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User Engagement with Snapchat: Exploring the Influence of Technical Factors

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Problem description:

The use of digital services has become part of people's everyday lives. Research on how people use and engage with these services has become increasingly important. People use digital services every day, and the competition between services is big, as consumers can easily switch from one provider to another. This evolution has triggered a growing interest into factors underlying market success (and failure). In this respect, the concept of "user engagement" has gained prominence over the last years. Studies have shown that the design and development of applications that result in engaging user experiences are as important as usability of applications. When studying this, we get a better understanding of what is motivating people to use and engage with different applications, as well as stop using them, or "disengage". In turn, such insights can help us to design more engaging services in the future.

Given this broader context, in this master thesis, the main focus will be on user engagement with the instant messaging application Snapchat, and more specifically on the potential impact of technical factors in this respect. The main motivation is that even though Snapchat clearly is an example of a success story, only a limited number of studies so far have focused explicitly on how and why Snapchat is used. Additionally, the more explicit focus on technical factors is motivated by the fact that their potential impact on user engagement in this context, is under-investigated so far.

The key questions that will be addressed are therefore:

1. What triggers user engagement and motivates users to keep using Snapchat, and to which extent do technical factors play a role in this respect?
2. Why do people use Snapchat instead of similar applications? Do technical factors play a role in this respect and if yes, to which extent?

The master thesis will be based on the pre-project that I carried out this fall, where focus group interviews of Snapchat users were conducted. The results from these focus groups will be analyzed in detail, and the specific findings from this study will be input to the design of an empirical study (e.g., using diary study or a questionnaire) to investigate the user engagement more in detail, with the main focus on the impact of technical factors. At least one study will be conducted.

Responsible professor: Poul Einar Heegaard

Supervisor: Katrien De Moor

Abstract

The use of digital services has become part of peoples' everyday lives. Research on how people use and engage with these services has become increasingly important. "User engagement" is a concept that has gained prominence over the last years. Studies have shown that the design and development of applications that result in engaging user experiences are as important as usability of applications.

In this master thesis, we look into what triggers user engagement and motivates users to keep using Snapchat, and why they use Snapchat instead of other similar instant messaging applications. Furthermore, the goal is to investigate whether and to which extent technical factors may influence users' engagement when using Snapchat. The main motivation for choosing Snapchat as a concrete case for this master thesis is that even though Snapchat clearly is an example of a success story, only a limited number of studies have so far focused explicitly on how and why the application is used.

The overview of related work shows that user engagement has been studied in different application domains, using different approaches. However, no previous work investigating the impact of technical factors on user engagement with Snapchat was found. Rather, it tends to be taken for granted that the technical elements work as they should, but this is not always the case. As part of the pre-project that was carried out in the fall, a small qualitative study using focus group interviews (N=12) was conducted. Based on the results, a survey (N=139) was created, targeting former and present Snapchat users.

An evaluation of the findings leads to the conclusion that people use Snapchat because it is a fun and easy way of communicating with their acquaintances, with a low threshold for sharing everyday experiences. Snapchat is the go-to application for sharing small incidents and information with others, where it would not be natural to use other applications. Snapchat therefore does not only enable a different way of communicating, but also differs from other applications in terms of what is communicated. Further, the studies showed that technical factors (such as availability and response time) are important to some extent, but the importance is relative, and not alone enough to disengage from Snapchat. However, if another application emerges, without the technical errors underlying Snapchat, it is not impossible that the users would switch to this application if their acquaintances do so as well.

Sammendrag

Bruk av digitale tjenester har blitt en del av folks hverdag. Forskning på hvordan folk bruker og engasjerer seg med disse tjenestene har blitt stadig viktigere. «Brukerengasjement» er et konsept som har vært fremtredende de siste årene. Studier har vist at utforming og utvikling av applikasjoner som resulterer i engasjerende brukeropplevelser, er like viktig som brukbarheten av applikasjoner.

I denne masteroppgaven ser vi på hva som trigger brukerengasjement og motiverer brukere til å fortsette å bruke Snapchat, og hvorfor de bruker Snapchat i stedet for andre lignende direktemeldingstjenester. Videre er målet å undersøke om, og i hvilken grad tekniske faktorer kan påvirke brukernes engasjement når en bruker Snapchat. Hovedmotivasjonen for å velge Snapchat som en konkret applikasjon for denne masteroppgaven er at selv om Snapchat tydelig er et eksempel på en suksesshistorie, har bare et begrenset antall studier hittil fokusert eksplisitt på hvordan og hvorfor applikasjonen brukes.

Oversikten over relatert arbeid viser at brukerengasjement er studert i ulike applikasjonsdomener, med ulike tilnærminger. Det ble imidlertid ikke funnet noe tidligere arbeid som undersøkte virkningen av tekniske faktorer på brukerengasjement med Snapchat. Snarere har det en tendens til å bli tatt for gitt at de tekniske elementene fungerer som de burde, men dette er ikke alltid tilfelle. Som en del av prosjektet som ble utført i høst, ble det gjennomført en liten kvalitativ studie med fokusgruppeintervjuer (N=12). Basert på resultatene ble det utført en spørreundersøkelse (N=139), rettet mot tidligere og nåværende Snapchat-brukere.

En evaluering av funnene fører til konklusjonen at folk bruker Snapchat fordi det er en morsom og enkel måte å kommunisere med sine bekjente på, med en lav terskel for å dele hverdagslige opplevelser. Snapchat er den applikasjonen man bruker for å dele små hendelser og informasjon med andre, der det ikke ville vært naturlig å bruke andre applikasjoner. Snapchat tilbyr derfor ikke bare en annen type form for kommunikasjon, men skiller seg også fra andre applikasjoner når det gjelder hva som kommuniseres. Videre viste studiene at tekniske faktorer (som tilgjengelighet og responstid) i noen grad er viktige, men viktigheten er relativ, og ikke alene nok til å slutte å bruke Snapchat. Men hvis en annet applikasjon dukker opp, uten de tekniske feilene som underligger Snapchat, er det ikke umulig at brukerne bytter til denne applikasjonen dersom kontaktnettverket deres også gjør det.

Preface

This thesis is submitted as the final part of my Master's degree at the Department of Information Security and Communication Technology at the Norwegian University of Science and Technology (NTNU).

I would like to give a special thanks to my supervisor Katrien De Moor for her incredible guidance and support throughout this final semester. Without her help and knowledge, this would not have been possible. I would also like to thank my Professor Poul Einar Heegaard for his valuable input and feedback throughout the semester, and my dear mother Grete Næss for proof-reading this thesis.

A thanks to all who participated in the focus group interviews and the survey for your vital contribution, and to my family for all the support in the toughest of times.

Finally, to all the amazing people I have met in Trondheim, thank you for making these the best five years of my life.

Trondheim, 6th of June 2018

Sara Eriksen Næss

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List of Acronyms

AIM AOL Instant Messenger.

CAES Context-Aware Experience Sampling.

CTSS Compatible Time-Sharing System.

ESM Experience Sampling Method.

HCI Human-Computer Interaction.

IBM International Business Machines.

IM Instant Messaging.

IMS Instant Messaging Service.

IRC Internet Relay Chat.

MIT Massachusetts Institute of Technology.

NSD Norwegian Centre for Research Data.

NTNU Norwegian University of Science and Technology.

QoE Quality of Experience.

QoS Quality of Service.

SMS Short Message Service.

SPSS Statistical Package for the Social Science.

UE User Engagement.

UX User Experience.

Chapter 1

Introduction

The use of digital services has become part of people's everyday lives. Research on how people use and engage with different types of applications and digital services has become increasingly important. People use digital services every day, and the competition between services is big, as consumers can easily switch from one provider to another. This evolution has triggered a growing interest in factors underlying market success and failure.

In this respect, the concept of User Engagement (UE) has gained prominence over the last years, as studies have shown that the design and development of applications that result in engaging user experiences are as important as the usability of the application [3]. When studying this, we get a better understanding of what is motivating people to use and engage with different applications, as well as stop using them, or disengage. In turn, such insights can help us to design more engaging services in the future.

Given this broader context, in this master thesis, the main focus is on UE with the instant messaging application Snapchat, and more specifically on the potential impact of technical factors in this respect.

1.1 Motivation

Snapchat was founded in 2011 by three Stanford University undergraduates [4]. It is an ephemeral application which allows users to send photos and videos, or so-called "snaps" to other Snapchat users on mobile devices. Snapchat has become a popular instant messaging service with over 187 million daily active users [5] and the number is still growing. On average, 9000 photos are shared on Snapchat every second [6]. Snapchat is thus clearly an example of a success story. Even though it has many competitors that offer same types of applications, no one has been able to compete on the same level as Snapchat. The clue is to figure out how to make a system or application that people will use. In order to figure out how to make engaging systems

such as Snapchat, one needs to understand what UE is and how we can measure it
[7].

The main motivation for choosing Snapchat as a specific case of Instant Messaging
Service (IMS) is that even though Snapchat clearly is an example of a success story,
there is a lack of research focusing on these questions and only a limited number of
studies so far have focused explicitly on how and why Snapchat is used. Additionally,
the more explicit focus on technical factors is motivated by the fact that their
potential impact on UE in this context, is under-investigated so far.

1.2   Objectives

The goal of this master thesis is to investigate whether, and to which extent, technical
factors may influence the UE when using instant messaging applications, and more
specifically Snapchat, which was chosen as a concrete case here.

1.2.1   Research Questions

Listed below are the research questions I will try to answer in this master thesis, and
that define the objective:

1. What triggers User Engagement and motivates users to keep using Snapchat?

2. Why are people using Snapchat instead of similar applications?

3. Do technical factors influence users' engagement with Snapchat and if so, which
   factors and to what extent?

To explore what triggers UE when using Snapchat and building on previous
studies on the use of Snapchat, two studies were conducted. First, I conducted two
focus group interviews (N=12). These exploratory focus groups were conducted to
better understand what is important for users when engaging with an application like
Snapchat. Based on the results of the focus group interviews, a survey was created
(N=139), targeting all former and current Snapchat users.

1.2.2   Scope

UE is a broad term, and there is ongoing research on the area. This master thesis
will be based on existing literature on UE, and will not draw any new conclusions in
this respect. Several definitions are proposed, and no explicit definition will be used
for this thesis. However, there is a general agreement on what the principal points of
UE are.

Even though the topic of research is interesting and needed for IMS in general, for this thesis, the scope is limited to Snapchat as a specific IMS due to time and other constraints inherent to a master thesis assignment. Snapchat is among the biggest and most popular instant messaging application on the market and is therefore chosen to look further into for this thesis.

Regarding the conducted empirical studies, the scope was narrowed down to fit the time and resource constraints of this master thesis. More concretely, for the focus group interviews, the choice of participants was limited to students at Norwegian University of Science and Technology (NTNU), and for the survey, the target group consisted of current and former Snapchat users.

1.3   Contribution

One important contribution of this master thesis is an insight into what motivates users to engage with Snapchat and why people are using this application instead of other similar services. However, the main contribution is the investigation of whether any technical factors influence users' engagement with Snapchat, and in this case which factors and to what extent. Hopefully, the thesis will be of value for future research in the area.

1.4   Outline

This master thesis consists of six chapters, outlined as follows:

- **Chapter 1**. Introduction: Includes motivation and objectives for this master thesis, as well as the contribution and scope.

- **Chapter 2**. Background and Related Work: Relevant background and theory relevant to this master thesis are presented. Different concepts relating to use and adoption of technology, and some instant messaging history are discussed, as well as some background information on Snapchat.

- **Chapter 3**. Methodology: The research methods used for this thesis are described, as well as challenges and limitations with these methods.

- **Chapter 4**. Results: Presents the results of the conducted focus group interviews and the survey.

- **Chapter 5**. Discussion: A discussion with the research questions in mind. Some limitations of the results are also included.

- **Chapter 6**. Conclusion and Further Work: A summary of the results and proposed further work is presented.

In this chapter, the aim is to provide insight on different concepts regarding experiences and engagement with technology, with emphasis on UE, as well as a brief explanation of IMS, and Snapchat as a specific case for this thesis.

The following section includes an overview of concepts relating to research on experiences and engagement with technology, before a more detailed description of some of the concepts are given.

2.1 Research on Experiences and Engagement with Technology

Technology, which is defined as the application of scientific knowledge for practical purposes [8], has become an important part of our everyday lives. It has become an essential component in many contexts, such as work, education, health care, communication and entertainment. Research has shown that there are several factors that influence the use and adoption of technology, including education, socio-economic status, attitudes towards the technology, perceived benefits of technology and access to technology [9].

From studying use of technology, several important concepts have emerged, such as Quality of Service (QoS), Quality of Experience (QoE), UE, User Experience (UX), usability etc. In essence, all of these concepts focus on the same, namely users' experiences with technology, such as a service or an application, but they all emphasize different aspects. In the following sections, I will briefly explain some main differences with some of the concepts, but my focus will be on UE and what engages users from a technical perspective.

2.2   Quality of Experience

Use of mobile services has as mentioned become an important part of our daily lives to support our need for information or communication with others. Nonetheless, user acceptance of mobile applications can be said to depend on two conditions: the application's perceived experience, and the appropriateness of the application to the user's context and needs [10]. In this respect, QoE has become an important, but complex concept. Several definitions have been proposed, from different perspectives. A QoE community-wide effort as part of the Qualinet network has defined QoE:

QoE is the degree of delight or annoyance of a person whose experiencing involves an application, service, or system. It results from the person's evaluation of the fulfillment of his or her expectations and needs with respect to the utility and/or enjoyment in the light of the person's context, personality and current state [11].

Research has shown that perceived quality is a key criterion for evaluating systems, services and applications during the design phase or operation [12], and this is why quality and QoE are important measures to consider.

QoE is often confused with QoS, partly due to the fact that the boundaries between the two concepts are not clearly defined (which is also because the concepts themselves are rather complex and hard to define clearly). While there is a relationship between the two concepts, QoE is more user-centric with a user perspective while QoS takes a system perspective and is more technology-oriented. Unlike QoS, QoE takes the subjectiveness of the end-user into account and the impact of additional user-related factors [13]. However, QoS has a longer tradition than QoE, which is still a relatively young concept. Methods to model the impact of both technical (QoS-related) and non-technical (e.g., user context) influence factors on QoE have evolved in recent times [13], and a reason for this may be the growing necessity of understanding the end-users needs and optimizing their experience with services.

2.2.1   Quality of Experience vs. User Experience vs. User Engagement

Around the same time that QoE started to emerge in the telecommunications domain as a new concept, similar concepts arose in other research fields. In this respect, UX and UE are also rather new concepts that have become important measures in recent research. Even though these concepts are strongly related to each other, they differ from one another in several ways. For example, while QoE focuses more on how technical factors affect the experience, UE may underemphasize that technical factors may play an important role in this respect. In the following sections, a brief comparison of the different concepts will be presented.

Quality of Experience vs. User Experience

While QoE has emerged from telecommunication research, UX stems from Human-Computer Interaction (HCI) [1]. Wechsung and De Moor identify some key differences with the two concepts summarized in Table 2.1:

	Quality of Experience	**User Experience**
Driving force	Technology driven	Human-driven
Theoretical basis	Limited (more emphasis on practical applications)	Strong and diverse theoretical basis
Main focus	Evaluate technical quality perception	Evaluate and understand the process of experiencing
Main research "objects"	Multimedia communication systems	Products and services people can interact with through a user interface
Perspectives on use	Use of application or service	Encounter with a system, anticipated use

Table 2.1: Overview of some differences between QoE and UX [1]

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User Engagement vs. User Experience

UE and UX are two terms that often come up when studying different types of information and communication technologies and digital services/applications (e.g., video chat, gaming, video streaming, instant messaging, to name a few). Nevertheless, people tend to confuse one with the other. Yet, UX is not the same as UE [14], as suggested in the literature. It goes beyond the scope of this work to extensively discuss the conceptual differences between UX and UX (as even the definition of both concepts individually is still an ongoing discussion), but it is important to briefly clarify how both concepts relate to each other.

UX involves content and design elements, and are often divided into four categories: utility, usability, appeal and engagement [15] [14]. Utility refers to the usefulness of the application, and whether it provides value to the user. Usability refers to ease of use and navigation with the service and appeal refers to how the page looks. The final one is engagement. UE is a *part of* UX, but not the *same as* (See Section 2.3 for more on UE). If the application offers good UX, it also engages the user [14].

So even though there are significant differences between the concepts discussed above, research on each of them can be of great value for the other concepts, because they all are interconnected somehow.

2.2.2   Factors Influencing Quality of Experience

There are several factors that may influence QoE. Reiter et al. divided these factors into three categories: *human*, *system* and *context* influence factors (IFs) [16], abbreviated to HIF, SIF and CIF. Furthermore they define an influence factor as any characteristic of a user, system, service, application, or context whose actual state or setting may have an influence on the Quality of Experience for the user [16].

The three factors of influence are defined as follows:

- *Human Influence Factor (HIF)*. Any variant or invariant property or characteristic of a human user. The characteristic can describe the demographic and socio-economic background, the physical and mental constitution, or the user's emotional state [11].

- *System Influence Factors (SIF)*. Refer to properties and characteristics that determine the technically produced quality of an application or service [11].

- *Context Influence Factors (CIF)*. Factors that embrace any situational property to describe the user's environment [11].

All these factors have subcategories. These subcategories can be seen in Figure 2.1.

The influence factors must however not be regarded as isolated since they often interrelate with one another. An example of this is that HIFs and CIFs might determine if and how much the set of SIFs impacts on QoE [16]. A video clip might leave a different quality impression when watched on a mobile phone when out walking than on the TV screen back home.

Research on QoE has been conducted for several different application areas, such as for speech communication systems, including networks, speech processing applications and terminals [17], on multimedia conferencing and telemeetings [18], video streaming [19] and gaming [20] to mention some. Although there are a number of previous studies that address QoE in the context of instant messaging [21], Snapchat as a specific type of instant messaging application has - to the best of my knowledge - not been considered in this respect.

Human Influence Factors
- Low-level: physical, emotional, mental constitution
- High-level: understanding, interpretation, evaluation

System Influence Factors
- Content-related
- Media-related
- Network-related
- Device-related

Context Influence Factors
- Physical context
- Temporal context
- Social context
- Economic context
- Task context
- Technical/informational context

Figure 2.1: Subcategories of influence factors

For this master thesis, UE will be the main focus area of research, and more specifically how technical factors may influence it. Therefore, in the following sections, I will explain the concept of UE more in detail, including definitions, a proposed process model of engagement as well as previous research on how to measure it.

2.3 What is User Engagement?

As mentioned, it has become increasingly important to understand and design applications that offer users more engaging experiences, and that do not only care about usability when designing new services. Users have enhanced expectations related to interaction with technology, and this results in increased competition between designers and vendors of interactive systems [7]. If a user is not engaged, the user will most likely stop using the service if there are other alternatives on the market. As O'Brien and Toms stated, *Successful technologies are not just usable; they engage users* [2].

2.3.1 Definition of User Engagement

UE in itself is a complex and abstract concept, which is reflected in the observation that there are a lot of different definitions and descriptions for UE available in the literature. The word engagement is a part of our everyday speech and can often mean several different things. The general assumption is that to engage or to be engaged is beneficial in some way. UE has for instance been defined as the act of emotionally involving users and the state of being in gear and interacting directly

with a system [22]. Other definitions state that engagement is something that *"draws us in, that attracts and holds our attention"* [23] and *"excite, motivate and enhance the user experience"* [7].

Based on these definitions, O'Brien and Toms [2] developed an operational definition of engagement and identified key components that make up engagement. To do this, they reviewed and analyzed previous research on engagement, and conducted semi-structured interviews to find out which attributes drive engagement. From the results they came up with the definition: *"Engagement is a quality of user experiences with technology that is characterized by challenge, aesthetic and sensory appeal, feedback novelty, interactivity, perceived control and time, awareness, motivation, interest and affect"* [2].

Explanations of these characteristics can be found in Table 2.2 and are retrieved from O'Brien and Toms' research paper on defining UE [2].

Lalmas et al. were still not satisfied with this definition. They stated that previous definitions lack the ability to be meaningfully communicated amongst researchers and designers [7]. Because there are gradations of UE [2], and a need for examining UE within one session (engaging interaction), but also across several sessions (long-term engagement), Lalmas et al. used the following definition in their book Measuring User Engagement: "User engagement is the *emotional, cognitive and behavioral* experience of a use with a technological resource that exists, at any point in time *and* over time" [7].

The disagreements on the definition on UE shows the importance of research on the area. How UE is defined has implications for the theoretical perspectives used to frame engagement [24]. While it is difficult to achieve a complete agreement on what UE is, emphasizing theory and keep discussing will get us closer to understanding the concept and thereby getting a deeper appreciation of how technology has an impact on individuals, organizations and society.

Characteristic	Explanation
Challenge	The amount of effort users perceive they are expending when performing an online task
Aesthetic and sensory appeal	Visual beauty or the study of natural and pleasing (or aesthetic) computer-based environments
Feedback novelty	Response or reaction from the task environment or system that communicates the appropriateness of the users' past actions or demonstrates progress towards a specific goal
Interactivity	The degree of information exchange between systems and users
Perceived control and time	How "in charge" users feel over their experience with the technology, including time to complete tasks
Awareness	The participant's consciousness of physical surroundings and bodily functions (e.g., hunger, thirst), and also of others in the same room or the online environment
Motivation	Can both be intrinsic and extrinsic, meaning that motivation can either come from the feeling of satisfaction from the activity itself, or from factors outside of the individual (rewards/punishments administered by outside forces)
Interest	Feeling that accompanies or causes special attention to an object or class of objects
Affect	The emotional investment a user makes in order to be immersed in an environment and sustain their involvement in the environment

Table 2.2: Explanations of different characteristics [2]

2.3.2   The Process Model of User Engagement

In addition to the definition of UE (see Section 2.3.1), O'Brien and Toms identified four distinct stages of engagement and the attributes that characterized each stage [2]. These four were *point of engagement*, *period of engagement*, *disengagement* and *re-engagement*. The way each stage is connected can be seen in Figure 2.2.
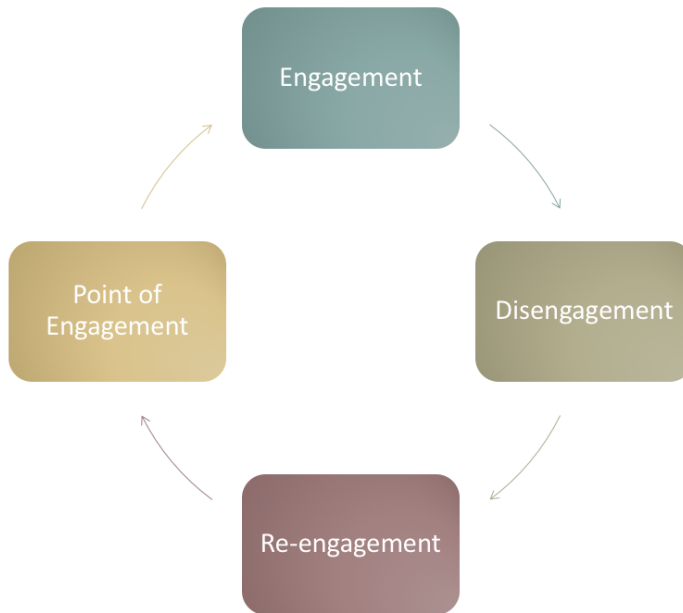
Figure 2.2: The Engagement Cycle

Point of Engagement

This stage is initiated by the aesthetic appeal or novel presentation of the interface, the users' motivations and interests, and users' ability and desire to interact and to perceive that there is enough time to use the application [2].

Period of Engagement

Engagement is maintained when users are able to keep their attention and interest in the application and is characterized by positive emotions. Users want to customize the interface to meet their needs and receive feedback from the application. In addition, they want to lose their perception of time and others when interacting with the applications (except for applications where engagement is increased because of social interaction) [2].

Disengagement

There are many reasons for disengagement, including the usability of the technology (i.e., challenge and interactivity) and distractions in the environment. Depending on the outcome, this stage can result in both positive and negative emotions [2].

Re-engagement

The study indicated that disengaging from a task was not necessarily the end of the engagement. Re-engagement can happen in both short and long-term [2]. Reasons for re-engagement can be if the application disengages the user before the user is ready or if the user abandons the application for personal needs or switches tasks. Re-engaging with an application is often caused by previous positive experiences.

Non-engagement

Another interesting finding in the study was that some users are not always engaged at all, so engagement is not always a part of users' experiences with applications [2]. This could for example be because the content of the application is not interesting enough or that they have usability issues with the technologies, making it a barrier to engagement.

2.3.3 Engagement Attributes

The complete overview of the different attributes contributing to the different stages of engagement described above can be seen in Figure 2.3. These are based on the study conducted by O'Brien and Toms [2].

Point of Engagement	Period of Engagement	Disengagement
• Aesthetics • Novelty • Interest • Motivation • Specific or experiential goal	• Aesthetics and Sensory Appeal • Attention • Awareness • Control • Interactivity • Novelty • Challenge • Feedback • Interest • Positive Affect	• Usability • Challenge • Positive Affect • Negative Affect • Perceived Time • Interruptions

Figure 2.3: The attributes of the different stages of engagement

2.3.4   Factors Influencing User Engagement

Previous research has focused on different perspectives of UE. Some examples are UE with eLearning [25] and with digital games [26]. Both of these studies focus on hedonic (e.g., affect, entertainment, social interaction) and utilitarian (e.g., efficiency, cost) motivations, using the User Engagement Scale (See Section 2.3.6) and the Process Model of User Engagement (see Section 2.3.2) [2] to measure UE. Heather O´Brien explores the influence of hedonic and utilitarian motivations in the context of UE with online shopping [22], also using the User Engagement Scale together with The Hedonic and Utilitarian Shopping Motivation Scale [27] for better reliability.

Another study focusing on teachers' engagement in informal learning activities found that lack of time, lack of proximity to colleagues' work areas and insufficient funds were environmental factors which inhibited the teachers from engaging with this kind of activities [28]. Moreover, there were seven personal characteristics that enhanced the teacher's motivation to engage in informal learning, including initiative, self-efficacy, love of learning, interest in the profession, commitment to professional development and a nurturing and outgoing personality [28].

Others have focused on UE from a communication perspective with interactive media showing that (a) *cognitive and emotional focus on media content*, (b) *attraction, curiosity, and interest in the medium or interface* and (c) *voluntary participation of users to distribute media messages* are the three most common, significant factors influencing UE with interactive media [29]. Some have focused on social media engagement, finding that social media engagement comprises six related elements: (1) *presentation of self*, (2) *action and participation*, (3) *uses and gratifications*, (4) *positive experiences*, (5) *usage and activity counts* and *social context* [30].

Similarly, Zheng et al. explored the concept of UE in the context of online brand communities, and proposed a model to explain how brand loyalty is developed through UE [31]. The findings showed that users tend to focus on the benefits derived from the usage when engaging in an online brand community. Members of these communities are more likely to keep using the service and repeat behaviors that induce positive rewards and achievements [31].

Dobrian et al. investigated the impact of video quality on UE [32]. They found that time spent in buffering, or buffering ratio, had the largest impact on the UE across all types of content [32], but how much of an impact depended on the content type. Another factor that influenced the UE was join-time, which is the duration from initiation of the connection to a video server, until the time it moves to play state. From these results, it is clear that technical factors have an impact on user UE, and even though the study does not explicitly focus on this, it may motivate the need for change in the technical solutions such as tradeoffs in choice of a suitable

buffer size [32], as well as new solutions such as better buffering techniques.

As we clearly can see, research on UE has been applied to several application areas. However, one thing all of the definitions and researches conducted above have in common is that they do not explicitly focus on how technical factors may play a role in the respect of UE, and not much research has been conducted on this area.

2.3.5 Measuring User Engagement

The complexity of UE as a concept has consequences for its measurement and evaluation. The question of how to measure it is difficult, and today there is no standardized way of doing this. Several approaches have been proposed, but there has not been enough focus on reliability and validity of measures or triangulation of various approaches [7].

Yet, if one could find a way to standardize the measurement of UE, it would benefit research, design and users. There are in any case several aspects that need to be accounted for when measuring engagement, and different considerations to be made.

Some examples of these considerations are whether to use:

- *Field studies versus laboratory measurement.* I.e a more natural context of use or an artificial setting which provides more control.

- *Subjective versus objective measurement.* E.g., based on behavioral data [32]. Objective measures include timing or distance where there are no personal opinion or bias. Subjective measures are influenced by personal judgment.

- *Short term versus long term measurement.* The latter e.g., allows to a higher extent to gain insight into engagement as a process.

- *Large scale versus small scale measurement.* E.g., dwell time of 100000 people or gaze patterns of 10 people [3].

It all depends on the goal of the research, so no one is better than the other. Some potential approaches for measuring UE includes [7]:

- *Self-reporting.* Reporting through questionnaires, surveys and interviews.

- *Physiological approaches.* Include observational methods (e.g., facial expression and speech analysis and desktop actions) and neuro-physiological signal processing methods (e.g., muscle spasms)

- *Web analytics.* Online behavioural metrics (e.g., clickthrough rates, churn rates and number of page views)

The most common data collection technique used to measure engagement has been self-reporting, including a seven-item measure developed by Webster et. al [33], relating to factors such as challenge, feedback, control, variety, attention focus, curiosity and intrinsic interest and a 13-item survey including items related to attention, motivation, need, control, perceived time, attitudes and overall engagement [34] [23]. Another study included conducting pre- and post-task measures to explore changes in user's affective and cognitive states when interacting with an educational application [35] [23]. When trying to understand the impact of video quality on UE, Dobrian et. al. measures quality metrics such as join time, buffering ratio, and average bitrate [32], which is an example of measurement based on behavioral data.

Physiological metrics and performance indicators, as used by Konradt et al. [35], have the advantage that they can be observed in users' biology and behavior, such as heart rate and eye gaze etc [23], and are collected during interaction with a system. However, even though these metrics are important when considering what is happening while a user is using a system, they do not address the user's cognitive and emotional state, which are two important factors relating to engagement [23]. One example of this can be if a user spends a lot of time on a single web page. It is difficult to say if the user is feeling engaged on this page or confused about how to navigate away from the page. Performance and physiological measures are more objective than self-report measures. However, self-report measures offer convenient and efficient means of determining users' perspectives of an experience [23].

Given demands of today's technology users, O'Brien and Toms found it essential to develop a tool to encapsulate more than usability of a service or application [23]. They therefore developed the User Engagement Scale.

2.3.6   User Engagement Scale

O'Brien and Toms agreed on previously conducted research when using a survey to collect users' perception of their level of engagement [23]. However, in contrast to previous work, based on their definition of UE (See Section 2.3.1) they chose to use significantly more attributes for their scale. When developing and testing the scale, they used only one application, namely an online shopping site, to increase

the statistical power of the findings. The result was a survey comprised of six factors: Perceived Usability, Aesthetics, Novelty, Felt Involvement, Focused Attention and Endurability [23]. They found that all these factors were connected somehow, showing the need to consider the whole user experience instead of a single dimension during the design process of a service [36]. The 31-item User Engagement Scale for measuring engagement can be found in Appendix A.

Further, I will look at IMS as a concept, why people use these services, and some related work based on different applications.

2.4   Instant Messaging Applications and Social Networking

Instant messaging applications, or IMS, are internet-based communication applications that are designed to provide immediate communication between people [37], in contrast to traditional chatting applications. While instant messaging is taken for granted today, it is only two decades ago that chatting with other people online was impossible. The concept became known in the 1990s, and rapidly became a popular way for the world to connect in real-time. Use of these applications has grown excessively over the last years, especially for mobile devices. Instant messaging has revolutionized the way we communicate with each other. According to Statista, the number of mobile messaging application users worldwide exceeds 2 billion in 2018, and the number is expected to keep on growing [38].

2.4.1   Evolution of Instant Messaging Applications

Today, instant messaging applications intuitively integrates features such as video, photos, voice, e-commerce and gaming in addition to the normal messaging [39]. However, today's technology with dominating applications such as Snapchat, Facebook Messenger and Instagram, would not be possible without the breakthroughs in the past.

As early as 1961, Massachusetts Institute of Technology (MIT) developed a system called Compatible Time-Sharing System (CTSS), that allowed up to 30 users to chat in real-time [39]. Later in 1988, Internet Relay Chat (IRC) allowed users to connect to networks with client software to chat with groups in real-time, and the service is still on the market today [39]. The first text message we know as Short Message Service (SMS), was sent in 1992, containing the phrase "Merry Christmas" [40]. In the late 1990s, the first major Instant Messaging (IM) platforms were launched, making services like AOL Instant Messenger (AIM), Yahoo and MSN Messenger battle for market share in this new IM market [39].

