Master's Thesis

Cand.soc in Service Management

SNAPCHATTERS AS CONSUMERS

How can an understanding of user interaction on Snapchat guide brands
in exploiting the potential for brand representation on Snapchat?

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ABSTRACT

Consumers' activity on social networks has included a need for brands to do the same, and it is no longer a question if consumers join social networks, but what social networks that they are signing up to and why they choose the respective site. Due to social networks being fast moving and brand strategies being outdated rapidly, it is important for brands to proactively and continuously reflect on their strategy. One recent addition to social networks is the "first mobile social networking site", Snapchat that enables users to interact with friends or family members in a fun, spontaneous and visual way with the content disappearing after it has been viewed. This thesis has examined user interaction on Snapchat by members of Generation Y and Z in relation to drivers to attitude, attitude and behavior.

A research model was created based on a theoretical framework of the Reasoned Action Theory, Diffusion of Innovation Theory and Uses and Gratifications Theory. The reasons for combining these theories in the research model were to: (1) identify the drivers to user interaction on Snapchat, (2) identify the attitude among Snapchat users towards interaction with other users and interaction with brands, (3) identify the intention among Snapchat users towards continued interaction with other users, and the start of interaction with brands. By combining the parts, the aim was to shed light on the understanding of user interaction on Snapchat and by this guide brands in exploiting the potential for brand representation on Snapchat.

An in depth case study of Snapchat with sixteen semi-structured interviews were performed with respondents being Snapchat users between 15-18 years old and 21-24 years old. The findings indicate that the main drivers to user interaction on Snapchat are: *Relative advantage, Complexity, Control, Social Interaction* and *Entertainment, with secular drivers being Observability* and *Information.* The findings showed that respondents' attitude towards user interaction with other users is positive and that respondents' attitude towards interaction with brands is negative among older respondents and neutral among younger respondents. Respondents intend to continue interaction with other users on Snapchat, but only younger respondents intend to start interaction with brands on Snapchat. With most respondents highlighting a need for brands to be present on Snapchat if they target younger consumers, brands should be interested in recognizing the need to reach a higher brand awareness and brand interest among users. Suggestions for theoretical implications, managerial implications and future research are included in the end of the thesis.

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1. INTRODUCTION

This chapter aims to clearly introduce the backdrop of this thesis. It starts with the problem statement of the topic, followed by an explanation of the research purpose and research questions. This is followed by the delimitation that describes the scope of the thesis and the chapter ends with an illustration and explanation of the outline of the thesis.

"Younger generations are only interested in their cell phones."

Multiple times I have heard the comment above, older generations who in different ways complain that younger generations are too attached to their cell phones; how they are communicating, or playing with the cell phone in every opportunity they get. Often the comment is a complaint for how younger generations have changed to the worse, together with amazement for how a thing can be so meaningful and attract so much attention. However, it is rarely together with a reflection over the world and society that younger generations have grown up in. Younger generations include individuals that have grown up with high-speed Internet, social media, and the ability to constantly be available and connected. Brands are no less affected and it is important that they keep up with the fast-paced technological development that occurs. It is especially important for those targeting younger consumers since they expect and demand brands to know what they are doing online. However, this is a challenge since technology and trends constantly change.

1.1 PROBLEM STATEMENT

The worldwide accessibility to the Internet is one of the defining phenomena of the present time and it is redesigning the world, as we know it. Social media has changed human interaction, and relationships have moved from the real world to the virtual world (Kaplan & Haenlein, 2010). The rise of social media is obvious and there is no sign for it to stop, in fact it is forecasted to increase in the coming years. In 2010, the total number of worldwide users[1] on online social networks was 970 million, and by 2018 the number is forecasted to reach 2.55 billion. To put that number in perspective 2.55 billion is approximately a third of Earth's entire population (Statista, 2016A).

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[1] *Refers to Internet users who use a social network site at least once every month on any device.*

Consumers' activity on social networks has included a need for brands to do the same if they would like to build long-term relationships with current or future customers. It is no longer a question if consumers join social networks, but what they are signing in to and why they choose the respective site (Tiago & Veríssimo, 2014). However, social networks and social media in general are fast moving and what might be up-to-date today might be outdated tomorrow, and therefore it is important for brands to proactively and continuously reflect on their strategy (Kaplan & Haenlein, 2010). One recent addition to the range of social networks is Snapchat, which is the "first mobile social networking site" (Sashittal, DeMar & Jassawala, 2016). In 2012, the co-founder and chief executive officer, Evan Spiegel, wrote in the Snapchat blog that, "Snapchat is not about capturing the traditional Kodak moment. It is about communicating with the full range of human emotion – not just what appears to be pretty or perfect (…) We are building a photo application that does not conform to unrealistic notions of beauty or perfection but rather creates a space to be funny, honest or whatever else you might feel like at the moment you take and share a Snap" (Spiegel, 2012).

Snapchat is about real-time communication with friends or family members in a fun, spontaneous and visual way, by sending[2] or receiving ephemeral content, meaning photo, video or chat messages that disappear after viewing (Snapchat, 2016A). The rise of Snapchat usage has been one of the fastest in the history of social networks, but due to Snapchat being exceptionally different from other social networks with its ephemerality, younger user base (13-24 years old), and no possibility for likes, comments or hashtags, are brands collectively rethinking and figuring out how to use Snapchat. No one has the right answer yet and brands have large opportunities to make this marketing channel effective (Gladwell, 2016). Consequently, Snapchat offers large opportunities as a marketing channel for brands targeting younger generations with its 150 million daily active users (Frier, 2016).

The rise of social networks has contributed to a large amount of research within this field investigating varied areas for how it has affected work, politics, communication patterns, news consumption, communities, parenting, dating, teenage life, and health (Perrin, 2015). Due to brands' increased activity on social networks and their struggles to always perform the new marketing strategy effectively, researchers have published guidelines and advice for how brands

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[2] *The words sharing/share and sending/send will be used interchangeably in this thesis.*

should use the media (e.g. Kaplan & Haenlein, 2010). Additionally, have researches studied attitude to social networks, behavior on social networks, and drivers for social network usage (e.g. Gironda & Korgaonkar, 2014; Neo & Calvert, 2012; Whiting & Williams, 2013). However, research about Snapchat has until this point been limited and no study has investigated the ephemerality in terms of drivers, attitude and behavior on Snapchat in relation to brands. Consequently, it is of importance to from a consumer perspective get a more comprehensive understanding of user interaction on Snapchat, together with extending the field of research to other parts in the world, in order to guide brands in exploiting the potential for brand representation on Snapchat.

1.2 RESEARCH PURPOSE & RESEARCH QUESTIONS

The main purpose of this thesis is to from a consumer perspective explore the user interaction among users on Snapchat, and with this knowledge guide brands in their brand representation on Snapchat. In consideration of the research purpose the main research question of this thesis is:

How can an understanding of user interaction on Snapchat guide brands in exploiting the potential for brand representation on Snapchat?

In order to fulfill the research purpose and answer the main research question of this thesis, three underlying research questions have been developed. The three underlying research questions comprise three different parts of the research model; see an illustration of the research model in Figure 2. The underlying research questions are measured to show how they affect the main research question, and each underlying research question is described below.

1. What are the drivers to user interaction on Snapchat?

Drivers to user interaction on Snapchat are explored to see if this understanding can contribute to guide brands in exploiting the potential for brand representation on Snapchat. It might be that certain drivers for user interaction can explain the attitude among users, see an illustration of **Part A** in the research model of Figure 2.

2. What is the attitude among Snapchat users towards user interaction with other users and interaction with brands?

The attitude among Snapchat users towards user interaction with other users and brands[3] is explored to see if this understanding can contribute to guide brands in exploiting the potential for brand representation on Snapchat. It might be that certain attitudes can explain the behavior among users, see an illustration of **Part B** in the research model of Figure 2.

> 3. What is the intention among Snapchat users towards continued interaction with other users, and the start of interaction with brands?

The intention among Snapchat users towards continued interaction with other users and the start of interaction with brands is explored to see if this understanding can contribute to guide brands in exploiting the potential for brand representation on Snapchat. It might be that certain intentions can explain a future behavior among users; see an illustration of **Part C** in the research model of Figure 2.

1.3 DELIMITATION

This thesis is delimitated to acknowledge a deep contextual understanding and to adequately focus on the main research question of this thesis. It is delimitated to study the mobile social network Snapchat, touching upon other social networks, but only to answer the main research question of this thesis. Additionally, the thesis is delimitated to study Generation Y and Z, who are the main Snapchat users. The members of the age groups studied are Swedish and Austrian; 15 to18 years old, respectively 21 to 24 years old, enabling the thesis to study possible similarities and differences between the ages; however, this thesis does not aim to compare the genders. This thesis is delimitated to focus on brand activities that are free and available for all brands and will therefore ignore any payable activity. It is also not intended to produce brand guidelines for exactly how brand representation on Snapchat should be performed.

It should be added that specific and more detailed brand activities on Snapchat or specific and detailed user activities will not be in focus in this thesis. The chat function including video chat and voice call will not be researched, due to it being similar to other social networks and also due to brands not being likely to undertake this activity. Instead the thesis is delimitated to study the

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[3] *Includes a one-way conversation from brands to users and does therefore not only correspond to a two-way conversation between brands and users.*

sharing of pictures and videos. Snapchat is a fast-paced technological innovation, which means that updates and changes occur regularly and at some point it is necessary to delimit the thesis in relation to time. This means that the latest updates or changes might not be researched or taken into account in this thesis.

1.4 OUTLINE OF THE THESIS

The outline of this thesis is illustrated in Figure 1, displaying the general structure of the thesis divided into eight chapters.
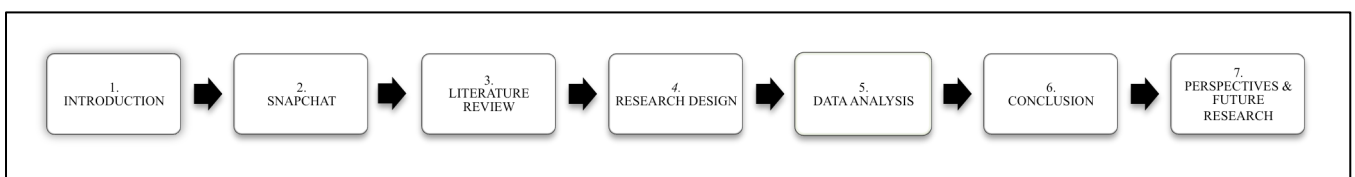
Figure 1: Illustration of the outline of the thesis

- In chapter 1, an INTRODUCTION to the thesis has been outlined including problem statement, research purpose and research questions, delimitation, and lastly the outline of the thesis.
- In chapter 2, SNAPCHAT is presented with a description of the company background, followed by a description of the features on Snapchat.
- In chapter 3, the LITERATURE REVIEW, including the theories applied in the thesis, is described, and summarized and illustrated in the research model.
- In chapter 4, the RESEARCH DESIGN is described including the epistemological standpoint, theoretical perspective, methodology and methods.
- In chapter 5, a DATA ANALYSIS is provided to present, analyze and discuss the findings of the data collection. The imitations of this thesis are also highlighted.
- In chapter 6, a CONCLUSION is drawn from the previous chapter and shortly clarified.
- In chapter 7, a discussion of PERSPECTIVES & FUTURE RESEARCH is conducted, including suggestions managerial implications, and future research.

2. SNAPCHAT

In the first chapter the thesis was introduced and in the second chapter the case company for the thesis will be described, namely Snapchat. This chapter aims to deepen the reader's knowledge of Snapchat, starting with a description of the company background, which is followed by a description of the features on Snapchat.

2.1 COMPANY BACKGROUND

Everything started in spring 2011 by the Stanford University students Evan Spiegel and Frank Brown as a project for one of Spiegel's product design classes. Bobby Murphy, another Stanford University student, was later included in the group since he knew computer programming. In July 2011, Spiegel, Brown and Murphy launched the first version of Snapchat, then known as Picaboo. The launch took an interesting turn one month later when Brown was removed from the group to in September watch the re-launch of the application[4] with the new name Snapchat (Walker, 2013). Brown claimed that he came up with the original idea for which he had not been appropriately compensated for and sued Spiegel and Murphy. This turned into a long-running lawsuit that ended in November 2014 with a settlement between the parties and an official acknowledgement by Spiegel and Murphy that Brown came up with the original idea of Snapchat (Gibbs, 2014).

In December 2012, about one year after the re-launch of Snapchat, Facebook's chief executive officer, Mark Zuckerberg, emailed Spiegel about meeting up, to which Spiegel replied: "I am happy to meet you…if you come to me." They did meet and Zuckerberg had information to share, Facebook was shortly going to launch a new product, "Poke", a mobile app to share pictures that disappeared, in other words exactly the same product that Snapchat had developed. On December 21st 2012, "Poke" was launched and quickly climbed to number one in the iPhone app store, but this only lasted three days, and when the app disappeared from top 30, Snapchat was in the top due to all the publicity caused by Facebook's launch of a similar app (Colao, 2014). In November 2013, Facebook made an offer to acquire Snapchat for 3 billion US dollars in cash, an offer that Snapchat declined. The acquisition would have been the highest in Facebook's history and three times higher

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[4] *For the purpose of readability, the author will use the abbreviation "app." instead of "application" for the remainder of this thesis.*

than the cost of Facebook's acquisition of the photo sharing social networking site, Instagram (Walker, 2013).

