow users to decide if they want to see more or less of some types of sensitive content that do not necessarily break its rules, such as posts that may be violent, the company said in a post "We recognize that everybody has different preferences for what they want to see in Explore, and this control will give people more choice over what they see."

Like other social media platforms, it has long grappled with how to police problematic or harmful content on its platform.

The app has added new tools for people to turn off comments or restrict people from interacting with them. These changes are for users to shape their experience.

Social media platforms are investing billions of dollars to bring content creators on their platforms while they are also pushing to allow safe content on their platforms as competition in the space heats up.