Many people consider the 2000s to be the Golden Age for instant messaging [39]. Device technology became more and more advanced, and services like Skype, Google Talk and Facebook Chat became available to the public. Sharing photos and playing games became common platform features.

When new applications such as Snapchat, Slack and WeChat became available in the 2010s, use of instant messaging applications changed completely. With WeChat, it became possible to shop, make payments, play games and much more. Snapchat introduced the photo sharing in a new way, making the photos disappear after ten seconds and Slack allowed teams to communicate easily with its workplace collaboration software [39].

2.4.2   Why Do People Use Instant Messaging Applications and Social Networking Sites?

When instant messaging was introduced in the 1990s, electronic mailing systems were not as we know them today. One needed to periodically check for new messages, making it a "pull" experience. Instant messaging applications, however, used a program running at all times to have messages popping up whenever someone sent a new message [41]. Today, these messages appear right away, also for mailing services. Nevertheless, people still use instant messaging applications more than ever before.

Understanding peoples' adoption behavior of instant messaging applications has been investigated from different perspectives. From an information systems research perspective, it is both important and interesting to understand the adoption. Studying this will help reveal why and how people use communication technologies for keeping and building interpersonal relationships as for example friendships, business-customer relationships and employee relationships [42].

According to Li et al., studying IMS will also contribute to our understanding of the value of information technologies in social communications for connecting people to their friends and families, as well as to different communities [42]. They found that the behavioral intention, which is defined as a person's perceived likelihood or subjective probability that he or she will engage in a given behavior [43], to continue using IMS was based on three factors: perceived usefulness, perceived enjoyment, and perceived critical mass.

Another study using network externalities and motivation theories to explain why people continue to join social networking sites have also been conducted [44]. The results were similar to the study above, showing that enjoyment is the most influential factor in people's continued use of social networking sites, followed by the number of peers and usefulness.

A study conducted by Yoon et al. aimed to explore how an individual's intention to use instant messaging applications is influenced by technical (ease of use and convenience) and individual (computer playfulness and personal innovativeness) characteristics as well as social influence factors (perceived critical mass and identification) [45]. The results revealed that most of the technical characteristics, individual characteristics and social influence factors all are important when people use instant messaging applications.

The two technical characteristics that the authors emphasize in this research were as mentioned ease of use and convenience. Four hypotheses were developed [45]:

- **H1** Ease of use positively affects perceived usefulness of mobile IM

- **H2** Ease of use positively affects perceived enjoyment of using mobile IM

- **H3** Convenience positively affects perceived usefulness of mobile IM

- **H4** Convenience positively affects perceived enjoyment of using mobile IM

Further, they define ease of use in information technology context as *"the degree to which a person believes that the utilization of a particular technology would be free of effort"*, and convenience as *"the user's ability to utilize the technology regardless of time and space"* [45].

The authors developed a research model based on the characteristics mentioned above for measuring and used structural equation modeling to empirically analyze it. In case of this master thesis, the technical characteristics being measured are interesting findings, showing that these factors play an important role in users' instant messaging. This study was based on a multiple perspective approach, and the only article I could find that focused more explicitly on some technical factors when measuring UE. However, they do not rule out that other technical factors may bear an influence, which could implicitly also be seen as an indication that in many cases it is "assumed" that everything works.

There are as mentioned a large number of instant messaging applications on the market today, but for this master thesis, I have chosen to focus more explicitly on Snapchat as a use case. In the following section, I will motivate for my choice of application and introduce Snapchat more in detail.

2.5   Snapchat

Snapchat was founded in 2011 by three Stanford University undergraduates [4]. It is an ephemeral application which allows users to send photos and videos, or so-called "snaps" to other Snapchat users on mobile devices. The application is intuitive in nature, allowing users to take photos (or short video clips) with their phones, add descriptive text if desirable, set the timer for how long the photo should be visible, and then send it to other users on their contact list. In recent times, more functionality has been added to the application, such as "My Story" (sharing photos with everyone on your Snapchat contact list), custom-made groups (See Figure 2.4 to the left) and "Snap Map" (a location-sharing feature, making it possible to see where other Snapchat users on your contact list are located, see Figure 2.4 in the middle). Users also have their own profile with a unique "Snap Code" which can be used to add new friends to the contact list (See Figure 2.4 to the right).

Snapchat has become a popular IMS with over 187 million daily active users [5] and the number is still growing. On average, 9000 photos are shared on Snapchat every second [6]. Nevertheless, despite Snapchats rapid emergence, as mentioned in Chapter 1, there is lack of research on how and why Snapchat is used, and only a limited number of studies have focused explicitly on this.

As of today, Snapchat can only be accessed via a smartphone application. Because of this, the application depends on mobile portability [46], enabling users to share photos and videos regardless of time and space.

Snapchat is a unique application with its image-based communication method. Even though there are other applications focusing on photos, such as Instagram, Snapchat stands out in the way that all interactions with Snapchat, except for a text messaging option, are by definition "snap"-based [47]. Another aspect that separates Snapchat from other instant messaging applications is that Snapchat is an ephemeral application, which means that the content shared is temporary, and is deleted after 10 seconds (or less) after the recipients open it [48]. For the sender, the content of the snaps has to be near and in the present, meaning that users can not send photos that are stored on the phone (except when using the chat function). One has to use the Snapchat application to take a photo and to send a message, which makes sure that the sender creates the content at, or close to, the time it is shared [48]. Snapchat mimics the behavior of how humans communicate with each other, so how Snapchat works is closer to how we communicate face to face than any social network [49]. In a face to face conversation, the moments disappear, and this is also what happens on Snapchat. Several competitors offer similar applications to Snapchat, but no other application has been able to compete on the same level.
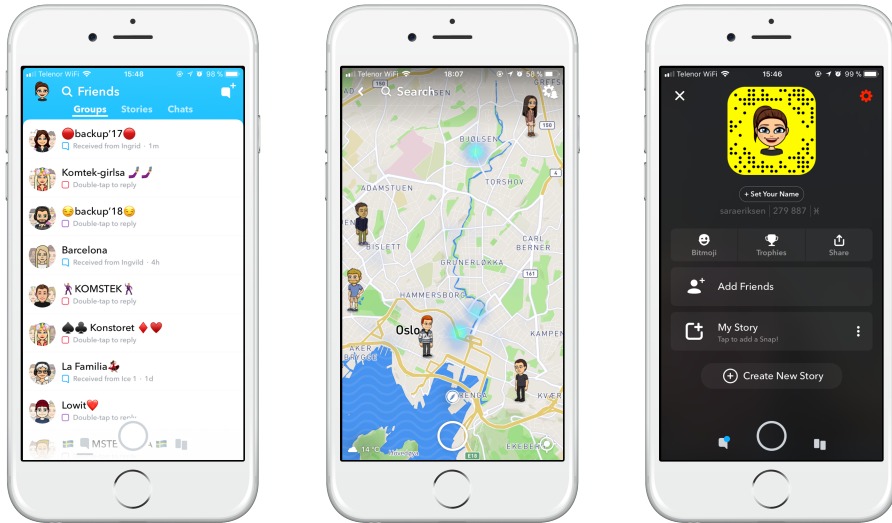
Figure 2.4: Screenshots of different pages on Snapchat

In contrast to many other instant messaging applications, Snapchat emphasizes directed communication, meaning that the recipients are specified and therefore known for the sender. The sender chooses who will receive the snap, and is notified when the snap is received and seen by the recipient. The only way the recipient can save the content is my taking a screenshot with the phone, but this will be reported to the sender by Snapchat automatically [48]. Another difference from many other instant messaging applications is that there is no way of giving feedback in forms of likes etc. The only feedback given to the sender is a notification that the recipient has seen the snap.

A study conducted by Rachel Grieve [47] showed that Snapchat users were *"younger, placed more importance on social connectedness, showed more reliance on graphics, greater technological engagement, were more comfortable with technological multitasking and showed a greater preference for online social interaction than Snapchat non-users"* [47]. However, even though the rates of use are higher for younger people, older people are increasingly using social media in general, including Snapchat [50].

In addition to the work by Grieve [47], another recent study has been focusing on peoples' satisfaction, addiction, need, communication apprehension, motives and

uses and gratifications with Snapchat [51]. In these and similar studies, the focus is primarily on characterizing typical users and on understanding why people use Snapchat, which needs it fulfills, etc. It tends to be taken for granted that the technical elements work as they should. However, this is not always the case. This is why I in this master thesis will try to focus more explicitly also on the technical perspective of Snapchat usage, and in what way technical factors may affect how people use, experience and engage with the application.

Snapchat has had its ups and downs since it was launched in 2011, and have on several occasions been exposed in the media. When Instagram launched their Instagram Stories in 2016, similar to Snapchat's My Story function, it was believed that this was the primary reason for Snapchat's slowdown in user growth [52]. However, when Snapchat launched their Snap Maps in June 2017, they witnessed a 40% increase in Snapchat Snap Story submission. In the first quarter of 2018, Snapchat rolled out a new update, making many of its users unhappy. The design changed, and more than 1 200 000 people signed a petition to change back to the old one [53]. When reality TV star Kylie Jenner wrote on Twitter that she would not use Snapchat anymore after the new update, Snap's shares sank with almost 8% [54]. These examples show that it is useful not only to focus on why people use services, but also what makes them stop, or disengage. In general, and in the case of Snapchat, research on why people stop using the application is deficient. For this thesis, it will be interesting to see if any technical factors have an impact on how people use the application and if technical factors alone would be enough to choose to stop using it.

2.5.1   Snapchat Dictionary

A number of new expressions have become a part of Snapchat users everyday speech. When discussing the results later on, these expressions come up on several occasions. This section will give a brief explanation of the different expressions.

Expression	Explanation
Snaps	Temporary photos and videos that will last anywhere between one second to infinity and are shared between users on Snapchat. Users can write captions, draw and use filters on the snaps. Once a snap is viewed, it is gone forever. Snaps are the main functionality of the application.
Snap Story	A story, unlike snaps which is sent to individual users, can be viewed by anyone that follows the user. Stories disappear 24 hours after being posted, but can be watched unlimited number of times during these 24 hours. There are two types of stories, My Story and Our Story. My Story is only shared with users contacts, while Our Story is shared with all users all around the world.
Snap groups	These groups are self-made, consisting of up to 32 Snapchat users. When sending a snap to a group, all the users contained in the group receives the snap.
Lenses	Different types of animations that are laid on top of a snap, changing the surroundings and faces on the snap.
Filters	Similar to other social networks, Snapchat allow users to enhance the content with different filters for the snaps. These filters can either be in different colors or include place names for specific locations. Different filters can be accessed on different locations, depending on where the user is located at the time the snap is taken. These types of filters are called Geofilters.
Snap Map	This is a map that allows users to share their locations with their friends on Snapchat. One can also view Snaps submitted to Our Story from all around the world on Snap Map.
Snapchat Discover	A feed that shows algorithmically sorted content from media partners and verified celebrities [55].
Streak	The number of consecutive days two users have communicated by Snaps on Snapchat, given as a number and a flame emoji next to the users name.

Table 2.3: Explanations of different Snapchat expressions

Chapter 3
Methodology

As discussed in Section 1.2, the main goal of this thesis is to investigate to which extent technical factors play a role in the respect of UE with Snapchat. This chapter describes the methods used to investigate the related research questions, as introduced in 1.2.2, and motivates the choice of research design.

More concretely, both qualitative and quantitative methods have been used and combined, also known as a mixed method design. Two different research methods were used to address the research questions, namely focus group interviews and a survey based on these interviews later on.

The challenges and limitations of the different methods, planning and practical implementation of the research design are also discussed.

3.1 Planning of Research Design

When selecting a method to use, it is important to have a clear vision of what kind of information you want to obtain and who you want the information from. This can be decided by looking at the research questions and strategy.

At the beginning of the pre-project this fall, an exploratory study was conducted to gain initial insights into what is important for users when engaging with an application like Snapchat, and to which extent technical factors may bear an influence [56]. Many methods could have been employed to address the formulated research questions, but for the pre-project, I concluded it was important to figure out what the users were thinking and what was important for them while using the application, without putting the words in their mouth. Based on the literature on different methods and advantages and disadvantages of these, I concluded that at that stage of the project, a focus group interview would be most suitable. Based on the results of the focus group interviews, I was going to choose the next steps for the research for my master thesis.

After analyzing the results, and reading about mixed method approaches, I concluded that a survey based on the answers would be a suitable choice for future work and for collecting additional data allowing me to answer the research questions underlying this master thesis. To dig a bit deeper and figure out what kind of questions I should include in the survey, I talked to a person who had recently stopped using Snapchat. Since one of the main goals of this master thesis is to figure out to what extent technical factors may influence UE with Snapchat, I was wondering whether one of the reasons why the informant had stopped using the application had anything to do with technical factors. The questions for the survey were therefore based on the results from the focus groups as well as the answers from the informant who had stopped using Snapchat and shared some thoughts and experiences related to his decision to stop using Snapchat.

Other methods were also carefully considered. Some of these were observational methods and diary studies. Observational methods involve watching what people do, and record this in some way and then describe, analyze and interpret what was observed [57]. In case of this master thesis, one could conduct testing in a controlled environment by changing the network conditions etc. to see how the participants would react (as is e.g., typically done in experiment-based QoE studies). However, since Snapchat is an asynchronous application, this type of testing would be difficult to administer and to obtain any valuable findings.

A diary study is a kind of self-administered questionnaire [57] and may be used to gather feedback from participants over a longer period of time. This feedback can be given for example after using Snapchat or every day at a given or random time. One type of the diary method is called Experience Sampling Method (ESM) and is used to obtain empirical data [58], on several variables such as for example frequency of activity and patterning of thoughts and experiences. Context-Aware Experience Sampling (CAES) is an improvement of ESM that would be interesting to look more into in my case. CAES uses emerging computational perception and sensing technologies to detect events automatically so that sampling is triggered and thereby enables data collection [59]. An advantage with ESM and CAES is that there are frameworks available that enable the logging of technical parameters, as a complement to the gathering of explicit user feedback.

However, these methods are highly resource-demanding (time frame, equipment, panel recruitment), and thus typically require a longer project duration. Due to the time and other constraints inherent to a master thesis assignment, I concluded that a survey was a better-suited choice given the research questions in this master thesis.

3.2   Mixed Method Research

When using the results from the focus group interviews to create a survey, I was mixing two different types of research methods. The first one was a qualitative study, while the second was a quantitative study. The focus group interviews gave me the opportunity to dig deeper and ask follow-up questions based on the answers, and some of these questions would be difficult to include in the survey. On the other hand, the answers from the participants from the focus groups were not representative to the Snapchat user base, hence I created the survey to see if more people agreed on the findings. Overall, mixing these two methods were useful to get a more complete understanding of the topic.

There is a growing recognition of the value of using both qualitative and quantitative methods when doing research [57]. These two are the main ways of conducting this type of research. A combination of the two approaches - aiming to overcome the limitations of only sticking to qualitative or quantitative methods - is often addressed with the term mixed method research. [60]. Some key features of the two approaches are listed below [57].

Quantitative Research

- Measurement and quantification (turning data and information into numbers)

- Focus on behaviour (what people do or say)

- Generalization is sought (usually statistical generalizability which requires participants to be representative of some part of the population)

- A deductive logic is adopted where pre-existing theoretical ideas are tested

- Statistical analysis of data is expected

- Reliability and validity of measurements is important

Qualitative Research

- Accounts and findings are presented verbally or in non-numerical form (little or no numerical data or statistical analysis)

- An inductive logic is used starting with data collection from which theoretical ideas and concepts emerge

- Focus on meanings

- Context is important, and understanding phenomena in their setting

- Situations are described from the perspective of those involved

There are many different terms used for the mixed method approach, such as *integrating*, *synthesis*, *quantitative and qualitative methods*, *multimethod* and *mixed methodology* [61]. Today, recent writings use the term *mixed methods.* Some of its defining characteristics however are typically cited as [57]:

- quantitative and qualitative methods within the same research project

- a research design that gives a priority and sequence to the qualitative and quantitative elements of collection and analysis of data

- a clear explanation on how the quantitative and qualitative aspects of the research relate to each other

3.2.1   Planning Mixed Methods Procedures

When choosing to use mixed methods for research, there are some key design aspects that need to be considered. Four of these are timing, weighting, mixing and theorizing [61].

One of the first aspects one need to consider is the timing of the qualitative and quantitative data collection. This means that one has to choose between collecting data sequentially or at the same time. When data is collected sequentially, either qualitative or quantitative collection may come first. In case of this master thesis, a sequential data collection approach was used, starting with a qualitative study with the focus groups, and then following up with the survey.

Weighting, or priority is another important aspect. In some studies, the weighting may be equal, and in other studies, one of the methods might be more important than the other. A priority of one of the methods depends on the interests of the researcher, the audience of the study, and what the investigator wants to give priority to in the study [61]. The focus group interviews conducted for this master thesis functioned as a basis for the more detailed survey. The focus for the results will, therefore, be mostly based on the survey, even though the results from the focus group interviews were important for designing the survey.

Mixing of data is a difficult task since qualitative and quantitative studies consist of different types of data, namely text and images, and numbers. The important questions here are when to mix and how the mixing shall occur. When to mix is easier to answer than the other question. The mixing may occur during data collection,

data analysis or data interpretation, or in some cases in all three phases. How to mix has been a topic of discussion in recent time [61]. Different ways that have been discussed involves mixing, connecting, integrating or embedding qualitative and quantitative methods. In case of this thesis, the decision of making a survey was made after analyzing the data from the focus group interviews, and the survey was distributed when all the work with the focus group interviews were completed.

The last one is the theorizing, or transforming, perspective. It is important to consider whether a larger theoretical perspective guides the entire design [61]. This might be theories from social sciences as for example adoption or leadership theory, or a broad theoretical lens such as an advocacy or participatory lens. For this master thesis, the focus will be to look at UE with Snapchat from a technical perspective.

3.2.2 Sequential Exploratory Strategy

Sequential Exploratory Strategy is a popular strategy for mixed method design [61] and based on literature on different ways of doing mixed method research, I concluded that this method would be a suitable starting point for my research.

This method involves a phase of qualitative data collection and analysis, followed by a phase of quantitative data collection and analysis [61]. The steps involved can be seen in Figure 3.1. The second phase builds on the results from the first phase. Generally, the weight is placed on the first phase, and the data is mixed through being connected between the qualitative data analysis and the quantitative data collection [61]. The idea is that the quantitative research shall assist and back up the findings from the qualitative research.

Figure 3.1: The steps involved in the Sequential Exploratory Design

The sequential exploratory strategy has several advantages. First of all, the two-phase approach, starting with qualitative research, followed by quantitative research, makes it easy to implement and straightforward to describe and report [61]. It is useful when exploring a phenomenon, but also when wanting to expand on the qualitative findings. A drawback may be that this model of method requires a considerable amount of time to complete, with both data collection and data analysis in both phases. Furthermore, one needs to make a decision on which qualitative data findings will be focused on in the subsequent quantitative research phase.

After this overview of the overall mixed method research design adopted in this thesis study, I now discuss the two conducted studies and underlying methods more in detail.

3.3   Focus Group Interviews

As previously mentioned, during the fall I conducted two focus group interviews to gain insight into peoples' thoughts on UE and Snapchat. First, methodological literature on focus group interviews (key characteristics, best practices, advantages and disadvantages) was consulted.

Focus groups are today widely used for several kinds of research, and it has become a popular method of data collection in many fields of applied social research [57]. This is a method that in this case consists of a group of Snapchat users that discuss with each other as well as a moderator and observer that are gathering the data. Focus group interviews have, as any other method, both strong and weak sides. Following is a list of the main advantages and disadvantages of using focus group interviews in this case [62]:

Advantages

- It is a cheap and effective way to collect valuable data

- People might be more comfortable when they are not facing the researcher alone

- Participants can reflect and discuss each others viewpoints with which they might either disagree or which they are unaware of

- Discussion between participants can make them think of aspects they would not have thought about if they were interviewed alone

- Because there are several people being interviewed, more information will be produced compared to individual interviews

Disadvantages

- The moderator might have trouble with controlling the discussion and it could get off track

- Some participants might not want to share opinions in groups, while others might take control of the discussion, and this can lead to biased results

- The data could be difficult and time consuming to analyze

- Focus group discussions might be quite different from one group to another, and therefore the validity of the findings may be tough to verify on their own

3.3.1 Planning and Execution

After studying the literature, it was time to plan the execution of the focus group interviews. As I was to collect some personal data about the participants, I needed to obtain permission from the Norwegian Centre for Research Data (NSD) to legally carry out the focus group interviews. The confirmation from NSD can be found in Appendix B. When the permission was in order, I followed the steps shown in Figure 3.2 one by one.
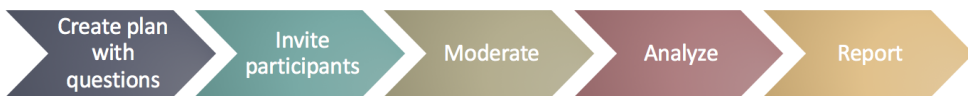
Figure 3.2: The steps involved in focus group planning and execution
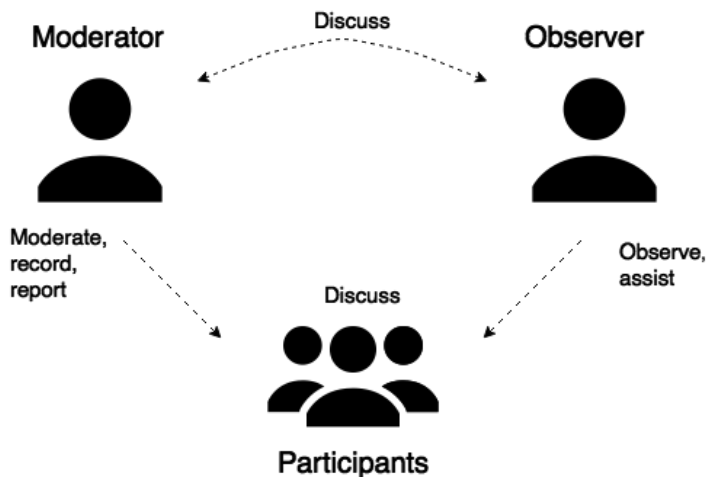
Figure 3.3: The focus group interviews in practice

I started with creating a plan and prepared a set of questions (with the research questions in mind), ahead of the interviews to get the discussions going. These were integrated into a focus group interview guide. I planned it so that the first questions would be more general, and then more and more specific questions followed. The interviews took place at NTNU, and consisted of six participants of mixed genders,

with age ranging from 22 to 26 years, in each focus group. The focus group interviews lasted for one hour each. How the focus groups were set up in practice can be seen in Figure 3.3. During the focus group interviews, I operated as the moderator, while my supervisor Katrien De Moor operated as the observer. The participants were all students from NTNU.

At the beginning of the focus group interviews, I handed out a question sheet with some key questions I had prepared for the participants to answer. These were general questions relating to general use of Snapchat and specific examples of experiences with the application. The question sheet can be found in Norwegian in Appendix C. I did this to make it easier to collect the main findings from the two focus groups and the people that were participating, and to account for the potential bias of the group discussion on the individual perspectives. Also, after having obtained permission from every participant, I audio-recorded the focus groups so that I would not miss any information from the participants while moderating the conversation.

While I was giving a short introduction to the session, the participants answered the questions they had been distributed in paper form. Then I started asking some general questions about why and how the participants were using Snapchat. I continued by asking some more detailed questions about their experiences with Snapchat and what was influencing these experiences. I asked them to write down the three most important aspects influencing their engagement when using an application such as Snapchat, to see if technical factors would show up in any of the answers. Next, the discussion shifted more towards the potential importance technical elements in the application, and I asked them to come up with specific examples. At last, I finished up with some questions about improvements or changes they would like with the application. A link to the interview guide containing all the questions I had prepared for the focus group interviews, as well as the introduction can be found in Norwegian in Appendix D.

After the focus group interviews, I collected all the question sheets and copied them into my computer. Then I listened to the tapes while transcribing everything that was said throughout the interviews so that I had all the information in a transcript (See Appendix E). This transcript was then analyzed using NVivo [63], which is a software designed to analyze qualitative data. A screenshot of the program with one of the coding nodes is given in Figure 3.4 and one with a coding example with associated coding stripes can be seen in Figure 3.5. The findings from this analysis will be presented in Chapter 4, Section 4.1.
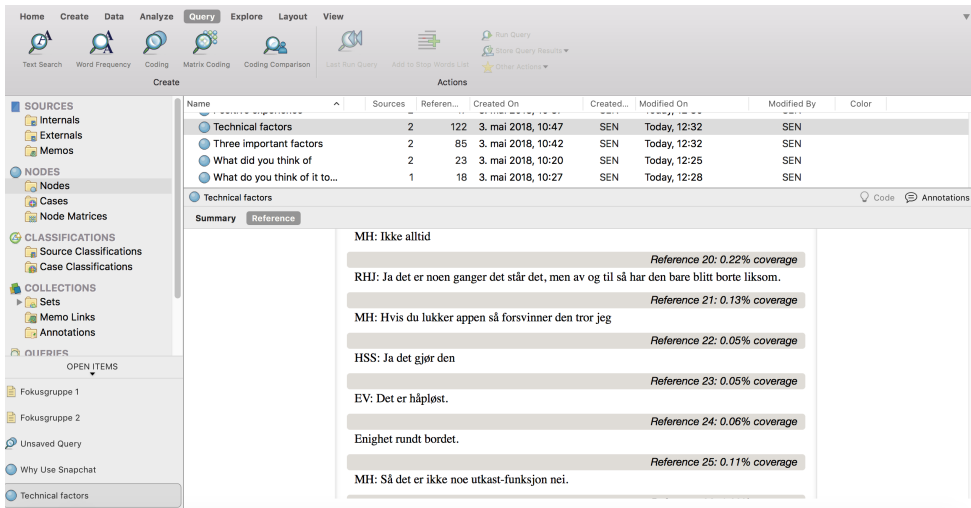
Figure 3.4: Screenshot of Nvivo
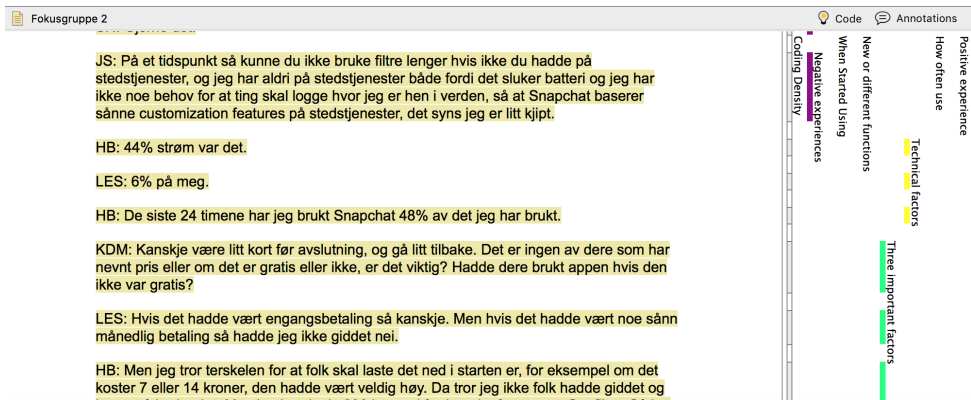
Figure 3.5: Example of a coding with associated coding stripes

3.4   Survey

After analyzing the results from the focus group interviews, I had gained a lot of interesting insights. However, as I have already mentioned, some of the disadvantages using focus group interviews might have influenced the answers. For example, some of the participants might not want to share opinions, which can result in biased results, or discussions can be different from one group to another, and the findings may be tough to verify on their own. Looking at the research questions, I concluded that it would be essential to reach out to a bigger user base to be able to verify the findings from the focus group interviews. I, therefore, decided to create a survey.

3.4.1   Design of Survey

I first consulted the literature on survey research and the main things to be considered when designing and running a survey study.

Surveys are widely used for social research that includes collecting data from and about people [57]. They can be used both as the primary method of data collection, as well as secondary method as it is in this case. The length of the survey, and hence the time it takes to complete it is important when designing a survey, as people tend to quit the survey if it takes too long to complete.

Approaches to Data Collection

Real World Research includes three main ways of administering surveys: [57]:

- *Self-completion.* Respondents fill in the answers themselves.

- *Face-to-face interview.* An interviewer asks the questions in the presence of the respondents, and also fill in the answers.

- *Telephone interview.* The interviewer contacts respondents by telephone and records the answers.

In case of this thesis, by looking at the comparison of the approaches of data collection, I concluded that a self-completion Internet survey would be most suitable. As well as any other methods, there are both advantages and disadvantages of this type of survey, compared to for example face-to-face surveys. Some of these are listed below [57]:

Advantages

- It is often the easiest way of retrieving information about the past history of a large set of people

- They can be very efficient at providing a large amount of data at a low cost in a short period of time

- They allow anonymity which can encourage more sensitive answers as well as answers in general

Disadvantages

- They can typically have a low response rate

- It is difficult to know whether the sample of respondents are representative

- Ambiguities in the questions may not be detected

- Respondents might not take the questions seriously, and this might not be detected

3.4.2   Planning and Execution

As stated in Real World Research, questions for a survey are not produced when sitting down thinking about some interesting things to ask, but should be formulated and built up in such a way that they help to achieve the goals of the research and in particular, allow answer the research questions [57]. It is important that the respondents understand and answer the questions being asked in the way that is intended and that they have enough information to be able to do so. To ensure this, I used relevant literature when designing the questions, but I also tested the survey on 5 participants before I distributed it. This I did to see if any of the questions were unclear or ambiguous as well as to check how long the survey took to finish.

The survey was divided into two parts. One part for those who use Snapchat (22 questions), and one for those who have stopped using it (23 questions). Some of the first questions were answered by all the participants. The first questions were related to who the participants are, and general questions about their use of instant messaging applications. Then the questions became more specific regarding their use of Snapchat. The survey questions are presented in Appendix F.

The participants were informed about the survey on the front page. This included its purpose, target group, time to complete it and that the answers will be handled

completely confidential and are anonymous. Contribution to a potential follow-up study was also encouraged.

NTNU provided me with access to a tool called SelectSurvey to conduct the survey. This service allows collection personal data, so again I had to acquire the permission from NSD to legally distribute the survey. Since I already had reported the focus group interviews for the master thesis, I did not need to make a new report to the NSD. The confirmation mail from NSD can be found in Appendix G.

The participants for the survey were recruited by use of convenience sampling. This is a type of nonprobability sampling where people are sampled because they are "convenient" sources of data [64]. To recruit, I used several different channels. I posted the link together with a short introduction to the survey on my Facebook page, as well as several social media and Snapchat groups on the platform. I also posted it in several discussion forums on the Internet. The text I posted can be seen in Appendix H. Since the target group for the survey were Snapchat users and people who previously had used Snapchat, I tried to reach out to as many people as possible, both Norwegians and other nationalities. It is important to emphasize that the selection of participants is non-representative for all Snapchat users (or for those who have stopped using it), because of time and budgetary constraints. This means that I will not be able to generalize the findings for the entire Snapchat user base, but this was not the intention to begin with.

When the survey was closed, the Results Overview Report from SelectSurvey was exported to Excel to be cleaned and prepared for analysis. The survey answers were then analyzed using Statistical Package for the Social Science (SPSS), a tool acquired by International Business Machines (IBM). SPSS is a software used for statistical analysis, data mining, text analysis and data collection [65]. The results from the survey are presented in Chapter 4, Section 4.2.

3.5   Challenges and Limitations

There are several challenges and limitations related to writing this master thesis in twenty weeks. Some of these include how to use the time as efficiently as possible, as well as restriction of the scope.

To answer the research questions, I chose to combine several research methods to gain better insights into the topic of interest, and challenges may arise with each of these methods. The results from the focus group interviews might be biased to some extent. The participants were all students from NTNU, which may not be representative of the rest of Snapchat's user group. The findings are based on answers from participants at a specific point in time, which makes it impossible to make

absolute conclusions. Yet, as mentioned, the goal of this thesis was not to provide findings that can be generalized to the whole population of Snapchat users, and despite these limitations, valuable insights were gathered in the light of the main research questions.

Also, opinions of some participants may influence the opinion of others. Moreover, how the questions are asked by the moderator during the focus group interviews may also affect the answers from the participants. However, in order to limit the occurrence of such potential biases as much as possible, I strictly followed the common best practices as documented in the methodological literature.