As a privately held company Snapchat is not required to reveal its valuation or identities of investors, but certain estimations and information have become public. The evaluation of Snapchat in May 2016 was estimated to be over 17 billion US dollars and the investors include a wide variety since they want to limit the power of investors. After the launch in September 2011, Snapchat accepted funding from investors in Silicon Valley that have previously also invested in other start-ups such as Instagram and Airbnb. Recently Snapchat has accepted funding from investment companies, such as Fidelity Investments and T. Rowe Price, as well as from the Chinese e-commerce giant Alibaba (Dave, 2016).

2.2 FEATURES ON SNAPCHAT

Snapchat is about communication with friends or family members in a fun, spontaneous and visual way with sharing or receiving ephemeral messages ("Snaps") (Snapchat, 2016A). The first thing to do after the Snapchat app is downloaded and an account is created is to add friends since friends are essential to be able to interact with them via the app. Friends can be added via the "Snapcode" (username), address book, or "nearby" that is an function where nearby Snapchat users are viewed. Once a friend is added it is possible to send "Snaps" to the friend, but the friend must also add you back in order for you to be able to receive "Snaps" from that person (Snapchat, 2016B). When a user receives and opens a "Snap", it can be viewed between one to ten seconds, depending on the duration the sender chooses. Once it is viewed it will disappear, and by default the user cannot see the "Snap" again (Snapchat, 2016A). It is however possible to replay a "Snap", but this is only possible immediately after you have viewed it the first time. In case the user wants to save a "Snap" that has been received it is possible to make a screenshot, but for both a replay and screen shot will the sender be notified that a screen shot was made of their "Snap" (Snapchat, 2016C).

Before a "Snap" is shared it is possible to add "emoji stickers", text, drawings, "filters", or "lenses"[5]. "Filters" are added colors, current time, current temperature, battery life, and speed overlays (Snapchat, 2016D). "Lenses" is a way to add special effects and sounds to a "Snap"; each day "lenses" will be added and deleted, and a user cannot be sure when the favorite "lense" is

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[5] *Examples of how the content can look is found in Appendix 1.*

removed or returned. One "lense" is called "Swap faces" and with this one it is possible to swap the face with another person (Snapchat, 2016E). The "Snap" can be sent to as many friends as possible, or added to "Stories", which are compilations of "Snaps" that create a narrative. For example, if a user uploads five "Snaps" in stories, friends can view the five "Snaps" in a chronological order, as many times as possible, and it is possible for the user to see who has viewed the "Story". The "Snaps" in the story will automatically be deleted 24 hours after they were uploaded (Snapchat, 2016F). Snapchat is not only about creating, sharing and viewing "Snaps", but it is also possible to chat, video chat and make voice calls. Once the chat is left the messages will be automatically deleted (Snapchat, 2016G).

There are four special activities for brands in their Snapchat usage: "Discover", "Sponsored Geofilters", "Sponsored Lenses", and "Sponsored Live Stories"[6] (Snapchat, 2016H). "Discover" is bought content by brands partnered with Snapchat; examples of brands currently using "Discover" are Cosmopolitan, MTV and CNN. The content includes full text articles and videos (Snapchat, 2016I). "Sponsored Geofilters" are short-term location-based graphics on top of pictures or brands. The Snapchat user gets the option to add a "Sponsored Geofilter" when being within the location or major event of the brand's choice. "Sponsored Lenses" are short-term animations of the brand's choice (Snapchat, 2016H). For example users have been able to pour a bucket of Gatorade over themselves, turn themselves into a taco (bell) shaped portrait and in May 2016 there was a complete takeover of all Snapchat lenses in the release of X-Men: Apocalypse, when users could turn themselves into different characters in the movie (Rogers, 2016). "Sponsored Live Stories" is a collection of stories viewable for the whole Snapchat community during 24 hours. Any member that geographically is at the "Live Story" location or event that the brand has chosen can submit a "Snap" in the Live Story (Snapchat, 2016J).

It should be highlighted that using these four activities are pricy for brands, and the prices per day range between 50,000 to 100,000 US dollars for Discover, 100,000 to 700,000 US dollars for sponsored "Geofilters" or "Lenses", and 100,000 to 500,00 US dollars for sponsored "Live Stories". Estimated views per day do range between 10,000 for sponsored "Live Stories" to over 220 million for sponsored "Geofilters" or "Lenses", but for brands that do not have this money, there are currently no other options than to play by the same rules as regular users (Heine, 2016).

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[6] *Examples of how the content can look is found in Appendix 1.*

3. LITERATURE REVIEW

In the second chapter Snapchat was described, and in the third chapter the literature review will be described. This chapter aims to describe a solid theoretical background with regard to the purpose and main research question of the thesis. The first part defines and describes social networks, the second part describes consumer behavior theories, and the third part describes the research model, including a summary of the chapter.

3.1 SOCIAL NETWORKS

Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content" (p. 61). In relation to Web 1.0 where the content and functions were created individually, Web 2.0 is a platform where the content and function are participatory and collaboratively created by all users. The term User Generated Content describes the multiple ways that users can use social media and the many forms of media content that are available and created for a public audience. Within the definition the following types of social media can be distinguished: collaborative projects, blogs, content communities, virtual game worlds, virtual social worlds, and social networks (ibidem[7]).

The information communication technologies have changed human interaction, and relationships have moved from the real world to the virtual world. Social networks enable users to interact via instant messages, pictures, videos or audio files, with friends and family (existing relationships), but also to connect with new people (new relationships) and build online communities (ibid.). From a consumer perspective social networks offer several benefits, such as a broader selection of products, competitive pricing, cost reduction, and a more effective and convenient communication with other users about brands[8] respectively directly with brands. It is no longer a question if consumers join social networks, but what they are signing up for and why they choose the respective site (Tiago & Veríssimo, 2014).

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[7] *For the purpose of readability, the author will use the abbreviation "ibid." instead of "ibidem" for the remainder of this thesis.*

[8] *For the purpose of readability, the author will refer to "companies" and "brands" as "brands" for the remainder of this thesis.*

3.1.1 MOBILE SOCIAL NETWORKS

The increased usage of social networks, rapid growth of mobile technologies and increased availability and affordability of mobile Internet, have led to more and more individuals using smartphones or tablets to social networks anytime or anyplace. A development for social networks is to create mobile apps for their users to access the social network instantly and in real-time from their device (Nikou & Bouwman, 2014). There are social networks that started out as web-based, such as Facebook, but that have extended their service to access via mobile browsers or smartphone apps. Additionally, there are social networks that started out as mobile social networks, such as Instagram, but that have extended their service to also access via web-based platforms. This means that most social networks are accessible in multiple ways, but there are also social networks that are created and still merely accessible via smartphones or tablets, such as Snapchat (Statista, 2016A).

Snapchat: Research about Snapchat has until this point been limited with most studies being published in 2015 or 2016. In studies where Snapchat has been one of several social networks being studied researchers have investigated how exposure to alcohol-related content in social media influence drinking among first-year college students (e.g. Boyle, LaBrie, Froidevaux and Witkovic, 2016), the influence of online pro-eating disorder communities (e.g. Custers, 2015), users ability to critically reflect and take informed action upon visual information (e.g. Callahan, 2015), social media's likelihood to either increase or decrease loneliness and happiness among users (e.g. Pittman & Reich, 2016), and data breaches (e.g. Stretton & Aaron, 2015).

Studies solely on Snapchat have to a large extent been published in 2016. Vaterlaus, Barnett, Roche and Young (2016) studied how Snapchat affects interpersonal relationship with family, friends and partners. Using focus groups and in-depth interviews with a total of 34 young adults, it was concluded that Snapchat has positive effects with more consistent communication, but also negative effects with more relational challenges (ibid.). In another study by Bayer, Ellison, Schoenebeck and Falk (2016) they also researched interpersonal relationships but with a focus on how users socially and emotionally experience Snapchat in relation to other channels. A total of 154 college students answered an online survey and among these a subsample of 28 college students also participated in an in-depth interview. It was concluded that Snapchat interaction was perceived as more enjoyable, reduced self-presentational concern and with facilitation for positive affect with close ties, but with lower social support. Snapchat content was also viewed more closely due to the content being

ephemeral, compared to face-to-face interaction, and perceived as a channel for spontaneous experience with trusted ties rather than simply a platform for sharing or viewing pictures (Bayer et al, 2016).

Piwek and Joinson (2015) studied Snapchat and memory among users and focused on circumstances around the very last "Snap" a user sent and received. The conclusion showed that users often share "selfies" with added text or "emoji stickers", that the usage mostly occurs at home, and that Snapchat is primarily used for communication and bonding with friends and family (ibid.). In another study by Sashittal et al (2016) Snapchat was investigated in relation to brands, with college students' thoughts about brands on Snapchat. In four focus groups with college students it was concluded that Snapchat is an ideal channel to reach college students and develop the awareness of brands (ibid.). Several of the published articles have focused on effects from Snapchat usage (e.g. Boyle et al, 2016; Pittman & Reich, 2016; Vaterlaus et al, 2016), but also on when and how Snapchat is used (e.g. Piwek & Joinson, 2015), and the significance for brands to reach college students on Snapchat (e.g. Sashittal et al, 2016). The research model adopted in this thesis depicts the mobile social networking site Snapchat in relation to the theories described in this chapter. Together they ought to follow the research purpose and answer the main research question.

3.1.2 USERS OF SOCIAL NETWORKS

The main user base of social networks is between 16 to 34 years old, with the largest user base on Instagram and Tumblr being 16 to 24 years old (37% respectively 38%), and on Twitter and Facebook being 25 to 34 years old (31% respectively 29%). Comparing users between 35-44 years old Facebook has the largest amount of users (22%) (Statista, 2014). Leading social networks generally have many users and in 2016 social networks are forecasted to have 2.34 billion monthly active users and this number is continuously increasing. A large part of them are Facebook users, namely 1.59 billion in April 2016, but also Tumblr, Instagram and Twitter have many users, 555 million, 400 million respectively 320 million (Statista, 2016B). Leading social networks generally also have many users with strong engagement metrics, for example on Facebook 56% of the users use it more than once per day, on Instagram 25% of the users use it more than once a day and once a day (Statista, 2014). The engagement metrics are continually increasing and on average global users daily spend about 109 minutes on social networks (Statista, 2016C).

The main user base of Snapchat is between 13 to 24 years old, meaning that users are generally younger than on other social networks and in the United States it ranks among the most popular social networks among teenagers and young adults. In May 2016, Snapchat had 130 million daily active users, a number that had increased one month later to 150 million. About 25% of Snapchat users use it more than once a day (Statista, 2016C), and users on average use it 25-30 minutes per day (Frier, 2016).

Generation Y and Z: A generation is a group of people that are born and growing up about the same time. They share the major events that change the society, often social, political, economic or technological disruptions. These societal changes are influential on generations, resulting in similar attitudes, values and behavior among individuals of the generation (Kotler & Keller, 2012). Generations do not abruptly start or end, meaning that there are several definitions for what year Generation Y respectively Generation Z start and end (Hope, 2016). Nonetheless most definitions agree with Generation Y starting around 1980 and ending around 1995, and Generation Z starting around 1996 and ending around 2015 (e.g. McCrindle & Wolfinger, 2010; Merriman, 2015; Hope, 2016). Snapchat users belong to different generations; following the above-mentioned definitions Snapchat users between 21-24 years belong to Generation Y and Snapchat users between 13-20 years belong to Generation Z (e.g. McCrindle & Wolfinger, 2010).

Generation Y and Z have high expectations to continually be approached by brands in different media. They expect the advertising to be creative and that brands appropriately combine new media segments, and to some extent also traditional media. Both generations are tech savvy, comfortable with technology and multi-tasking due to their constant contact with technology. They believe it is of importance to be able to connect with brands via social media, and have high expectations and will quickly disregard brands that do not fulfill their needs (Merriman, 2015).

There are also differences between the generations in regards to how they think of and use technology, since they have grown up in different technological environments. DVD, cellphone with the ability to send text messages, MSN Messenger and iPod are symbolic for Generation Y, while YouTube, smart phones with multi-touch interface, Snapchat and Spotify are symbolic for Generation Z. Generation Y has grown up with pay television, but Gen Z has grown up with 3D movies and smart television (McCrindle & Wolfinger, 2010). Generation Z's social media habits,

their attitudes to and behavior on social media, differ from previous generations. They are more interested in narratives and have a shorter attention span and favor more personal and immediate communication in online communities like Instagram and Snapchat, instead of risking to be tracked by sharing publicly on social networks like Facebook or Twitter (Merriman, 2015).

