
Snapchat & Vulnerability

— MEJO 445 Research Project —

Research Rationale

- Does Snapchat provide a direct alternative to conversations via text message?
- Focused on how people use Snapchat rather than how much they use it
- We want to understand if this temporary form of communication results in more open or more guarded styles of communication
- Important because:
 - Snapchat is one of the most popular social media platforms
 - It has introduced an entirely new way to communicate
 - Our age group (18-29) uses social media the most
 - Most respondents were in college and identified as females



Theoretical Framework

1. Uses and Gratifications
2. Social Presence
3. Personality

Uses and Grats



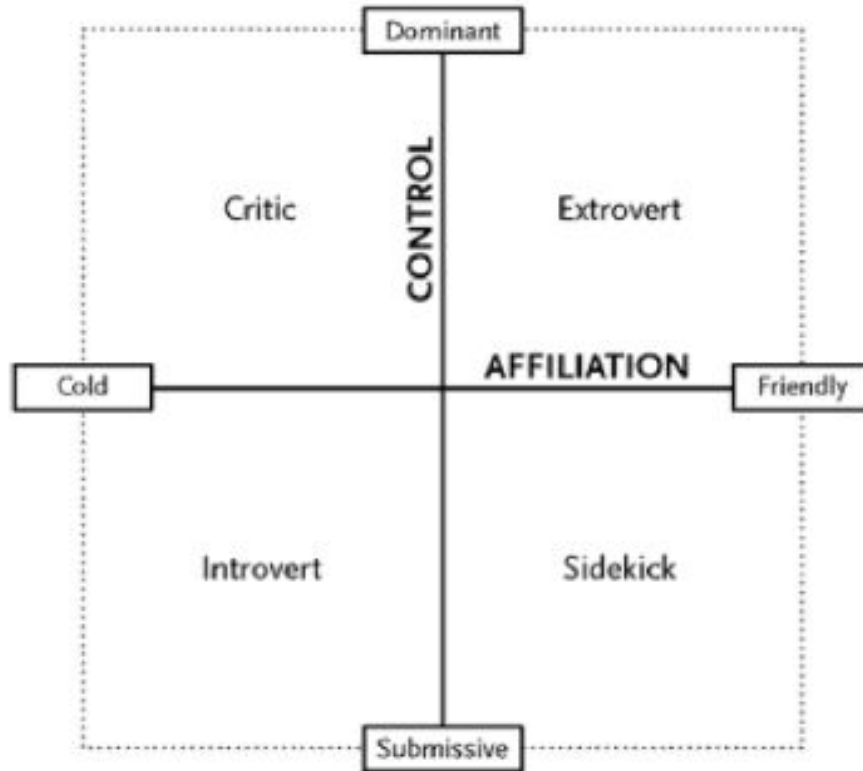
*"My desire to be well-informed is currently
at odds with my desire to remain sane."*

Social Presence



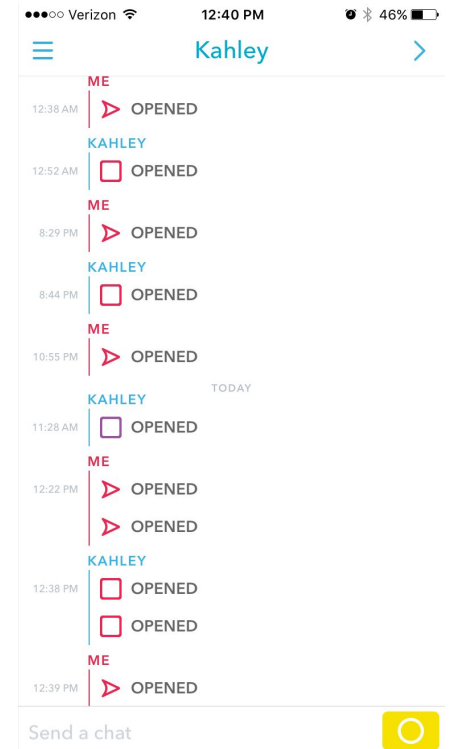
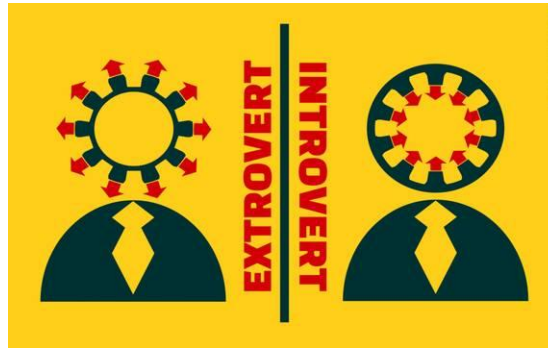
"I used to call people, then I got into e-mailing, then texting, and now I just ignore everyone."