Another challenge is to decide the right type of questions for the survey, to be given the answers that I want, and at the same time not ask leading or ambiguous questions. For this reason, the survey was designed and extensively pre-tested according to common methodological guidelines and best practices. Furthermore, the distribution of the survey may be a challenge. When using social media for distribution, it is difficult to control the participating group. For instance, sharing the survey on my personal Facebook page might lead to a lot of respondents in the same age group or many of them with the same educational level. Not receiving enough responses can also be a problem. Lack of respondents may affect the results, as the opinions of few participants may not be representative for the rest of Snapchat users. It is therefore important to set aside enough time for the survey so that as many people as possible have the chance to participate.

Finally, the conclusion of the thesis might face some challenges. The discussion of the findings from the research questions based on the mixed method approach being used for research may be challenging and take up a lot of time.

Chapter

Results

4

This chapter presents the findings from the focus group interviews and the survey. As already mentioned, the survey was created based on the findings from the focus group interviews and the background study presented in Chapter 2.

4.1 Results from the Focus Group Interviews

As previously mentioned, the focus group interviews were analyzed using Nvivo [63]. The transcriptions from both focus groups were uploaded and divided into three parts with several subcategories. The first part included general questions about Snapchat and the participants' use of the application. The second part emphasized the participants' experiences with the application, and what influenced these experiences. In the final part, changes and additional functionality with the application were discussed.

In the following sections, main findings from the different parts of the focus group interviews will be discussed briefly.

4.1.1 General Questions on Use of Snapchat

As an easy start, the participants were asked to answer some simple and general questions on how they use Snapchat. At the beginning of the focus group interviews, all participants in both focus groups stated that they used Snapchat actively, hence only questions relating to active use were relevant. The key findings of each question will be presented below.

Motivation for Using Snapchat

Most participants answered that Snapchat is an easy application to use for simple communication with friends and family and to keep up with what their friends were doing. One participant stated that he thought it was nice to be able to share

everyday occurrences and that the threshold is much lower on Snapchat than on e.g. Facebook. Another participant stated that *"one uses Snapchat because everyone else uses it. Everyone is on Snapchat, so you can get hold of whoever you like"*. The group function is important and a clever way to keep in touch with small groups of friends according to another participant.

Point of Engagement / Adoption of Snapchat and Initial Impressions

All the participants had used Snapchat for several years, ranging from starting in 2011 to 2013. Most stated that their younger siblings were using Snapchat before they decided to download the application themselves.

When asked why the participants had started to use Snapchat, the main reasons that came up were that everyone else started using Snapchat and friends and siblings encouraged them to check it out. One participant stated that *"When someone starts using Facebook, everyone starts using Facebook, and the same goes for Snapchat. You almost feel pressured to start using it"*.

There were several aspects that annoyed the participants when they first started using Snapchat. However, Snapchat has changed most of these aspects of the application today. One participant said she thought Snapchat would be a short-term trend, but that it clearly turned out to be a great success. Another respondent stated that *"Snapchat has become so much more than it was before. You can send a photo with no time limit and choose to see photos one more time. What happened with the ten seconds and then the photo was gone?"*. However, another participant responded that Snapchat has made it harder to make human mistakes so that photos disappear without being able to see them first, which is a good thing.

Use of Snapchat Today

The participants agreed that Snapchat is a low key communication method, enabling short, informational conversations between users and indicated through own examples that this is also how they use it today. One participant stated that *"The old Facebook status update trend has moved to Snapchat"*, meaning that instead of updating the Facebook status to tell your friends what you are up to, one uses Snapchat instead. This was mentioned in both focus groups. Another participant had received a snap earlier that day telling her that they sold cheap bakery in the cafeteria, indicating that Snapchat was used for information dissemination more than for long conversations. As a response to this, another participant stated that this would be a weird and unnatural thing to communicate via e.g. Facebook. This is information that not necessarily require an answer from the recipient.

Furthermore, the participants also indicated that they carefully and consciously consider who they allow in their inner Snapchat circle: there is a higher threshold for adding people on Snapchat than on Facebook, hence Snapchat often contains a smaller network of people, which can lead to the lower threshold for sharing photos and videos on the platform that are not more or less perfect. On Instagram, the photos are more thought-through before being shared according to the participants.

"I use it because everyone else does", stated one participant and the rest agreed when asked what motivates them to keep on using Snapchat. In addition, the participants especially mentioned the easy way of communicating with others, large user base, that it is easy to use, that there is nothing else with exactly the same functionality to use instead and that it is fun to use as motivational factors to keep using Snapchat.

When asked if the participants used any similar applications, several applications were mentioned, such as Instagram, WhatsApp and Facebook Messenger. However, these applications are not used for the same purpose as Snapchat. *"Instagram is more formal, and I only post nice pictures when I have done something special, like being on holiday"* stated one of the participants.

4.1.2   Users Experiences with Snapchat

The next part of the interviews focused as mentioned more explicitly on the users' experiences with Snapchat, and on the factors that Snapchat users consider to be important when engaging with the application. In order to gain a better insight into both positive and negative factors and features in this respect, the participants were asked to provide examples of particular positive and negative experiences they have had with Snapchat.

Positive Experiences

There were few specific examples that the users participating in the focus groups could think of as positive experiences with Snapchat. Some participants mentioned receiving funny images on a particular occasion and congratulations on their birthdays, and others mentioned conversations with the family when they had not seen them for a while.

Negative Experiences

An interesting finding with this part of the interviews was how many more negative experiences the users could remember than positive ones. All female participants said that they had received unwanted photos from the opposite sex on several occasions. None of the males had experienced the same. One girl also stated that she does not

remember adding some of the male contacts to her list of friends, and therefore had difficulties trusting the application, given that random people are being able to contact her. Other negative experiences involved sending snaps to people under the influence of alcohol, not remembering what had been sent the next day. Sending snaps to the wrong person is also an easy mistake, made by several of the participants, causing this to be a negative experience with the application. These negative experiences were caused by the user itself, and how the user chose to use the application.

Even though none of the participants had experienced it themselves, they discussed bullying as a negative experience with Snapchat. People take photos of others with their phones, sending it to their friends, often commenting on looks or clothes.

Some negative experiences related to technical issues were also mentioned. One participant stated that *"Snapchat ruins the photos, even with a new, up-to-date camera on your phone that normally would take good quality photos"*. Another one said he had to take two pictures, one with Snapchat to send to his friends, and one with the original mobile camera because of the quality. The participants also mentioned that the application drains the batteries on their phones and that they have to charge their phones when using Snapchat a lot. Also, sometimes Snapchat sends out notifications about received snaps when there is, in fact, no new snaps to be seen. Several participants had also experienced not being able to send snaps. *"Suddenly, in the middle of a conversation, Snapchat is not able to send or receive new snaps"* is stated by one of the participants, finding this extremely irritating. Also, the commercials on Snapchat were not experienced as a source of irritation on Snapchat, given the possibility to skip it, unlike what is the case on other applications such as Facebook, where you are forced to watch a given number of seconds before you can move on.

However, when asked if any of these experiences were enough for them to consider to stop using the application, the answer was no from everyone. *"When something goes wrong with the application, I just close it and open it again, and usually everything works as it should again"* stated one of the participants. Another stated that *"There is no reason that the pictures should be of good quality on Snapchat. They are only visible for 10 seconds and does not acquire much work. We have other applications for such photos, as for example Instagram. Bad quality enables low-threshold sharing of photos"*.

Important Factors When Using Snapchat

When asked about what three factors were *most* important for them when engaging with an application like Snapchat, the participants seemed to have some different opinions. Some participants stated that feedback from the application was an important factor, which ensured them that the recipient had received their snaps etc.

Others focused more on the fact that the application had to be free. One participant stated that *"I think that if Snapchat had charged their users for the service, other applications would have appeared, stealing Snapchats users. Snapchat is a typical application that you do not have to pay for"*, and the other participants agreed. The participants would rather have some advertising in the application than having to pay for it, however not too much.

Reliability is also mentioned as an important factor. *"If the application does not work as it should when I expect it to, then it loses its purpose"* stated one of the participants. Other participants discussed privacy as an issue because a lot of the photos and videos sent via Snapchat are personal. It is important that no other person than the intended recipient can see the content of the snap.

That Snapchat listens to their users when it comes to wishes for changes or new functionality is critical for users to keep on using the application according to some of the participants. The group function was mentioned as an example of this. This was not a possibility before but was something the users wished for. It is also expected that Snapchat reacts quickly to actions and expectations by the users because this is an application that is used a lot. For example, if the process of sending a snap had slowed down instead of the other way around, this would be a huge source of irritation.

The two factors most participants agreed upon to be the most important ones were large user bases (mostly from their own personal network) and that it should be easy to use. One participant stated that *"For me, it is most important to use an application that everyone uses, so I do not have to use one for communicating with my friends and another one to communicate with my family"*. Another stated that *"If my friends would not be using the application, I would not be using it either"*, and the other participants agreed. *"Snapchat is useless if you do not have anyone to send to or receive from"*. The overall ease of use was also considered to be very important due to the fact that the application is used a lot on a daily basis by its users.

Technical Factors and Poor Network Connection

Even though the importance of technical factors was not always as explicitly discussed in the first parts of the focus group discussions, the importance of certain technical aspects was implicitly acknowledged. The participants were also asked more explicitly whether they had experienced any technical errors with Snapchat and if this, in that case, would affect how much they would use the application. The participants agreed that even though they had all experienced some technical problems with the application, this would not be enough to stop using it entirely. *"Snapchat is not the only application were errors like this occur, so Snapchat does not stand out in this respect. All applications crash at times"*, was stated by one of the participants. When

asked if these types of errors and technical problems were expected when using these types of applications, all participants agreed that it was.

Several technical issues were discussed, including the disappearance of snaps and downtime of the application. One participant had problems with the camera on his phone and was not able to access Snapchat at all. This caused him to tend to his iPad to gain access, which would be a problem in the long run. Another one stated that *"If the application is down, I accept it and see what happens. I do not think I have ever missed anything important because Snapchat is down for a while"*. Another stated that *"I often receive messages from friends asking if I am able to access Snapchat, so it is obvious that people care, but I doubt I have missed something because of it. If Snapchat is down we make contact on other platforms instead"*.

The last discussion of this part of the focus groups was about how poor network connection would affect the use of Snapchat. As one of the participants stated, *"Snapchat requires a very reliable network connection to be able to send anything at all. Sometimes the snap is just sending for a long time, and when I close an reopen the application, the snap is gone"*. Several of the participants had experienced the same thing. Another participant had experienced losing access to the network while posting something on her My Story. *"When I gained access to the network, the snaps on My Story were in the wrong order"*. Another annoying feature discussed by the participants was the fact that Snapchat does not tell you when you have saved a photo to your camera roll, causing photos to be downloaded to the phone several times to make sure you have downloaded it.

4.1.3   Changes and Additional Functionality with Snapchat

Snapchat users' thoughts on missing functionality and aspects that they would change if they could, can also provide relevant insights into the (un)importance of certain factors. When asked what they would change or consider to be lacking today, the participants agreed that they missed a way of grouping contacts together without making a Snap Group, i.e. be able to group them together without the grouped users knowing it. One participant stated that she solved the problem by changing the contact names by putting an A at the beginning of those users she wanted to snap to, which causes them to be on top of the contact list. One participant stated that he missed the possibility to see what he had sent: *"Sometimes I send a Snap and get a response a while later. I often forget what I have sent, so it would be nice to be able to see recently sent snaps"*.

Another issue mentioned here is the navigation on the application. Some participants stated that it is difficult to find what you are looking for, e.g. contact lists and settings. *"It is easy to share and receive Snaps, but finding settings etc. is pretty chaotic"* was stated by one of the participants. *"If someone adds me on Snapchat,*

I might not even see it until a while later, because it does not turn up on the main page of the application, and I do not always get a notification when it happens" was stated by another one. All participants agreed that the interface contains too much information so that it is demanding to understand where and what everything is. Other small changes wanted by the participants were more specific feedback when an error occurs, be able to save favorite lenses and remove the call function, as it is easy to press call without meaning to. However, these changes and additional functionality were mostly about interface and usability related aspects.

To conclude, overall, even though not every topic was discussed as extensively in both focus groups, the participants in both sessions brought up very similar aspects and there were no major differences in their replies. Furthermore, as mentioned, based on the results from these focus group interviews, a survey was conducted. In the following section, the results of this survey will be presented.

4.2 Results from the Survey

The survey, presented in Section 3.4, was active for 6 weeks, including one week of Easter holiday. During these 6 weeks, I received a total of 139 responses. Some of the questions in the survey were not mandatory to answer, and therefore some of the questions were not answered by all participants. Also, the survey was divided into two parts after the initial questions, one part for those who still used Snapchat, and one for those who had stopped using Snapchat.

An overview of the participants of the survey, given by the gender, age, nationality and profession is listed in tables below. In Table 4.1, we see that 72.7% of the respondents were female, and 26.6% were men. As indicated in Table 4.2, the majority of the respondents are in the age group 21-25. The second largest groups were 10-20-year-olds and people between 51-55 (8.6% in both cases). In terms of the main occupation of the participants, we can observe from Table 4.3 that around 2 out of 3 respondents are students. In Table 4.4, we see that 97.1% of the respondents were Norwegian. As the survey was distributed mainly through personal social media channels, this is a natural outcome. Also, Snapchat is a popular IMS in Norway compared to other countries [66], and more than 2.3 million Norwegians are active users of the application [67].

Gender	Percentage %
Female	72.7
Male	26.6
Other	0.7

Table 4.1: Participants by Gender

Age	Percentage %
10-20	8.6
21-25	56.8
26-30	7.2
31-35	2.9
36-40	1.4
41-45	4.3
46-50	5
51-55	8.6
56-60	2.2
60-65	2.9

Table 4.2: Participants by Age

Profession	Percentage %
Student	64
Employee/civil servant	27.3
Blue collar worker	0.7
Executive	1.4
Self-employed	2.9
Retired	3.6

Table 4.3: Participants by Profession

Nationality	Percentage %
Norwegian	97.1
Danish	0.7
Swedish	0.7
Mongolian	0.7
American	0.7

Table 4.4: Participants by Nationality

In the following sections, the findings from the different parts of the survey will be presented. The first part contained questions on the use of instant messaging applications in general, and all participants were to answer these questions. The next part contained Snapchat specific questions, one part for those who still were

using it and one for those who had stopped. At last, I will present some additional findings. As mentioned, the survey questions are listed in Appendix F.

4.2.1   Use of Instant Messaging Applications in General

At first, I wanted to see which instant messaging applications (other than Snapchat) people had used in general the last month. An overview of the responses can be seen in Figure 4.1. We see that as many as 98.6% answered that they used Facebook Messenger. The fact that the survey was mainly distributed on Facebook may have affected this result. Furthermore, 84.2% stated that they use Instagram, which is known to be one of the most popular of the social media applications nowadays. Only two of the respondents stated that they do not use any instant messaging applications.
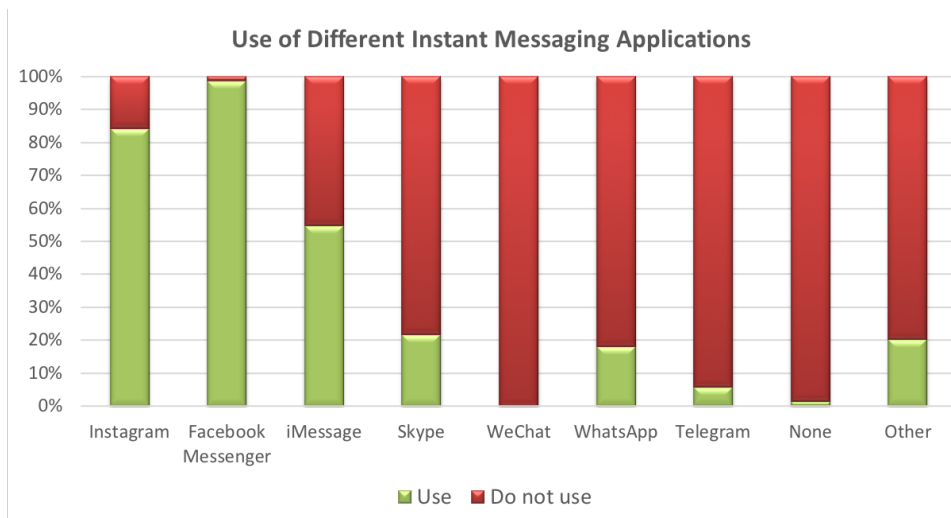
Figure 4.1: Use of different Instant Messaging Applications

Furthermore, I wanted to know how much time the respondents spent on instant messaging applications on an average day (using the preceding two weeks as reference period). 39.6% of the participants spent between 1 and 2 hours and only 1.4% spent no time at all using instant messaging applications. One out of 10 respondents can be considered as heavy users of instant messaging applications, as they indicated to have spent more than 3 hours on instant messaging applications on an average day. The complete overview is given in Figure 4.2, with the percentage of the respondents on the X-axis.
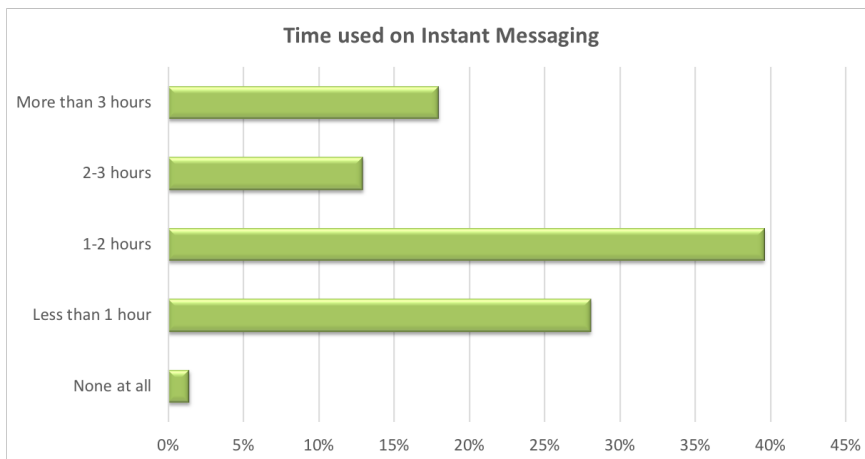
Figure 4.2: Time used on Instant Messaging Applications

The final question for this part was whether the respondents still used Snapchat or not. The distribution is presented in Figure 4.3, showing that only a limited number of respondents had actually stopped using the application. More precisely, only 5 participants, i.e. 3.6% stated that they had stopped using the application. However, as results later on will show, a lot of Snapchat users have considered stopping using the application.
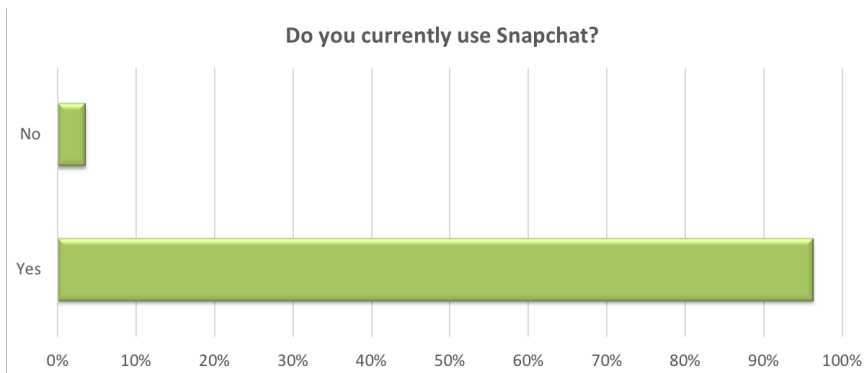
Figure 4.3: Currently use of Snapchat

4.2.2   Snapchat

The following sections include findings from the second part of the survey, regarding questions on the participant's use (or previous use) of Snapchat.

Active Users

I started this part of the survey by getting to know some basic information about the users, including how often they use Snapchat, who they use Snapchat with and what triggered them to start using the application.

Point of Engagement

When asked about how they had first heard about Snapchat, 56% of the respondents answered through friends, and 26.9% did not remember. The rest had heard about Snapchat through siblings and children or had read about Snapchat somewhere, wanting to try it out. Friends using Snapchat was the main trigger for 56% of the respondents to start engaging with the application. 15.7% started using it out of their own curiosity, while 14.9% was encouraged by siblings or other family members who were using it. 13.4% stated that they do not remember.

Furthermore, the respondents were asked when they started using the application. We see in Figure 4.4 that most participants started using the application in 2012, about a year after it was launched. Most respondents had therefore been active users for several years already when answering this survey.
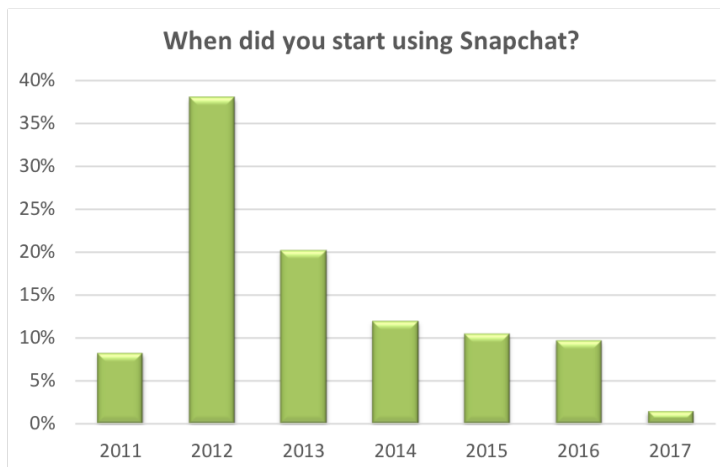
Figure 4.4: Year of point of engagement with Snapchat

Use of Snapchat Today

85.8% of the respondents still using Snapchat stated that they had used Snapchat on a daily basis when considering the last two weeks. 10.4% said they used Snapchat several times a week, leaving only 3.6% of the users to use it less than this. A complete overview is given in Figure 4.5.
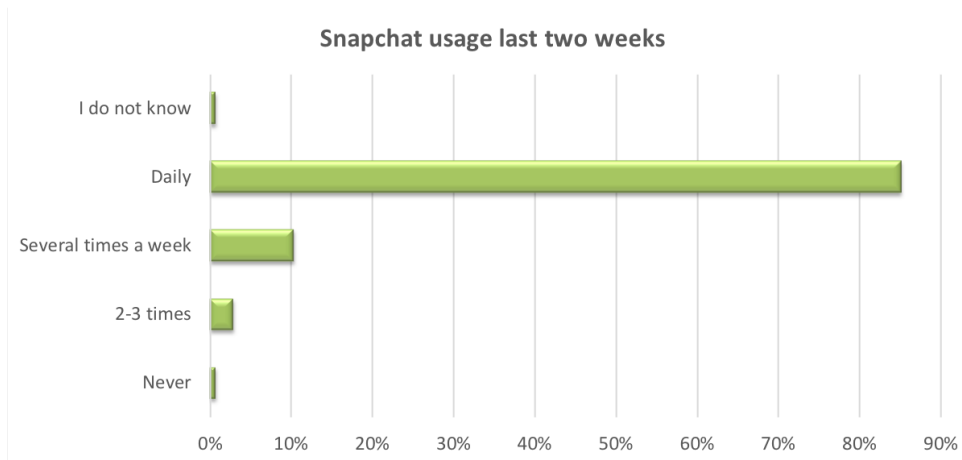
Figure 4.5: Snapchat usage the last two weeks

As shown in Figure 4.6, most respondents (94.2%) stated that they use Snapchat with friends. 61.2% stated that they used it with parents/children and siblings. The respondents that chose the "Other"-option, all wrote colleagues as the answer.
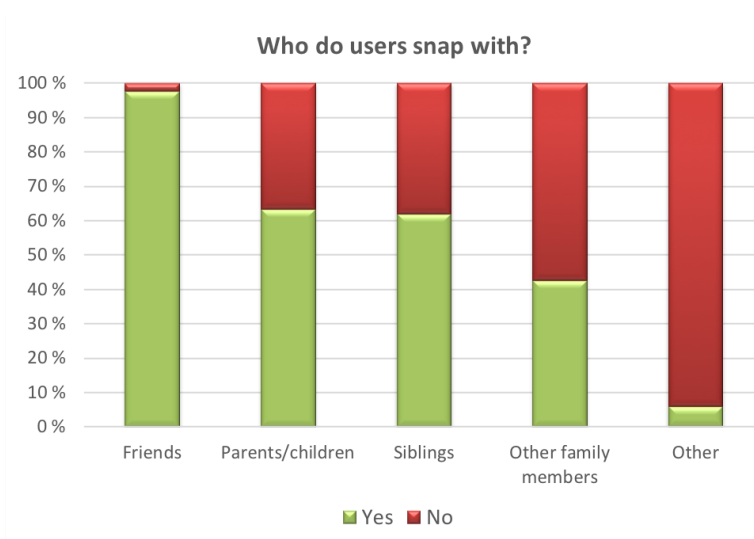
Figure 4.6: Who do users snap with?

Furthermore, to get a better understanding of why and how the respondents really used Snapchat, I created some statements based on research by GlobalWebIndex [68]

and had the participants rate them from Strongly Disagree to Strongly Agree. The statements with the respondent's answers are given in Figure 4.7.
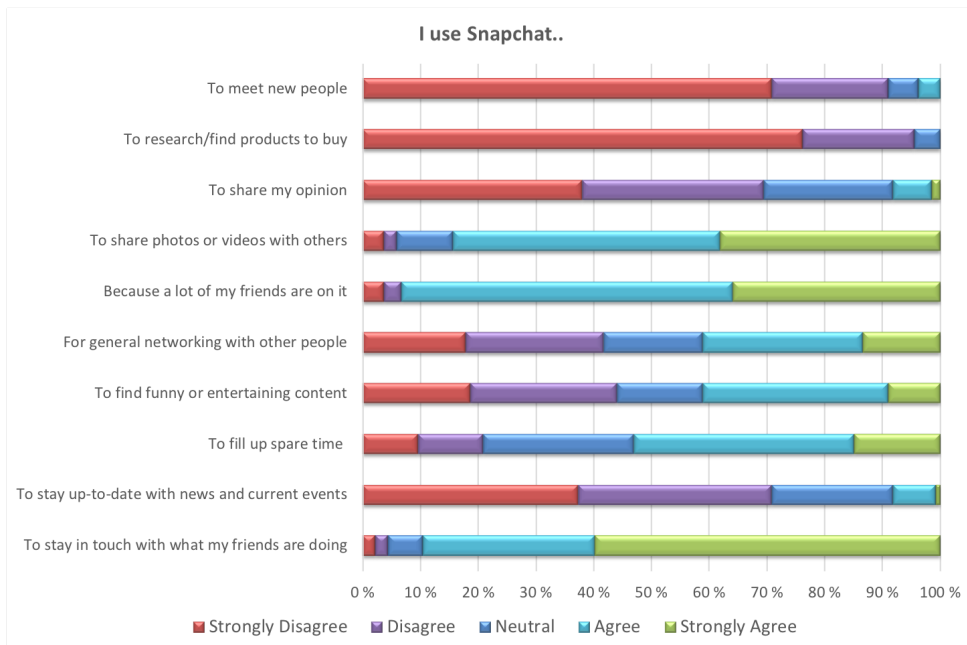
Figure 4.7: Why people use Snapchat

Likes and Dislikes with Snapchat

When asked about what the users liked the *most* about the application (open question), several aspects were mentioned. Some respondents liked the fact that it is an easy and fun way of communicating. The low threshold of sharing what you do on a daily basis was also mentioned by several respondents. One respondent stated that *"It is a very effective way of communicating, and more personal as you can send pictures and videos of yourself."*. The fact that the content is ephemeral is also one of the positive aspects of the application according to several respondents. One respondent stated that *"I like the fact that I can follow up on my children's and friends' occupations, and also, and especially, the grandchildren's development and achievements"*. Furthermore, that Snapchat is quick and easy, has several lenses and filters and that it is a possibility to chat with friends were other factors mentioned. The three words being repeated the most by the respondents were *fun*, *quick* and *easy*.

Correspondingly, the respondents were also asked what they liked the *least* about the application. Again, many different aspects were mentioned here as well. Some

respondents did not like the chat function, saying they would rather use other applications for chatting. Other respondents were annoyed by the advertising on Snapchat or by people that sent too many snaps. Also mentioned was that Snapchat is addictive (with streaks as an example mentioned by several respondents) and that it takes up a lot of time. Finally, overload of information and spam from celebrities and other people unknown to the users were also mentioned as aspects related to the use of Snapchat that are disliked.

A large proportion of the respondents stated that the thing they liked the least about the application was the new update that was released in January 2017. *"The interface is messy"* and *"I can not find what I am looking for any more"* were some of the comments by the respondents relating to this new update.

Some respondents were also worried about privacy issues with Snapchat, and for example, indicated that they do not trust the application entirely with the pictures being sent. Most respondents did not further specify their concerns in this respect, but some respondents stated that they were not sure what happened to their snaps when they were sent over Snapchat.

Technical Factors

Some technical factors were mentioned as well. *"When technical issues like not being able to send a snap, or when a snap uses a long time to load"* were stated as the least favorable thing about Snapchat by one respondent. *"Lagging of the application"*, *"it is often very slow"* and *"poor performance (drains battery, poor picture quality etc.)"* were other comments made by the respondents. One respondent experienced that the application shut after taking a snap and applying filter and lenses, causing the snap to disappear.

Important Factors When Using Snapchat

In addition to this, I wanted to know to which extent different aspects and factors were important for users when using instant messaging applications in general, and whether they were satisfied with Snapchat in this respect. The aspects and factors chosen for these questions were based upon the results from the focus group interviews as well as additional literature on technical factors and factors influencing UE. The findings are shown in Figure 4.8 for importance with IMS and 4.9 for satisfaction with Snapchat, and will be discussed more in detail later.
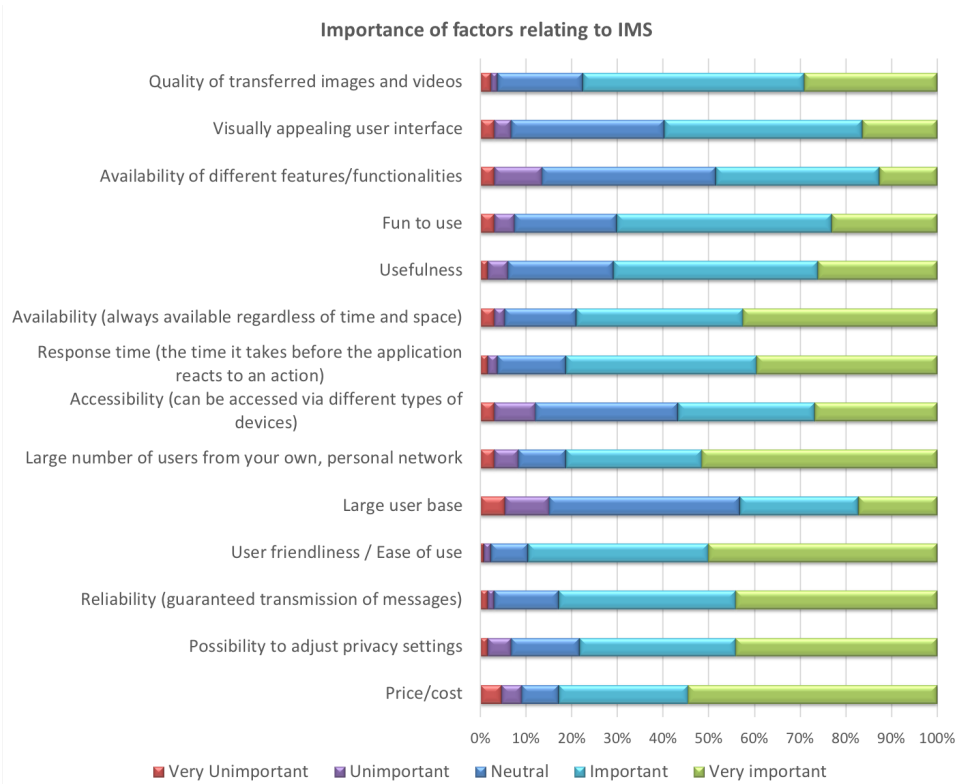
Figure 4.8: Importance of factors relating to use of IMS
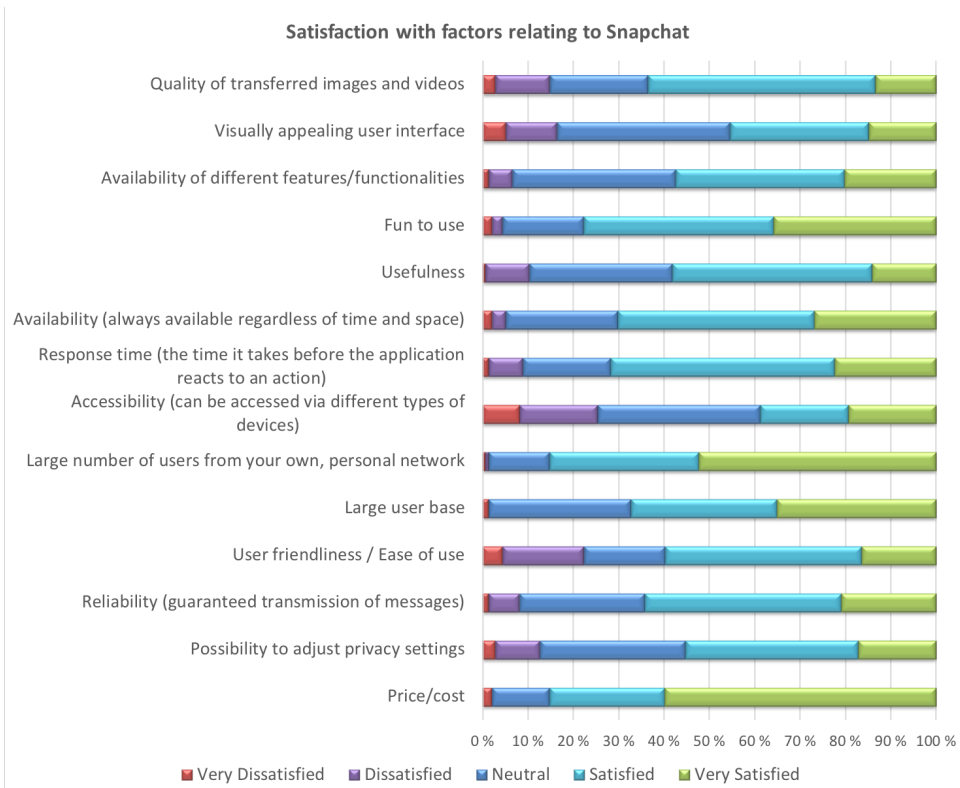
Figure 4.9: Satisfaction with Snapchat

Furthermore, when asked which aspect/factor was the most important in respect of the use of Snapchat and why, once again the respondents had different opinions. Large number of users from their own personal network was mentioned by many of the respondents, this to be able to keep in touch with friends and family. Other respondents thought it was important that the service was free, or else they would not have used it. Easy and reliable were also factors the respondents appreciated. That the application is fun to use and user-friendly was mentioned by a lot of the respondents, stating they would not use Snapchat if this was not the case. Only a few mentioned any technical aspects as the most important factor.