Regardless if Generation Y or Generation Z is the target audience, it is important for brands to understand what they want and how they differ from previous generations and also how the generations differ from one another. Generation Z influences their parents' purchasing decisions and Generation Y has entered the work life. Brands must work towards finding new ways to get their attention, attention, which they do not give easily (Merriman, 2015).

3.1.3 MARKETING ON SOCIAL NETWORKS

Before social networks, brands employed a combination of marketing via e-mail, phone, television, website, and/or radio to distribute information regarding their products or services. However, consumers' activity on social networks has included a need for brands to do the same if they would like to build long-term relationships with current or future customers (Tiago & Veríssimo, 2014). From a brand perspective, social networks offer a number of benefits, such as reaching end consumers directly in a more timely, efficient and cost-effective manner. This makes social networks relevant for large multinational companies, but also small and medium sized companies, and nonprofit and governmental agencies (Kaplan & Haenlein, 2010).

The interaction on social networks between consumers, respectively consumers and brands, is often described in terms of brand communities (Tiago & Veríssimo, 2014), but a community was formerly defined in terms of a geographic bond. Muniz and O'Guinn (2001) disregard this in their definition of a network-based brand community and define it as "a specialized, non-geographically bound community, based on a structure set of social relations among admires of a brand" (p. 412). Hence, a brand community can exist everywhere, also in the online world (Tiago & Veríssimo, 2014).

Since the introduction of social networks have social networking been researched extensively both from a consumer and brand perspective. For example Facebook users in the United States motivations and antecedents to engage with brand pages (e.g. Tsai & Men, 2013), brands usage of

spokes-characters on Twitter (e.g. Kinney & Ireland, 2015), and home-based businesses owners usage and brand positioning on Instagram (e.g. Latiff & Safiee, 2015). Due to brands' increased activity on social networks and their struggles to always perform the new marketing strategy effectively, researchers have published guidelines and advice for how brands should "use the media" (e.g. Kaplan & Haenlein, 2010). Kaplan and Haenlein (2010) for example offer the reader ten advices for how to utilize the media, for example the importance to choose the platform carefully, ensure activity alignment between the different platform (if the brand is active on many), as well as to be interesting, active and honest. However, social networks and social media in general are fast moving and what might be up-to-date today might be outdated tomorrow, and therefore it is important for brands to use it proactively and continuously reflect on their strategy (ibid.).

3.2 CONSUMER BEHAVIOR

Solomon, Bamossy, Askegaard and Hogg (2006) define consumer behavior as "the processes involved when individual groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires" (p. 6). It is important for brands to understand how consumers think, feel and behave in order to make relevant strategies to attract and attain customers (ibid.). Several theories have been proposed to explain human behavior in the literature, and this review will first focus on the Reasoned Action Theory, but this theory is a general model and does not identify any specific beliefs for a behavior. The researcher is therefore advised to first identify the salient attitudinal beliefs before investigating the behavior further (Davis, Bagozzi & Warshaw, 1989), and in this thesis will Diffusion of Innovation Theory and Uses and Gratifications Theory be used as drivers for attitude. Although it will be examined that the literature presents these theories in a variety of contexts, the review will focus on their purpose to social networks.

3.2.1 REASONED ACTION THEORY

Reasoned Action Theory (RAT)[9] was developed by Fishbein and Ajzen in 1975 and is a theory to understand behavior. According to this theory actual behavior is determined by an individual's intention to perform the behavior, which in turn is dependent on the individual's attitude towards behavior, and/or subjective norm. The more favorable attitude, the stronger the intention is to perform the behavior. The attitude is determined by salient attitudinal beliefs of the consequences of

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[9] For the purpose of readability, the author will use the abbreviation "RAT" instead of "Reasoned Action Theory" for the remainder of this chapter.

the behavior and the evaluation of the consequences. The attitudinal beliefs are accumulated during an individual's lifetime from direct experience or from external information, while others are inferred or self-generated. It is however only the salient beliefs that influence an individual's attitude (Fishbein & Ajzen, 1975); see definitions of the variables in Table 1.

The determinants of subjective norms are normative belief and motivation to comply. Normative belief is the individual's belief about what others think, and motivation to comply is how much motive an individual places on what others think. The more favorable pressure the individual perceives from important individuals or groups, the stronger intention to perform the behavior (ibid.). Normative beliefs could be how important it is for the individual's family members or friends to use a specific media and motivation to comply could be how inclined the individual is to comply with the normative beliefs of family members or friends. Different reference groups influence an individual differently, such as when family members and friends hold different beliefs about a behavior. In such a situation the motivation to comply will decide what the individual does (Gironda & Korgaonkar, 2014).

Variables	Definition
Actual behavior	Behavior that is performed
Intention to perform behavior	Effort to plan and exert the behavior
Attitude	Overall evaluation if the behavior is positive or negative
Subjective norms	Perceived social pressure from other individuals to perform or retrain from behavior

Table 1: Variables originated by Fishbein and Ajzen (1975)

RAT has been applied in many studies to determine and explore behavior, as well as factors behind behavior (such as attitude or subjective norm), such as sexual actions (e.g. Doswell, Braxter, Cha & Kim, 2011), domestic violence (e.g. Sulak, Saxon & Fearon, 2014), gambling (e.g. Thrasher, Andrew & Mahony, 2011), computer usage (e.g. Davis et al, 1989), and food (e.g. Kim, Kim & Goh, 2011). It has been argued whether subjective norms shall be included in the determinant for attitudes, as it might already reflect subjective norms or vice versa (e.g. Ryan & Bonfield, 1980; Miniard & Cohen, 1983; Lim & Dubinsky, 2005). Fishbein and Ajzen (1975) recognized in their study that subjective norms are the most commonly misunderstood aspect of RAT. However, it has been proven that normative beliefs have significance in marketing since family, friends and

advertising have an impact on an individual's attitude towards a product or service (e.g. Lim & Dubinsky, 2005). Another study by Oliver and Bearden (1985) proved that research in attitudes should take notice of social influence instead of only focusing on attitude as a single determinant (ibid.).

In new media the theory has been applied to for example online shopping (e.g. Lim & Dubinsky, 2005) and social networks due to the increased adoption of this media (e.g. Chiang, 2013). Chiang (2013) conducted a study with inhabitants in Taiwan to see why they kept on using Facebook. A total of 348 questionnaires concluded that the reason is mainly dependent on the attitude towards social networks. Social (subjective) norms had little impact on the intention to continue using Facebook, and the reason might be due to a strong identification with the other users of the social networking site (ibid.).

Gironda and Korgaonkar (2014) studied three behaviors within social networking site usage: general social networking usage, the joining of a brand's social networking site page and clicking on an advertisement on a social networking site. A total of 467 questionnaires concluded that attitude showed the strongest relationship of all behaviors. There was a significant relationship between attitude, intention to perform the behavior and the actual behavior. For brands' social networking pages it was concluded that it is not simply to attract consumers to the site but to make them stay and return. However, subjective norms did only show a significant relationship for one behavior, specifically clicking on an advertisement on a social networking site, the majority of individuals stated that they used social networks because their friends did (ibid.).

The impact of subjective norms has been supportive in more studies (e.g. Pelling & White, 2009; Chang & Chen, 2014). In a study by Chang and Chen (2014) it was studied why college students share their location on Facebook. It was found that the main reasons for usage were related to both attitude and subjective norms with the attitude actually shaped by subjective norms. In another study by Wolny and Mueller (2013) the authors analyzed consumers' interaction with fashion brands on the social networks Facebook and Twitter. In 192 internet-based questionnaires it is concluded that both attitude and subjective norms influence users' eWOM engagement with fashion brands (ibid.).

The research model in Figure 2 depicts what should occur given the construct proposed by Fishbein and Ajzen (1975) concerning the interaction on the mobile social network, Snapchat. Variables ought to affect the behavior on Snapchat and in this case the user interaction with other users and brands. **Part B and Part C** indicate that the proposed variables to behavior are: actual behavior, intention to perform behavior, attitude, and subjective norms. Actual behavior has been included to illustrate how this understanding can guide brands in exploiting the potential for brand representation on Snapchat. Previous research confirms the impact of attitude on behavior (e.g. Gironda & Korgaonkar, 2014; Chang & Chen, 2014), but they also show conflicting findings (e.g. Gironda & Korgaonkar, 2014; Pelling & White, 2009) regarding subjective norms influence on behavior. Due to Snapchat being dissimilar from other social networks and these attributes might differ; it is of significance to use it in this thesis.

3.2.2 DIFFUSION OF INNOVATION THEORY

Diffusion of Innovation Theory (DIT)[10] was developed by Rogers in 1962 and the theory serves to understand how, why and how fast social systems adopt and use a technology innovation (Rogers, 2003). Rogers (2003) describes an innovation to be an "idea, practice or object" (p. 35) that a social system believes to be new, and diffusion is how the innovation is interacted and spreads over time via interaction channels. A social system is interrelated units engaged to solve a joint problem, such as individuals, informal groups, organizations or subsystems (ibid.).

How fast the innovation is adopted, or if the innovation is accepted or rejected will depend on four main elements: the innovation, communication channels, time, and social system. The first element, the innovation, should include five specific attributes, namely relative advantage, compatibility, complexity, trialability and observability; see definitions of the attributes in Table 2. A high degree of relative advantage, compatibility, trialability and observability, respectively a low degree of complexity, would increase the attitude and adoption, as well as the probability for the innovation to be accepted (ibid.).

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[10] *For the purpose of readability, the author will use the abbreviation "DIT" instead of "Diffusion of Innovation Theory" for the remainder of this chapter.*

Attribute	Definition
Relative advantage	Perceived degree of the innovation as being superior to the prior innovation
Compatibility	Perceived degree of usage and adoption of the innovation and the correspondence with values, beliefs, previous ideas and needs
Complexity	Perceived degree of difficulty to understand and use the innovation
Trialability	Perceived degree of the possibility to experience and try the innovation before adoption
Observability	Perceived degree of how the result of the innovation is viewable to others

Table 2: Attributes originated by Rogers (2003)

The second element, communication channel, is the channel used to create knowledge of the innovation, such as mass media channels or interpersonal channels. Generally, interpersonal channels are more effective in forming positive attitudes and behavior towards an innovation since individuals trust their close peers rather than experts. The third element, time, refers to the innovation decision process, specifically the stages each unit passes through from knowledge of the existence of the innovation to the confirmation or rejection of the innovation. The fourth element, social system, affects the innovation diffusion via the structure of the system, such as how norms affect decisions, importance of opinion leaders, and what the consequences are for the innovation (Rogers, 2003).

DIT has been used widely in research and recent studies have focused on the relationship between the attributes and the intention for innovation diffusion, for example with relative advantage, complexity and compatibility in e-government service adoption intention (e.g. Lean, Zailani, Ramayah & Fernando, 2009), relative advantage and complexity in radio adoption intention, and relative advantage and compatibility in mobile payment service adoption intention (e.g. Yang, Lu, Gupta, Cao & Zhang, 2012). It has further been concluded that the attitude towards the technology innovation in turn affects the adoption behavior (e.g. Chiang, 2013).

Research in attribution of innovation diffusion has besides the five attributes highlighted by Rogers, also developed further attributes. Moore and Benbasat (1991) used expert judges to create an instrument of attributes following 75 items used in previous studies. They added the attributes image and voluntariness of use, and Rogers' construct observability was also adapted and divided in two constructs, result demonstrability and visibility; see definitions of the attributes in Table 3. Relative advantage and complexity was also renamed to perceived usefulness respectively ease of

use. The findings of their study showed that the constructs of compatibility, perceived usefulness and ease of use had the largest impact on continued usage (Moore & Benbasat, 1991). In a study by Karahanna, Straub and Chervany (1999) the constructs of perceived usefulness, ease of use, result demonstrability, visibility and trialability showed the largest pre-adoption attitude to Microsoft's Windows 3.1 software package. Post-adoption in turn was impacted by perceived usefulness and image (ibid.).

Attribute	Definition
Image	Degree of the individual's belief that the innovation will enhance the image or status in the group
Voluntariness of use	Degree to which the innovation is regarded as voluntary or not
Result demonstrability	Degree of possibility to observe and interact the innovation to others
Visibility	Degree to which the innovation is visible

Table 3: Additional attributes by Moore and Benbasat (1991)

However, research of social networks has until this point been limited in relation to attributes of innovation diffusion. Folorunso, Vincent, Adekoya and Ogunde (2010) conducted a study with university students in Nigeria to understand the attributes affecting the attitude and intention for usage. A total of 102 answered questionnaires identified that relative advantage, complexity, and observability did not positively affect the attitude towards usage of social networks. They concluded that the intention for usage of social networks among university students positively affect the attitude towards the social networking site (ibid.).