Personality



Concepts/Relationships

- Conversation fulfillment
- Vulnerability
- Ephemerality
- Extroversion vs. Introversion
- Snapchat usage
- Text messaging usage



Variables of Interest



Independent Variable – Snapchat usage / number of snapchats sent

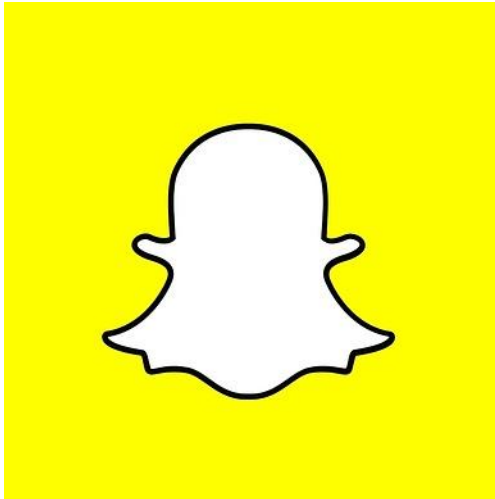
Dependent Variables –

1. Vulnerability
2. Number of text messages sent

Measured through participant self-reporting

Research Design

One 5-minute Qualtrics survey sent to fellow UNC students to gauge their relationships and behavior with Snapchat & text messaging



The Most Important Questions

- Amount of messages sent over Snapchat and Messages
- Extroversion
 - On a scale of 1-5, how introverted/extroverted would you describe yourself?
- Willingness to be Vulnerable
 - (Extremely Likely → Extremely Unlikely)
 - A photo of yourself in the morning
 - Embarrassing Photos
 - Revealing Photos
 - Risky Messages



More General/Less Important Questions

- General Demographics
 - Age & Gender
- # of minutes spent on Snapchat and Messages
- # of messages and Snapchats *recieved*
- iPhone as main source of cell phone communication
- Other used social media platforms



Results and Implications

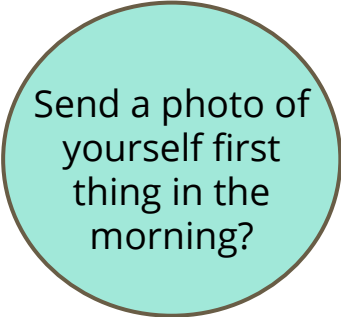
Hypothesis 1: If a user wants to express vulnerability, they will choose Snapchat over text messaging based on the ephemerality of the platform

Hypothesis 2: If a user defines his/herself as more extroverted than introverted, then he/she are more likely to be vulnerable on Snapchat



Results and Implications

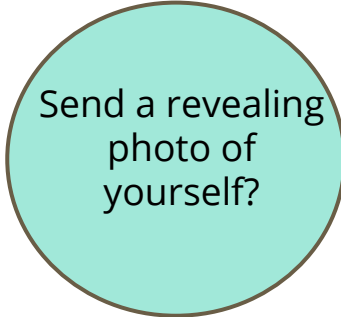
- Snapchat is used more by users to send vulnerable content than text message
- The more extroverted you are, the less willing you are to send vulnerable content over Snapchat
- The more introverted you are, the more willing you are to send vulnerable content over Snapchat




Send a photo of yourself first thing in the morning?



Send an embarrassing photo of yourself?



Send a revealing photo of yourself?



Send a risky message?

Image Sources

<https://www.newyorker.com/culture/cultural-comment/how-to-stay-sane-as-a-cartoonist-in-trumpland>

<https://theuncarvedblog.com/2018/03/04/alex-gregory-on-what-social-media-is-doing-to-us/>