However, to get a better overview of how (un)important and how (dis)satisfied the respondents were considering technical factors, I wanted to merge some of the aspects in Figure 4.8 and 4.9, making it easier to analyze and interpret the results. To be able to do so, first, a reliability analysis in SPSS was conducted, using Cronbach's α. According to literature on Cronbach's α, if the values for Cronbach's α for the proposed item (in this case the different aspects) exceed 0.7, and if the value of Cronbach's α would not become higher if one item was deleted, the aspects could be merged as they point to the same underlying construct [69]. Values lower than this would indicate an unreliable scale. Merging the items with a sufficiently high Cronbach's α value was done by computing a new variable for each of these constructs in SPSS, for which the values represent the averages of the individual ratings for the included items.

After the reliability analysis, the aspects could be merged into three groups/new variables:

- **Technical aspects**. *Cronbach's α = 0,803.* Reliability, availability, response time, accessibility, quality of images and videos

- **General use aspects**. *Cronbach's α = 0.807.* Possibility to adjust privacy settings, visually appealing user interface, different features/functionality, user friendliness, usefulness, fun to use, price/cost

- **User base aspects**. *Cronbach's α = 0.840.* Large number of users from own network, large user base

In Figure 4.10, the correlation between how important users find the technical aspects when using IMS and their corresponding (dis)satisfaction with Snapchat in this respect. These correlations are further filtered by whether or not they have considered stopping using Snapchat, seeing that about one third of the respondents had considered disengagement (the issue of considering disengagement is considered more extensively further in this chapter). 1 on the axis corresponds to Very Unimportant and Very Dissatisfied, while 5 corresponds to Very Important and Very Satisfied respectively. As we can see, the respondents tend to be satisfied with Snapchat to the extent they find the technical aspects important. Moreover, it does not seem to be a very outspoken difference between the respondents that have considered to stop Snapchat and those who have not.
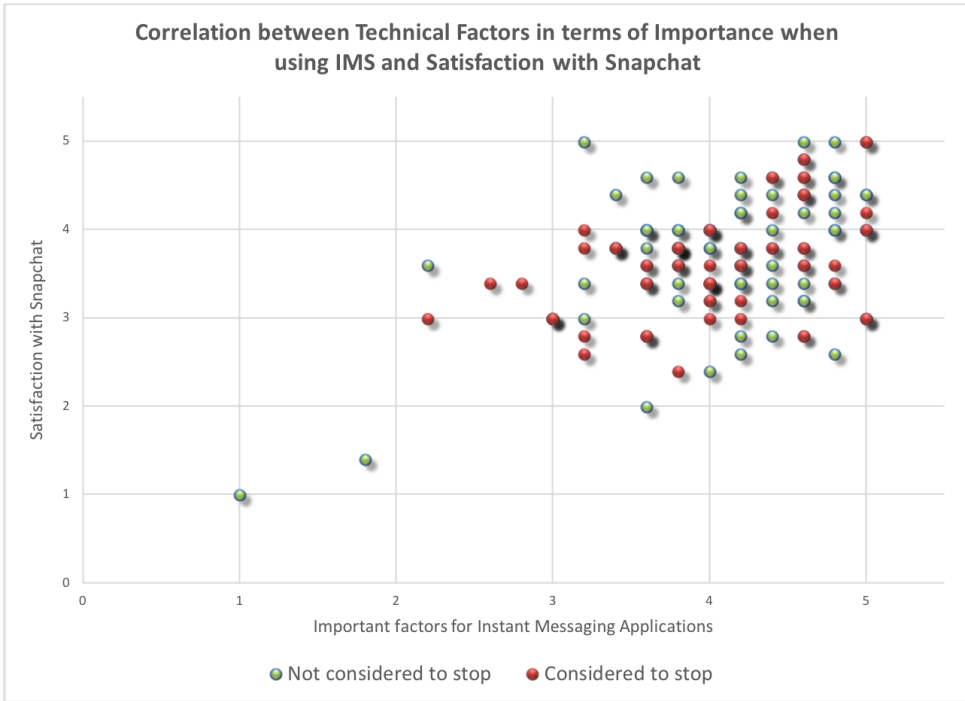
Figure 4.10: Correlation between how important users find the technical aspects and corresponding satisfaction with Snapchat in this respect, based on whether or not they have considered to stop using Snapchat

It is highly relevant to check whether respondents that have already considered to stop using Snapchat and those who have never considered it, emphasize other aspects or differ in terms of their appreciation of Snapchat on certain dimensions. Therefore, an additional analysis was conducted to investigate whether there are any differences between these groups that are significant from a statistical point of view. A Mann-Whitney U was conducted. This is a non-parametric alternative to an independent samples t-test, and can be used to assess whether differences between two independent groups on an ordinal dependent variable are significant or not [69].

The test confirmed that both groups (those who have considered stopping using Snapchat and those who have not) do not hold significantly different opinions about the technical characteristics of Snapchat. However, when comparing to which extent both groups are satisfied with the general use-related aspects of Snapchat, there is a significant difference (U=1672, p< .05). More concretely, respondents that have never considered to stop using Snapchat tend to be more satisfied than those who did at some point consider to quit. This can be seen in Figure 4.11.
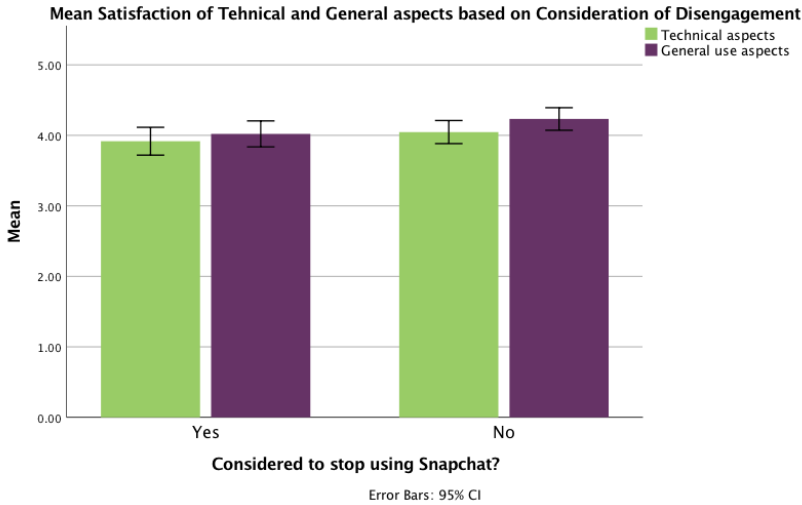
Figure 4.11: Satisfaction of technical and general aspects relating to Snapchat based on consideration of disengagement

Furthermore, I also conducted a Mann-Whitney U test to investigate whether there are significant differences in terms of satisfaction with general use-related features, as well as technical features of Snapchat (both measured on the same 5-point scale and considered as an ordinal variable) between respondents younger than 25 and respondents over 25. Again, the results indicate that there is no significant difference between both groups, implying that the satisfaction of both age groups with Snapchat in terms of general use features and technical features, is comparable. As can also be observed from Figure 4.12, the respondents are overall rather satisfied with the technical aspects of Snapchat. The ones that are older than 25 are however slightly more satisfied with the technical characteristics of Snapchat. Both boxplots (and in particular the one for the respondents under 25) are relatively long, indicating that there is a lot of variation within the groups.

I also investigated whether male and female respondents are equally satisfied with both general use-related and technical features of Snapchat. Again, a Mann-Whitney U test was conducted, which indicated that there are no differences between male and female respondents when it comes to the satisfaction with general use-related features of Snapchat. However, the analysis yielded a significant difference between men and women when it comes to the satisfaction with technical features of Snapchat ($U=1259$, $p < .05$). The female respondents are slightly more satisfied with these technical aspects of Snapchat than their male counterparts, as can be seen in Figure 4.13.
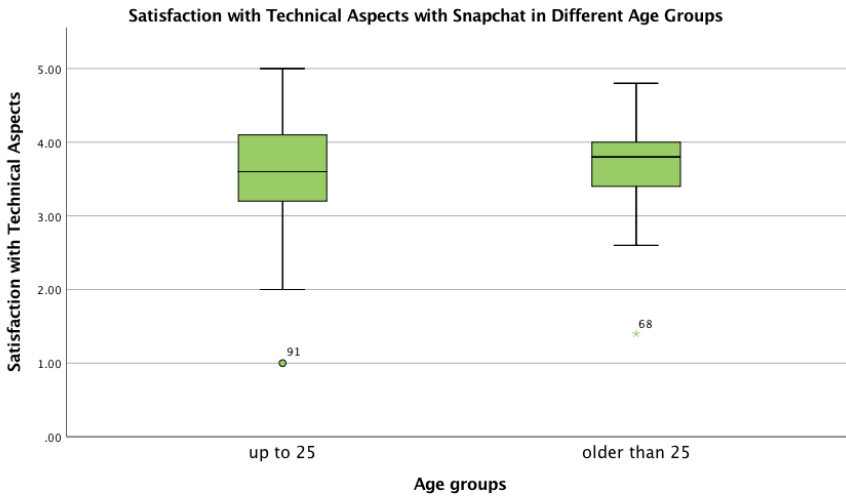
Figure 4.12: Satisfaction with technical aspects with Snapchat in different age groups
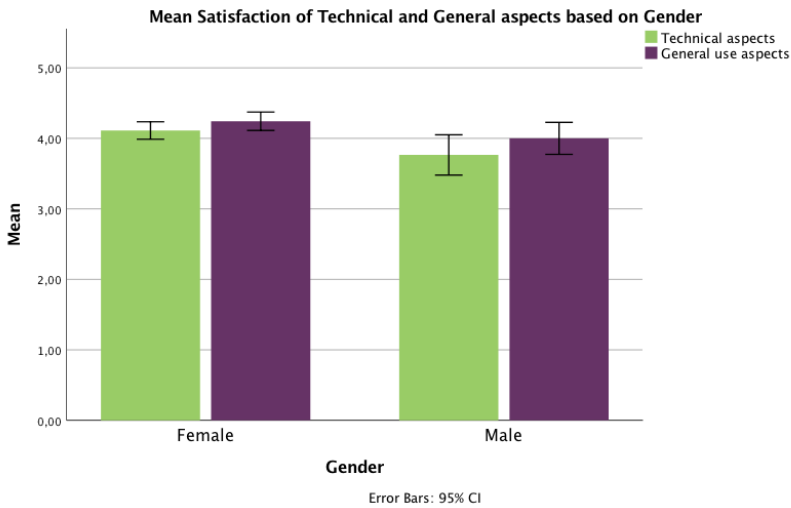
Figure 4.13: Mean satisfaction of technical and general aspects related to Snapchat based on gender

Furthermore, I found it interesting to see whether any of the reasons why people use Snapchat (as presented in Figure 4.7) correlated to any of these technical and general use aspects. I therefore conducted a correlation analysis on the different

reasons for use and the technical and general use aspects. In Figure 4.14, only the significant correlations are included. These were all indicated by two asterisks, meaning that the correlation is significant at the 0.01 level (2-tailed). Consequently, I found that how satisfied the users are with the technical and general use aspects is connected with why they use Snapchat somehow. However, this is only a weak connection, implying that the satisfaction with technical versus general use related aspects of Snapchat does not differ tremendously depending on the motivation for using Snapchat.
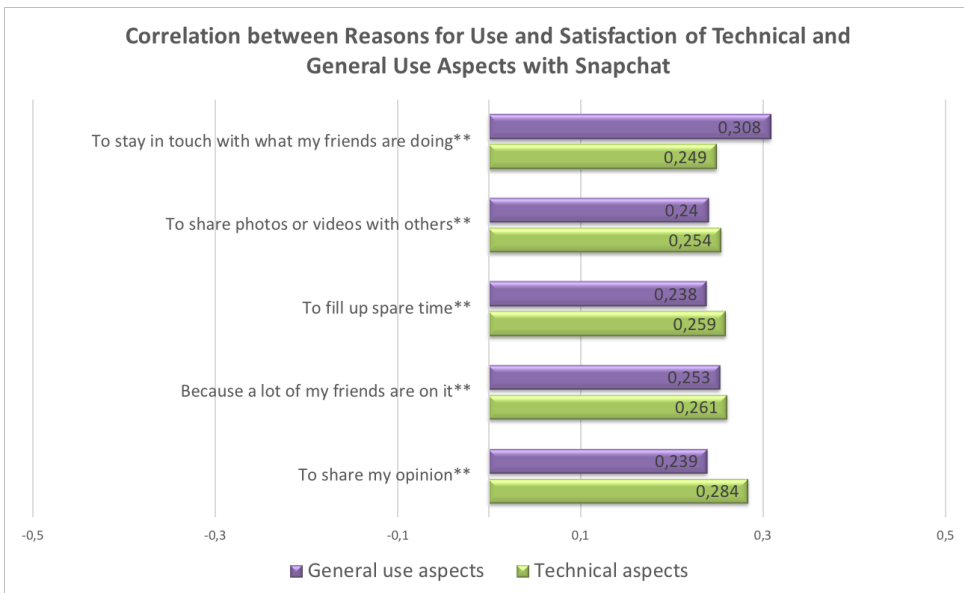
Figure 4.14: Correlation between motivations and satisfaction of aspects with Snapchat

Considering Disengagement

As we can see in Figure 4.15, as many as 35.6% respondents stated that they had considered stopping using the application.

As mentioned above, I found no significant differences between those users that had already considered to stop using Snapchat and those who had not, when it comes to the satisfaction with technical and general use aspects of Snapchat. However, some of the respondents stating that they had considered stopping using the application gave an explanation for why (through the included open question). Some of them did not find it fun to use anymore, and others considered stopping because of the new update. *"Snapchat is way too time-consuming"* was stated by one of the respondents, and several others mentioned the same thing. Boring content, too complex interface

and poor performance were other factors. One respondent stated that *"The other messaging applications are much better, but I need my friends to start using them"*.

Considered to stop using Snapchat?
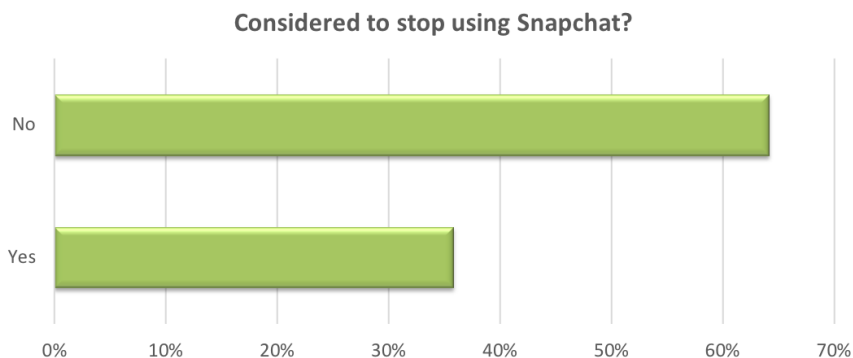
Figure 4.15: Users who had considered to stop using Snapchat

When asked about their main motivation for continuing using Snapchat, even though they had considered stopping, most respondents agreed. The main motivation was because all of their friends and family still used it. *"The main motivation is to stay in touch with my family and friends. Through Snapchat I get small glimpses of their everyday life which is nice"*, and *"I want to know what my children are doing, and this is the way of reaching the youngest!"* were statements from two respondents. Other motivations mentioned were that it was still fun to use and user-friendly. However, this was only the motivation for a few of the respondents.

Quitters

There were only 5 people respondents in this survey that had stopped using Snapchat. As a result, the findings here cannot be considered as representative for users that at some point decided to disengage with Snapchat, but they may still provide some valuable insights.

Similar to the part for the active users, I started this part of the survey by getting to know some basic information about the previous users, including who they used Snapchat with and what triggered them to start using the application. The answers followed the same pattern as for those who still used the application. All but one user answered that they used Snapchat with friends and parents/children and other family members, they were told about Snapchat through friends and siblings, and their main trigger for downloading the application was because friends and family encouraged them to do so.

When asked how long they had used the application, most of them had used it for a long time. The results are given in Figure 4.16, showing that only one of the respondents had used the application for less than a year.
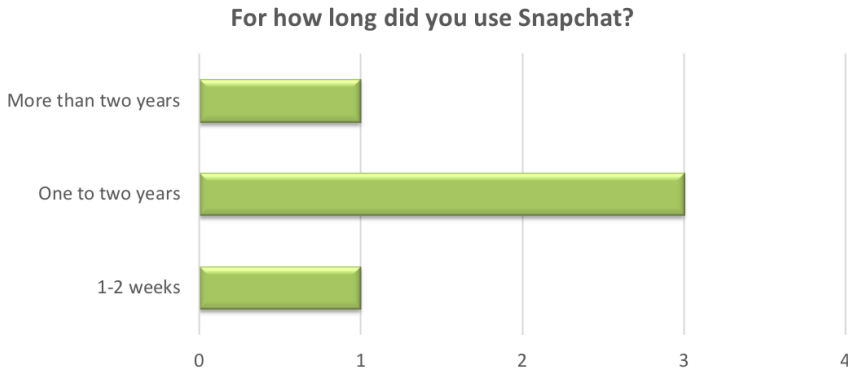
Figure 4.16: How long the users used Snapchat

When asked about what they had liked the most about Snapchat, three of the respondents gave an answer. All three respondents stated that they liked to get an update and be able to follow friends and family in their everyday life in real time. What they liked the least about the application was answered by four respondents, and they all agreed to some extent. *"Too annoying and time-consuming as well as lack of privacy"* was stated by one of them. The fact that people sent snaps of everything they did made it not fun to use anymore.

The respondents were asked to explain why they stopped using Snapchat, and more precisely what triggered their decision to stop using the application. The answered were reflected in their previous answer on what they liked the least about the application. Getting tired of uninteresting snaps and too time-consuming and distracting were the reasons mentioned.

One participant had started using similar applications instead (in this case: WhatsApp), while the 4 others had not, as shown in Figure 4.17.

Have you started using similar applications instead?
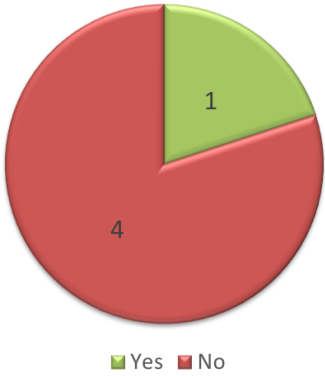
Figure 4.17: Use of similar applications

Two of the five Snapchat-quitters stated that they would likely start using Snapchat again. The reason for this was that other people still used the application. The complete overview can be seen in Figure 4.18.
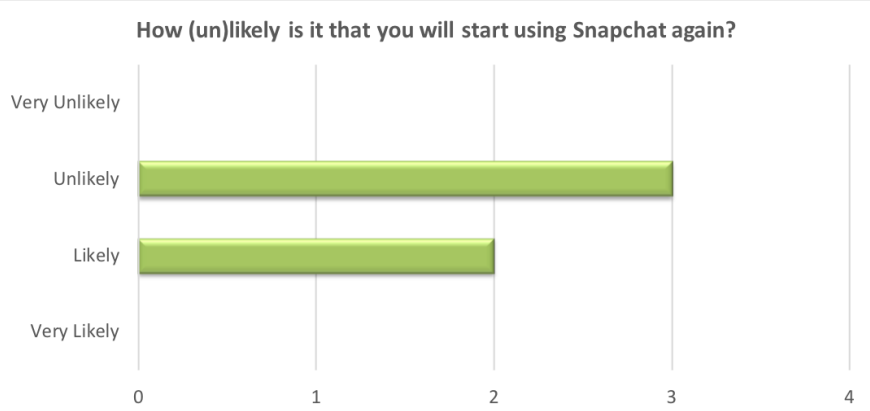
Figure 4.18: Likelihood of starting to use the application again

Finally, when asked if any technical factors had affected their decision to stop using Snapchat, and in that case to which extent, the opinions were divided. The results are given in 4.19.

To which extent did technical factors affect you in the
decision to stop using Snapchat?
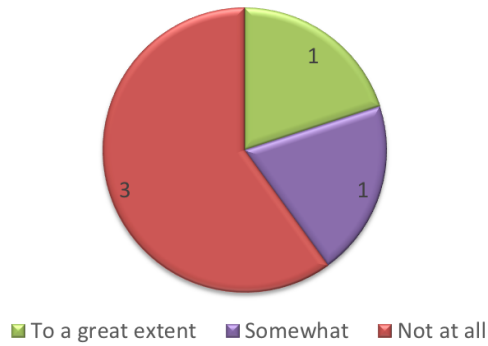
Figure 4.19: Influenced by technical factors

Suggestions for Changes and Improvement

The final question of the survey was again directed to all the 139 participants, asking if they had any suggestions for changes or improvements with Snapchat. Not surprisingly, most of the respondents criticized the new interface update. An easier way of viewing My Story was also mentioned several times, however, this had become difficult due to the new update. Some participants were not interested in the Snapchat Discover page, enabling users to read about celebrities etc. as well as seeing snaps from random people.

Other changes and improvements wanted by some of the participants were better image quality, make the application faster, remove streaks and the possibility to use the application on other devices. Advertising is also mentioned by many of the participants as annoying, wanting Snapchat to focus less on sponsored content.

The findings from the focus group interviews together with the findings from the survey gave some valuable insights, helping me to answer the research questions for this master thesis. In the next chapter, these results will be discussed more in detail.

Discussion 5

In this master thesis, several concepts regarding users' experiences with technology have been discussed, with emphasis on the concept of UE. Furthermore, the main focus was to gain better insights into which factors are influencing UE with an instant messaging application, namely Snapchat in case of this thesis. To start this discussion and to sum up the thesis, it is important to have the research questions presented in Section 1.2.1 in mind. In the following sections, each research question will be discussed separately, with a brief recap of the most valuable findings and results from Chapter 4 relating to these research questions, in the light of the literature introduced in Chapter 2. Some reflections on the used research methods and limitations with the results will be discussed at the end of this chapter.

5.1 What triggers user engagement and motivates users to keep using Snapchat?

Regarding the first research question, most of the findings from both the focus group interviews and the survey corresponded to what was found in the literature, relating to what factors influence UE and why people use IMS.

In Section 2.3.1, O'Brien and Toms' definition of UE is presented. Looking at this, we see that several of the attributes from the definition came up during the focus group discussions, and they were also mentioned as important by the participants of the survey. For an explanation of the different attributes identified by O'Brien and Toms', we refer to Table 2.2. The following bullet points will look at some of the similarities between what was found in the literature and the studies conducted for this master thesis.

- **Challenge**. Challenge is in this case defined as the amount of effort users perceive they are expending when performing a task. This attribute can be associated with ease of use, which was one of the factors the participants of both the survey and the focus group interviews found important.

- **Feedback**. Receiving proper feedback when errors etc. occurred, but also when an action was taken, was mentioned by some of the participants when discussing important factors when using Snapchat in one of the focus group interviews. This is also one of the attributes included in O´Brien and Toms' definition.

- **Aesthetic and sensory appeal**. As mentioned in Section 4.2.2, a large part of the participants of the survey claimed that they did not like the new design of the application, saying it is messy and is making it hard to find what they were looking for in the application.

- **Affect**. Several participants of the survey mentioned that Snapchat takes up a lot of time and that the application is addictive. It can be argued that the users get so into the application that they almost get too involved. However, they keep on using Snapchat because it is fun to use, which results in positive emotions.

- **Interest**. Receiving boring and uninteresting Snaps were stated by several respondents of the survey when asked why they had considered to stop using Snapchat. Losing interest in the application could therefore be a reason for disengagement.

- **Perceived control and time**. After sending a Snap, the content is no longer visible for the sender. This was mentioned as a problem for some of the participants, because they often forgot what they had sent to begin with when they received a response a while later. Also, some participants felt frustrated not knowing whether or not their Snaps were received by the recipients, due to technical issues with the application.

To answer the question what triggers UE and what motivates users to keep using Snapchat, it is also relevant to revisit the Process Model of User Engagement and to interpret the findings from both studies in the light of this model. As presented in Section 2.3.2, UE can be divided into four distinct stages, namely *point of engagement*, *period of engagement*, *disengagement* and *re-engagement*. Starting off with the point of engagement, there are some similarities between the research conducted by O´Brien and Toms [2] and the results from this thesis. The results from the focus groups showed that the participants were encouraged by friends and siblings to download Snapchat, and this also applied to many of the participants of the survey. Some

participants also downloaded the application due to their own curiosity, showing their interest in the application and their desire to interact with other users. This corresponds to the factors initiating the first stage of engagement. Furthermore, the period of engagement is about being able to keep the attention and interest in the application. When asked what is motivating the users to keep using Snapchat, the main reason given by most participants was the fact that everyone else used the application. Also, the fact that Snapchat offers an easy way of communicating with other people, and that it is easy and fun to use kept motivating the participants. The latter is also acknowledged by O'Brien and Toms, who state that positive emotions are an important driver in this phase.

As mentioned in Section 4.2.2, a large proportion of the participants stated that the thing they liked the least about the application was the new update that was released in January 2017. Today, Snapchat has turned, giving its users back the old design. As mentioned in Section 2.5, over 1,2 million users signed a petition, wanting the old design back, and even though they said they would not, Snapchat saw no other option than to take its users' opinions into account [70]. To keep users engaged and motivated, and not lose their users to other competitive providers, it is important that Snapchat takes the users opinions into account when creating new functionality and design features.

I was not able to find many former Snapchat users that had stopped using, or disengaged, with the application. However, several respondents of the survey had considered stopping using Snapchat, as mentioned in Section 4.2.2. Most respondents stated that this was due to the new update, changing the interface entirely. Other respondents did not find Snapchat fun to use anymore, and some thought it was too time-consuming. The few people answering the survey that had disengaged with the application stated that it was due to the fact that it was too time-consuming, a lack of privacy and that they got tired of uninteresting content. In the Process Model of User Engagement presented in 2.3.2, this type of disengagement is referred to as internal disengagement, meaning that the users chose to "cut themselves off" [2]. Some of the attributes relating to disengagement are listed in Section 2.3, and with the respondent's answers in mind, we see that usability and perceived time and negative affect are some of the attributes stated in the Process Model of User Engagement that can be associated with these answers. External factors such as being interrupted by the environment, are also relevant in the context of disengagement with Snapchat. However, according to the theory, these types of factors will most likely result in re-engagement later on. Technical issues represent another external factor that may result in (short-term) disengagement [2]. However, several of the participants in the focus group interviews agreed that if they experience errors or downtime with the Snapchat, they wait until the technical issues have been fixed before they re-engage with the application once more.

The fact that so many of the survey respondents had considered disengaging with Snapchat, but for some reason did not is an interesting topic of discussion. Snapchat is an application that differs from other types of applications where stopping to use the service really is an "individual" decision. It seems that with Snapchat, the decision to disengage from the application is more a "collective" decision, meaning that the users within a social network have to agree on the disengagement before doing so.

5.2   Why are people using Snapchat instead of similar applications?

In Section 2.5, some characteristics with Snapchat were discussed. Snapchat is an ephemeral application, which means that the communication artifacts are erased after a short period of time [48]. In the case of Snapchat, the photos are visible for 10 seconds (or less) after the recipient opens the snap. Even though Snapchat shares some of the properties of synchronous communication, such as being able to send video clips in real-time, the application is asynchronous in nature. This is one of the things the participants of the focus group interviews liked about Snapchat in particular, even though some of them found this irritating at first (See Section 4.1). The possibility to send a photo indefinitely, as well as to have video clips on repeat, until the recipient touches the screen and makes it disappear, are new functionality with Snapchat, which were introduced later on. The participants seemed to have different opinions relating to this. Some said that Snapchat had lost some of what made the application unique, differing from other similar applications. However, even though this triggered a more negative perception of Snapchat, for none of the respondents, this was a sufficient reason to stop using the application (and to use another application instead).

As mentioned in Section 2.5, some studies related to Snapchat usage have focused on characteristics of Snapchat users. In contrast to Rachel Grieve's prediction on Snapchat use, a desire for instantaneous gratification and reward was not significantly associated with the use of the application [47]. However, what she did find was that Snapchat users placed more importance on social connectedness than those who did not. This aligns with the results from the participants showing that a motivation for communicating with photos, such as one does with Snapchat, is that it feels more personal to the user and that they feel more connected to the person they communicate with because they get an update of their everyday lives.

On Snapchat, users do not always take the time to make a great photo of themselves because the photos will only be visible for some seconds. This contributes to lowering the threshold for communicating with photos, while at the same time, it makes the communication more personal. In other words, Snapchat uses the

benefits of sharing photos and eliminates the drawback of losing control of having
content stored somewhere for infinity. Being able to easily share photos and videos
of everyday experiences to acquaintances seemed to be an important motivation for
using Snapchat both for the focus group participants, as well as for the respondents
of the survey. As was indicated by some of the respondents, there are not many
other well-known applications where this would be as natural to do as with Snapchat.
When something funny or interesting happens to someone, Snapchat seemed to
be the go-to application according to some of the participants of the focus group
interviews. Sharing small incidents or information with a lot of friends or family on
e.g. Facebook Messenger or WhatsApp is not as common as on Snapchat. Snapchat,
therefore, does not only enable a different way of communicating, but also differs
from other applications in terms of what is communicated.

Also, participants of the focus groups stated that their network on Snapchat
is much smaller than it is on e.g. Facebook (See Section 4.1.1). According to the
respondents, this also contributes to the low threshold of posting Snaps on MyStory
and sending photos that are not more or less perfect. This is a clear difference
from e.g., Instagram, as stated by one of the participants of the focus groups. On
Instagram, the photos are more thought-through before being shared. The best
photos from the camera roll are chosen, and filters and photo captions are carefully
considered. This makes the sharing part on Instagram more time consuming than
on Snapchat. However, sharing content on Instagram happens more rarely than on
Snapchat, which may lead to more time used on Snapchat than on Instagram. In
this respect, one of the participants from the focus group interviews stated that she
lost track of time scrolling through the news feed on Instagram, while on Snapchat,
she mainly checked her friends' stories and personal received Snaps. On the other
hand, several of the participants from the survey that had considered to stop using
Snapchat stated that this was due to the application being too time-consuming.
Putting this in a broader context of social media and instant messaging addition,
which both have received more attention in recent years, this could however also be
due to the fact that the users think that they use their mobile phones too much in
general, and not only and specifically on Snapchat. There are several popular instant
messaging applications on the market, and by looking at Figure 4.1, we see that a
lot of the participants of the survey used these in addition to Snapchat.