In a study by Neo and Calvert (2012) the same five attributes as described by Rogers were included in the study and relative advantage, compatibility and complexity were the attributes with the largest impact on pre-adoption of Facebook by public libraries in New Zealand (ibid.). Another study by Chiang (2013) researched the attributes for intention to adopt and continuously use Facebook. In an online survey 348 Taiwanese Facebook users concluded that the reasons for usage differ depending on the innovation diffusion stage, but that attitude is essential for continual usage. Among the five attributes highlighted by Rogers only three were included in the study and only relative advantage and compatibility had a positive effect on attitude, together with complexity that had no impact on the attitude (ibid.).

Other studies within social networks have focused on other areas of the theory than the attributes for the innovation diffusion. In a study by English (2016) the social networking site, Twitter, was researched to conclude how Twitter has been accepted or rejected by sport news organizations in Australia, India and the United Kingdom. In 36 in-depth interviews together with a content analysis of 4,103 printed or online articles, the researched concluded that main motives for adoption were to follow sources, possibility to promote content, interact with readers, or simply because of instructors or directives. Additionally, the innovation adoption curve and the researched countries were at different stages due to national, organization or individual circumstances, with the United Kingdom being in the front (English, 2016). Several other studies have researched the degree of adoption, for example the adoption of Pinterest, Facebook and Twitter between celebrity chefs (e.g. Clarke, Murphy & Adler, 2016), the social media adoption by health care organizations (e.g. McCaughey, Baumgardner, Gaudes, Larochelle, Wu & Raichura, 2014) and the adoption of Facebook and Twitter by non-profit organizations (e.g. Nah & Saxton, 2012).

The research model adopted in this thesis depicts what should occur given the construct that was proposed by Rogers (2003) and Moore and Benbasat (2001) concerning the adoption and usage of a technology innovation. These attributes ought to affect the attitude on Snapchat to use a particular technology innovation, which in this case is the mobile social network, Snapchat. The research model in Figure 2 indicates that the proposed attributes (named drivers in the model) in **Part A** are: relative advantage, complexity, and observability. Previous research of social networks has conflicting findings (e.g. Folorunso et al, 2010; Neo & Calvert, 2012; Chiang, 2013), but due to Snapchat being dissimilar from other social networks and the fact that these attributes might differ, it is of importance to research these drivers in relation to other social networks. The six attributes being excluded (compatibility, trialability, image, voluntariness of use, result demonstrability, visibility) are considered to be similar to other social networks or related to drivers being used, and are therefore considered to be insignificant to include in this thesis.

3.2.3 USES AND GRATIFICATIONS THEORY

Uses and Gratifications Theory (UGT)[11] was developed as a reaction to the traditional mass communication theories that emphasized the media audience as passive when exposed to media

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[11] *For the purpose of readability, the author will use the abbreviation "UGT" instead of "Uses and Gratifications Theory" for the remainder of this chapter.*

content. Researchers are disagreeing when UGT started to form, and even though research was undertaken already in the 1950s and 1960s, the breakthrough did not occur until the 1970s. The UGT turns the attention towards what people do with the media instead of what the media does to people, and emphasizes the audience as active when choosing and using the media source (Ruggiero, 2000). However, the absolute concept of an active audience was later altered to a variable concept since people are not always active in their choices (e.g. Rubin, 1984; Levy & Windahl, 1984).

In the 1970s, researchers started to focus on gratifications obtained from media instead of only gratifications sought, which had been the focus until this point (Palmgreen & Rayburn, 1979). They also examined audience motivations and concluded that the audience chooses and uses the media source that best gratify their inborn and pre-existing needs (Ruggiero, 2000). In an influential publication by Blumler and Katz (1974) they describe uses and gratifications research to be concerned with "(1) the social and psychological origins of (2) needs, which generate (3) expectations from (4) the mass media or other sources, which lead to (5) differential patterns of media exposure (or engagement in other activities), resulting in (6) need gratifications and (7) other consequences perhaps mostly unintended ones" (p. 20). People also tend to have different gratifications for the same media and the choice and use of media as dependent on changes in needs when individuals' life situation or age changes (Perse & Dunn, 1998).

UGT has been applied in social and psychological research, and the theory was originally applied in traditional media such as radio (e.g. Mendelsohn, 1964), public television (e.g. Palmgreen & Rayburn 1979) and newspapers (e.g. Loges & Ball-Rokeach, 1993). In contemporary research the theory has been applied to new media, such as website usage (e.g. Papacharissi & Rubin 2000; Calder, Malthouse & Schaedel, 2009), and along with the increased adoption of social networks many researchers have been motivated to research gratifications that motivate users to behave in a certain way on social networks. Research in social networks has concluded several different gratifications for usage. Malik, Dhir and Nieminen (2015) concluded that despite the rapid growth of photo sharing in social networks, minimal research has been conducted to understand the gratifications that motivate users to share pictures in social networks. In an online survey with 368 respondents they concluded the following six gratifications that motivate users to upload pictures on Facebook: affection seeking, attention seeking, disclosure, habitual pastime, information sharing,

and social influence (Malik, Dhir & Nieminen, 2015); see definitions of the gratifications in Table 4.

Gratification	Definition
Affection seeking	Getting or expressing appreciation or feelings
Attention seeking	Getting attention or importance from others
Disclosure	Sharing of personal information about oneself or close peers
Habitual pastime	Unplanned and regular pattern or activity
Information sharing	Expressing desires, feelings, interests or situations with others
Social influence	Various feelings with an aim to be part of a group or society

Table 4: Gratifications by Malik et al (2015)

One or more of the six gratifications are supported in other studies within social networks (e.g. Raacke & Bonds-Raacke, 2008; Quan-Haase & Young 2010; Whiting & Williams, 2013; Cheng, Liang & Leung, 2014), but studies have also supported other gratifications apart from these ones. Whiting and Williams (2013) identified in 25 in-depth interviews three of the mentioned gratifications, namely information sharing, disclosure and pastime. However, disclosure was named as an expression of opinion and knowledge about others, and pastime was not mentioned in connection to habitual, but as a way to occupy time and relieve boredom. The additional ones are social interaction, information seeking, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion and surveillance over others (ibid.); see definitions of the gratifications in Table 5.

Gratification	Definition
Social interaction	Communicating and interacting with others
Information seeking	Self-educating or finding information about brands, family or friends
Entertainment	Providing enjoyment
Relaxation	Relieve daily stress
Communicatory utility	Collect information to share with others
Convenience utility	Providing a convenience or helpfulness for users
Expression of opinion	Express thoughts and opinions
Surveillance over others	Watching over other users and things

Table 5: Additional gratifications by Whiting and Williams (2013)

Especially social interaction and entertainment have been confirmed in many other studies to be an influential factor for usage of social networks (e.g. Raacke & Bonds-Raacke, 2008; Dunne, Lawlor & Rowley, 2010; Quan-Haase & Young, 2010; Taylor, Lewin & Strutton, 2011). In addition to above, one other gratification has been mentioned in several studies, namely social networks relation to identity (e.g. Dunne, Lawlor & Rowley, 2010; Taylor et al, 2011); see a definition of the gratification is in Table 6.

Gratification	Definition
Identity creation	Constructing or experimenting with the social or commercial identity

Table 6: Additional gratification by Dunne et al (2010)

Above studies confirm that there are specific and narrow gratifications for usage of social networks, but there is also another way to look at it offered by Sundar and Limperos (2013). The basic idea remains the same; individuals use media due to needs, but needs are not only seen as inborn and preexisting, but can evolve while using the media. They propose that together with the introduction of new technology and new media additional needs to gratify have evolved. Meaning that the development and enhancement of quality in technology have equaled new rituals (e.g. Facebook news feed) or new instrumental activities (e.g. using search engines) (ibid.).

Individuals are also no longer seen as an audience with passive response such as with traditional radio, but as users with unpredictable action such as with our ability to generate content on social media platforms. The increased amount of gratifications makes it essential to identify collections of similar gratifications (ibid.). The MAIN model by Sundar (2008) identifies four collections and each collection unfolds several gratifications in new media. The four collections are modality, agency, interactivity and navigility. But the different gratifications in each collection are not intended to be absolute since researchers should add gratifications whenever their research concludes media to develop new gratifications (Sundar & Limperos, 2013); see definitions of each gratification collection in Table 7.

Gratification collection	Description
Modality-based gratifications	
Coolness/novelty	Seek with newer and stylish technical releases and new media
Realism/being there	Live video feeds and pictures are believed to be more real than only text
Agency-based gratifications	
Ownness	User-generated content serves users as the source/owner of content
Filtering/tailoring	Content can be chosen/ignored due to the wish of the user
Bandwagon	Information of previous consumers' opinion of products or services
Community building	Participating in online forums
Agency enhancement	Information means more power for the consumer
Interactivity-based gratifications	
Interaction	Interact with and through the medium
Activity/Responsiveness	Expect greater levels of activity and response from media sources
Dynamic control	Allows users to dynamically manage it, not static anymore
Navigility-based gratifications	
Browsing/variety-seeking	Expect to freely navigate and browse through the media content
Scaffolds/navigation aids	Expect support and clarity during the whole experience with the media
Play/fun	Escape and immerse induced by an affective state

Table 7: MAIN model collection of gratifications by Sundar (2008)

The research adopted in this thesis depicts what should occur given the constructs that were proposed by the highlighted researchers concerning the usage of media. The media audience is seen as being variable active (e.g. Rubin, 1984) and unpredictable due to the construction of social networks (Sundar & Limperos, 2013). Different gratifications will decide which media source that is chosen, and this ought to affect the attitude towards the media source. This thesis will base the gratifications on broad collections as highlighted by Sundar (2008), but will specify each collection in relation to prior studies. The reason for this is explained by the categorization by Sundar (2008) as too broad or not including all gratifications necessary for the aim of this thesis.

Previous research have concluded several gratifications (e.g. Malik et al, 2015; Whiting & Williams, 2013; Sundar & Limperos, 2013), but due to Snapchat being both similar and dissimilar from other social networks the gratifications have been used might differ from other social networks. The research model in Figure 2 indicates the proposed gratification collections (named drivers in the model) in **Part A** are: attention, control, social interaction, entertainment and information; see descriptions of the gratification collections in Table 8. The two gratification

collections being excluded (concerns identity creation and pastime) are considered to be similar to other social networks or related to drivers being used, and are therefore considered to be insignificant to include in this thesis.

Gratification collection	Description
Attention	Coolness/novelty, bandwagon, attention seeking
Control	Realism/being there, ownness, filtering/tailoring, agency enhancement, dynamic control, scaffolds/navigation aid, social influence, surveillance over others
Social interaction	Community building, interaction, activity/responsiveness, affection seeking, communicatory utility, disclosure, expression of opinion
Entertainment	Play/fun
Information	Information seeking, information sharing, convenience utility

Table 8: Collection of gratifications chosen for this thesis

3.2.4 ALTERNATIVE THEORIES

This thesis uses drivers from the theories IDT and UGT, as an indication to the formation of attitude, behavioral intention and actual behavior in RAT. It should be highlighted that there are theories disagreeing if a driver solely can form an attitude, or an attitude solely can form a behavior, due to the possibility for attitudes and behavior to be formed in multiple ways. Therefore, alternative theories suggest other viewpoints.

An attitude can occur with classical conditioning or instrumental conditioning, where an attitude is formed due to a stimulus from a reflexive response, respectively an attitude is formed due to a positive or negative reinforcement (Solomon et al, 2006). In this thesis it would mean that attitude to Snapchat does not depend on drivers, but rather on certain stimulus or positive reinforcements before or while using Snapchat. While this could be theorized to be accurate, the theories do not describe any detailed explanatory factors behind an attitude. They have therefore not been applied in this thesis.

Another theory for attitude formation is the Cognitive Dissonance Theory, and it describes individuals as holding much cognition of the world and themselves. When these are in conflict, a feeling of cognitive dissonance is evoked, motivating individuals to reduce or eliminate it (Festinger, 1957). This notion of consistency can also be viewed in other attitude formation theories. The Self-Perception Theory assumes that an attitude is shaped when individuals observe

their own behavior; with attitudes generally changing to positive after a behavior is performed (Bern, 1972). The Balance Theory assumes that an attitude is shaped by individuals' wish to balance the following elements: a person and his or her perception, an attitude object, and some other person or object (Heider, 1958). In this thesis it would mean that Snapchat attitude depends on users' wish for consistency among different factors. While this could be theorized to be accurate, the theories do not describe any detailed explanatory factor behind an attitude. They have therefore not been applied in this thesis.

There are other theories indicating that solely attitude formation is not a good predictor for behavior (Solomon et al, 2006). The Social Cognitive Theory is based on the idea that an individuals' behavior is dependent on a combination of elements. Individuals are influenced by cognitive elements (knowledge, expectations and attitude), behavioral elements (self-efficacy, practice and skills), and environmental elements (social norms, access in community and influence on others) (Bandura, 1977). In this thesis it would mean that not only the suggested drivers together with the attitude to Snapchat influence behavior, but also other elements such as the environment they have grown up in. This theory could be theorized to accurately add to the explanation for attitude and behavior, but due to the broadness of it, it has not been applied in this thesis, due to a requirement in terms of time and scope to create a narrowed focus to ensure high quality of the data.