In recent times, other applications such as Facebook and Instagram have copied
the functionality of posting photos on their Stories. However, these applications
require several more steps before being able to share something. With Snapchat, the
first page visible when opening the application is the camera function, enabling the
possibility of sharing snaps or stories immediately. It has been stated that Snapchat
is built for consumption, not scanning or scrolling [71], meaning that the application
is useless unless you have someone to communicate with on Snapchat. This was

also stated by several of the participants of the focus group interviews. Most of Snapchat's competitors, such as Twitter, Facebook and Instagram are based on "content feeds" [71], meaning that when users open these applications, a lot of content will be available right away. Even though Snapchat has launched their Snapchat Discover (as explained in Section 2.5.1), enabling users to scroll through a feed that shows content from media partners and celebrities, this is not the main focus for the application.

5.3   Do technical factors influence users' engagement with Snapchat and if so, which factors and to what extent?

One of the main goals of this master thesis was to investigate whether technical factors may influence users' engagement and use of Snapchat. To do so, different approaches were used for the focus group interviews and the survey. First, the participants of the focus group interviews were first asked whether they had any negative experiences with Snapchat. The results showed that there are a lot of negative experiences associated with their use of Snapchat, both relating to technical and non-technical factors. The non-technical factors were mostly related to how the users used the application, not how the application works and its functionality in general. The technical factors that were mentioned included aspects such as quality of images, not being able to send or receive Snaps and that the application shut all of a sudden. Next, the participants were asked about what factors were important for them when engaging with an application. In this case, several technical aspects were mentioned.

Finally, the interview questions were more directly linked to technical factors and how poor network connection would affect their use of the application. Even though technical factors were not the first things that came to mind when asked about negative experiences and important factors of use, the more the participants thought about it, the more examples they came up with regarding errors or problems with Snapchat relating to technical aspects of the application. It was interesting to see how many participants from the focus group interviews had experienced technical errors and felt annoyed by those, yet still chose to continue using the application.

Reliability seemed to be the most important aspect regarding technical factors with Snapchat, according to the focus group participants. However, it was not the most important factors of all, being large user base and ease of use. This was reflected in the results of the survey as well. Users are relying on Snapchat to send their snaps to the recipients. If Snapchat fails to do so, the main point of the application is gone.

The statements from the participants regarding technical factors presented in Section 4.1.2, imply that Snapchat is not used for emergencies or for other important

information that must be answered by the recipient. Other communication channels are to prefer instead of Snapchat in this case. Nevertheless, since communication with Snapchat happens "in the moment" and can be compared to how humans communicate with each other (See Section 2.5), the participants of the focus group interviews agreed that they get extremely irritated when the application is not working properly. So interestingly, even though technical factors are important to some extent and even though technical issues do seem to trigger negative emotions, their importance is relative as most users continue to use Snapchat.

Another interesting finding from the focus group interviews was how the participants felt and reacted when an error occurred or something wrong happened. It turned out that these experiences had become integrated into the participant's expectations when engaging with an application such as Snapchat. Snapchat did not seem to be any different from other similar applications in this respect, and the users accepted that errors and unexpected incidents happen from time to time. This again can be seen as an example of the relative importance of technical factors and problems: even though they may cause some frustrations, they are tolerated and accepted as "part of the use of Snapchat" to a large extent. However, since one of their main motivations for using Snapchat was that all of their acquaintances used it, it would be interesting to see what would happen if people would start to talk about these negative experiences and errors. If so, it might affect how they use Snapchat. Again, as mentioned in Section 5.1, the decision to disengage from the application may be more a "collective" decision than an "individual" one. However, the participants also stated that there is lack of other applications that offer the exact same functionality as Snapchat does, even though other competitors have tried to copy the service (See Section 2.5). Thus, the threshold for stop using the application is higher than it would have been if there were other services to use instead.

As already mentioned, the results from the survey showed some similarities with the results of the focus group interviews. However, a broader insight into motivations and experiences, as well as influence of technical factors on engagement with Snapchat were achieved by conducting the survey. Also, the questions in the survey were presented in a different way than in the focus group interviews. By having the participants rate the importance of technical factors from Very Unimportant to Very Important, it was easier to see to which extent the participants thought the different aspects were important, as well as how satisfied they were in case of Snapchat. The correlation analysis that is shown in Figure 4.10 shows that in terms of technical factors, if the respondents find the factor important, they also find it satisfactory in the case of Snapchat. This may indicate that Snapchat, in general, does not suffer from a lot of technical errors, even though they sometimes occur, but not often enough to be a problem for the users.

In Section 5.1, the stage of Disengagement in the Process Model of User Engagement was discussed briefly. This stage can be triggered for many reasons, including the usability of the technology for one. As mentioned, there is, however, a lack of research on why people stop using, or disengage, from different services. Whether or not this has to do with any technical factors is interesting to look into because this can help justify the importance of technical aspects when using services like Snapchat. Figure 4.11 shows that the respondents that have never considered to stop using Snapchat tend to be more satisfied with general use aspects than those who at some point had decided to disengage. However, this was not found in respect of technical factors, which makes sense given that so few respondents mentioned technical factors as reasons for why they had decided to quit.

So even though technical factors did not come up as a subject of discussion at the beginning of the interviews, the participants of the focus groups all stated that they were or had been annoyed by some technical errors with the application. However, these technical factors alone were not enough to disengage from the application. Nevertheless, if a similar application appears, without the technical errors underlying Snapchat, it is not impossible that the users would switch to this application if their acquaintances do so as well. The results of the survey may indicate the same findings in this respect. Even though technical errors alone is not enough to disengage, Snapchat will not be preferred over an application where these errors do not occur.

5.4   Reflections on the used research methods and limitations

This final section of this chapter includes reflections on the methods used, as well as some limitations with the results obtained in this master thesis. Some challenges with both the focus group interviews and the survey were encountered.

As hoped and expected, the results of the survey showed some similarities with the results from the focus group interviews. Even though the two methods used are very different, and a different approach of gathering the wanted data was taken, it was interesting to see that the same key findings could be extracted from both studies.

For the focus group interviews, the choice of participants was limited to students at NTNU, because of the time constraint inherent to the project conducted in the fall. As already mentioned in Section 3.5, these students may not be representative to the rest of Snapchat's user group, but the goal was however not to generalize the findings for the whole population of Snapchat users. Moreover, when conducting the survey, wanting to do a quantitative study, it was important to have enough responses so that the answers would be representative to the Snapchat user base.

However, with the time limit of this thesis, I was only able to collect 139 responses. This is not enough responses to be able to conclude for all Snapchat users, but this was not the main goal of the thesis. The findings from these studies can still provide valuable information in the case of how users are affected by technical factors related to their use of Snapchat. It would have been interesting to get hold of more people who have stopped using Snapchat. I tried to do so by posting the survey in different online forums etc., but it turned out to be challenging to reach these people.

In the survey, a question was asked on how much time the participants spent on instant messaging applications on an average day (See Section 4.2.1). However, there are some limitations with how the question was asked. First, the question may be difficult to answer by the participants. Second, the participants may have interpreted the question differently. Whether being active means to actively be inside the application and communicate with others or receive notifications and then open the application to answer should have been explained more explicitly.

Chapter 6
Conclusion and Further Work

In this master thesis, I have investigated what triggers UE and motivates users to keep using Snapchat, as well as why people use Snapchat instead of other applications. Furthermore, the main goal was to investigate if and to which extent technical factors play a role in this respect. To do so, two studies were conducted, namely focus group interviews and a survey targeting former and present Snapchat users.

Regarding motivation for use of Snapchat, the findings from the studies showed some similarities with previous studies on UE found in the literature presented in Chapter 2, e.g. the importance of affect and interest, as well as perceived control and time with the application. Furthermore, the results showed that people use Snapchat because it is a fun and easy way of communicating with their acquaintances, with a low threshold for sharing everyday experiences. Snapchat is the go-to application for sharing small incidents and information with others, where it would not be natural to use other applications such as Facebook Messenger or WhatsApp. Snapchat, therefore, does not only enable a different way of communicating but also differs from other applications in terms of what is communicated.

Finally, the studies conducted for this master thesis showed that technical factors are important to some extent, but their importance is relative, and alone, not enough to disengage from Snapchat. Technical factors were not the first thing being explicitly mentioned in the focus group interviews when asked about important factors using Snapchat, neither as the most important factor by the survey respondents. This may indicate that Snapchat, in general, does not suffer from a lot of technical errors, even though they sometimes occur, but not often enough to be a problem for the users. Yet, more implicitly, it became clear that there are technical issues that cause frustration. One out of three participants had already considered to stop using Snapchat and for some of them, this consideration was clearly linked to dissatisfaction with the performance and interface of Snapchat. Still, there seem to be a number of issues that users learn to tolerate, mainly because the people in their network do so as well. If another application emerges, without the technical errors underlying Snapchat, it

is therefore not impossible that the users would switch to this application if their acquaintances do so as well.

6.1 Further Work

Hopefully, this master thesis has contributed to insights into what motivates users to engage with Snapchat and why people are using this application instead of other similar services, and more specifically on how different technical factors influence users' engagement with Snapchat. Also, I hope that the thesis will be of value for future research in the area.

Today, there is still no agreement on the definition of UE and what the concept really is all about. Research on the area of UE is therefore still needed. There is no standardized way of measuring UE, which makes the research on UE complex. O'Brien and Toms created the User Engagement Scale, presented in Section 2.3.6, which was developed to measure UE for online shoppers [23]. This scale could be modified to fit the motivations relating to the use of IMS in general or for Snapchat as a concrete case, and then try to measure UE with the modified scale.

A proposal for further work within the area of research conducted for this thesis, will first of all be to explore more in depth the influence of technical factors on UE. This can e.g. be done by conducting a controlled observation (which was one of the methods considered for this thesis) of Snapchat users communicating via the application, and by modifying e.g. network metrics, see how this affects the users.

Several participants of the focus group interviews stated that they felt annoyed when they were not able to send their snaps, so it could be interesting to watch and document the reaction of users in a controlled setting. Also, a diary study was another method discussed in Section 3.1, as a potential research method for this thesis. It would be interesting to use Context-aware experience sampling (CAES) to follow a Snapchat user's Snapchat behavior and experiences with the application over a longer period of time. In this context it would be relevant to use an application or logging framework [72] that allows to gather contextual information, both explicit and implicit user feedback, as well as device, application and network related parameters. Such a study could contribute to the further refinement and extension of the Process Model of User Engagement.

Furthermore, an important task will be to investigate more in depth why people disengage from services such as Snapchat, and what may prevent this disengagement. As there is an increased competition between designers and vendors of interactive systems, the design and development of applications that result in engaging user experiences and enable sustained UE over time, are becoming increasingly important.

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Appendix A

User Engagement Scale

1. I lost myself in this shopping experience.
2. I was so involved in my shopping task that I lost track of time.
3. I blocked out things around me when I was shopping on this website.
4. When I was shopping, I lost track of the world around me.
5. The time I spent shopping just slipped away.
6. I was absorbed in my shopping task.
7. During this shopping experience I let myself go.
8. I was really drawn into my shopping task.
9. I felt involved in this shopping task.
10. This shopping experience was fun.
11. I continued to shop on this website out of curiosity.
12. The content of the shopping website incited my curiosity.
13. I felt interested in my shopping task.
14. Shopping on this website was worthwhile.
15. I consider my shopping experience a success.
16. This shopping experience did not work out the way I had planned.*
17. My shopping experience was rewarding.
18. I would recommend shopping on this website to my friends and family.
19. This shopping website is attractive.
20. This shopping website was aesthetically appealing.
21. I liked the graphics and images used on this shopping website.
22. This shopping website appealed to my visual senses.
23. The screen layout of this shopping website was visually pleasing.

24. I felt frustrated while visiting this shopping website.*

25. I found this shopping website confusing to use.*

26. I felt annoyed while visiting this shopping website.*

27. I felt discouraged while shopping on this website.*

28. Using this shopping website was mentally taxing.*

29. This shopping experience was demanding.*

30. I felt in control of my shopping experience.

31. I could not do some of the things I needed to do on this shopping website.*

    * The scale was administered using a five-point scale with "strongly disagree" and "strongly agree" at the respective endpoints. Items identified with an asterisk (*) indicate items that were reverse-coded.

Simplified Assessment from NSD Personvernombudet for forskning

Poul Einar Heegaard

2821 GJØVIK

Forenklet vurdering fra NSD Personvernombudet for forskning

Vi viser til melding om behandling av personopplysninger, mottatt 20.02.2018.
Meldingen gjelder prosjektet:

59354	*User engagement with instant messaging applications: Exploring the influence of technical factors on the use of Snapchat*
Behandlingsansvarlig	*NTNU, ved institusjonens øverste leder*
Daglig ansvarlig	*Poul Einar Heegaard*
Student	*Sara Eriksen Næss*

Vurdering

Etter gjennomgang av opplysningene i meldeskjemaet med vedlegg, vurderer vi at prosjektet er omfattet av personopplysningsloven § 31. Personopplysningene som blir samlet inn er ikke sensitive, prosjektet er samtykkebasert og har lav personvernulempe. Prosjektet har derfor fått en forenklet vurdering. Du kan gå i gang med prosjektet. Du har selvstendig ansvar for å følge vilkårene under og sette deg inn i veiledningen i dette brevet.

Vilkår for vår vurdering

Vår anbefaling forutsetter at du gjennomfører prosjektet i tråd med:
- opplysningene gitt i meldeskjemaet
- krav til informert samtykke
- at du ikke innhenter sensitive opplysninger
- veiledning i dette brevet
- NTNU sine retningslinjer for datasikkerhet

Veiledning

Krav til informert samtykke

Utvalget skal få skriftlig og/eller muntlig informasjon om prosjektet og samtykke til deltakelse.
Informasjon må minst omfatte:
- at NTNU er behandlingsansvarlig institusjon for prosjektet
- daglig ansvarlig (eventuelt student og veileders) sine kontaktopplysninger
- prosjektets formål og hva opplysningene skal brukes til

Dokumentet er elektronisk produsert og godkjent ved NSDs rutiner for elektronisk godkjenning.

- hvilke opplysninger som skal innhentes og hvordan opplysningene innhentes
- når prosjektet skal avsluttes og når personopplysningene skal anonymiseres/slettes

På nettsidene våre finner du mer informasjon og en veiledende mal for informasjonsskriv.

Forskningsetiske retningslinjer
Sett deg inn i forskningsetiske retningslinjer.

Meld fra hvis du gjør vesentlige endringer i prosjektet
Dersom prosjektet endrer seg, kan det være nødvendig å sende inn endringsmelding. På våre nettsider finner du svar på hvilke endringer du må melde, samt endringsskjema.

Opplysninger om prosjektet blir lagt ut på våre nettsider og i Meldingsarkivet
Vi har lagt ut opplysninger om prosjektet på nettsidene våre. Alle våre institusjoner har også tilgang til egne prosjekter i Meldingsarkivet.

Vi tar kontakt om status for behandling av personopplysninger ved prosjektslutt
Ved prosjektslutt 18.06.2018 vil vi ta kontakt for å avklare status for behandlingen av personopplysninger.

Gjelder dette ditt prosjekt?

Dersom du skal bruke databehandler
Dersom du skal bruke databehandler (ekstern transkriberingsassistent/spørreskjemaleverandør) må du inngå en databehandleravtale med vedkommende. For råd om hva databehandleravtalen bør inneholde, se Datatilsynets veileder.

Hvis utvalget har taushetsplikt
Vi minner om at noen grupper (f.eks. opplærings- og helsepersonell/forvaltningsansatte) har taushetsplikt. De kan derfor ikke gi deg identifiserende opplysninger om andre, med mindre de får samtykke fra den det gjelder.

Dersom du forsker på egen arbeidsplass
Vi minner om at når du forsker på egen arbeidsplass må du være bevisst din dobbeltrolle som både forsker og ansatt. Ved rekruttering er det spesielt viktig at forespørsel rettes på en slik måte at frivilligheten ved deltakelse ivaretas.

Se våre nettsider eller ta kontakt med oss dersom du har spørsmål. Vi ønsker lykke til med prosjektet!

Vennlig hilsen

Marianne Høgetveit Myhren

C

Question Sheet for the Focus Group Interviews

SNAPCHAT

Kjønn:

Alder:

Hvor ofte (cirka) har du brukt Snapchat den siste måneden?
- Aldri
- 1 gang
- 2 til 3 ganger
- Ca 1 gang i uka
- Flere ganger i uka
- Hver dag

Når begynte du å bruke Snapchat?

Evt. Hvilke andre instant messaging apps har du brukt i den siste måned?

Skriv ned et konkret eksempel på en positiv opplevelse du har hatt med Snapchat

Skriv ned et konkret eksempel på en negativ opplevelse du har hatt med Snapchat

Skriv ned tre ting som er viktig for deg i forbindelse med bruk av en slik type app

Har du noen forslag til endringer/forbedringer med appen?

D

Interview Guide for the Focus Groups

Plan for fokusgrupper

INNLEDNING 10 MIN

Velkommen. Tusen takk for at dere tar dere tid til å hjelpe meg i denne undersøkelsen i forbindelse med prosjektoppgaven min. Mitt navn er Sara og dette er min veileder Katrien De Moor. Jeg går 5. Klasse på komtek med en spesialisering innenfor Digital økonomi. Jeg skriver en prosjektoppgave som omhandler brukerengasjement eller "user engagement" i forbindelse med "instant messaging" applikasjoner og har derfor en del spørsmål til dere angående det. Jeg skal holde to slike fokusgrupper for å se om svarene varierer.

Dere har blitt invitert hit nå fordi dere er del av målgruppen til denne type applikasjoner, og jeg kan med sikkerhet si at dere har vært borti denne eller lignende apper som er fokus i dag.

Det er ingen gale svar, men heller forskjellige meninger. Gjerne del din egen mening selv om det ikke er det samme som andre har sagt. Jeg er ute etter både positive og negative tilbakemeldinger, og husk at av og til kan det negative være mest hjelpsomt for meg.

Fokusgruppen blir også tatt opp med mobilen min. Dette er fordi jeg ikke vil gå glipp av noen kommentarer og kan ta nøyere notater senere. Jeg rekker ikke å skrive ned alt så fort, og det er veldig viktig for meg å ikke gå glipp av kommentarene deres. Vi bruker navn her i dag, men jeg kommer ikke til å bruke navnene deres i rapporten, så jeg kan forsikre dere om at det dere sier holdes konfidensielt. Resultatet av denne undersøkelsen vil bli brukt i forbindelse med prosjektoppgaven min.

La oss begynne. Om alle kan skrive navnet sitt på arkene som ligger foran dere, så tar vi en runde på hvem vi er. Si navnet ditt og hvilken klasse og studie du kommer fra.

SPØRSMÅL 30 MIN

1. Først et par generelle spørsmål om hvorfor dere bruker / ikke bruker Snapchat

Hvorfor bruker du/ikke bruker Snapchat?

For de som (fortsatt) bruker Snapchat:
- Når (cirka) begynte du å bruke Snapchat?
- Husker du hvorfor du begynte med det og hvorfor lastet du ned appen (f.eks. Var det venner som insisterte eller var de du som var en av de første blant vennene/familien din som begynte å bruke Snapchat?
- Hva syntes du om Snapchat når du først begynte å bruke det? (feks. positiv eller negativ? Som forventet eller ikke som forventet?)
- Hvordan bruker du det i dag?

- Når/i hvilken forbindelse bruker du Snapchat? (med hvem, etc.? eller i hvilke tilfeller ville du heller bruke en annen app eller Facebook eller ...)
- Hva synes du om Snapchat i dag? Hva motiverer deg til å fortsette å bruke Snapchat?

For de som ikke bruker Snapchat i dag:
- Har du prøvd Snapchat eller har du aldri brukt det?
- Hvis ja: hvor lenge? Hva syntes du om det? Var der ting som du likte bra med appen (Hva? Hva likte du ikke?) Hvorfor sluttet du med å bruke Snapchat?
- Hvis nei: hvorfor ikke?

2. Nå kommer vi til å snakke litt mer i detalj om opplevelsene deres med Snapchat og hva som påvirker disse opplevelsene

Kan du gi meg et konkret eksempel på en positiv opplevelse du har hatt med appen?
En negativ opplevelse?
- Hvorfor var dette en positiv/negativ opplevelse?
- Hva gjorde det med deg/hvordan følte du deg?

Skriv ned tre ting som er viktig for deg når du skal bruke en sånn app som Snapchat
Velg en av tingene som er det viktigste
- Hvorfor synes du det er viktig?
- Hvordan ville det påvirke din bruk av appen hvis dette ikke hadde vært på plass, tenker du?

Har du hatt noen dårlige opplevelser med teknisk feil i appen? Har du et konkret eksempel?
Kan dette påvirke hvordan eller hvor mye du bruker appen?
Hvordan ville dårlig nettverksforbindelse ha påvirket bruken din av appen?

3. Avslutning

Har du noe forslag til noe du ville gjort annerledes, eller ekstra funksjoner i appen?

Eventuelt:
Dersom noen vil være med i en eventuelt oppfølgingsundersøkelse til våren settes det veldig pris på.

OPPSUMMERING 5 MIN

Transcription of Focus Group Interviews

Fokusgruppe 1 Transkribering

SN : Velkommen. Tusen takk for at dere tar dere tid til å hjelpe meg i denne undersøkelsen i forbindelse med prosjektoppgaven min. Mitt navn er Sara og dette er min veileder Katrien De Moor. Jeg går 5. Klasse på komtek med en spesialisering innenfor Digital økonomi. Katrien, liten introduksjon? Jeg skriver en prosjektoppgave som omhandler brukerengasjement eller "user engagement" i forbindelse med "instant messaging" applikasjoner og har derfor en del spørsmål til dere angående det. Jeg skal holde to slike fokusgrupper for å se om svarene varierer.

Dere har blitt invitert hit nå fordi dere er del av målgruppen til denne type applikasjoner, og jeg kan med sikkerhet si at dere har vært borti denne eller lignende apper som er fokus i dag.

Det er ingen gale svar, men heller forskjellige meninger. Gjerne del din egen mening selv om det ikke er det samme som andre har sagt. Jeg er ute etter både positive og negative tilbakemeldinger, og husk at av og til kan det negative være mest hjelpsomt for meg.

Fokusgruppen blir også tatt opp med mobilen min. Dette er fordi jeg ikke vil gå glipp av noen kommentarer og kan ta nøyere notater senere. Jeg rekker ikke å skrive ned alt så fort, og det er veldig viktig for meg å ikke gå glipp av kommentarene deres. Vi bruker navn her i dag, men jeg kommer ikke til å bruke navnene deres i rapporten, så jeg kan forsikre dere om at det dere sier holdes konfidensielt. Resultatet av denne undersøkelsen vil bli brukt i forbindelse med prosjektoppgaven min.

Part 1. General

1. Why use Snapchat?

SN: Hvorfor bruker du Snapchat?

IV: Jeg bruker det vel for å holde kontakt med venner og se hva andre driver med og dele hva jeg driver med. Og litt enkle meldinger er det innimellom også på Snapchat. Også får man se morsomme ting da

LME: Veldig greit.. Jeg tenkte på det at det er veldig lav terskel for å sende bilde av noe morsomt noe gøy holdt jeg på å si. Man kan liksom ikke sende en MMS med bilde av noe morsomt du så, for det koster penger. Så Snapchat vil liksom lave terskelen da. Derfor bruker jeg det litt

EV: Jeg syns det er veldig greit med den, altså folk du ikke har prater med på daglig basis, at de legger ut ting på story og sånn som mange kan følge med på, og se hva de driver med

LME: Det er ikke alt som er like interessant men!

Alle ler

RHJ: Jeg syns det er veldig greit at man kan legge ut sånne dagligdagse ting da, enn at det trenger å være sånn for når man legger ut noe på Facebook så skal det alltid være noe stort da, så det er veldig greit å bare legge ut sånn hverdagslig tull

Enighet rundt bordet

MH: I tillegg så har vi den gruppefunksjonen som jeg kanskje bruker mest, eller som det går mest gjennom, er jo en liten omgangskrets som kan holde kontakten indirekte men direkte på en måte. At du trenger faktisk ikke å holde en samtale eller du kan bare sende et bilde uten og faktisk, ja det trenger ikke være respons på det engang liksom.

SN: Kan vi konkludere med at alle her bruker Snapchat da?

Enighet rundt bordet

2. When did you start using Snapchat?

SN: Når cirka begynte du å bruke Snapchat?

MH: Jeg tror det var i 2012, men..

RHJ: Ja det er det, jeg tror det kan ha vært 2013 også men jeg vet ikke

MH: Jeg var ganske tidlig ute husker jeg, når sånn ungdomsskolen, liksom når tiende klasse brukte det så begynte jeg

SN: Tiende klassingene?

MH: Ja altså liksom, det er jo alltid fjortissene som starter med noe sant

SN: Ja sånn ja.

MH: Og søstera mi var jo fjortiss

RHJ: Jeg vet ikke, kanskje, jeg tror ikke jeg var så raskt ute men kanskje jeg må skrive 2013. Jeg husker liksom ikke helt

SN: Men husker du ikke hvilket skoleår eller i hvilken forbindelse det var at du begynte å bruke det?

RHJ: Hm..

MH: Jeg tror kanskje jeg skriver 2011

RHJ: Jeg føler jo jeg hadde det jo på videregående

IV: Ja brukte vi det ikke på videregående a? Siste året på videregående

LME: Jeg begynte nok å bruke det i sånn pausa, sommeren før jeg flytta opp hit jeg. Kan ikke det stemme, 2013?

EV: Tror kanskje jeg reviderer til 2012

RHJ: Ja kanskje jeg også

KDM: Men i en stund i allefall?

Alle rundt bordet sier seg enig

3. Why did you start using the application?

SN: Husker du hvorfor du begynte med det og hvorfor lastet du ned appen (f.eks. Var det venner som insisterte eller var de du som var en av de første blant vennene/familien din som begynte å bruke Snapchat?

EV: Det var vel at alle andre begynte å bruke det

Enighet rundt bordet

KDM: Var det er av dere som var en av de første i gruppen som sa til vennene at de måtte laste ned å begynne og bruke Snapchat? Eller var det mer sånn andre?

LME: I mitt tilfelle var det en kamerat av meg som bare plutselig satt med det også visste jeg ikke hva det var, han prøvde å forklare konseptet og jeg syns det hørtes kjempeteit ut, liksom at de skulle bli slettet etter 10 sekunder, men så laster jeg det ned da så og nå er vi et par år senere, så det hjalp tydeligvis

EV: Jeg tror faktisk jeg hadde litt samme opplevelse som deg med at det var søsknene mine som, og de er tre år yngre enn meg, som de var veldig på det og da tenkte jeg at jeg skulle prøve det og så begynte alle andre å bruke det også så så da var det jo greit.

MH: Ja samme her, jeg fikk det jo fra folk som var 5 år yngre enn meg da så jeg hadde jo dritmange sånne teite folk. For det var bare dem som hadde det i starten, også kom det kanskje litt sånn eldre generasjoner etter hvert.

IV: Jeg husker ikke lenger

HSS: Nei ikke jeg heller, det ble mye større bruk av det da vi begynte her på NTNU

Enighet rundt bordet

RHJ: Men jeg føler egentlig jeg lasta det ned på grunn av alle vennene bare hadde det også var det bare sånn okei, nå må jeg faktisk bare laste det ned liksom.

4. What did you think of it at first?

SN: Hva syntes du om Snapchat når du først begynte å bruke det? (feks. positiv eller negativ? Som forventet eller ikke som forventet?)

KDM: Vi vet allerede her at det var bedre enn forventet

LME: Ja, jeg syns konseptet virka teit men det fungerer faktisk

RHJ: Jeg trodde det bare var en sånn trend som skulle vare en liten stund men nå har det liksom vart veldig lenge, jeg trodde liksom det var en sånn kjapp..

MH: Jeg husker bare at jeg irriterte meg i starten over at, for da hadde man ikke de der gruppegreiene så man sitter og trykker på alle hele tiden og du hadde ikke muligheten til de der mystory-greiene så det var mye drit som kom inn i innboksen da også var det mye sånne masseutsendelser, men så har dem jo hele tiden vært flinke til å liksom høre på brukerne sine da og ja.. Forbedra seg etter det da. Det husker jeg var noe av det jeg syns var skikkelig teit liksom at du må sitte og trykke på alle dem folkene, man ville jo ikke at alle skal få se alt

KDM: Hva syns dere? Husker dere litt fra begynnelsen?

IV: Jeg tror vel det må ha vært positivt for jeg også syns å huske at jeg syns det hørtes teit ut, også det at det fortsatt brukes så mye som det gjør, så altså det har jo slått an

5. How do you use it today?

SN: Hvordan bruker du det i dag? Og når/i hvilken forbindelse bruker du Snapchat? (med hvem, etc.? eller i hvilke tilfeller ville du heller bruke en annen app eller Facebook eller ...)

KDM: Kanskje litt interessant å høre sånn virkelig hvordan dere bruker det. Jeg tror det var Marie, nei det var du Rakel som sa at okei hvis det er sånne vanlige hverdagslige ting så vil jeg heller bruke Snapchat og ikke Facebook, så også bruk på den måten. Hvorfor Snapchat og ikke noe annet? Sånne ting?

RHJ: Det er jo kanskje litt det med at på Facebook så får du jo likes og alt sånn og i tillegg så blir det liggende der hele tiden da. Nå er det bare der én dag på storyen også blir det borte igjen også er det liksom glemt da. Så det er ikke så viktig at det er noe kult da.

IV: Jeg fikk for eksempel istad fikk jeg en snap med bilde av at det var tilbud på boller i kantina, så da sa hun «kom vi spiser boller etterpå», så det er sånn, ja, litt sånn informasjonsdeling

LME: For det er liksom en litt rar ting hvis du får en facebookmelding bare sånn «hei, det er tilbud på boller», det blir sånn «hei, takk», litt rart

IV: Så da avtalte vi i chatten da etterpå i Snapchat at vi skulle møtes for å spise boller

LME: Men det er vel egentlig mer den Snapchat brukes veldig mye til den hverdagslige, ikke nødvendigvis prat, men mer sånn dele ting jeg ser og har veldig lav terskel for å sende et bilde da, av egentlig hva som helst, så det er for det meste rare hverdagslige ting

HSS: Ofte ganske useriøse.. Ja, bilder og sånn

IV: Mye kødding

Alle ler

KDM: Og hvor ofte bruker dere Snapchat?

LME: Hver dag vil jeg tro

MH: Ja det er sikkert mange ganger i timen for min del

EV: Jeg sender ikke så veldig mye, men jeg er mer på å følge med på hva andre gjør. Jeg sender i blant, men ikke sånn veldig mange ganger om dagen.

KDM: Hva med dere andre? Er dere mer interessert i å se hva andre legger ut eller sender, eller er dere veldig aktive?

IV: Jeg er aktiv.

Alle sier seg enige

MH: Jeg sender mye liksom.

LME: Jeg sender mer hvis jeg føler jeg har noe å sende da. Jeg er ikke den som svarer på alt med et bilde av meg selv, jeg tenker sånn jeg tar bilde av noe jeg syns er interessant der og da. Sånn sender ved behov.

EV: Ja det er sant. Jeg sender ikke sånn «drikker brus»

KDM: Men hvorfor ikke?

EV: Da hadde jeg ikke gjort annet enn å sitte og sende

KDM: Kan dere si noe om, uten å gå i detalj selvfølgelig, bruker som med tanke på med hvem, og hvem ikke? Og hvorfor?

RHJ: Hvem vi sender til mener du?

KDM: Ja, hvem du kommuniserer med via Snapchat

RHJ: Jeg sender nesten kun til de jeg på en måte har på toppen, det er lite sånn fellessnaps som man kaller det. Det er sånn til hverdag så er det kun sånn nære venner og familie og sånn som jeg orker egentlig å sende til for det er sånn ja, det er litt mer styr å bla gjennom alle sammen og sende til alle

LME: Altså, jeg bruker mye grupper jeg da, jeg syns det er veldig ålreit. Da blir man lagt til i et par grupper da også sender jeg til dem.

MH: Når man er edruelig så har man jo kanskje en mindre toleranse for å legge det ut på mystory og føler liksom at okei da kan man dele det bare til de nærmeste, men jo mer alkoholnivået stiger jo mer tror man at alle sammen har lyst til å se det her.

Enighet rundt bordet

MH: Sånn som en konsertscene der du bare ser scena. I tillegg så har jo foreldregenerasjonen kommet på Snapchat da, og det er ikke alt jeg vil at mamma skal se liksom, så hu blir jo blokka fra mystory.

IV: Jeg sender vel egentlig mest til nære venner tror jeg, også litt til mamma. Sånn «nå gjør jeg lekser»

KDM: Noe annet?

EV: Nei jeg er vel egentlig enig i det som er sagt.

HSS: De nærmeste stort sett.

6. What motivates you to keep using Snapchat?

SN: Hva synes du om Snapchat i dag? Hva motiverer deg til å fortsette å bruke Snapchat?

IV: Hvorfor jeg bruker den er jo fordi alle andre gjør det sikkert, enkelt og ja..

MH: Det er mange brukere der da. Alle vennene dine er der.

RHJ: Også er det jo litt det vi var inne på i stad med at det er så enkelt å sende en Snap i forhold til en Facebookmelding da, eller det blir rett og slett mer casual

LME: Mm, så er det også litt det at det er ingenting annet å bytte over til så enten valget er å fortsette å bruke Snapchat eller ikke bruke det i det hele tatt, det er liksom ikke noe alternativ da, så..

MH: Gobi

LME: Ja, tjaaa

Alle ler

MH: Eller instastory da

LME: Jaaa

MH: Dem har jo akkurat samme funksjonene

LME: De har jo faktisk det men det er ingen som liksom sender bilder

MH: Via gruppechatten nei

EV: Facebook har vel også sånn storyfunksjon nå

Enighet om at ingen bruker det

MH: Jeg har faktisk hatt noen venner på Facebook som har brukt det. Det er litt interessant da, for det har kanskje enda flere folk på Instastory og Instagram i forhold til Snapchat, og hvorfor velger alle sammen å sende der da?

LME: Tror aldri jeg har sett en eneste instastory i hele mitt liv jeg. Jeg bruker instagram liksom, men ikke så aktivt som at jeg liksom har sett en instastory, hvor er de hen egentlig?

RHJ: Dem er helt øverst, men jeg har sett fler av dem, men det er mer sånn, jeg vet ikke sånn, noen som legger ut reklame og sånne ting da. Det er egentlig en del reklame da.

IV: Jeg føler det er litt mer sånn kjendis-greie.

EV: Så har det kanskje med at Instagram er litt mer sånn, der legger du ut bilder hvor det skjer noe skikkelig kult liksom, mens Snapchat, det er liksom det Instagram er, også kommer de med en liten funksjon som skal ta det Snapchat er da.

7. Who uses Instagram?

KDM: Hvor mange av dere bruker Instagram?

Alle nikker rundt bordet

KDM: Men ikke aktivt?

EV: Nei, jeg er ikke kjempeaktiv nei.

KDM: Og dere andre?
RHJ: Ja jeg er jo ganske aktiv egentlig

MH: Ja relativt

KDM: Er det sånn ca det samme eller hvis du skal si hva du bruker mest hva vil det være?

MH: Da vil jeg si jeg bruker Snapchat mer.

Alle rundt bordet er enige i dette

IV: Instagram er mer sånn bare se gjennom når jeg kjeder meg, også legger jeg ut en gang i blant når jeg har gjort noe kult som å ha vært på ferie og sånn, tatt bilder som er verdt å dele

8. Other similar applications?

KDM: Og hvor mange av dere bruker for eksempel WhatsApp? Eller Telegram eller Signal?

RHJ: Jeg har det (WhatsApp) men..

MH: Jeg bruker WhatsApp litt

RHJ: Jeg har brukt det litt men ikke masse liksom

LME: Jeg har ikke hørt om de før faktisk

RHJ: Men jeg vet om flere folk som bruker det hele tiden

EV: Er det noen som bruker det Signal og Telegram og sånn?

KDM: Ja..

EV: Har du vært borti noen i Norge som har brukt det?

KDM: De som er opptatt av informasjonssikkerhet

EV: Ja..

LME: Er det liksom samme greiene som Snapchat og..?

KDM: Ja det er mer instant messaging så du kan sende bilder men bildene er fortsatt der etterhvert, det er som messenger var før. Men det var litt interessant å høre hva dere sa om, tror det var du (IV), med bollene, det er ikke sånn at dere bruker Snapchat bare for å dele et øyeblikk eller, men også for å for eksempel møtes etterhvert eller fastslå når dere skal se hverandre i real life. Er det sånn for dere andre også?

Folk nikker

EV: Det blir jo fort sånn at man får en melding om for eksempel et eller annet som skjer da og det er for eksempel tilbud på boller da, så tar man den oppfølgingsdiskusjonen, og liksom istedenfor å flytte seg over til messenger og bare «å er det boller?», så det er like greit å bare ta det i samme...

LME: For eksempel hvis du er på konsert og får en snap også er det sånn «å hvor står du?», «jeg står der», «okei vi møtes der». Veldig sånn lavterskel og lett å planlegge ting.

EV: Hvis man lurer på noe også, uten å ha vært innom Snapchat i det hele tatt, går man kanskje heller tilbake til messenger, tenker jeg da.

IV: Man bruker det egentlig veldig mye til å dele sånne type ting da, som nå er det tilbud på grandis, værsågod.

9. How often do you use Snapchat?

KDM: Er dere alltid på? Eller mer i ferie, eller er det momenter der..?

EV: Aldri logget av tror jeg.

RHJ: Det er der alltid.

LME: Når jeg er ute og går på fest så da legger jeg bare mobilen fra meg helt, så da er jeg ikke på Snapchat. Så jeg logger vel ikke av sånn i klassisk forstand, mer det at jeg bare ikke bruker mobilen.

RHJ: Jeg bruker heller ikke å, altså med en gang det lyser så ser jeg ikke på det liksom, fordi da hadde jeg blitt helt koko. Så jeg bruker sånn for eksempel når jeg leser så okei, nå er den borte, ja.. (legger vekk telefonen)

EV: Jeg tok og resatte hele telefonen min igår, og skulle jeg installere Snapchat på nytt og da kom jeg på at jeg husker ikke noe passord, så da måtte jeg resette alt sammen.

RHJ: Ja det er sant.

KDM: Så det er en veldig viktig del av hverdagskommunikasjonen deres?

Enighet rundt bordet

MH: Nå har jeg vært uten telefonen en stund da, så da logga jeg liksom inn på ipaden for å få tilgang til Snapchatkontoen min.

KDM: Hvor langt mellomrom er det mellom hver gang du bruker appen? Er det minst hver time eller er det flere timer hvor dere ikke sjekker eller? Har dere en idé om det?

LME: Mobilen generelt?

KDM: Ja nei, Snapchat

RHJ: Altså jeg tror jo at jeg er ganske flink da men jeg sjekker jo hver time, det gjør jeg jo

EV: Jeg sjekker ikke så ofte med mindre det er en snap jeg har fått. Da sjekker jeg kanskje et par ganger om dagen. Stories og sånn.

LME: Litt sånn ser jeg opp på mobilen, og har jeg fått en snap så ser jeg på den, men det er ikke det at jeg aktivt går inn og ser da. Det gjør jeg ikke.

KDM: Har dere noe å tilføye til bruk som dere tenker på som er viktig eller har dere fått sagt det som er viktig? Med tanke på hvordan dere bruker det

Part 2. Experiences with Snapchat

SN: Nå kommer vi til å snakke litt mer i detalj om opplevelsene deres med Snapchat og hva som påvirker disse opplevelsene

1. Positive experiences?

SN: Kan du gi meg et konkret eksempel på en positiv opplevelse du har hatt med appen?

RHJ: Jeg har nå skrevet noe ned her, men det er ikke så konkret da egentlig, men det er litt sånn når jeg var på utveksling i fjor da, så gjorde det at jeg liksom klarte å holde en sånn kontakt med folk. At jeg slapp og hele tiden ringe og alt sånn men bare holdt en sånn jevn kontakt da.

EV: Jeg er enig forsåvidt.

KDM: Andre eksempler?

MH: Jeg har for eksempel gruppe med folk som er fra Levanger da som på en måte er spredt over hele landet og jeg føler at vi greier å opprettholde kontakten jevnere og bedre da med å ha den gruppa på Snapchat. Teit å si det men, jeg føler det sånn da.

LME: Så har jeg mamma på Snapchat, så da får jeg jevne bilder av hunden hjemme som er ganske koselig. Det er positivt.

RHJ: Foreldrene mine pleier å si til meg at nå må du sende mer snaps. De vil liksom ha litt kontroll og vite hva jeg gjør

EV: Vi har også en sånn familiegruppe hvor hele familien er med hvor vi bare får input hele tiden på hva som skjer med hele familien da. Det er veldig hyggelig. Uansett hvor lite det skulle være så havner det der.

HSS: Jeg har en sånn vennegruppe med venninner fra Oslo da, så vi driver og oppdaterer hverandre der og når noen har fått en jobb så sender vi snaps og sier vi har fått en jobb, og sånn «nå skal jeg på intervju» så.. eller når noen har fått seg leilighet eller noe sånt

KDM: Hva med deg IV?

IV: Det er typ det samme. Det er.. Ja det er lett å holde styr på alle rundt omkring uten å nødvendigvis, ja som RHJ sier, ringe og, ja. Enklere.

KDM: Men for eksempel dere som bruker Snapchat for å holde kontakten med familien, er det hovedkommunikasjon dere har med dem eller er det i tillegg til Facetime eller hva som helst.

RHJ: Det er i tillegg til Skype da.

LME: Nei det er egentlig, mamma bruker det ikke så veldig ofte, får i ny og ne. Pappa er ikke på Snapchat, så det er ikke egentlig hovedkommunikasjonskanalen i det hele tatt. Fortsatt god gammeldags telefon

EV: Jeg er også enig i det at hvis man skal ha en lengre samtale om hvordan det går og hva som har skjedd og sånn så tar man en telefon men hvis man bare skal dele noe kjapt og det har skjedd noe greier så sender man en snap til gruppa..

RHJ: I tillegg så er det litt sånn der, nesten sånn enveiskommunikasjon, for mamma og pappa sender ikke så masse, men dem vil at jeg skal sende bare «ja nå må du sende, vi vil vite hva du gjør og bla bla bla» men så får jeg ikke noe tilbake nesten.

2. Negative experiences?

SN: Negative opplevelser med appen, har dere hatt det?

MH: Jeg har fått tilsendt nakenbilder av gutter liksom, som jeg ikke ønsker, av fremmede folk liksom som jeg ikke aner hvem er.

RHJ: Det skjedde noe sånt med meg også for noen år siden. Jeg aner ikke hvordan dem fikk meg der engang. Som kontakt.

IV/HSS (i kor): Det er det samme ja.

IV: Man får bilder man ikke vil ha som kommer fra folk du ikke vet hvem er.

LME: Jeg kjenner meg ikke igjen i det.

Alle ler

HSS: Også er det veldig lett å feilsende snaps til folk. Jeg har hvertfall sendt snap til feil person og bare sånn ops ops den skulle ikke til deg.

EV: Også er det litt sånn når man er full så er det fort gjort å kanskje, ja.. Sende noe som ikke burde vært sendt og du kan ikke ta det tilbake på en måte.

LME: Det verste er hvis man ikke husker hva som er blitt sendt, også har man sendt masse. Det er angst.

KDM: Men sånn negativ opplevelse har sånn typisk å gjøre med hvordan folk bruker det og sånne ting?

RHJ: Men det er kanskje litt sånn med sikkerhet i appen også for vi skal jo egentlig godta de som har lagt oss til. Og jeg kan ikke huske å ha godtatt de folka liksom. Så det er litt sånn hvordan har de klart det egentlig.

LME: Og for min del er det egentlig bare det at, det går på meg selv kan man si, jeg får ikke så veldig mange bilder av folk jeg ikke ber om så da blir det litt sånn at de negative opplevelsene kommer av egen bruk da.

KDM: Kan du forklare litt mer?

LME: Ja nei det er som at man sender til feil person, sender.. Ikke husker hva du har sendt hvis du har vært ute på byen en gang. Og det er vel egentlig mer der det er da, også er det jo litt sånn negative opplevelser i form av at den appen er ikke bra i det hele tatt sånn teknisk sett da. Mye frustrasjon inni der for min del hvertfall.

KDM: Kan du gå litt dypere inn på det?

LME: Ja nei altså her om dagen sleit jeg med at kameraet på mobilen ikke funka, og da funker ikke hele appen i det hele tatt. Så det er sånn at hvis kameraet ikke funker så får du ikke sett snaps, du får ikke sendt snaps, du får ikke gjort noe. Så er det litt sånn som at.. Ja nei kvaliteten er kjempedårlig på bildene som blir sendt som er synd fordi 90% av bildene folk sender er på Snapchat. Hvis kvaliteten hadde vært litt bedre så kunne det liksom ha vært en god ting da føler jeg. Og generelt sånn småpirk som det der der. Men for det meste det at det er.. Ja, at den er ikke så stabil da. Så det er vel egentlig stort sett det.

KDM: EV, du sa ja du også?

EV: Ja jeg er også enig i at det er litt en litt halvveis app teknisk kanskje, men.. Den tar ikke de beste bildene. Selv hvis du har et ganske nytt, moderne bra mobilkamera så skulle man tro at man tok veldig bra bilder, men Snapchat klarer å ødelegge det.

LME: Den suger strøm også for den saks skyld.

MH: Den tar sykt mye strøm.

Enighet rundt bordet.

KDM: Hva syns dere om det? En halvveis app. Er dere enige eller?

IV: Ja den klikker ofte på meg hvertfall.

Enighet rundt bordet.

MH: Da jeg hadde iphone 6 så lagga den sykt mye mer liksom og det var helt håpløst å åpne. Mens når man oppdaterer telefonen så blir det jo litt bedre da men.

EV: Jeg har opplevd at du får en.. et varsel om at det har kommet en ny snap, også går du inn på appen også refresher du også er det ingenting der. Bare falsk alarm.

IV: Det er det verste.

LME: Også skjønner jeg ikke helt hvordan den chatten fungerer. Den hvor du sender på Snapchat, for sånn noen ganger kan du lese loggen og andre ganger kan du ikke det og jeg syns det er så.. Det er ikke et bra sted å ha en samtale egentlig.

MH: I tillegg til den der nye funksjonen de har laget nå der det liksom kan zoome inn på plass på kartet også plutselig så dukker.. hvis du har lagt ut mystory fra den plassen så er den tilgjengelig for andre folk. Det skjønner jeg ikke helt hvordan fungerer for liksom når man blar gjennom hvem som har sett på mystoryen din så ser du sånn «pluss 44 andre». Og hvem er disse 44 andre? Har jeg sagt ja til å dele det med 44 andre? Og sånne ting. Så hvordan akkurat det der når du liksom blar ned også ser at det er en mystory fra samfundet liksom når dem lager egne sånne geo.. hva heter det, mystories da. Liksom hvordan er det egentlig det fungerer.

KDM: Mmm, litt sånn black box som du ikke har..

MH: Ja

KDM: Men til tross for disse eksemplene, det veier ikke så veldig mye på den hele opplevelsen hvis jeg forstår det rett. Det er ikke nok grunn til å ikke bruke det lenger?

Alle rundt bordet sier nei.

RHJ: Det når den klikker så er det jo bare å lukke den også åpne den igjen, så er det liksom greit da.

MH: I tillegg så er det jo liksom ikke grunn til at de bildene skal være så sykt bra kvalitet heller da, for at de skal bare være der i ti sekunder og du legger ikke så mye i arbeid og oppstilling og redigering til det da. Det har man andre ting til, sånn som Instagram.

RHJ: Det som, kanskje det egentlig er litt sånn med vilje for at det skal være mer lavterskel som vi snakka om da.

KDM: Det er interessant å høre at dere er vant til å, okei nå må jeg lukke og åpne igjen og at det blir en del av hvordan du bruker appen og jeg regner med at okei jeg har feil igjen så da må jeg starte på nytt og da

3. Important factors when using Snapchat

SN: Skriv ned tre ting som er viktig for deg når du skal bruke en sånn app som Snapchat, og velg en av tingene som er det viktigste

SN: Har dere tre ting?

RHJ: Jeg tror jeg skrev litt. Er det sånn tekniske ting eller?

SN: Det kan være hva som helst. Hva er viktig for deg når du skal bruke en sånn type applikasjon?

(Lang pause)

SN: Nærmer dere dere tre ting? RHJ?

RHJ: Jeg har skrevet at.. Det her har jo Snapchat da men at når jeg trykker på send så skal jeg vite at det har blitt sendt da. Det er sykt irriterende hvis jeg tror at noe har kommet fram også har det ikke det. Så det syns jeg er ganske bra med Snapchat da, at det står sendt og at jeg kan se at folk har åpna eller ikke og sånn da.

SN: Av det dere har skrevet ned nå, hvis dere må velge én ting som er det viktigste for dere?

LME: Gratis. At du ikke måtte betalt store dommer for Snapchat for eksempel. Kanskje nå som liksom alle er der da. Hvis det hadde kommet en konkurrent nå for eksempel da så hadde ikke jeg lagt noe penger i det. Så er det veldig viktig at det ikke er reklamer da. Nå er det reklame på Snapchat da men.. Det gjør meg så irritert altså, like før jeg avinstallerer det.

Alle ler.

EV: For meg er det vel mest viktig at jeg på en måte har en app som jeg vet at alle er på istedenfor å ha sånn den bruker familien, den bruker de vennene, også har de den. Da er det greit at alle har det.

RHJ: Ja det er sant. Jeg har også skrevet at andre venner bruker det. Det er viktig.

KDM: Var det det viktigste? Av de tre for deg?

RHJ: Hmm jaaa, det blir jo kanskje det. Eller det er det som hadde gjort at jeg ikke hadde brukt det hvis mine venner ikke brukte det.

Enighet rundt bordet.

LME: Snapchat er jo helt ubrukelig hvis du ikke har noen å sende til eller motta fra.

IV: Jeg har mange brukere tror jeg som min hovedting

HSS: Og at den må være enkel å bruke. Den må liksom være lett da, fort gjort, siden vi bruker den såpass ofte.

KDM: Var det andre som skrev noe om om det er gratis eller ikke? Er det ikke noe dere har tenkt på?

RHJ: Jeg tenkte på det. Jeg har ikke skrevet det ned men jeg tenkte på det.

EV: Jeg tenkte egentlig ikke over det, for jeg føler det er så selvfølgelig at det skal være gratis for sånne store, altså sosiale medier er jo gratis.

RHJ: Men det er nesten litt sånn at jeg heller kunne betalt 7 kroner eller noe for den appen istedenfor å få den der reklamen da.

EV og LME er enige

LME: Ja en sånn engangssum for eksempel

EV: Tror ikke jeg hadde giddet abonnering på det

RHJ: Nei det hadde ikke jeg heller orka

LME: Nei eller at det skulle kosta ett øre å sende, eller noe sånt der

KDM: Er dere alle irriterte over reklamen eller er ikke dette noe som forstyrrer så veldig mye for dere andre?

MH: Jeg tenker.. Altså jeg ser den også bare..

RHJ: Man kan trykke den bort

MH: Ja så da trykker jeg den bare bort

LME: Snapchat er ikke verstingen der.

MH: Nei, jeg blir mer irritert på reklame på Facebook liksom.

RHJ: Også er det sånn denne reklamen kan du trykke bort med en gang, mens en del andre reklamer er sånn okei du må se så så mange sekunder før du kan ta den vekk. Så da er det ikke så irriterende allikevel egentlig.

KDM: Er det ting som er, av de tre tingene dere har skrevet ned, og det er kanskje ikke okei, selvfølgelig hvis det ikke er noen å snakke med så gir det ingen mening, men er det andre ting av listene deres som virkelig må være på plass for ellers så ville dere ikke ha brukt appen?

RHJ: Jeg har skrevet at liksom de producerne ser på brukeren sitt behov og utvikler appen videre med hensyn på det da.

EV: Sånn som det er nå så føler jeg at den gruppefunksjonen har blitt veldig viktig. At du kan bare sende til den og den gruppa for eksempel, istedenfor at, ja som du sa i stad, at man må bla igjennom alle kontaktene du vil sende til. Det har blitt veldig viktig da. Men jeg brukte den jo i starten uten at den hadde det da så.

RHJ: Men jeg tror at folk hadde gått lei hvis det ikke kom noe nytt hele tiden.

MH: Jeg føler litt at den hadde litt sånn der down-periode en stund, og at det var mindre og mindre folk som brukte det og så kom den der gruppefunksjonen også ble det mer populært igjen da.

RHJ: Mm

MH: De måtte liksom bare gjøre det. For alle sammen satt og tenkte på det liksom.

EV: Gobi hadde jo det som sin..

MH: Ja og i tillegg så kom Instagram med det også. Så.. Også først så hadde dem jo bare sånn åpent for sånn, var det 16 medlemmer eller noe? Men nå har dem jo økt til 32. Så det er nå etter brukerforespørsler da.

4. Technical factors

KDM: Dere har gitt et par eksempler på sånne tekniske feil mens dere brukte appen, vi har snakket litt om det allerede, men har dette påvirket hvordan dere bruker appen? Eller er det bare noe som er.. Live with it og..

RHJ: Det jeg føler da er at det er veldig mange apper der ute som er sånn. Som klikker litt i blant og sånn. Sånn de er liksom sånn.. De skiller seg ikke ut med å være det.

EV: Ja det er vel litt sånn vane at alle apper krasjer og at den bare restarter igjen.

KDM: Så det har på en måte blitt sånn integrert i forventningene deres?

Enighet rundt bordet.

KDM: Det er ikke at dere føler at det er en frustrasjon som øker fordi de ikke klarer å takle det?

EV: Det burde kanskje vært sånn.

IV: Jo jeg blir litt frustrert, jeg gjør det. Men jeg bruker den ikke noe mindre av den grunn.

LME: Med mindre det er sånne småfeil, sånn som i cachen i ny og ne, det kan jeg overleve. Men som sagt jeg støttet på problemet med at jeg ikke kunne bruke Snapchat i det hele tatt fordi kameraet var gærnt. Da endte det opp med at hele apprepoet bare ble sperra helt ute da. Og da er det jo ikke noe gøy lenger. Da får jeg ikke brukt det i det hele tatt. Da måtte jeg logge på ipaden holdt jeg på å si også sjekke der. Så det.. Det var et problem.

5. Poor network connection

KDM: Har dere opplevd sånn at dårlig nettverksforbindelse for eksempel.. Kan dere si noe om det? Eller gi noen eksempler du husker?

EV: Snapchat krever veldig bra nettforbindelse for å kunne sende noe i det hele tatt. Av og til står den bare og spinner og spinner også ender jeg til slutt med å gå ut av appen også vet jeg ikke om det er sendt eller ikke, også går jeg inn igjen også er den ikke sendt så.

LME: Noen ganger mister man snappen.

HSS: Ja sånn helt for godt liksom.

IV: Da blir jeg så sint

Stor enighet rundt bordet.

LME: Ja nei nettet er pirkete på det. Jeg har mistet mange snapper fordi jeg tror den har blitt sendt til ikke å ha blitt sendt da så må man gå inn og ut også er den helt borte.

RHJ: Der kunne dem jo egentlig ha gjort noe for å lagre den snappen.

EV: Er det ikke sånn nå at hvis den ikke blir sendt så står det at den ikke er blitt sendt fordi den ikke har nett eller noe?

MH: Ikke alltid

RHJ: Ja det er noen ganger det står det, men av og til så har den bare blitt borte liksom.

MH: Hvis du lukker appen så forsvinner den tror jeg

HSS: Ja det gjør den

EV: Det er håpløst.

Enighet rundt bordet.

MH: Så det er ikke noe utkast-funksjon nei.

KDM: Men hva gjør det med dere når dere for eksempel ikke klarer å du har dårlig forbindelse eller du har ikke telefon eller av en eller annen grunn er du out for flere timer.. Spør dere for eksempel vennene deres hva som har skjedd eller har dere noen gang opplevd at okei her har vi ikke fått med oss noe, eller det var viktig, eller det var synd å ikke få det med, eller har dere opplevd noe som det før? Altså å være out i en periode.

EV: Jeg tror aldri jeg har gått og spurt noen om det har skjedd noe på snap

LME: Nei

EV: Jeg føler det er litt sånn at jeg.. Hvis den er nede, appen, så aksepterer jeg det også bare får det skje det som skjer.

MH: Jeg har fått liksom meldinger av folk som bare «herregud hva skjer med snapchat, nå er den nede liksom». Og det har jo vært perioder der det har vært helt nede, har det ikke det? Jo. Og da bare ja.. Det står jo på fremsiden av VG da når..

LME: Ja det blir nyhetssak. Det er morsomt.

MH: Så det er jo obviously noe folk bryr seg om men om jeg har gått glipp av noe viktig på grunn av det, det tviler jeg på. Da tar vi kontakt i andre medier istedenfor. Men det blir merka ja.

LME: Jeg tror ikke det er sånn at for eksempel inviterer til fest på Snapchat da som er sånn, hvorfor fikk ikke jeg en invitasjon? Nei du sjekka ikke Snapchat. Det er vel ikke helt sånn, så jeg tror ikke jeg har gått glipp av noe.

EV: Det er vel sånn at hvis du skal sende noe som folk ikke kan gå glipp av så bruker du ikke Snapchat på en måte. Da tar du det heller mer direkte på Messenger eller..

IV: Også bruker du heller kanskje snap sånn «sjekk Messenger»

SN: Har vi noen flere spørsmål da?

KDM: Nei jeg tror ikke det. Det har vært veldig interessant.

Part 3. Ending

SN: Et lite avsluttende spørsmål da sånn før vi er ferdig:
Har du noe forslag til noe du ville gjort annerledes, eller ekstra funksjoner i appen?

EV: Jeg savner muligheten til å, jeg vet ikke om det er mulig jeg, har ikke sjekka egentlig, men å kunne gruppere kontakter uten å måtte opprette en gruppe for det på en måte

RHJ: Ja det har jeg også skrevet.

Flere er enige rundt bordet.

EV: Sånn som folk jeg har vært med i militæret også bare lage en gruppe for det, også hva skal man kalle den, uten at de er en snap-gruppe på en måte

RHJ: Ja også sånn uten at dem vet det egentlig, bare sånn du har dem...

IV: Istedenfor at man får en gruppesnap liksom.. Bare sende til en gjeng.

MH: Jeg løste det ved å endre alle kontaktene til liksom A, de jeg sender mest til

SN: Ja det gjør lillesøster. A foran alle de hun sender mest til

MH: Også liksom sånn.. Jeg vet om folk som har gruppert hele lista si liksom etter sånn Abakus-folk, folk fra videregående og.. Det tar litt tid da

EV: Lettere om de bare hadde hatt en funksjon for det.

LME: Det hadde vært veldig greit å ha for eksempel sånn dette er folk jeg studerer med på informatikk og dette er de gamle vennene mine fra videregående og det her er familie og litt sånn. Istedenfor at du lager grupper da, men bare at du har en sånn lett måte å sende til alle på. Det har jeg savna veldig. Jeg trodde det var det grupper var i starten jeg. Jeg holdt på å lage en gruppe som het nærmeste venner.. Det hadde kanskje vært litt rart.

SN: Andre ting?

LME: Å kunne se hva du har sendt, det er noe jeg savner litt. Litt sånn forsikring for meg selv, litt sånn noen ganger har man sendt noe men ikke husker hva. Og da er det litt sånn når du får svar fra noen og ikke helt skjønner hva de svarer på så kan det kanskje være greit å ha en måte å se nylig sendte snaps for eksempel da. Det er noe jeg savner.

MH: Jeg hater den chatfunksjonen liksom. Den er helt håpløs også gidder jeg ikke holde på å lagre alle de tingene som kommer inn. Det syns jeg er helt.. Da bruker jeg heller Messenger. Så den chatfunksjonen er helt.. Liksom hvorfor skal du sitte å manuelt lagre alt for å se hva som.. Går ikke an å holde en skikkelig samtale da, uten å holde på å drive og lagre manuelt.

IV: Også er det veldig lett på den chatfunksjonen å komme borti den ringeknappen og sånn, så man driver og ringer folk uten å mene det og å sende det.. Sende halve setninger og sånn fordi det blir sendt før jeg egentlig er ferdig med å skrive.

Enighet rundt bordet.

HSS: Jeg syns at hvis man trykker seg inn på en av kontaktene så står det at du skriver, selv om.. Du kan komme nær da, så står det at du skriver selv om du ikke mener at du skal skrive noe til de

LME: Mange får sånn blabla skriver.. også kommer det aldri noe melding.

MH: Det er ingen andre som har den funksjonen at folk begynner å skrive til deg.

LME: Du er ikke interessert i å vite når de begynner å skrive til deg

MH: Nei

EV: Man får alltid to notifications per melding

MH: I tillegg til den der at du kan legge ut ting fra kamerarullen din da, uten at det blir sånn der hvitt bilde på. Hvorfor.. Hva er greia med det liksom? Og i tillegg kanskje send snaps fra kamerarullen din uten at.. Hvis du gjør det så blir det jo sendt som sånn bildechat-greier og ikke som en vanlig snap, hvorfor kan man ikke importere fra kamerarullen?

RHJ: Hva mener du, du vil at man skal kunne gjøre det?

MH: Ja, hvorfor er ikke det en mulighet liksom?

IV: Og jeg syns heller ikke den er så lett å navigere seg rundt i egentlig.

Enighet rundt bordet.

IV: Når jeg skal lete etter venner og sånn, så kommer jeg inn på en venneliste, men det er ikke den vennelista.. Nei jeg kommer helt andre steder da enn hvor jeg hadde tenkt og jeg har lett ganske mye i den appen for å..

EV: Håpløst..

MH: Det er lett å dele, lett å motta, men liksom, innstillinger og sånn er helt kaos liksom.

RHJ: Det er også litt sånn at når noen har lagt meg til så kan dem stå der egentlig veldig lenge uten at jeg merker at noen har lagt meg til da. Det kommer ikke sånn veldig godt frem. Jeg merker det ikke.. Jeg vet ikke om det går bort etterhvert heller.

EV: Det er så mye i det grensesnittet at du ser ikke.. Hvis det er et sånt sted der det står en notification hvor du liksom har fått en ny kontakt da, så ser du ikke det, for det er ikke tydelig nok.

LME: Så får du masse sånne emojis ved navnet ditt og til en venn, aner ikke hva halvparten av de betyr. Jeg har null peiling med mindre jeg googler det ikke sant så veit du ikke hva de skal tilsi. Og når du er nødt til å liksom gå på internett og søke opp hva noe i appen din skal bety da.. Det er ikke bra design. Det burde vært en lettere måte å få liksom hva dette her skal være da. Men ja..

EV: Enig med de emojisene

HSS: De er så randomme de emojiene også

LME: Ja de smilegreiene og sånn, hva skal liksom den bety. Bare sånn nå sender du til en kul person. Den med hjerte da, den skjønner jeg. Og streaken ja. For den er visst veldig viktig for de litt yngre har jeg hørt.

KDM: Hva med dette med at det faktisk krever en ganske stabil forbindelse, også nevnte dere bildekvalitet, er dette noe som har potensiale for forbedring syns dere eller? Er det viktig?

EV: Ja jeg vil vel heller.. Altså det er jo ikke ofte jeg har dårlig nettforbindelse egentlig, det er vel kanskje hvis jeg går på tur i fjellet eller hvis jeg er uti skogen eller noe, så det er såpass sjeldent at jeg kanskje ville prioritert å ha høyere bildekvalitet.. Det blir en tradeoff da, mellom kvalitet og god forbindelse

LME: Jeg tenker litt sånn okei bildene forsvinner etter ti sekunder men samtidig begynner det å bli mer og mer vanlig å lagre bildene du sender. Hvis det er et bilde som er noe spesielt så lagrer du det i memories, minner, og folk screenshotter det og hele pakka så tenker sånn at det begynner å bli mer og mer vanlig å ha permanente snapchat-bilder da så hvorfor ikke ha det i god kvalitet når det først og fremst er liksom bildekanalen da. Så jeg ville også hatt bedre bildekvalitet. Som sagt jeg er på wifi ganske mye og har 4g. Men så jeg ville heller hatt bedre bildekvalitet ja.

KDM: Hvor mange av dere opplever at det går faktisk ikke bare om sånne hverdagsting som skjer men også opplevelser som du kommer til å huske? Eller som du gjerne vil huske eller ha bilde av etterpå.

RHJ: Ja det er jo det også da. Jeg føler det er noen ganger jeg tar liksom en snap av noe også er det sånn jeg må bare ta et med vanlig kamera også sånn at jeg liksom får bra kvalitet da.

EV: Jeg syns det er veldig.. En ting da, med tekniske forbedringer, det er veldig klumsete den måten de har lagt opp til at du skal kunne ta screenshot på. Eller de har kanskje ikke lagt opp til det men fordi folk gjør det likevel så kunne de kanskje hatt en funksjon hvor du bare kan lagre det direkte, istedenfor at du må knote med å trykke alle mulige knapper samtidig også er jo snappen ferdig også har du ikke fått noen ting.