An attitude is complex and even though individuals state a specific attitude, it does not equal that they act according to this attitude, for example the situation can be out of individuals' control (Solomon et al, 2006). Theory of Planned Behavior and Decomposed Theory of Planned Behavior are two theories extended from RAT, since this theory was criticized to not cover situations where a person is not in control of all factors of the behavior (Gironda & Korgaonkar, 2014). In this thesis it is assumed that users of Snapchat are in control of their behavior on Snapchat, and therefore neither of the theories is of significance to use. Additionally, there could be a discrepancy between behavioral intention and actual behavior. Several factors could interfere such as personal characteristics or personal involvement (Solomon et al, 2006). The alternative theories suggest other viewpoints and could be theorized to accurately add to the explanation for attitude and behavior, but have not been applied or further analyzed due to time and scope. Instead this thesis focuses on the validated academic findings for a driver-attitude-intention-behavior assumption.

3.3 SUMMARY & RESEARCH MODEL

The theoretical background within social networks and consumer behavior have been defined and explained in this chapter in relation to prior research. It has been concluded that social networks have changed the interaction with family, friends and new acquaintances, thereby moving relationships to the virtual world (Kaplan & Haenlein, 2010). It has also been concluded that social networks include benefits for both consumers and brands, and consumers' extensive activity on social networks has enforced brands in all sizes to do the same if they would like to build long-term relationships with current or future customers (Tiago & Veríssimo, 2014). Each theory within consumer behavior, RAT, DIT and UGT, has been defined and explained, followed by a review of alternate theories to the ones chosen. It has been concluded that attitude, subjective norms and intentional behavior, show a strong relation to actual behavior on social networks (e.g. Gironda & Korgaonkar, 2014; Chang & Chen, 2014), that certain attributes of innovation have a larger impact on innovation acceptance and attitude (e.g. Neo & Calvert, 2012; Chiang, 2013), and that certain gratifications have a larger impact on media choice and attitude (e.g. Malik et al, 2015; Whiting & Williams, 2013).

The rise of Snapchat usage has been one of the fastest in the history of social networks, but due to limited research and research in many diverse areas (e.g. Boyle et al, 2016; Vaterlaus et al, 2016), together with Snapchat being different from other social networks with its ephemerality and young user base, brands are insecure about how to effectively use it. No prior study has investigated drivers, attitude and behavior on Snapchat and how this knowledge can guide brands in exploiting the potential for brand representation on Snapchat. The strategic implications for brands remain unclear, and brand managers are insecure if it is worth the struggles due to new social networks and mobile apps continuously being launched, with all not retaining their popularity. However, turning towards the user base it is essential if the brand aims to target younger demographic segments.

Snapchat offers large opportunities to make it an effective marketing channel for the right purpose and context, meaning that brand managers instructed to reflect on their Snapchat strategy (Sashittal et al, 2016). Additionally, Snapchat is in numerous of the studies one of several investigated social networks (e.g. Boyle et al, 2016) and for the majority of the studies with Snapchat solely in focus (e.g. Vaterlaus et al, 2016) the research have been performed in the United States. Consequently, it is of importance to from a consumer perspective get a more comprehensive understanding of user

interaction on Snapchat, together with extending the field of research to other parts in the world, in order to guide brands in exploiting the potential for brand representation on Snapchat.

This leaves us with a research model illustrated in Figure 2 that will serve as the foundation for the research design and answer the main research question. The research model is distinct in three different colors (blue, green and red), each reflecting one of the chosen theories within consumer behavior, as well as divided in three different parts, each reflecting one of the underlying research questions. **Part A** describes the proposed **Drivers to attitude**[12] from the chosen theories DIT, UGT and RAT. The drivers from DIT are *Relative advantage, Complexity*, and *Observability*, from UGT the drivers are *Attention, Control, Social interaction, Entertainment* and *Information,* and from RAT the driver is *Subjective norms*. **Part B and C** describe the proposed variables from the theory RAT. **Part B** is intended to study **Attitude** in relation to: user interaction with other users and user interaction with brands. **Part C** is intended to study **Intention to perform behavior** in relation to: continued interaction with other users and the start of interaction with brands. The remaining section with the crosshatched line is intended to illustrate how this understanding can guide brands in exploiting the potential for brand representation on Snapchat.
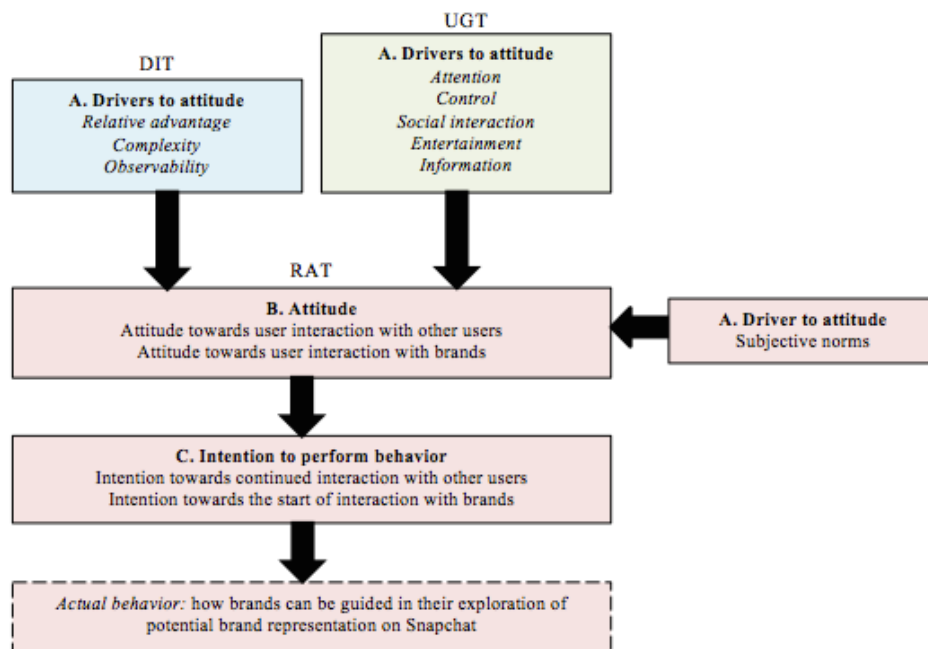

Figure 2: Research model (own creation, based on Chiang, 2013)

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[12] *For the purpose of readability, the author will state the "drivers" with a capital letter and cursive for the remainder of this thesis.*

4. RESEARCH DESIGN

The third chapter described the theoretical framework and research model, and the fourth chapter will describe the research design of the thesis. This chapter aims to explain the overall strategy of the research and it follows the four-element model by Crotty (1998). The model distinguishes between four elements that inform one another and this chapter will follow them correspondingly. The chapter begins with an explanation of the epistemology, followed by an explanation of the theoretical perspective. This is followed by an explanation of the research methodology of the thesis, and the chapter ends with an explanation of methods.

4.1 EPISTEMOLOGY

Crotty (1998) defines epistemology as "the theory of knowledge" (p. 3). The epistemological assumption answers how we view the world and "how we know what we know" (ibid. p. 8). It also explains what criteria are used when deciding if the knowledge is sufficient or legitimate (Blaikie, 2010), for example why the world is described as a sphere (Farquhar, 2012). The epistemological assumption is relevant since it defines how decisions are made and how the thesis is carried out. There is a range of possible epistemological assumptions, namely different ways to view knowledge, but Crotty (1998) emphasizes three of them: objectivism, subjectivism and constructionism.

Objectivism believes that knowledge exists even though there is no awareness about it. For example, a tree in a forest is a tree even though no one is aware of its existence. When a human being becomes aware of its existence, she instantly determines it to be a tree because she already had this knowledge prior to becoming aware of the tree. It is an outer knowledge and an objective truth. Subjectivism holds a different view and rejects the belief that there is an objective truth for human beings to discover. There is an inner knowledge that is created between the object and subject. Constructionism is located between objectivism and subjectivism and believes that knowledge is not subjective (inner knowledge) or objective (outer knowledge), but constructed in social contexts when human beings engage with the world. This also means that human beings will in the same experience construct contradicting knowledge (Crotty, 1998).

Attention is on conversations between people and what language that is used in the conversation. In research, the researcher cannot be separated from the knowledge construction (Easterby-Smith, Thorpe & Jackson, 2008). In this thesis knowledge of Snapchat is created by the participants in the thesis. On one hand the experience of the user and the in the interaction between the users on Snapchat, and on the other hand in the interaction between the interview participants and the researcher. The knowledge is created in a social context, and this makes the epistemology of the thesis to be constructionism. This knowledge will subsequently serve as the data of the thesis.

It should be highlighted that ontology will not be further described in this thesis and this is in correspondence with the approach by Crotty (1998). Ontology is the nature of being and reality, and is often described in relation to epistemology as they together conclude the theoretical perspective. Each epistemological assumption will merge with an ontological assumption since the epistemological assumption answers how we understand the world and the ontological assumption answers what the nature of the world is. In this part has the epistemological assumption been described as constructionism, and in the next part will the theoretical perspective be described, which is informed by the epistemology (ibid.).

4.2 THEORETICAL PERSPECTIVE

Crotty (1998) defines theoretical perspective as "providing a context for the process and grounding its logic and criteria (p. 3). The description of the theoretical perspective is relevant since it defines the philosophical view and describes the logic and criteria. The theoretical perspective can be divided in two main paradigms: positivistic and interpretative (ibid.).

The positivistic view comes from the natural science school, and it is when the world is viewed as objective and reality consists of discrete events that can be observed by the human senses. The reality can be summarized in terms of continual conjunctions and can be generalized; therefore explanations can be achieved from experience and general laws can be concluded (Blaikie, 2010). The researcher is viewed as a detached observer in the construction of the world. The interpretative view on the other hand comes from the humanistic school and it is when the researcher aims to be closer to the research phenomenon. The world is viewed as subjective and reality consists of individuals' meanings and unique events that also make them different from one another (Farquhar, 2012). The reality is produced by patterns in social life, and generalizations are made on a higher

level, trying to make the subjective reality objective, and the research seeks to gain an understanding, which will evolve from interpreting (Blaikie, 2010). The researcher is viewed as an active agent in the construction of the world (Farquhar, 2012).

The epistemology informs the theoretical perspective and in this research the constructionist assumption informs the theoretical perspective as interpretative. Before it is possible to explain a phenomenon it must be understood, and since this thesis purpose is to explore knowledge that has previously not been investigated to a great extent, the focus will be on exploration and description. It is therefore fundamental to capture the subjective meanings to behavior, but also the subjective meanings to factors influencing behavior. This requires a focus on individual's meanings and interpretations, which implies that the philosophical view will be interpretative. In this part has the theoretical perspective been described as interpretative, and in the next part will the methodology be described, which is informed by the theoretical perspective (Crotty, 1998).

4.3 METHODOLOGY

Crotty (1998) defines methodology as "the strategy, plan of action, process or design" (p. 3). The description of the methodology is relevant since it will link choices and methods to the desired outcomes (ibid.). It is common to divide the methodology in two broad categories: quantitative and qualitative, based on the degree of involvement the researcher has with participants and sites (Blaikie, 2010).

A quantitative method is used when researching knowledge that has previously been investigated to a large extent. The researcher is focused on numerical data, researched from a larger sample population with for example self-administered questionnaires or observations. A qualitative method has been applied to this thesis due to the purpose being to explore knowledge that has previously not been investigated to a large extent, and a quantitative method would not enable to account for the differences between individuals. The reason for this is because the quantitative method keeps the researcher at a distance from the social processes. The qualitative method would enable the researcher to get close to the respondent and his or her meanings and interpretations. Qualitative method is focused on word-based data, and has a smaller sample population. It can be researched in different ways, such as with qualitative interviews, participant observation, ethnography, or focus groups (ibid.). Due to the private aspect of Snapchat neither participant observation nor

ethnography options are chosen. Additionally, due to the attempt to study the influence of subjective norms, focus group is not an option since it could include interpersonal bias.

In this thesis the data will be collected with qualitative interviews, due to the opportunity that other individuals do not influence the data. Interviews are also effective when studying individuals understanding of their lives, experiences and self-understanding. A qualitative interview is the knowledge created via a structured interaction and interchange of views between the researcher and respondent. The interview has a structure that the researcher determines based on the research purpose and main research question. In this thesis the qualitative interviews will be semi-structured, which is when the interaction is focused on particular themes in an interview guide and without standard questions. The reason for this decision is that the interview style enables existing knowledge to be confirmed, but also new knowledge to be learned. The researcher is open to new and unexpected phenomena, which can create categories and phenomena not previously prepared. Due to the two-way communication that is created, the likelihood for the respondent to feel less anxious and intrusive due to the most likely rare experience increases. The researcher interprets the meanings of what is said and how it is said, such as vocalization and body gestures including facial expressions. The respondent is asked to describe feelings, experiences and how they act as precisely as possible. The aim is to clarify the topic that is studied (Kvale, 2009).