SN: Dersom noen vil være med i en eventuell oppfølgingsundersøkelse til våren settes det veldig pris på.

Fokusgruppe 2 Transkribering

SN: Velkommen. Tusen takk for at dere tar dere tid til å hjelpe meg i denne undersøkelsen i forbindelse med prosjektoppgaven min. Mitt navn er Sara og dette er min veileder Katrien De Moor. Jeg går 5. Klasse på komtek med en spesialisering innenfor Digital økonomi. Katrien, liten introduksjon? Jeg skriver en prosjektoppgave som omhandler brukerengasjement eller "user engagement" i forbindelse med "instant messaging" applikasjoner og har derfor en del spørsmål til dere angående det. Jeg skal holde to slike fokusgrupper for å se om svarene varierer.

Dere har blitt invitert hit nå fordi dere er del av målgruppen til denne type applikasjoner, og jeg kan med sikkerhet si at dere har vært borti denne eller lignende apper som er fokus i dag.

Det er ingen gale svar, men heller forskjellige meninger. Gjerne del din egen mening selv om det ikke er det samme som andre har sagt. Jeg er ute etter både positive og negative tilbakemeldinger, og husk at av og til kan det negative være mest hjelpsomt for meg.

Fokusgruppen blir også tatt opp med mobilen min. Dette er fordi jeg ikke vil gå glipp av noen kommentarer og kan ta nøyere notater senere. Jeg rekker ikke å skrive ned alt så fort, og det er veldig viktig for meg å ikke gå glipp av kommentarene deres. Vi bruker navn her i dag, men jeg kommer ikke til å bruke navnene deres i rapporten, så jeg kan forsikre dere om at det dere sier holdes konfidensielt. Resultatet av denne undersøkelsen vil bli brukt i forbindelse med prosjektoppgaven min.

Part 1. General

1. Why use Snapchat?

SN: Først et par generelle spørsmål om hvorfor dere bruker Snapchat.

HB: Skal vi bare skyte inn?

SN: Ja, spørsmålene er litt retta til alle så dere kan egentlig bare svare når dere har noen innspill.

HB: Fin måte å kommunisere med folk på. Du kan sende funny bilder av det som skjer der og da og enkelt å formidle det til mange personer.

JS: Jeg bruker det for å holde kontakten med vennegjengen hjemme, stort sett.

Enighet rundt bordet.

IV: Jeg tenker at det er veldig lowkey kommunikasjonsmåte. Veldig sånn, send et bilde, hvordan har du det nå? Enkelt og greit.

MB: Du trenger ikke ha en lang samtale liksom.

HB: Men du kan ha en lang samtale.

MB: Ja du kan.

IV: Den du sender til vet ikke om du sender til mange eller til bare den personen.

HB: Det er sant. Det er typisk fellessnaptriks.

IV: Også bruker man vel litt Snapchat fordi alle andre bruker det også. Alle er det liksom, så man får tak i de fleste som man vil ha tak i.

2. When did you start using Snapchat?

SN: Når cirka begynte du å bruke Snapchat?

KDM: Husker dere når dere begynte sånn ca?

IV: Høsten 2012.

KDM: Det var veldig presist!

IV: Jeg brukte det i det jeg flyttet, da brukte jeg det veldig mye for å snappe mamma og pappa, så da lagde jeg det på deres telefon også. Så derfor husker jeg det veldig godt.

SE: Husker du om jeg begynte samtidig eller?

IV: Det husker jeg ikke. Men jeg husker at du ikke var på topplisten min da hvertfall.

HB: Jeg tror jeg begynte i 2013, når jeg gikk på videregående, men jeg er ikke helt sikker.

LES: Nei ikke jeg heller. Enten sent 2012 eller tidlig 2013.

MB: Jeg husker at egentlig så hadde jeg bare vennene til lillesøsteren min på snap først. Fordi ingen av vennene mine hadde fått det. Så 94 fikk før 93.

LES: Ja det kan stemme.

HB: Ja, for jeg vet ikke om jeg hadde det i russetiden, men jeg har en følelse av at jeg hadde det. Men jeg er ikke helt sikker. Kan man sjekke det?

IV: Du kan se om du har noen screenshots fra russetiden.

HB: Jeg hadde det i alle fall da jeg flyttet til Trondheim og det var jo i 2013. Og jeg har veldig mange fra videregående på snap så da vil jo det tilsi at jeg hadde det før jeg flyttet.

LES: Det er vanskelig å si.

KDM: Men i en stund i alle fall?

Enighet rundt bordet.

HB: Jeg vet hvertfall med sikkerhet at det er over 801 dager siden, for det er min lengste streak.

IV: 801? Serr, jeg har 540 og jeg syns det var mye. Lever den fortsatt?

HB: Jaja, i beste velgående.

IV: Den dagen du mister den kommer du til å grine.

MB: Min lengste er 7, med SN.

HB: Min og SN sin døde, denne gangen tror jeg faktisk det var din feil SN.

SN: Ja det var det faktisk.

HB: Ja.

IV: Jeg drepte den på 540, og det gjorde vondt.

HB: Ja det gjør vondt. Meg og SN var nærmere ett år en gang også drepte jeg den. Det var første "streaken" jeg drepte og da falt det en tåre.

IV: Så det flammetrikset til Snapchat funker nok.

HB: Det funker ja. Men det er ikke sånn at, sånn som den med 800, der går jeg ikke aktivt inn selv for at den skal opprettholdes, det skjer automatisk. Men med andre så må jeg tenke på det. Men de dør etter hvert.

3. Why did you start using the application?

SN: Husker du hvorfor du begynte med det og hvorfor lastet du ned appen (f.eks. Var det venner som insisterte eller var de du som var en av de første blant vennene/familien din som begynte å bruke Snapchat?

IV: Fordi alle andre gjorde det.

MB: Fordi det var sykt gøy å bare kunne sende et bilde kort som forsvant.

HB: Ja at ikke det ble lagret. For jeg brukte tidligere en annen app, men da var det med en gang sånn at når du sendte et bilde, jeg husker ikke hva den het det er så lenge siden, men med en gang du sendte et bilde til noen så fikk du automatisk alle bildene som ble sendt fra deg og de andre lagret i kamerarullen din. Uavhengig av om det var meg eller de andre som hadde tatt bildet. Det var litt irriterende. Husker ikke hva den heter, men den hadde jeg på videregående før Snapchat.

KDM: Så de fleste av dere, eller kanskje alle, begynte på det fordi andre hadde begynt på det først eller var det noen av dere som begynte?

JS: Jeg hadde ikke hørt om det før noen andre hadde det.

LES: Det var ikke jeg som starta den trenden i hvertfall.

KDM: Da var det kanskje litt sånn gruppepress å være med?

HB: Det blir jo fort det. Hvis en får seg Facebook så får alle seg Facebook, og hvis en får seg Snapchat så får alle seg Snapchat.

IV: Også er det en sånn app du må ha vennene dine på da. Ingen vits å ha Snapchat uten å ha noen å snappe med liksom.

HB: Det er sant.

4. What did you think of it at first?

SN: Hva syntes du om Snapchat når du først begynte å bruke det? (feks. positiv eller negativ? Som forventet eller ikke som forventet?)

KDM: Husker dere hva dere syntes om den i den første fasen? Dere sier alle at det var andre som motiverte dere til å begynne å bruke det, så dere hadde kanskje en del forventninger. Husker dere i begynnelsen hva dere syntes om det?

MB: Jeg syntes det var teit. Jeg skjønte ikke vitsen.

JS: Jeg syns det var dødsirriterende at bildene forsvant så fort, hvis det var noe jeg ikke rakk å se. Før så tror jeg ikke man kunne spille av om igjen.

IV: Nei det kunne man ikke.

JS: Og det var dødsirriterende. Hvis jeg ikke fikk sett de så ble jeg sinna.

SE: Jeg syns det var veldig fint jeg, for da kunne man sende stygge bilder også vite at de forsvant.

JS: Men da måtte man også holde bildet inne, så hvis du glapp med et uhell så datt jo bare bildet bort.

HB: Ja det var vanskeligere å ta printscreen og sånn før.

MB: Ja du måtte jo holde inne!

HB: Det er jo egentlig en fordel at det ikke er så lett å ta printscreen.

KDM: Men det er en del ting som fortsatt er en del av brukeropplevelsen med Snapchat, som dere opplever som litt negativt i begynnelsen, men har dette nå endret seg?

JS: Det er vanskeligere å gjøre menneskelige feil når du sitter og bruker appen. Sånn som før at man måtte holde den inne da, hvis du glipper telefonen nå så mister du ikke nødvendigvis bildet av den grunn.

IV: Men nå føler jeg at litt av poenget med det har gått litt vekk da. Sånn, du kan sende et bilde også kan du trykke på «se den igjen», og du kan sende den evig. Hva skjedde med å sende bilde i ti sekunder også forsvinner det og du ser det aldri igjen på en måte. Det var jo litt av det som var gøy også. Det har liksom vokst seg mye større.

JS: Men jeg liker konseptet med at bildene ikke blir lagret med mindre man selv velger at de skal lagres. Sånn som for eksempel på Facebook Messenger så havner jo også alle bilder automatisk i kamerarullen, og det øker jo søkemengden bare mer og mer, og det er jo helt håpløst å finne frem til bilder.

IV: Pluss at det øker terskelen for å sende bilder.

JS: Ja. For da blir dem liksom liggende der.

5. How do you use it today?

SN: Hvordan bruker du det i dag? Når/i hvilken forbindelse bruker du Snapchat? (med hvem, etc.? eller i hvilke tilfeller ville du heller bruke en annen app eller Facebook eller ...)

KDM: Kan dere kanskje si noe om hvordan dere bruker det idag? Sånn litt mer generelt, hvor ofte om dagen kanskje, eller med hvem, hva slags innhold, hva slags bilder? Kan dere fortelle litt hver for seg?

LES: Alt fra man kjeder seg til om man skal enkelt kommunisere med noen. Ofte bare det at man ikke har noe å gjøre, også bare tar man et bilde eller ser et eller annet.

JS: Facebooks gamle "statusoppdateringstrend" har på en måte flyttet seg litt til Snapchat føler jeg.

Enighet rundt bordet.

JS: Jeg syns det er lavere terskel å fortelle om hverdagen min der enn det er på Facebook.

IV: Altså på Facebook så er man venn med så sykt mange som man egentlig ikke har behov for. Altså jeg har møtt deg 4 ganger og gått forbi deg i gangen på videregående liksom, jeg har egentlig ikke lyst til å fortelle deg hva jeg driver med akkurat nå, men når det er på Snapchat så har man ikke samme gruppe da.

JS: Det er lavere terskel for å ha et stort nettverk der inne på en måte. Jeg tror man velger mer selektivt hvem man velger å ha i Snapchat-nettverket sitt fremfor for eksempel Facebook da.

HB: For det er litt verre å få folk lagt til på Snapchat enn på Facebook, for på Facebook er det bare å søke opp navnet deres også adde de som venn hvis du vil det. På Snapchat må du vite hva brukernavnet deres er. Eller telefonnummeret deres eller noe sånt. Men du legger ikke til folk uten å egentlig ha snakket med dem på Snapchat med mindre du kjenner dem veldig godt da. Så terskelen for å adde folk på Snapchat vil jeg si er høyere enn på Facebook, eller sånne typer ting da.

KDM: Er dere enig?

Enighet rundt bordet.

MB: Men det virker som om de prøver å gjøre det enklere nå da. Eller i det siste har det begynt å komme opp forslag.

IV: Men jeg har aldri tenkt sånn at den personen må jeg ha på Snapchat liksom på grunn av de forslagene. Det er personer jeg går forbi og som er i samme linjeforening og sånn, men jeg har ikke noe behov for å ha dem på Snapchat. Og jeg føler det er litt rart å bare «hei, du kom opp som person Snapchat vil jeg skal være venn med så skal vi være venner?».

HB: I dag addet jeg folk, for vi har lagd en sånn egen gruppe med klassen, også så jeg at det var noen i klassen som jeg ikke var venn med på Snapchat så de addet jeg, men det var etter de allerede var lagt inn i en egen Snapchat-gruppe. Men jeg har aldri lagt til via forslag. Men det er mer personer jeg kjenner godt, og hvorfor har jeg ikke de på Snapchat, det burde jeg hatt på en måte. Da kan jeg adde. Men det er egentlig kun da jeg gjør det. Skal kjenne de relativt godt før jeg blir venn med de. Det er noen som er veldig random selvfølgelig.

KDM: Hva med deg?

SE: Hvordan jeg bruker det?

KDM: Ja?

SE: Jeg er liksom enig da. Det er liksom mer en lowkey måte å oppdatere vennene mine på hva jeg driver med, men også de som er litt mer sånn perifere venner, så kan jeg liksom sende dem melding der istedenfor på Messenger.

IV: Hvis man sender på Messenger så må man faktisk få i gang en samtale, mens på Snapchat så kan du bare sende en snap.

HB: Men jeg vil også si det er stor forskjell på det jeg sender i private chats til enkeltpersoner kontra det jeg sender i grupper og det jeg legger på story. Selvfølgelig, terskelen for hva jeg legger på storyen er mye lavere når jeg er full, mens når jeg er edru så er det lite som havner på story, men når jeg er full så forsvinner alle sperrer. Hvis jeg skal sende stygge bilder så er det mer til veldig gode venner. Da bryr jeg meg mye mindre om hva jeg egentlig sender, men hvis jeg skal sende i en gruppe så er kanskje terskelen litt høyere da. Mottaker har fortsatt litt å si på hvilket innhold du sender ut, men det er likevel mye lavere terskel på Snapchat enn det er på Messenger for eksempel. Jeg føler at Messenger er, ikke nødvendigvis høytidelig, men der er det mer hensikten at du skal chatte, mens Snapchat er mer å sende et bilde og få frem et morsomt poeng eller noe sånt.

KDM: Gjenkjenner dere dere i dette?

MB: Hvis man skal stille ett spørsmål så gjør man det heller på Snapchat enn på Messenger.

KDM: Og hvor ofte bruker dere Snapchat?

LES: Daglig.

KDM: Gjerne litt mer detaljert. Hvor lenge kan dere overleve uten å sjekke Snapchat?

HB: Får jeg en snap så åpner jeg den med en gang som regel. Det kommer litt an på hvem det er da.

IV: Jeg har ikke varsler på telefonen min, så hvis jeg liksom skal sjekke om jeg har fått noe på Snapchat så må jeg fysisk gå inn i appen. Og da blir det litt sånn at jeg sjekker den kanskje hvis jeg kjeder meg, og det blir jo fort sånn hvert kvarter. Litt trist å si men.

MB: Jeg kan overleve ganske lenge uten Snapchat hvis jeg gjør noe annet. Men hvis jeg bare sitter på skolen og leser så blir jeg å sjekke ganske ofte.

LES: Jeg har ikke noe problem med å ikke bruke Snapchat, men får jeg en notification om at nå har jeg fått en snap så går jeg såklart inn og ser på den.

IV: Hvis man ikke gjør noe som man er virkelig konsentrert på så er det veldig lett å bare åpne mobilen, sjekke om du har fått noe, eventuelt sjekke hva det er og svare og holde seg oppdatert.

HB: Det kommer mye an på settingen. Er jeg i forelesning så kan jeg lett åpne en snap, men sitter jeg i et møte med folk som er litt ordentlig så ignorerer jeg selvfølgelig snaps. Så det kommer helt an på settingen.

6. What motivates you to keep using Snapchat?

KDM: Så er det mest for å få tiden til å gå når dere kjeder dere? Eller er det mer det å være i kontakt med folk en vil være i kontakt med? Hva motiverer dere mest for å bruke Snapchat?

IV: Kanskje en kombinasjon. Det er veldig greit å holde kontakt med folk sånn, folk i Oslo, snakke med familien, folk du ikke egentlig kan møte hver dag da, men samtidig så blir det jo på en måte noe du gjør når du kjeder deg. Det er jo når du kjeder deg at du tar bilde av noe og sender det til alle sammen for å meddele at du kjeder seg eller noe lignende.

SE: Jeg syns det er mer kontakt jeg. Jeg kjeder meg ikke så veldig ofte.

HB: Jeg tror det er en kombinasjon egentlig. I eksamensperioden er det mye stygge snaps som vi sender til hverandre når vi sitter og leser på en måte, men ellers så er det hvis jeg gjør noe som ikke er så morsomt så er det ikke nødvendigvis at jeg har noe å snappe og jeg gidder ikke

snappe 100 snaps om dagen om at jeg sitter og leser liksom, da er det mer kontakt da, men det kommer helt an på hvem jeg snapper til hva som er innholdet. Sånn til mamma og pappa så er det mer sånn «nå er jeg flink på skolen», mens ja.. Det har mye å si.

KDM: Hva med dere andre?

JS: Jeg har ikke noen preferanser der egentlig, det kommer veldig an på dagsformen om jeg bruker det aktivt eller ikke. Noen ganger gidder jeg ikke ha kontakt med folk og andre ganger kan jeg godt slenge meg med på en samtale.

IV: Det som er fint med Snapchat er at du føler ikke at du må svare hvis du får en snap egentlig.

MB: Nei.

KDM: Kan dere fortelle litt mer om hvem, dere snakket om familie, mamma og pappa, klassekamerater eller folk fra tidligere?

MB: Egentlig alle de. Familie, folk hjemmefra og folk i klassen.

JS: Subgrupper av miljøer jeg er i. Jeg har snapgruppe med jobben jeg hadde i sommer også så jeg har brukt det i forbindelse med jobb også. Også er det vel alle de ulike.. hva skal jeg si? Miljøene jeg er i da. Om det er familie eller venner eller kolleager.

IV: Jeg tenker litt sånn at det er egentlig alle du har kontakt med som er mer enn sånne bekjente, sånne folk du faktisk sier hei til hvis du møter dem på gata.

LES: Jeg snapper ikke med så mange i familien. Det er ikke så mange av de som har Snapchat. Også går det veldig i perioder. Det er egentlig bare mine nærmeste venner sånn egentlig som er på topplista også er det egentlig topplista som jeg bruker mest. Så det går egentlig mest i perioder hvem som er der.

MB: Ja det er sant. De som begynner på V får sjeldent en snap.

KDM: Og med tanke på andre type applikasjoner og så videre, hvilken plass har Snapchat sammenlignet med for eksempel WhatsApp eller Messenger? Hvordan forholder du deg til disse? Er det noen ting dere heller ville brukt WhatsApp til for eksempel eller ikke? Bruker dere dem samtidig eller? Eller med andre mennesker eller?

MB: Jeg bruker dem egentlig samtidig med samme mennesker. Men WhatsApp er kanskje mer hvis man skal diskutere ting eller ha en lengre samtale.

LES: Jeg bruker ikke WhatsApp jeg men jeg bruker Messenger, men det er sånn som vi har sagt tidligere egentlig, at hvis man skal ha en lengre samtale så skjer det på Messenger eller noe sånt, også Snapchat for enkel kommunikasjon. Jeg bruker det ikke noe mer enn det.

SE: Jeg gidder ikke ta 100 bilder av meg selv eller skrive masse i den chatten også blir det borte. Da kan man heller bare sende på Facebook.

LES: Hvis det er ting man har lyst å ta vare på som sagt så bruker man nok Messenger. Enten det kanskje er skolerelatert eller et eller annet.

7. Who uses Instagram?

KDM: Det var interessant å høre med den andre gruppen. Hvor mange av dere bruker Instagram?

HB: Jeg bruker det.

LES: Ja i perioder. Det varierer.

HB: Men det er mye mer høytidelig. På Instagram legger jeg ut fine bilder hvis jeg har gjort noe spesielt. Det er veldig sjeldent jeg legger ut selfies på Instagram på en måte, som jeg har tatt sånn «hei ha en god mandag». Det gjør jeg veldig sjeldent på Instagram. Jeg sender ikke så ofte ha en god mandag på snap heller men, det er mye mer lavterskel på Snapchat. Jeg tror jeg gjennom en dag bruker Snapchat vanvittig mye mer enn jeg bruker Instagram. Der er jeg mer og scroller gjennom feeden to-tre ganger om dagen maks. Kanskje ikke maks, men mye mindre hvertfall. Men jeg er innom Instagram hver dag ja.

KDM: Du bruker det også?

MB: Ja.

KDM: Hvordan er det for deg?

MB: Jeg legger veldig sjeldent ut noe på Instagram. Men jeg legger ikke så veldig ofte ut på story heller da forsåvidt på Snapchat. Jeg bruker kanskje litt mer tid på Snapchat.

KDM: Så kanskje litt mer konstruert på en måte på Instagram? Og litt mer spontan på Snapchat?

Enighet rundt bordet.

SN: Bruker dere også Instagram eller?

IV: Jeg gjør det.

SE: Jeg gjør ikke det.

SN: Du bruker ikke det?

SE: Nei.

Part 2. Experiences with Snapchat

SN: Nå kommer vi til å snakke litt mer i detalj om opplevelsene deres med Snapchat og hva som påvirker disse opplevelsene

1. Positive experiences?

SN: Kan du gi meg et konkret eksempel på en positiv opplevelse du har hatt med appen?

JS: Jeg hadde bursdag på mandag og da kom det mange gratulasjoner på snap også. Det er hyggelig.

HB: Jeg har skrevet ned fin applikasjon for å flørte.

IV: Jeg har skrevet at, det er ikke sånn veldig konkret kanskje, men pappaen min har alle barna og mammaen min på Snapchat og sier sånn nå driver jeg og jobber ute i skuret her og gjør sånne ting, så han faktisk oppdaterer oss litt med hva han gjør hver dag og det syns jeg er litt morsomt, for det hadde jeg ikke hørt hvis jeg ikke hadde snapchatta. Da deler han det ikke noe annet sted, da deler han det bare med oss.

LES: Jeg har ikke noe konkret egentlig, som jeg kommer på hvertfall. Nei jeg vet ikke.

MB: Nei ikke jeg heller egentlig. Det er vel mest sånn at når man får en morsom snap eller noe kanskje.

2. Negative experiences?

SN: Hva med det negative da? En negativ opplevelse?

IV: Da har vel sikkert alle det samme?

Alle: Fyllafilmer

HB: Fyllafilmer man oppdager dagen derpå at du har sendt.

SE: Det er sånn at jeg lurer på hva jeg har sendt.

IV: Og også det at det er en sånn attitude mot snap at okei du sender et bilde men det kommer ikke tilbake til deg. Men det gjør jo det. Det er litt sånne ting man glemmer hvis man drikker alkohol da.

HB: Eller det å sende til feil person.

Enighet rundt bordet.

HB: Da kan du liksom ikke angre.

MB: Nei.

KDM: Hva med dere?

LES: Nei jeg skrev opp «alkohol».

HB: Men det kan du forsåvidt heller ikke gjøre på så mange andre plattformer heller hvis du sender til feil person da. Så det er jo ikke eget for Snapchat.

MB: Nei det er sant.

SE: Det er litt enklere å komme nær.

MB: Ja det er veldig lett.

HB: På Snapchat ja.

MB: Ja. Eller hvis du har gått inn i en samtale også glemmer du at du er inne i den også trykker du på send og skal velge personer men så blir den bare sendt.

HB: Det er veldig sant.

MB: Da er det veldig lett å sende feil.

HB: Har du gått på den smellen før eller?

MB: Ja.

KDM: Så hvis jeg forstår det rett, har det mest å gjøre med hvordan dere bruker Snapchat selv? Har dere hatt sånn opplevelse med andre, måten de bruker Snapchat på som er ubehagelig eller som er negativt eller har dere ikke hatt sånne opplevelser?

HB: Veldig lite egentlig. Andre negative opplevelser er kanskje, men det går mer på brukervennlighet, eller at appen svikter, sånn hvis du er midt i en samtale og du skal sende en snap. Det har skjedd mye i det siste at Snapchat nekter å sende, og det er ganske irriterende. Da får jeg en negativ opplevelse, fordi at okei, jeg vil sende denne snappen med Snapchat lar meg ikke sende den snappen.

KDM: Er det andre som har opplevd det?

MB: Ja

JS: Ja, får ikke åpna og sånt ja.

HB: Ja det også.

JS: Står bare og laster også kan jeg ikke åpne.

LES: Og hvis du da går tilbake så er snappen borte.

JS: Ja. Men en sånn annen negativ opplevelse også, det har blitt så lav terskel også å sende snapper sånn i det offentlige rom også, at jeg vet jo at jeg har havnet på mange snapper rundt omkring. Folk er ikke så klar over den, hva heter det? Altså, personvern. Jeg har jo liksom sittet bak noen på bussen og sånn også ser jeg liksom at de sitter og snapper og jeg ser jo at jeg kommer med i bakgrunnen og sånt, og det er litt kleint.

IV: Også har det blitt en greie at folk bare tar bilde av folk på gata sånn, «okei, se på de buksene». Det kan jo faktisk brukes til å henge ut folk da. Også tenker man bare at det ikke blir der fordi man bare sender det til noen du kjenner..

HB: Ja det er sant. Det er en trend som har begynt, sånn for å være morsom selv så tar man bilder av randoms også sender de rundt, bare sånn «se den stygge buksen der» for eksempel, eller «se den hårfargen» på en måte. Det er mye av det. Og det er jo ikke gitt at personen som blir tatt bilde av får det med seg, men du vet faktisk aldri hvem som faktisk kan kjenne vedkommende og fortelle det til vedkommende da på en måte.

IV: Pluss at man vil jo ikke bli tatt bilde av av randoms og bli sendt til andre sine snapchats. Det er ubehagelig for alle.

HB: Det kan sikkert også være et større problem for sånn mobbing. Altså jeg har ikke opplevd det selv, men typ mobbing av personer eller særlig de som er yngre da som vokser opp nå med

Snapchat, de yngre generasjonen. At de kan sende første gang de er på fylla og at alle sender det ut, eller at hun ene som ligger og spyr eller sånne typer ting da. At det kan bli en negativ trend for yngre generasjoner som nå vokser opp med dette mediet da.

LES: Ja også kanskje det at folk kan føle seg utenfor hvis man ser at kanskje alle er på et eller annet også er ikke du der eller..

HB: Ja det også, hvis du ser at alle vennene dine legger ut story av at de er på ett sted og du er..

LES: På hyttetur eller noe sånt.

HB: Ja, det kan være negativt.

3. Important factors when using Snapchat

SN: På arket dere har fått foran dere, hvor dere har fått beskjed om å skrive ned tre ting som er viktige med en sånn type applikasjon, har dere skrevet ned tre ting?

LES: Rask, enkel har jeg skrevet.

SN: Hvis dere skal velge én av de tingene dere har skrevet ned på arket, hvilken er den absolutt viktigste for dere?

HB: Pålitelighet. At den funker når jeg forventer at den skal funke. Hvis ikke så mister den mye av sin hensikt. For eksempel hvis man får en snap og ikke kan svare på den eller åpne den så er poenget med hele appen borte.

MB: Er det det voksne ordet for å ikke henge seg opp?

HB: Ja

IV: Jeg syns personvern egentlig. Fordi mye av det som sendes på Snapchat skal ingen andre se. Og hvis det blir en breach der så er det faktisk et problem. Jeg har hørt at de tar vare på alle bilder som sendes.

JS: De havner jo garantert i en database et eller annet sted.

IV: Så hvis noen kommer inn der da så er det sikkert mange bilder som..

HB: De må jo sikkert lagres et sted før folk får åpnet det

IV: Ja. Og jeg tenker at det er litt viktig for meg egentlig. At det holdes privat.

SE: Den snapsave eller hva det var som ble linket.

JS: For å supplementere det HB sa, så sånn at jeg ser det jeg gjør av operasjoner inne på appen, at det faktisk skjer da. Sånn at jeg får tilbakemelding sånn at det er sendt, eller den er åpnet. Jeg liker at jeg har konkrete tilbakemeldinger om hvordan statusen er.

MB: Ja det med at den ikke henger seg opp liksom. Jeg har bare opplevd veldig ofte at den klikker litt.

HB: Mye i det siste egentlig.

MB: Ja.

LES: Men kommer det av appen eller mobilen eller?

HB: Jeg tror det kommer av appen, for jeg har opplevd sånn at begge to på hver sin side ikke får sendt på tidspunkter.

KDM: Hvordan reagerer du eller hva gjør det med deg hvis det skjer?

MB: Jeg blir ikke så sint, men jeg lukker den også gidder jeg ikke bruke den.

IV: Jeg tror ikke man forventer at den skal funke hele tiden, så det blir litt sånn at hvis den ikke funker så prøver man igjen etterpå. Alle appen henger seg opp av og til.

KDM: Så det har blitt akseptert at det er sånn?

IV: Ja.

HB: Jeg fortsetter å sende til det går jeg. Så blir jeg dritsur. Eller, ikke dritsur men jeg prøver litt til. Prøver å åpne og lukke og.. Det er frustrerende da, hvis det skjer veldig mange ganger over lengre tid så vil det jo miste litt av hele gimmicken med hele applikasjonen da. Hvertfall for min del da, at hvis det blir sånn veldig mye fremover så vet jeg ikke om jeg gidder å bruke Snapchat lenger.

SN: Så det ville påvirket deg slik at du ville sluttet å bruke appen?

HB: Nå er det jo relativt sjeldent at det skjer da, men hvis det blir et gjentagende problem over lengre tid. Jeg vet at da de lanserte grupper så skjedde det ganske ofte, sånn at hvis noen sendte en snap så fikk jeg ikke åpna igjen før sånn dagen etter eller 12 timer senere eller noe sånt. Det tror jeg er fikset nå. Men så er det sånn noen ganger når jeg skal sende videoer også

blir ikke de sendt, eller når man kan sende en rekke med videoer så blir de sendt i feil rekkefølge også mister man hele poenget. Sånne typer ting er jo litt negativt for opplevelsen.

IV: Samtidig så tror jeg appen har blitt såpass stor at det er ikke bare å tenke at nå klikker den hele tiden så da sletter jeg det. Det er et helt medium eventuelt og hvis man sletter det så går man jo glipp av alt det der. Jeg har jo noen ganger tenkt sånn at nå er det eksamensperiode og jeg burde bare fjerne den. Men hvis du fjerner den så går du jo glipp av en hel plattform. På Facebook for eksempel kan du jo sjekke på pcn for eksempel.

KDM: Er det noen av dere andre som har tenkt sånn at hvis det skjer så, som du sier at du virkelig vurderer å bruke noe annet eller ikke bruke det mer eller er det en tanke dere aldri har hatt?

JS: Jeg kommer nok ikke til å slette det før det er sånn at ingen av vennene mine tar det i bruk lenger. Det er nok det som vil være utløseren. Kanskje jeg tar den i bruk mindre selv, men jeg kommer nok ikke til å slette den før alle har gått vekk fra det.

KDM: Hvorfor?

JS: Fordi jeg ikke vil gå glipp av noe.

MB: Jeg kunne sikkert ha skrudd av notifications og sluttet å bruke den nesten, men jeg hadde sikkert ikke giddet å slette den fra telefonen.

KDM: Hvis jeg forstår riktig om måten dere bruker det på, er det sånn at dere ønsker å dele noe men ikke nødvendigvis ha lange samtaler? Men påvirker det dere om de dere snakker med, at du går glipp av en del og får ikke snaps? Hvorfor er dere redde for det? Hva gjør det med dere?

JS: Jeg ville jo tenkt at hvis jeg ikke, eller hvis at Snapchat svikter, så vet jeg at at de jeg snakker med på Snapchat, at terskelen er ganske lav ofte for å ta kontakt med dem på Facebook. Så dersom det svikter på Snapchat så tror jeg jeg kunne tatt kontakt på en annen plattform.

IV: Det er bare at det er så lett på Snapchat.

JS: Ja.

IV: Du tar et bilde og skriver en tekst, velger hvem du vil sende til også sende. Hvis man vil starte en samtale med noen på Facebook så krever det litt mer innsats.

HB: Du sender veldig sjeldent hei på Snapchat. Det gjør man på Messenger.

IV: Og på Messenger kan man ikke trykke på alle man vil sende til også sende til alle.

HB: Nei da blir det en gruppechat.

KDM: Men du nevnte litt tidligere at.. 15 minutter uten å sjekke Snapchat?

IV: Ja eller sånn, er ikke alltid sånn at jeg sjekker hvert femtende minutt, men det er veldig lett å sjekke hvis man sitter og ikke har noe å gjøre da. Sånn hvis jeg sitter veldig i sonen og leser så leser jeg jo. Men med en gang man har et øyeblikk så sjekker man jo mobilen. Og da er Snapchat ofte den appen man sjekker. Noen ganger kan det gå minutter mellom hver gang man ser, og andre ganger kan det gå timer. Spørs helt på hva man driver med.

MB: Hvis du har mye å gjøre en dag så kan det gå en dag da. Eller så er jeg bare litt dårlig til å sjekke snap av og til.