This thesis is conducted with a case study design and Creswell (2003) defines a case study design in the way that "the researcher explores in depth a program, an event, an activity, a process, or one or more individuals" (ibid. p. 15). This definition describes a case study particularly well when compared to this thesis research purpose and research question. The case study design in this thesis will be single-case and embedded case study design. Snapchat is the case company that is studied and the units are the interactions on Snapchat. The single case study is appropriate for this thesis due to the revelatory feature of Snapchat because of few previous studies about the mobile app, and the embedded case study is appropriate for this thesis since more than one unit is being investigated, user interaction with other users respectively user interaction with brands (Yin, 2009). In this part the methodology has been described as qualitative, and in the next part the methods will be described, which is informed by the methodology (Crotty, 1998).

4.4 METHODS

Crotty (1998) defines methods as "the techniques or procedures used to gather and analyze data" (p. 3). The description of the methods is relevant since it will link the wished outcomes with the main research question (ibid.). It can be divided in four parts: case selection, data collection, data analysis and data quality; these will be described below.

4.4.1 CASE SELECTION

As previously highlighted Snapchat is the chosen case company for this thesis, and it was chosen for several reasons. Firstly, Snapchat does globally have approximately 150 million active users each day and this makes it one of the most popular apps globally. Secondly, Snapchat is exceptionally popular among younger generations, the target population of the thesis. Thirdly, Snapchat is due to the distinctive feature of ephemerality and young user base in relation to other social networks, challenging brands for how to make it an effective marketing channel. Until this point research of Snapchat has been limited and no study has investigated drivers, attitude or behavior on Snapchat in relation to brands. Consequently, it is of importance to from a consumer perspective get a more comprehensive understanding of user interaction on Snapchat in order to guide brands in exploiting the potential for brand representation on Snapchat.

4.4.2 DATA COLLECTION

The data collection has included both primary and secondary data. The primary data was as highlighted previously collected with semi-structured interviews, and there is no standard procedure for conducting such interviews. The amount of interviews depends on the research purpose and should be conducted until saturation, when additional interviews yield little new knowledge. It is also dependent on the available time and resources (Kvale, 2009). In this thesis sixteen interviews were performed due to a combination of saturation and time; see information about the respondents in Table 9. The respondents should be representative for the study, and in some cases the research respondents are "obvious" (p. 7) due to the research purpose and research questions. In this thesis, the respondents were Snapchat users and found with the non-probability technique, snowball sampling, which means using the help of respondents to find other respondents (Alvesson, 2011).

The age distribution was in the age groups 15 to 18 years old, respectively 21 to 24 years old. The gender distribution was eight females and eight males. The gender distribution and age distribution were chosen in order to offer a wide degree of breath and variation (Alvesson, 2011 and the age distribution were also due to an aim to represent the main segment of Snapchat users (13 to 24 years old). For children below 18 years old verbal permission was asked from a guardian before performing the interview. Thirteen of the respondents came from Sweden and three (David Tinodi, Nike Tinodi and Markus Schuller) came from Austria. All interviews were conducted face to face to increase the comfort for the respondents. The interviews followed an interview guide[13] that covered areas related to the research purpose and main research question. On average each interview lasted 40 minutes and an audiotape recorder was used for documentation. The interviews were held in Swedish for the Swedish respondents and in English for the Austrian respondents, but all interviews have been translated to English in this thesis.

Female 15-18 years	Male 15-18 years	Female 21-24 years	Male 21-24 years
Tilda Lundgardh – *15y*	Sebastian Hansson – *15y*	Johanna Cato – *21y*	Philip Nilsson – *21y*
Christina Chaichi – *17y*	David Tinodi – *17y*	Felicia Ohlsson – *21y*	Fredrik Persson – *22y*
Anonymous – *18y*	Max Radak – *17y*	Camilla Morner – *24y*	Markus Schuller – *24y*
Julia Olsson – *18y*	Oliver Hillgren – *18y*	Nike Tinodi – *24y*	Stefan Mansson – *24y*

Table 9: Female and Male respondents 15 to 18 respectively 21 to 24 years old

All interviews followed the same guidelines, in order to be able to compare the interviews and find common tendencies between them, but with the researcher open to new and unexpected phenomena. The interview was divided in four parts with each part serving a specific purpose. The first part included a presentation of the researcher, approximate time frame for the interview, and questions regarding the possibility to be anonymous, permission to audiotape the interview and if the respondent had any questions before the interview started. One of the respondents desired to be anonymous, and none opposed to having the interview audiotaped. The second part served as a way to warm up the respondent to feel comfortable with the researcher and situation, and included general questions about Snapchat.

The third part concerned the central focus of the thesis and was divided in three themes: drivers to attitude, attitude and intention to perform behavior. The themes aimed to answer the main research

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[13] *An outline of the research guide can be found in Appendix 2.*

question. The first theme drivers to attitude included questions regarding the nine different drivers as highlighted in the research model. The second theme, attitude, included questions regarding interaction with other users' respectively interaction with brands. The third theme, intention to perform behavior, included questions regarding intention towards continued interaction with other users respectively intention to start interaction with brands. The fourth part served as an ending to the interview with the possibility for the respondent to add anything that had not been brought up.

The secondary data includes data from books and peer-reviewed research journals, as well as to get a correct understanding of Snapchat; data has also been derived from Snapchat's website, reliable news web sites and the statistical portal Statista.

4.4.3 DATA ANALYSIS

No standard measures exist to detect meanings and implications when analyzing qualitative data. There are certain tools to use, but the quality of the analysis depends on the researcher and the researcher's ability to choose the tools suitable for the research in order to understand the context and motives of the respondent, as well as to take the researcher back to the time of the interview and situation, each interview was listened to and transcribed[14] in one piece. The transcribing is a translation from an oral language to a written language (Kvale, 2009). Afterwards the transcribed interviews were analyzed using the following method. Attride-Stirling (2001) emphasizes the significance that the data is analyzed in a methodological way in order to produce meaningful and useful findings. A thematic analysis of the textual data is suggested; a method in three steps with the data presented as thematic networks. A thematic network is a web-like illustration that summarizes the salient main themes of the qualitative data (ibid.).

The first step is to identify codes for the data material, which means to develop codes, such as topics or words, systemically with the theoretical interest that guides the research. These should arise by the text itself, but it is important for the researcher to be consistent and observant, so that the codes do not end up being interchangeable and unnecessary. Once the codes are developed, the textual data is reduced and broken down in text segments, such as passages, quotations or criteria, and the codes are applied to text segments (ibid.). In this thesis, fourteen codes have been identified. The second step is to identify themes for the data material. Basic themes are extracted from the text

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[14] *A summary of the interview transcripts can be found in Appendix 3.*

segments within each code. Once the basic themes are extracted, they are refined in order to be specific and distinct from other themes, but broad enough to cover a set of ideas consistent in numerous text segments. However, basic themes individually say little about the text as a whole and need to be viewed together with the other basic themes (Attride-Stirling, 2001).

Based on the basic themes, the third step is to construct the networks. The basic themes are categorized into groups of similar themes, so called organizing themes that reveal more about the content of the text. This means that clusters of basic themes make up an organizing theme. From the organizing themes, global themes are identified, which summarize the main argument of the organizing themes. Each global theme is a separate thematic network, and once the different themes are identified it is important to verify and refine each theme to reflect the data. The thematic networks, consisting of the basic themes, organizing themes and global themes, are only an illustrative tool in the analysis of the data, but not the analysis itself (ibid.). In this thesis thematic networks were identified, including sixteen basic themes, five organizing themes and one global theme. The thematic networks will be further analyzed in chapter 5[15].

4.4.4 DATA QUALITY

There are certain ways to confirm the data quality in research. Reliability is the consistency, trustworthiness and replication of the data; consequently, high reliability would mean that other researchers could reproduce the findings and conclusions, in another time or with another sample. Validity is the truth, correctness and strength of a study, consequently if the study investigates what it is supposed to investigate (Kvale, 2009). Traditionally, qualitative researchers have focused on neither reliability nor validity due to the character of the data. Qualitative data is instead focused on uniqueness; no two instruments are the same and this makes both reliability and validity difficult (Blaikie, 2010).

However, there are other ways to ensure high data quality and Lincoln and Guba (1985) suggest that qualitative researchers should focus on trustworthiness, which entails credibility, transferability, dependability and confirmability. Credibility is the confidence that the findings are correct. The interview questions and analysis have been debriefed by the research supervisor to increase the quality revised according to her recommendations. The interview questions have also

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[15]*More information of the codes and thematic networks can be found in Appendix 4.*

been debriefed by three unbiased individuals and afterwards revised for clarification. The researcher has spent considerable time to learn and understand the app Snapchat, by with using it and talking to individuals who are current users. Age triangulation, with individuals in different ages, has also been performed to increase any possible age bias (Lincoln & Guba, 1985).

Transferability is the degree to which the study's findings can be transferred to other contexts or settings. In this thesis the processes have been described in detail in order to ensure transferability. In this way future researchers can decide for themselves if the findings and conclusion can be transferred to their own context or setting. Dependability is the degree to which the findings are consistent and can be repeated (ibid.). In this thesis there has been a focus on having a high standard during the whole data collection and data analysis, in order to enable meaningful data. Each process has, as previously highlighted, been described in detail to enable another researcher to repeat the study and reach the same findings. During transcribing the audio files were at least listened to several times to avoid misinterpretation.

Confirmability is the degree to which the findings are shaped from any bias, motivation or interest with the respondent or from the researcher (ibid.). In this thesis each process has been reflected upon in order to decrease the likelihood for any bias. The location for the interview was chosen by the respondent and the respondent also decided the timing of the interview, in order to increase the comfort and increase the likelihood to acquire accurate answers. With this stated, there is a clear asymmetry between the researcher and the respondent due to structural positions, such as deciding the topic, situation and questions, in the interview (Kvale, 2009), but the researcher tried to lower it with a friendly atmosphere. The questions were also asked openly maintaining a neutral body language to avoid impacting the respondents' answers. The researcher did not talk more than was necessary to remain in control to get the information needed. Follow-up questions were asked when more information or clarification was needed in order to enhance the quality of the data.

5. DATA ANALYSIS

The fourth chapter described the research design, and the fifth chapter will describe the data analysis of this thesis. This chapter aims to structurally present, analyze and discuss the findings obtained from the sixteen semi-structured interviews with Snapchat users. The analysis is performed using the thematic network analysis emphasized by Attride-Stirling (2001). Following the thematic network analysis and discussion, the limitations of the thesis are considered.

5.1 THEMATIC NETWORK ANALYSIS

The interviews demonstrated that Snapchat has changed online interaction. Naturally there is always a certain interaction on social networks, but due to the design of the app has Snapchat changed the basics in interaction. The global theme of this thesis: "Online interaction is changed" deals with the main opportunities and challenges for users and brands in online interaction on Snapchat, and the global theme will be described in relation to five identified organizing themes and with sixteen identified basic themes underlined. See an illustration of the thematic network in Figure 3.
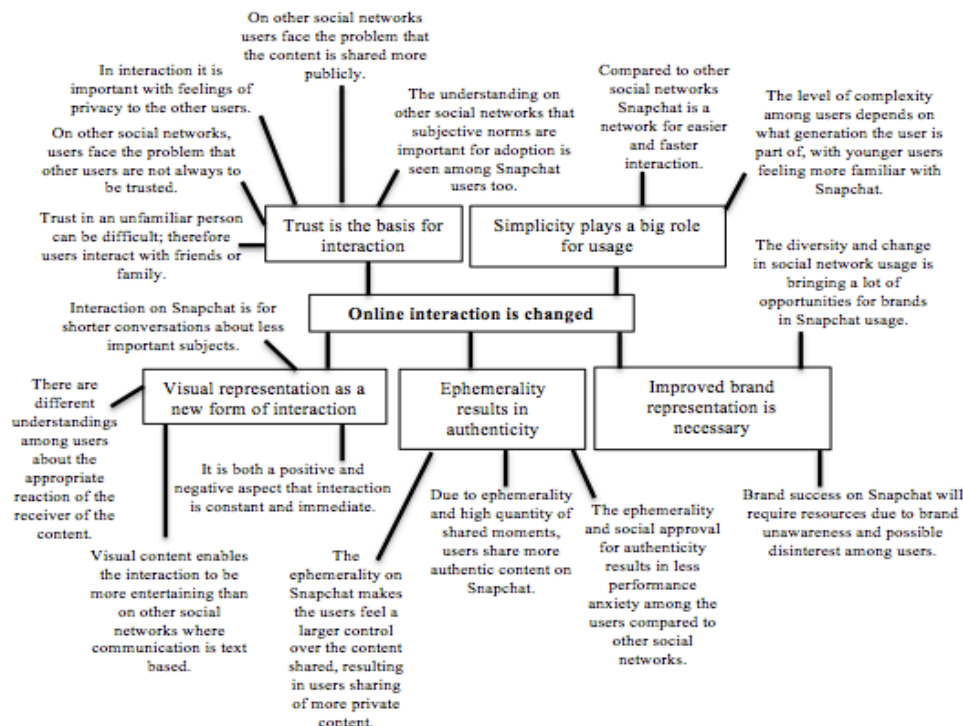
Figure 3: Thematic Network "Online interaction is changed" (own creation, based on Attride-Stirling, 2001)

Organizing theme 1: Trust is the basis for interaction

The organizing theme "Trust is the basis for interaction" comprises five basic themes and these will individually be explored. In the interviews trust came up both explicitly and implicitly in relation to interaction with other Snapchat users. Trust is a necessity in interaction on Snapchat and without trust the interaction will not occur in the same way. It is easier for users to trust a familiar person, and therefore it is understandable that interaction mainly occurs between friends or family members. <u>Trust in an unfamiliar person can be difficult; therefore users interact with friends or family on Snapchat:</u>

David Tinodi (17y):   "I mostly communicate with friends and my siblings because I trust that they will not share my 'Snaps'."