JS: Nei det kan jeg også finne på å gjøre.

MB: Det er ikke sånn at jeg får noe jeg må svare på. En melding åpner man fordi det kan være noe viktig, mens en snap så vet du at det ikke er noe..

IV: Hvis det haster så sender man ikke snap.

Enighet rundt bordet.

HB: Det kommer helt an på hva jeg gjør. Er jeg opptatt med noe over lengre tid så ignorerer jeg Snapchat, men jeg kan gjerne svare hvis det kommer inn en mail eller en melding eller noe jeg burde svare på. Jeg får jo med meg at det kommer inn, det gjør jeg. Jeg får alltid med meg notifications som kommer inn, men Snapchat er det som har lavest prioritering for det jeg sjekker først da. Jeg ville sjekket en Messenger- og en Slack-melding før jeg hadde sjekket Snapchat for eksempel.

4. Technical factors

SN: Har du hatt noen dårlige opplevelser med teknisk feil i appen? Har du et konkret eksempel?

IV: Jeg har ikke opplevd det selv, men jeg har hørt at med Snapmap så er det noen ganger at GPSen klikker og at folk kommer der de egentlig ikke er da.

HB: Den Snapmap syns jeg er creepy egentlig.

MB: Men den kan du jo velge selv da.

HB: Jojo, men du kan jo ta det på for å teste også glemmer du at du har tatt det på også plutselig oppdager du en uke senere at folk har kunnet tracke deg i en hel uke. Selvfølgelig, det er jo brukerfeil at du har tatt det på i utgangspunktet men jeg syns det går veldig på personvern at det skal være så enkelt og dele hvor du er til enhver tid, det syns jeg.

MB: Det er jo veldig gøy.

IV: Ja det er jo veldig gøy å se på alle andre, men samtidig så er det jo sånn, den er ganske nøyaktig. Du kan se akkurat hvor de bor og hvor de er til enhver tid. Altså trenger de, egentlig syns jeg ikke alle mine venner trenger å vite nøyaktig hvor jeg bor og om jeg er hjemme liksom.

HB: Du kan ta egendefinert da, så du velger ut hvilke venner, men still da, det er jobb på en måte da.

MB: Ja men det hadde jo vært mye verre på en måte hvis det hadde vært omvendt, at det ble sånn default at du var på kartet.

HB: Absolutt.

IV: Men jeg skjønner ikke helt hvorfor. Jeg føler det er litt en sånn ting ingen ba om, men som de bare la inn. Altså det er litt gøy, men det er ingen som egentlig ville ha det. Det var ikke noe jeg følte jeg savnet med appen. Samme med alle disse nyhetsartiklene, jeg følte ikke jeg trengte det. Men det er litt gøy. Jeg ser jo på det.

HB: Det gjør ikke jeg.

MB: Ikke jeg heller.

HB: Jeg ser på stories, men det er det eneste på en måte.

JS: Jeg har opplevd det at når jeg mister nettverkstilgangen når jeg har hatt flere ting på mystory eller har sendt flere snaps om gangen så klarer ikke Snapchat å lagre lokalt på telefonen min hvilken rekkefølge jeg har sendt ting i, så når jeg får tilbake nettverkstilgangen så tar den bare en random rekkefølge.

HB: Jeg har opplevd at samme snap på story har blitt lagt ut to ganger og tre personer så den ene også så alle de andre den andre av samme bilde. Det opplevde jeg forrige uke faktisk.

IV: Sånn hvis du sender en snap også ser man at den ikke blir sendt også trykker du på den også har du sendt den sånn 5 ganger. Kos deg med de 50 sekundene liksom. Så noen ganger så sender jeg liksom filmer fire ganger.

HB: Også har jeg også opplevd at når andre legger ut stories at plutselig midt på dagen så får jeg opp stories som ble lagt ut sånn 5 idag tidlig, men den var der ikke sånn 7 den samme dagen.

JS: Det er vel noe sånt med at de ikke har hatt nettverkstilgang, også plutselig har de blitt lasta opp igjen.

HB: Ja men sånn at ting kommer sånn veldig sporadisk, særlig på stories da kanskje.

KDM: Skjer det ofte?

JS: Relativt. Hvis du ikke har nettverkstilgang og det er nede i et par sekunder i det det skjer hvertfall så sliter den litt med å finne den riktige rekkefølgen, fordi det er akkurat som om den ikke klarer å lagre hvilken rekkefølge det skal komme i. Det har skjedd ja.

MB: Jeg har bare at jeg har sendt også har det ikke kommet fram, men det var kanskje da de gruppene var ganske nye da. Da det var mye tull.

JS: Og hvis man lagrer et bilde flere ganger så lagrer det seg på telefonen som dupliseringer. Den sier ikke fra at de allerede er lagret. Det er ganske unødvendig.

IV: Det er egentlig veldig irriterende.

HB: Det burde de faktisk ha gjort.

JS: Veldig rart at ikke de gjør det.

SE: Jeg syns ikke jeg har noen tekniske problemer jeg egentlig.

HB: Jeg brukte snapmap de tre første ukene det kom og syntes det var veldig gøy å stalke folk men nå glemmer jeg at det eksisterer. Kanskje jeg sjekker det en søndag morgen for å se om noen er steder de ikke burde være, men det er nok det eneste. Jeg bruker det kanskje maks én gang i uken nå. Det var gøy i et par uker og så gikk det over. Det er ikke noe jeg bruker aktivt, det med snapmap.

SE: Jeg har en venninne som.. Det var en kar som dukket opp på døren fordi han hadde sett hvor hun bodde på snapmap.

IV: Jeg nektet å oppdatere mobilen min, for i sommerferien da den oppdateringa kom så tenkte jeg det der vil jeg ikke ha, så jeg oppdaterte ikke Snapchat før sånn den uken her faktisk.

HB: Også skjønner jeg heller ikke hvorfor man skal ringe via Snapchat. Det har jeg ikke skjønt.

SE: Også kommer man nær den ringer-knappen.

JS: Ja hver gang!

HB: Det har jeg ikke helt skjønt.

MB: Også blir det plutselig videosamtale.

HB: Ja så sitter du der og tror du har en vanlig samtale. Også var jeg egentlig litt skeptisk til at du skulle kunne chatte med folk, for sånn som at når jeg sender snap til mamma og pappa da så kan det være jeg bare får en tommel opp tilbake istedenfor å sende et bilde selv. Så terskelen for det å sende et bilde som respons føler jeg har blitt høyere etter at du bare kan gi en respons via chatten da. Og jeg syns jo at hele poenget er at begge skal sende bilder av det man gjør istedenfor at man skal chatte om ting.

LES: Nei jeg skjønner egentlig ikke poenget med meldingsfunksjonen, det er jo i såfall bare å sende bilde av bakken da.

HB: Ja eller bare ned i bordet eller noe sånt på en måte.

IV: Men på en annen side så er det noen ganger man har lyst til å si noe som er sånn litt lenger enn å bare sende et bilde da, og da syns jeg det er veldig greit å kunne gå inn på chatten og bare sende der.

HB: Ja altså jeg bruker jo chattefunksjonen selv. Også syns jeg det er digg at man kan sende tidligere bilder eller ta print screens og sende det i chatten hvis det er noe man skal forklare. Men jeg tror ikke jeg hadde blitt lei meg hvis de hadde fjernet chattefunksjonen.

JS: Jeg er veldig glad i chattefunksjonen egentlig fordi at der får jeg beskjed om folk holder på å se det eller holder på å skrive. Der er jeg trygg på at ting kommer i riktig rekkefølge. Det gjør man ikke hvis man sender bilder. Eller hvis man driver og sender bilder frem og tilbake så kan man risikere at en svarer på noe som ikke var klart til å bli svart på. Det kan bli litt surr i dialogen, mens når man chatter så vet man at man får det i riktig rekkefølge.

MB: Men Snapchat ville vel heller ikke tatt bort chattefunksjonen. For de vil jo heller at man skal bruke den enn Messenger

HB: Skal de ikke komme med sånne snapcash også?

IV: Det jeg liker med chattefunksjonen er at det faktisk forsvinner hvis du ikke fysisk vil ta vare på det.

HB: Jeg lagrer alt automatisk. Jeg har fått det inn at jeg alltid trykker på meldingen og lagrer den.

IV: Jeg syns det er greit at man ikke trenger å ta vare på absolutt alt av samtaler.

HB: Nei man gjør jo ikke det. Hvis noen ber meg fjerne lagringen så gjør jeg det altså.

SN: Av disse tingene dere har sagt nå da, kan dette påvirke bruken, altså nå snakker vi om det tekniske. Kan dette påvirke bruken eller hvordan dere bruker appen?

HB: Definitivt, hvis den ikke funker så gidder man jo ikke å bruke den mer på det tidspunktet før det er fikset. Det har også vært sånn at det ikke går an å logge inn eller at man blir logget ut eller at det faktisk bare er nede for alle da. Det skjer vel kanskje med alle applikasjoner men. Man er lite gira på å sitte der og trykke send, send, send uten at noe skjer.

SE: Jeg tror nok jeg ville brukt den uansett men mindre. Sånn hvis det var noe annet å ta det på, for eksempel Messenger, så ville jeg bare tatt det der. Men jeg ville ikke sluttet å bruke den helt.

HB: Det skal mye til for at jeg skal slutte å bruke Snapchat.

SE: Ja det er en grunn til at jeg bruker det, og det er jo fordi at jeg får gjort noe jeg ikke får gjort ellers. På andre applikasjoner da.

HB: Jeg har brukt det hver dag i 800 dager så. Skal ikke si noe på det. Og en annen ting. Snapchat har streak, men den teller ikke nøyaktig.

IV: Nei det gjør den ikke. Det er irriterende.

HB: Det er veldig irriterende. For i mai i fjor så hadde jeg ett år med en venninne, 365 dager. I mai i år lå vi under summen av dager for to år. Det vil si at den ikke teller på hver dag men at den teller på en veldig rar måte. Og det er veldig misvisende med tanke på at streaken, folk tenker det er dager i strekk, så når vi nå i mai neste år egentlig har 3 år, så kommer summen til å være under 3 år. Det er en dårlig greie.

SE: Men hvorfor er det irriterende?

HB: Fordi at vi kunne hatt høyere sum enn det vi har. Egentlig har vi sikkert sånn 850 nå, men den viser bare 801.

KDM: Det var jo et veldig fint eksempel på en negativ opplevelse da.

IV: Jeg hadde en på 500 og vi regnet ut at den skulle vært på 500 på bursdagen til han jeg hadde den med, og den var ikke 500 da, så da teller den for sakte.

HB: Det jeg lurer på at den gjør da er å, for streaken går jo ikke opp på ett spesielt tidspunkt på samme dag, den går opp etter at begge har sendt en snap hver frem og tilbake, så endres den da. Eller nei det gjør den forresten heller ikke, for da vi var på 799 som var for to dager siden så tok det tid utpå dagen før den kom til 800, så den teller på en veldig rar måte. Kan du forske litt på det? Finne ut hvordan snapstreak egentlig fungerer?

SN: Ja jeg tror jeg skal basere hele masteroppgaven min på det.

HB: Men det er en fiffig greie da for det er jo verdensrekorder i snapstreak og hvis de da ikke teller korrekt.

MB: Den teller vel likt for alle da.

IV: Hva er verdensrekorden i snapstreak?

HB: Den ligger på rett under 900. Eller akkurat 900 tror jeg.

IV: Ja for det er ish så lenge siden den oppdateringen kom.

HB: Ja jeg tror det ja. Men ja, det er noe å tenke på. Jeg ble veldig skuffet i mai.

SN: Noen andre meninger? Noe som ville påvirket dere?

MB: Sikkert bare brukt den litt mindre.

IV: Jeg tror liksom sånn at, i forhold til de problemene man har, men på en måte hvordan Snapchat brukes da, du er på det hele tiden og alle på vår alder har Snapchat og alle bruker Snapchat, så det er såpass festet i vår generasjon at noen dårlige brukeropplevelser ikke er nok til å få folk til å slutte å bruke det.

HB: En ting jeg syns er kult er at man kan kjøpe filtre selv. Geofiltre og sånn. Jammen det er jo litt gøy for du bruker jo ofte Geofilter for å vise hvor du er, og at du faktisk kan designe det selv på en enkel måte, sånn typ hvis noen skal feire bryllup da så alle som snapper fra bryllupet får det filteret på. Det syns jeg er kult. Den skal de ha pluss for.

LES: En ting jeg syns er irriterende er det at man må få notification om at noen skriver. For når du da trykker på den så har det ikke kommet noe melding, og når man da går tilbake så kommer meldingen akkurat i det jeg går tilbake også, og da er meldingen borte. Det har skjedd med meg noen ganger hvertfall.

HB: Det er ganske irriterende.

LES: Ja det er irriterende.

HB: Egentlig i det hele tatt at du får notification om at noen skriver, for noen ganger går jeg inn på feil person og begynner å skrive, går tilbake igjen fordi det var ikke der jeg skulle skrive, også begynner de å lure på om jeg begynte å skrive der nå, prøver du å få kontakt med meg selv om du egentlig ikke sendte noe.

LES: Det kan stå inne på den skrivesiden, at noen skriver, men jeg trenger ikke å få en notification på at noen skal skrive.

IV: Hvis man får den, også trykker man seg innpå den så blir den bitmojien stor også vet alle at man er inne på den samtalen, og begge venter på at den andre skal bli ferdig å skrive. Jeg syns det er veldig morsomt. Sånn at man trykker seg inn og ser at den andre personen er inne i akkurat samme chat.

HB: Men det er unødvendig å få opp sånn pappa skriver også sender han en tommel opp også rett etterpå at pappa har sendt en snap. Det er en notification for mye. Det kunne heller bare ha vært pappa har sendt en snap. Jeg bryr meg ikke om at han har begynt og skrive og finner rett smiley.

5. Poor network connection

SN: Hvordan ville dårlig nettverksforbindelse ha påvirket bruken din av appen?

HB: Det påvirker jo negativt. Snapchat er jo litt hårsår på hvor god tilkobling du må ha, så for eksempel når du går ut fra en wifi-sone og prøver å laste inn en snap så tar det tid før du får sett den, da må man fysisk ta av wifi for å få den lastet ned. Så jeg syns at internett tilkoblingen påvirker i ganske stor grad. Det burde nesten vært sånn at når man er på en wifi at den bare laster ned automatisk eller noe sånt.

SE: Det er veldig irriterende sånn når jeg går til bussen på morgenen så havner jeg inne på sånn NTNU-nett, men så er det for dårlig. Så da gjør jeg ikke noe på den strekningen. Det er irriterende. Så det blir jo til at jeg ikke gidder. Sånn for eksempel om vi er på hyttetur et eller annet sted også er det skikkelig dårlig nett, så bruker jeg jo Snapchat mye mindre fordi det tar så sykt lang tid å laste inn.

KDM: Selvom du kanskje egentlig vil bruke det hvis du har mulighet.

SE: Ja.

MB: Snapchat bruker jo helt sykt mye strøm også da, i forhold til andre apper.

HB: Ja den ligger og bikker på sånn 50% av min batteribruk.

JS: Kan jeg legge til en ting på negativ opplevelse som jeg kom på forresten?

SN: Gjerne det.

JS: På et tidspunkt så kunne du ikke bruke filtre lenger hvis ikke du hadde på stedstjenester, og jeg har aldri på stedstjenester både fordi det sluker batteri og jeg har ikke noe behov for at ting skal logge hvor jeg er hen i verden, så at Snapchat baserer sånne customization features på stedstjenester, det syns jeg er litt kjipt.

HB: 44% strøm var det.

LES: 6% på meg.

HB: De siste 24 timene har jeg brukt Snapchat 48% av det jeg har brukt.

KDM: Kanskje være litt kort før avslutning, og gå litt tilbake. Det er ingen av dere som har nevnt pris eller om det er gratis eller ikke, er det viktig? Hadde dere brukt appen hvis den ikke var gratis?

LES: Hvis det hadde vært engangsbetaling så kanskje. Men hvis det hadde vært noe sånn månedlig betaling så hadde jeg ikke giddet nei.

HB: Men jeg tror terskelen for at folk skal laste det ned i starten er, for eksempel om det koster 7 eller 14 kroner, den hadde vært veldig høy. Da tror jeg ikke folk hadde giddet og begynt å bruke det. Men jeg betalte jo 200 kroner i forrige uke for et eget Geofilter. Så jeg kan jo bruke penger på Snapchat. Men og betalte på samme måte som jeg gjør for Spotify, det gjør jeg ikke for Snapchat. Så mye er det ikke verdt.

LES: Da finnes det andre løsninger som..

IV: Jeg tror at hvis Snapchat hadde tatt betalt for å bruke det, så tror jeg andre apper hadde dukket opp. Det er en sånn typisk ting du ikke trenger å betale for.

Enighet rundt bordet.

HB: Men jeg tror også, for de har begynt med en del reklame nå, og jeg skjønner jo hvorfor de har det, men hvis de begynner med enda mer reklame så tror jeg ikke det er så attraktivt. At det er så mye spons og sånn, for eksempel hvis jeg ser en story også kommer det plutselig opp, også skal jeg bare bla gjennom alle storyene også kommer det plutselig et sponset innlegg, så

tar jeg det vekk med en gang. Jeg syns ikke det er så kult da, at de skal komme med spons etter jeg har sett en story.

KDM: Er det andre som opplever det sånn?

LES: Litt spons går greit så lenge jeg får det gratis, men hvis det er sånn at det blir irriterende så gidder jeg ikke.

JS: Nå kan man jo heldigvis klikke det bort også. Det kan hende de tar bort den muligheten og da tror jeg det kommer til å irritere meg veldig.

LES: Og videoer på Facebook og sånn så er det sykt irriterende når det kommer en eller annen reklame som du ikke kan fjerne.

JS: Jeg kan se for meg at de kommer til å begynne med sånn at du må se 4 sekunder før du kan klikke den bort eller noe sånt etterhvert, og det kommer til å irritere veldig.

MB: Da tror jeg at jeg kommer til å slutte å se stories nesten.

HB: Ja nesten faktisk.

Part 3. Ending

SN: Har du noe forslag til noe du ville gjort annerledes, eller ekstra funksjoner i appen?

HB: At du kan velge ut "favorittfilter" sånn at det blir værende i appen. Sånn at ikke man har et "favorittfilter" også forsvinner det også er det bare stygge filtre igjen man kan bruke

IV: Det JS sa istad om at den burde si fra at bildet allerede er lagret så du slipper å lagre det fire ganger uten å merke det liksom.

MB: Den kan gjerne bli litt mer sånn intuitiv og sånn på innstillinger og hvor du finner de. Man bruker jo ikke det så ofte men det er ganske knotete å finne.

JS: Den kunne også kanskje vært flinkere på å gi tilbakemeldinger på når først tekniske feil oppstår og på en måte spesifisere hva det er som er problemet, for det tror jeg ikke den gjør nå. Den kan vel kanskje finne på å si noe som at det er dårlig nettverksforbindelse, men den vil ikke foreslå for deg «du burde slå av wifi» eller jeg vet ikke.

HB: Den kan heller bare si at du ikke har noe i det hele tatt, den sier ingenting om at det er svakt eller noen grunn til at det tar lang tid å laste ned.

JS: Så kanskje noen konkrete tilbakemeldinger hadde vært fint.

KDM: Andre ting?

IV: Fjerne ringefunksjonen. Den er bare irriterende.

SE: Bør holde det enkelt.

IV: Det er litt sånn hvor mye funksjonalitet skal det egentlig være? Jeg trenger ikke så mye for å sende et bilde og få et svar. Jeg trenger ikke stories og jeg trenger ikke snapmap, de legger jo bare til ting man egentlig ikke har spurt om i utgangspunktet.

SE: Nå under UKA syns jeg det er litt irriterende at folk kan sende uendelig med video. På konserter altså. De må trykkes bort.

HB: Det er ofte veldig dårlig lyd på "konsertsnaps". Det avhenger også veldig mye av mobil da men det er veldig irriterende.

JS: Hvorfor er det sånn at noen snaps ikke får lyd?

LES: Du kan ta den av.

MB: Ja.

JS: Åja, da tror jeg mange gjør det ikke med vilje.

SN: Jeg tror av og til det skjer uten at du har valgt det også.

MB: Ja det tror jeg også.

SN: En liten feil der også. Dersom noen vil være med i en eventuell oppfølgingsundersøkelse til våren settes det veldig pris på.

F

Survey Questions

NTNU – Trondheim
Norwegian University of
Science and Technology

User Engagement with Snapchat

Introduction

This survey on "User Engagement with Snapchat" is a part of my master thesis at Norwegian University of Science and Technology (NTNU). The main objective of the survey is to gain a better understanding of:
- How and why people use Snapchat or stop using it
- What influences user engagement with Snapchat? (positively and negatively)

The target group therefore consists of current and former Snapchat users. All answers will be handled completely confidential and are anonymous. It takes approximately 7 minutes to complete the survey.

This is only the first part of the data collection for my master thesis. If you would be interested to contribute to a potential follow-up study during the spring, you can leave your email on the last page of the survey (note that also participants from outside of Norway can join).

For Norwegian participants: The open ended questions of this survey can be answered in Norwegian.

Thank you in advance for your help and if you have any questions, please do not hesitate to contact me:
saraen@ntnu.no
Sara Eriksen Næss - Master student in Communication Technology, NTNU.

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User Engagement with Snapchat

Who are you?

This first part consists of some of questions about you (the person who is taking the survey).

1. **How old are you?** *

    [   ]

2. **What is you gender?** *

    ○ Female
    ○ Male
    ○ Other

3. **What is your nationality?** *

    [   ]

4. **What is your profession?** *

    ○ Student
    ○ Employee/civil servant

- ○ Blue collar worker
- ○ Executive
- ○ Self-employed
- ○ Retired
- ○ Unemployed/job seeker
- ○ Other, please specify

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Use of Instant Messaging Applications in General

5. **Which of the following instant messaging applications have you used during the last month? (several answers are possible)** *

- ☐ Instagram
- ☐ Facebook Messenger
- ☐ iMessage
- ☐ Skype
- ☐ WeChat
- ☐ WhatsApp
- ☐ Telegram
- ☐ None
- ☐ Other, please specify

6. **Consider the last two weeks, approximately how much time did you use on instant messaging (regardless of the specific application(s) you use for instant messaging) on an average day?** *

- ○ None at all
- ○ Less than half an hour
- ○ Half an hour to 1 hour
- ○ Between 1 to 2 hours
- ○ Between 2 to 3 hours
- ○ Between 3 to 4 hours
- ○ More than 4 hours
- ○ Other, please specify

7. **Do you currently use Snapchat?** *

- ○ Yes
- ○ No, I used it before but I stopped using it

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Use of Snapchat

8. **Considering the last two weeks, how often (approximately) have you used Snapchat?***

- ○ Never
- ○ Once
- ○ 2-3 times
- ○ Once a week
- ○ Several times a week
- ○ Daily
- ○ I do not know
- ○ Other, please specify

9. **Who do you Snapchat with?***

- ☐ Friends
- ☐ Parents/children
- ☐ Siblings
- ☐ Other family members
- ☐ Other, please specify

10. **How did you first hear about Snapchat?***

- ○ Through friends
- ○ Through siblings
- ○ I read about it
- ○ I do not remember
- ○ Other, please specify

11. **What (or who) was the main trigger when you decided to start using Snapchat?***

- ○ My own curiosity
- ○ Friend(s) who was/were using Snapchat encouraged me to do so
- ○ Sibling(s)/family member(s) who was/were using Snapchat encouraged me to do so
- ○ I do not remember
- ○ Other, please specify

12. **In which year (approximately) did you start using Snapchat? (e.g. 2012)***

13. **What do you like the *most* about Snapchat? What contributes positively to your (current or former) experiences with Snapchat? Please explain briefly in your own words.**

14. **What do you like the *least* about Snapchat? What contributes negatively to your (current or former) experiences with Snapchat? Please explain briefly in your own words.**

Use of Snapchat

15. **To which extent do you agree on the following statements: I use Snapchat..** *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
To stay in touch with what my friends are doing	○	○	○	○	○
To stay up-to-date with news and current events	○	○	○	○	○
To fill up spare time	○	○	○	○	○
To find funny or entertaining content	○	○	○	○	○
For general networking with other people	○	○	○	○	○
Because a lot of my friends are on it	○	○	○	○	○
To share photos or videos with others	○	○	○	○	○
To share my opinion	○	○	○	○	○
To research/find products to buy	○	○	○	○	○
To meet new people	○	○	○	○	○

Use of Snapchat

16. **To which extent are the following aspects/factors (un)important to you when using an instant messaging application?** *

	Very Unimportant	Unimportant	Neutral	Important	Very Important
Price/cost	○	○	○	○	○
Possibility to adjust privacy settings	○	○	○	○	○
Reliability (guaranteed transmission of messages)	○	○	○	○	○
User friendliness / Ease of use	○	○	○	○	○

Large user base	○	○	○	○	○
Large number of users from your own, personal network	○	○	○	○	○
Accessibility (can be accessed via different types of devices)	○	○	○	○	○
Response time (the time it takes before the application reacts to an action)	○	○	○	○	○
Availability (always available regardless of time and space)	○	○	○	○	○
Usefulness	○	○	○	○	○
Fun to use	○	○	○	○	○
Availability of different features/functionalities	○	○	○	○	○
Visually appealing user interface	○	○	○	○	○
Quality of transferred images and videos	○	○	○	○	○

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User Engagement with Snapchat

Use of Snapchat

17. **To which extent are you satisfied or unsatisfied with Snapchat when it comes to the following aspects/factors?** *

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Price/cost	○	○	○	○	○
Possibility to adjust privacy settings	○	○	○	○	○
Reliability (guaranteed transmission of messages)	○	○	○	○	○
User friendliness / Ease of use	○	○	○	○	○
Large user base	○	○	○	○	○
Large number of users from your own, personal network	○	○	○	○	○
Accessibility (can be accessed via different types of devices)	○	○	○	○	○
Response time (the time it takes before the application reacts to an action)	○	○	○	○	○
Availability (always available regardless of time and space)	○	○	○	○	○
Usefulness	○	○	○	○	○
Fun to use	○	○	○	○	○
Availability of different features/functionalities	○	○	○	○	○
Visually appealing user interface	○	○	○	○	○

Quality of transferred images and videos   ○   ○   ○   ○   ○

18. **Can you please state which one is most important (in the respect of use of Snapchat) and why? (You are free to choose other factors that you think are more important)**

[ ]

19. **Have you ever considered to stop using Snapchat?** *
   ○ Yes
   ○ No

20. **If relevant, can you please explain why you have considered to stop using Snapchat?**

[ ]

21. **If relevant, can you please explain your main motivations for continuing using Snapchat (even though you considered to stop using it)?**

[ ]

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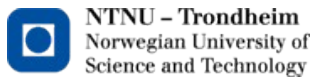
User Engagement with Snapchat

Stopped using Snapchat

22. **Who did you use Snapchat with?** *
   ☐ Friends
   ☐ Parents/children
   ☐ Siblings
   ☐ Other family members
   ☐ Other, please specify
   [ ]

23. **How did you first hear about Snapchat?** *
   ○ Through friends
   ○ Through siblings
   ○ I read about it
   ○ I do not remember
   ○ Other, please specify
   [ ]

24. **What (or who) was the main trigger when you decided to start using Snapchat?** *
   ○ My own curiosity
   ○ Friend(s) who was/were using Snapchat encouraged me to do so
   ○ Sibling(s)/family member(s) who was/were using Snapchat encouraged me to do so
   ○ I do not remember
   ○ Other, please specify
   [ ]

25. **In which year (approximately) did you start using Snapchat? (e.g. 2012)** *

[ ]

26. **For how long did you use Snapchat?** *

   ○ Only once
   ○ A couple of days
   ○ 1-2 weeks
   ○ 3-4 weeks
   ○ A couple of moths up to one year
   ○ One to two years
   ○ More than two years
   ○ Other, please specify

   [   ]

27. **What did you like the _most_ about Snapchat? What contributed positively to your experiences with Snapchat? Please explain briefly in your own words.**

   [   ]

28. **What did you like the _least_ about Snapchat? What contributed negatively to your experiences with Snapchat? Please explain briefly in your own words.**

   [   ]

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User Engagement with Snapchat

Stopped using Snapchat

29. **Can you please explain why you stopped using Snapchat and what more precisely triggered your decision to stop using Snapchat?**

   [   ]

30. **Have you started using other similar applications instead?** *

   ○ Yes
   ○ No

31. **If yes, please state which ones:**

   [   ]

32. **How (un)likely is it that you will start using Snapchat again?** *

   ○ Very Likely
   ○ Likely
   ○ Unlikely
   ○ Very Unlikely

33. **Can you please explain why?**

[   ]

34. **Has anyone in your personal network (e.g., friends, family) stopped using Snapchat?***
   - ○ Yes
   - ○ No
   - ○ I do not know
   - ○ Other, please specify

   [   ]

35. **To which extent did technical factors (such as performance, errors etc) affect you in the decision to stop using Snapchat?***
   - ○ To a great extent
   - ○ Somewhat
   - ○ Very little
   - ○ Not at all
   - ○ Other, please specify

   [   ]

36. **Is there anything that could have made you not stop using Snapchat? Please explain.**

[   ]

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User Engagement with Snapchat

Finishing up

37. **And for the final question. Do you have any suggestions for changes or improvements with Snapchat?**

[   ]

38. **Thank you for your replies! If you have any further comments related to the topic or the survey in itself, you can leave them below.**

[   ]

39. **This survey is a part of my master thesis. During this spring I might have some follow-up questions. If you would be interested in helping me further, please enter you e-mail address below. Your e-mail address will not be matched with the rest of your answers.**

[   ]

Copy of Confirmation mail from NSD

Hei,

Slik vi vurderer det er ikke dette en vesentlig endring i prosjektet. Vi tar e-posten til etterretning og arkiverer den i saksmappen. Du kan gjennomføre undersøkelsen uten å sende inn endringsmelding. Vi minner om at det fortsatt er det samme kravet til informert samtykke for utvalget.

Du må likevel være særlig oppmerksom til krav om gjennomføring av nettbaserte undersøkelser. Som oftest vil en leverandør av slike nettbaserte spørreundersøkelser samle inn personopplysninger (e-post /ip-adresse), og vil følgelig fungere som en databehandler i prosjektet. Jeg anbefaler å ta kontakt med veileder og/eller it-avdeling på NTNU for å høre om dere har rammeavtaler eller lignende på «godkjente» leverandører av slike nettbaserte undersøkelser. Jeg ber også om at du leser om nettbaserte spørreundersøkelser på våre nettsider før du kontakter utvalget: http://www.nsd.uib.no/personvernombud/hjelp/forskningsmetoder/nettbaserte_sporreundersokelser.html

Ta gjerne kontakt dersom du har spørsmål angående dette.

Vennlig hilsen,
Øivind Armando Reinertsen
Rådgiver | Adviser
Seksjon for personverntjenester | Data Protection Official
T: (+47) 55 58 33 48

NSD – Norsk senter for forskningsdata AS | NSD – Norwegian Centre for Research Data
Harald Hårfagres gate 29, NO-5007 Bergen
T: (+47) 55 58 21 17
postmottak@nsd.no   www.nsd.no

Copy of text used for Distribution of Survey

English:

Hi! I am doing research on «User Engagement with Snapchat», and have created a survey as a part of my master thesis at Norwegian University of Science and Technology (NTNU), and I was wondering if you would be so kind and help me with some answers:

https://s.ntnu.no/snapchatsurvey

The target group consists of current and former Snapchat users. All answers will be handled completely confidential and are anonymous. It takes approximately 7 minutes to complete the survey.

This is only the first part of the data collection for my master thesis. If you would be interested to contribute to a potential follow-up study during the spring, you can leave your email on the last page of the survey!

Thank you in advance!

Norwegian:

Hei! I forbindelse med masteroppgaven min ved Norges teknisk-naturvitenskaplige universitet (NTNU) forsker jeg på «User engagement with Snapchat», og har laget en undersøkelse som jeg lurer på om du ville være så snill og hjelpe meg med å svare på:

https://s.ntnu.no/snapchatsurvey

(Undersøkelsen er på engelsk, men svarene kan skrives på norsk)

Målgruppen for undersøkelsen består av nåværende og tidligere Snapchat-brukere. Alle svarene vil bli behandlet helt konfidensielt og forblir anonyme. Det tar omtrent

7 minutter å fullføre undersøkelsen.

Dette er bare den første delen av datainnsamlingen for masteroppgaven min. Hvis du vil være interessert i å bidra i en potensiell oppfølgningsstudie i løpet av våren, kan du legge ved din e-post på den siste siden av undersøkelsen!

På forhånd takk!