Johanna Cato (21y):   "Snapchat is better[16] since you can take pictures and share with your closest friends, and you do not really have to be afraid that they will reuse your pictures."

Felicia Ohlsson (21y):   "If my friends would not use it[17] I would not send 'Snaps' to people I do not know and that I could not trust."

According to the respondents trust is a reassuring factor that the content will not be shared or reused in a way that the sender does not want. It can also be said that Snapchat would not be used at all if it would not be friends or family members that the interaction is performed with. The feeling of trust is therefore an elementary factor that must be present before the content is sent or shared, or even when adding other users to the friend list for defining who is able to view the sent or shared content. Respondents compare trust on Snapchat to trust on other social networks, with trust being greater on Snapchat. <u>On other social networks, users face the problem that other users are not always to be trusted:</u>

Max Radak (17y):   "You can take pictures that you maybe want only one person to see. For example if I would send it on Facebook, then anyone could save it and send it to more people."

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[16] *Here: in comparison to other social networks.*

[17] *Here: referring to Snapchat.*

Christina Chaichi (17y):   "(…) there[18] you meet new people that you cannot trust, and after you
                            have got to know them, Snapchat is the next step to become better
                            friends, you know real life friends. If you are friends on Snapchat, you
                            are immediately real friends and can trust each other."

Felicia Ohlsson (21y):   "If I upload a picture on Facebook or Instagram anyone would be able to
                            see this, and it might be that I am a not a close friend with everyone.
                            Then it is better to send it on Snapchat where I trust the people I am a
                            friend with."

On Facebook, Twitter and Instagram (the social networks that respondents use the most apart from
Snapchat), it is likely that the uploaded content will be visible for a large amount of users, and it
could therefore be social network friends that users are not close with. In the interviews it was clear
that this is an aspect to why certain content is uploaded on Snapchat instead, with respondents not
trusting all friends on these social networks on the same level as friends on Snapchat. The fact that
Snapchat users trust friends on Snapchat, affects the kind of content that is sent and shared on
Snapchat. In interaction it is important with feelings of privacy to the other users:

Julia Olsson (18y):   "Since I am very close to my friends on Snapchat I receive many funny
                            'Snaps' that also could be very personal and private."

Anonymous (18y):   "It is not as many friends and you can choose what friends you would
                            like to share private pictures and videos with."

The content that is sent or shared on Snapchat is more private, and this is a result from users
trusting the peers that they interact with. From the interviews it could be stated that if users would
interact on a more public level it is not likely that they would share as private content. Once again
respondents compared Snapchat with other social networks, with privacy being greater on
Snapchat. On other social networks users face the problem that the content is shared more publicly:

Max Radak (17y):   "On Facebook you can see what your friends' share, like what everyone
                            shares (…) and on Instagram it is basically more about pictures. And

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[18] *Here: referring to Twitter.*

	Snapchat is about what your closest friends share and then it can be more stupid or embarrassing."
Fredrik Persson (22y):	"The best thing about Snapchat is that it is private, it is only your close friends or family that sees it. On Facebook there are so many more friends and I might not want them to see these pictures or videos."
Nike Tinodi (24y):	"(…) Snapchat is a possibility for me to share stupid pictures and videos just with a few friends. On Instagram and Facebook I share them with a lot more friends, like the whole community. So, I think many people like it because it is private."

As previously stated, the content on Facebook and Instagram is shared with more users; one respondent even described it in the way that the content is shared with "the whole community". Due to the privacy with less friends and closer friends on Snapchat, the content can be more private and users describe it to be more stupid or embarrassing. The privacy therefore enables the user to share content that would not be shared otherwise. In the interviews about interaction on Snapchat, trust also came up implicitly in relation to subjective norms. All respondents at least implicitly answered that they started using Snapchat due to friends using it; it was clear that this is one of the main reasons why Snapchat adoption has occurred. Additionally, when the respondents were asked to select the three main reasons for Snapchat usage, the third reason was that friends or family members use it. The understanding on other social networks that subjective norms are important for adoption is seen among Snapchat users too:

Christina Chaichi (17y):	"(…) for my age, and for other young people I am sure, you want to be part of it because other people are part of it. Especially youngsters, but older people might think that it does not matter."
Johanna Cato (21y):	"I did not start using Snapchat because it is new, but more due to my friends using and liking it. I mean the more people that use it the higher likelihood it is that I also do."
Markus Schuller (24y):	"I only downloaded it[19] because my friends had it and they seemed to like it a lot."

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[19] *Here: referring to Snapchat.*

According to the respondents it can be said that they started using Snapchat because their friends used it, but it could also be in relation to trust, that users trust that their friends' preference is similar to their preference. In other words that they trust that they will enjoy using it if their friends enjoy using it. However, when it came to a continued Snapchat usage were friends' attitudes not as important anymore; maybe they would reflect on the app more, but generally it would not matter if their friends have a negative attitudes about Snapchat, as long as they continue using it. In case they would stop using it, the respondents' were positive that they would get in contact with each other somehow else:

Sebastian Hansson (15y): "(…) if they would not use it I guess I would not use it. (…) But it would more be if they would not use it, otherwise I would not care[20]."

Anonymous (18y): "(…) we can communicate in another way."

Felicia Ohlsson (21y): "My friends' opinion about Snapchat does not matter, as long as they use it."

Generally, friends seemed to have a positive attitude to Snapchat, with a slight difference for friends of the older respondent group, where general attitudes to Snapchat seemed to be a bit more mixed. As for family members they did not seem to care that the respondents' used Snapchat, and did not seem to have a particular attitude to Snapchat more than knowing what it is. However, one respondent had an answer that was different from the others:

Camilla Morner (24y): "They[21] like it, my sister and I have even introduced it to our mom and dad. And they think it is fun to upload pictures if they have made a nice dinner."

If parents had been negative about Snapchat, this would not change respondents' usage. Respondents think they are old enough to make their own decisions and in case their family members (especially parents) would regard Snapchat as negative, they would generally reflect on it but not stop using it.

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[20] *Here: referring to if friends would have a negative attitude towards Snapchat.*

[21] *Here: referring to her parents.*

On the one hand, the interviews showed that the respondents interacted with other users, close friends and family members, since they can trust them on another level than users on other social networks. On the other hand, the interviews showed that the respondents interacted with more private content, again since they can trust other users on Snapchat on another level than users on other social networks. In other words, it occurs that trust and privacy go hand in hand in Snapchat usage. It should be highlighted that Snapchat being a new app was not an influencing factor in Snapchat adoption for any respondent. Instead, trust was the influencing factor for adoption of Snapchat with the respondents trusting their friends to like similar social networks that they do. This underlines the relevance of trust in interaction on Snapchat and the organizing theme "Trust is the basis for interaction".

Organizing theme 2: Simplicity plays a big role for usage

The organizing theme "Simplicity plays a big role for usage" comprises two basic themes and these will individually be explored. In the interviews simplicity came up in relation to interaction with other Snapchat users. Simplicity is a necessity in interaction on Snapchat, and without simplicity, interaction would most likely not occur. Among Snapchat users it is important that Snapchat incorporates a simple and fast usage. Compared to other social networks Snapchat is a network for easier and faster interaction:

Max Radak (17y): "The app is very simple, a child could use it; it is that easy."

Christina Chaichi (17y): "You can show your life in a fast way."

Oliver Hillgren (18y): "It is more fun when people post pictures that they have taken the second they upload it."

Felicia Ohlsson (21y): "I think you learn how to use it very easily. It is like one button and then you take a 'Snap', or another one and then you are in the chat."

It can be said according to the respondents that it is both easy to understand and fast to use. One respondent describes it to be easy so that "a child could use it". The app is also implicitly described as limited with users not being able to do many things apart from sharing and receiving content in different forms. It is also very simple and fast to do so and it does not take many steps to capture the moment, and share the content. It should however also be highlighted that not all respondents, especially the older ones, found it easy to use from the start due to constant updates or due to it

being different from other social networks, but once they were used to it they appreciated it for being easier and faster than other social networks:

Oliver Hillgren (18y): "You can follow people during a whole day, and you can see what they posted a minute ago (…) if you follow someone on Instagram, you might see a picture that someone posted from Las Vegas, but the picture is older, maybe like a week ago. So on Snapchat it is immediate and right now."

Markus Schuller (24y): "I like Snapchat because it is easier, you can just send pictures faster than on Facebook and Instagram. It is just a lot easier and faster."

In the interviews two respondents also related the topic of simplicity to their generation, with the likelihood that younger generations regard it to be easier than what older generations would. Due to younger generations feeling more technology savvy, it would be understandable that they are more comfortable with an innovation like Snapchat. The level of complexity among users depends on what generation the user is part of, with younger users feeling more familiar with Snapchat:

Christina Chaichi (17y): "I do not think it is hard to understand or use it[22], but this would depend on what generation you are talking about. I know that there are many children using Snapchat (…) and that shows that this new generation understands this technique."

Markus Schuller (24y): "For people in my age I do not think it is very difficult to use, maybe for older people like my mom or dad, they would not be able to use it without my help."

In the interviews, one respondent highlighted one difficulty with Snapchat usage, being the confusion when adding new friends. Since it is not possible to search for friends in the same way on Snapchat as on Facebook and Instagram, it is not always clear how to find and add new friends:

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[22] *Here: referring to Snapchat.*

Philip Nilsson (21y):   "It is not hard at all to use Snapchat, or it would mostly be to add friends since it is not as easy to find them. For example, when I cannot remember my 'Snapname'."

The interviews showed that the respondents appreciate that Snapchat is easy to understand and use, as well as that it is fast to use. The respondents can in this way interact with friends and family members easier and faster compared to interaction on other social networks. Additionally, respondents did highlight that this might not be the same for older generations that are not used to this way of interaction. When the respondents were asked about the most positive thing about Snapchat, were these areas the ones highlighted frequently; however, it differed somewhat between the respondents, with the main difference that younger respondents emphasized simplicity to a much larger extent than older ones. This underlines the relevance of simplicity in interaction on Snapchat and the organizing theme "Simplicity plays a big role for usage".

Organizing theme 3: Visual representation as a new form of interaction

The organizing theme "Visual representation as a new form of interaction" comprises four basic themes and these will individually be explored. In the interviews visual representation came up in relation to interaction with other Snapchat users. Visual representation is part of interactions on Snapchat, but came up both in the context of what content is shared and appropriate responses to the shared visual content on Snapchat. Interaction on Snapchat is for shorter conversations about less important subjects:

Sebastian Hansson (15y): "(…) if it is a longer conversation I prefer to write in the chat where you can also save the conversation."

Tilda Lundgardh (15y):   "I basically never use other social networks for sending information about different stuff. I also basically never text, but if it would be something really important, then I will call."

Anonymous (18y):   "If it is important information I prefer to call tough. Since sometimes when you are busy you might not view your 'Snaps' for a couple of hours, and then it is easier to reach a person via calling."

Julia Olsson (18y):   "For shorter messages and less important things, like if you are doing something and want to share it spontaneously, then I use Snapchat."

Philip Nilsson (21y):	"Sometimes you want to make a video for longer than ten seconds, and when you want to time it with something that will happen. And the fact that you only have ten seconds could mean that you do not manage to take a video of the exact thing you wanted to take."
Felicia Ohlsson (21y):	"If it is only daily information I think it is okay to use Snapchat, but I would not send something important on Snapchat, such as where I live, passwords or bank account numbers. You do not know if the Snaps are stored somewhere anyways."

When the respondents were asked to select the three main reasons for Snapchat usage the main reason was that it was a good way to interact with friends or family. However, with communication it was evident that the respondents mean shorter and spontaneous conversations about less important things. On the one hand is it not possible to save the Snapchat conversation (apart from the chat) without making a screen shot, and on the other hand is the amount of characters on Snapchat limited, reasons for why users do not see Snapchat as an option for longer or more serious conversations. One respondent also shared the concern that content on Snapchat could be stored somewhere, incorporating a risk that it is reused for other purposes. Respondents were divided in their answers for how interaction is made when the conversation is longer and more important, with answers ranging from WhatsApp, Messenger, phone calls or meeting the person physically:

David Tinodi (17y):	"If I would like to have a longer conversation I would use WhatsApp (…)."
Julia Olsson (18y):	"If it is very important information I do not use Snapchat, but I would call instead or use another social network, like Messenger where I can go back and see what we wrote. In those cases I do not believe that Snapchat is the best social network to use mostly due to the fact that you cannot write so long, but also due to the fact that it disappears."
Sebastian Mansson (24y):	"I do not use Snapchat for information because they disappear, and especially not for serious things. Snapchat is not the place for this in my opinion. Actually for serious things I would prefer to call or meet in person."

The general attitude was that the respondents did not regard either viewing or replying as important when sharing "Snaps" in "Stories". But for "Snaps" sent directly to one person, the respondents differed in their answers as to what reaction is appropriate. <u>There are different understandings among users about the appropriate reaction of the receiver of the content:</u>

Christina Chaichi (17y): "It is always fun that they take a look at the 'Snaps' I have sent directly to someone and that I get a response on Snapchat, it is like a connection. You feel that they react on the same thing that you thought was funny, and it is always fun to get it back."

Sebastian Mansson (24y): "I think it is quite important. I also think that sometimes I can get a little bit annoyed if a person does not take a look at the 'Snap' that I sent to them for the whole day, due to it being really fast, it takes like five seconds to check out. I hope that they are interested in looking at what I have done. And I would also expect a reply if I sent it directly to the person."

Camilla Morner (24y): "I find it important that friends view the 'Snaps' I send directly to them, and that is also something that I like about Snapchat, the fact that you can see when someone has viewed your 'Snap'. Generally I also find it important that they answer with a 'Snap' or in the chat when I have asked a question."

Some respondents, mainly older ones, found it appropriate for the receiver of a "Snap" to both view and reply to the "Snap" with it being both easy to do and important for a friendship. Other respondents, mostly younger ones, regarded it less important if the receiver replies to a "Snap" due to the content that is shared:

Sebastian Hansson (15y): "I would say it is not so important with a reply on Snapchat since what you upload there is not so thought through (…)."

Tilda Lundgardh (15y): "It is not important that friends reply to my 'Snaps' that I send directly to them. My friends normally answer very quickly though, it maybe takes maximum 1-2 hours, and I do not care so much."

Johanna Cato (21y): "It is not important at all to receive a reply, as long as I did not ask a question. Personally, I most of the times just view it and do not answer."

When the respondents were asked to select the three main reasons for Snapchat usage, the second reason was that Snapchat is fun and makes them happy. This was an attitude that all respondents agreed with during the interview, and many described it to be funny due to the sharing of a visual content and thereby also adding of the "filters". <u>Visual content enables the interaction to be more entertaining than on other social networks where communication is text based:</u>

Max Radak (17y):	"In case you just get a message with text it is not as funny, as with a picture and a 'filter'."
Oliver Hillgren (18y):	"It is more due to the 'filters' than that they disappear. It is a lot more fun than to just write a normal message. So more that you communicate with pictures with 'filters' and that makes it fun."
Fredrik Persson (22y):	"(…) it is more that there are 'filters' that you can use, and many people are having very fun with these. It is funnier to receive a picture with a 'filter' than only text."

Even though some respondents mentioned that it could be funny with only a picture, it was clear that respondents generally regarded the "filters" to be the primary reason for enjoyment. A picture is more fun than text, but it is the "filters" that make the Snapchat content stand out from other social networks, but due to the entertaining content and due to Snapchat becoming a social consequence:

Sebastian Hansson (15y):	"(…) when we see each other we can have lots of fun together with Snapchat (…)."
Anonymous (18y):	"Snapchat is funnier than other social networks. I mean you can also upload pictures on Instagram, but Snapchat is still better with the pictures and 'filters' that you can send or upload. It is not only because I think it is funny that other people can do it, but also because I personally think it is funny."
Johanna Cato (21y):	"Snapchat is funnier for sure than other social networks, and it is very much due to the 'filters' that you can add on Snapchat. Also the fact that

you can communicate with pictures makes it fun, since pictures say more than only texts."

Previously it has been described that the respondents appreciated the simplicity with Snapchat usage, enabling Snapchat users to interact on a constant and immediate level. However, this was not seen as positive in every situation. <u>It is both a positive and negative aspect that interaction is constant and immediate:</u>

David Tinodi (17y):   "On Facebook and Instagram you do not really upload all of your pictures that you have taken during the day, but this is more common on Snapchat, so then you get to know what your friends have done."

Fredrik Persson (22y):   "I think it is nice to keep track of what friends or family on Snapchat, such as when I have not met a person for a while Snapchat can inform me about what the person is doing. For example, on Facebook I do not follow people as I do on Snapchat. I do not visit their profiles on Facebook to see how they are doing, and to look for it in the news feed does not work."

Camilla Morner (24y):   "For example if I have not talked to my sister for three days, I can see on Snapchat what she has done, and this I would never know otherwise."

The respondents regard it as positive that Snapchat, via the simplicity, enables them to easily stay updated about friends' lives. Some respondents thought there was a level for how often they find it interesting that users share from their lives, with it becoming annoying and time-consuming at some point:

Sebastian Hansson (15y): "It can get a bit intense sometimes when friends send 'Snaps' all the time (…)."

Fredrik Persson (22y):   "It can be annoying sometimes when people send too many 'Snaps', like they are addicted to it, and that I find annoying."

Nike Tinodi (24y):   "Sometimes people share every moment, and that can be annoying. I do not really want to see every moment of a person's day and there are really people that share a lot."

Interaction on Snapchat to a large extent means to interact visually with friends and family members. In the interviews it could be said that it is the visual aspect of Snapchat that makes the app so effective, with the interaction being short, unimportant and thereby less serious, as well as entertaining, and together with the simplicity is constant and immediate. This is something that is superior on Snapchat compared to other social networks. However, the respondents differ in their attitudes about what response is appropriate; if the receiver should view it and answer or not. Additionally, it should be highlighted that the positive aspects of Snapchat in some situations might be negative, such as when Snapchat friends overuse the app and share a high amount of "Snaps". This underlines the relevance of visual representation in interaction on Snapchat and the organizing theme "Visual representation as a new form of interaction".

Organizing theme 4: Ephemerality results in authenticity

The organizing theme "Ephemerality results in authenticity" comprises three basic themes and these will individually be explored. In the interviews ephemerality and authenticity did come up in relation to the content in interaction with other users. Ephemerality is the base of the content shared on Snapchat, with the main setting being that the content disappears, and this affects what content that is shared. The ephemerality on Snapchat makes the users feel a larger control over the content shared, resulting in users sharing of more private content:

Tilda Lundgardh (15y):	"It is just something that you want to remember for the moment. You do not have to think so much what pictures you send or upload."
Oliver Hillgren (18y):	"You dare to do things that you would not do otherwise. I mean you can take a screen shot, but if someone would take a screen shot, I would get a notification about it. So I think it is good that the pictures disappear, since it decreases the risk that social networks could have. You dare to take more personal pictures."
Markus Schuller (24y):	"The best thing with the pictures disappearing is that you can send more private things, like embarrassing pictures. It is really the best app for sending embarrassing pictures. You do not really have to reflect before you send them."

It could be said from the interviews that respondents appreciate the ephemerality due to them not having to reflect on the content that is shared. It incorporates a sense of control that the content cannot be shared without their knowledge. One respondent also relates the ephemerality on Snapchat with other social networks, with other social networks being risky due to the permanent content that can be used for purposes not wished for by the user. It has been described that users share a high amount of daily moments and together with the ephemerality it affects the authenticity of the shared content. <u>Due to ephemerality and high quantity of shared moments, users share more authentic content on Snapchat:</u>

David Tinodi (17y): "It shows a more specific picture of what your daily life is about. Because if you are on Facebook or Instagram, you can also design the photo to how you want to have it, and that I feel a bit more fake. Snapchat is about the real moments, the any moments, where you show who you are."

Oliver Hillgren (18y): "On Instagram it is a lot more time that you take to make one picture perfect, and Snapchat is more about that you upload more pictures but not as perfect pictures. If you upload twenty pictures during a day on Snapchat it becomes less important than if you upload like one picture on Instagram in one week."

Philip Nilsson (21y): "On many other social networks the users only get to see pictures or videos that friends have shared from other people and not created themselves, and on Snapchat it becomes a lot more unique when you know that they have created the pictures or videos themselves. And on other social networks when people do upload a picture of themselves, they are very careful when picking the best picture, but on Snapchat this is not important since the other person cannot see them for a long time, and not really review them to the same extent."

In the interviews, it became evident that users appreciated the authenticity that ephemerality results in, meaning that the sender shares content from daily life without the possibility to change the photo in drastic ways such as with Photoshop. This in turn results in the content being closer to reality and unique, and the uniqueness is also due to the users not being able to share content that other people

have produced. It should be highlighted that one respondent did have a different view of the authenticity on Snapchat, considering it superficial:

Christina Chaichi (17y):   "What is worse with Snapchat is that it is so superficial and that it is like seconds where you want to show what you can (…) for example if it is like a cool watch."

Another aspect of ephemerality is the feeling among respondents that the content does not have to be perfect since people will not review it to the same extent as on for example Facebook and Instagram. The ephemerality and social approval for authenticity results in less performance anxiety among the users compared to other social networks:

Sebastian Hansson (15y):   "On Facebook (…) it is so serious in a way. On Instagram people just want to show off, so I guess Snapchat is the app where you do not have to care. You do not have to do anything special with the way you look; like a special profile picture (…)."

Julia Olsson (18y):   "Instagram is more about uploading nice pictures and then that people view them. On Snapchat it is that you get different glimpses into your friends' lives, and these glimpses do not have to be picture perfect (…)."

Fredrik Persson (22y):   "When it comes to pictures and so on, people want to pretend and show off what they have. So I really prefer Snapchat to other social networks since people can be themselves in another way."

Several of the respondents implicitly described the content on other social networks in relation to performance anxiety, that they feel a greater demand that the content being uploaded should be according to the invisible criteria for being perfect. As highlighted in the previous section users pick the best pictures in the sense that they would like to be perceived in the best light, but on Snapchat this is not a demand that the sender experiences. One of the respondents relates the performance anxiety to Snapchat not having any profile picture or similar area where users must think of how they are being perceived. It could be said that the ephemerality contributes with positive aspects, but the majority of the respondents did also highlight one specific negative aspect of ephemerality,

namely that all content will disappear including the content that users might want to keep as a memory:

Anonymous (18y):   "If you have taken a good picture and you forget to save it, that is bad, since you cannot keep it as a memory."

Philip Nilsson (21y):   "Sometimes when you see something funny you do not have time the time to save it with a screen shot, or when you make a picture of yourself and you forget to save a picture that you would like to keep."

Interaction on Snapchat does not only mean that users interact with visual content, but that the visual content is set to disappear after it has been viewed by the receiver. From the interviews it was concluded that the ephemeral aspect of Snapchat is positive among the respondents, with it resulting in a larger feeling of control of the content for the sender and content being closer to reality, when comparing Snapchat to other social networks. Social networks generally incorporate a desire for social approval based on the shared content, meaning that the user feels an anxiety to share content that is perceived as flawless among other users. The respondents did not feel this anxiety on Snapchat due to them feeling that other users would generally approve any content being shared by them.

Additionally, it should be highlighted that respondents wished for certain content to be saved; but generally the positive aspects of ephemerality were more important than the negative aspects. Some respondents did even point out that you do not use Snapchat unless you want the content to disappear. In relation to other social networks, it was clear that younger respondents regard Snapchat to be the preferred way for interaction. This underlines the relevance of ephemerality and authenticity in interaction on Snapchat and the organizing theme "Ephemerality results in authenticity".

Organizing theme 5: Improved brand representation is necessary

The organizing theme "Improved brand representation is necessary" comprises two basic themes and these will individually be explored. In the interviews brand representation came up both in relation to general social network usage and Snapchat usage; describing the opportunities and

challenges that Snapchat incorporates. <u>The diversity and change in social network usage is bringing a lot of opportunities for brands in Snapchat usage:</u>

Max Radak (17y):   "I think it is important that brands generally use social networks."

Christina Chaichi (17y):   "It is important for brands to be on social networks because they need to reach people. How would they otherwise reach out to people if they do not exist there?"

Nike Tinodi (24y):   "I think it is important for brands to be active on social networks. It is a great way to reach customers."

The respondents emphasize the importance for brands to actively use social networks to reach consumers. This can be understandable due to the current society with brands being active on social networks to a higher degree. Additionally, the respondents describe the importance for brands targeting a younger customer group:

Tilda Lundgardh (15y):   "I think it is very important that brands use Snapchat. They maybe use websites more because they think people use that more often, maybe older people that search for the website. Younger people might not even think of that they have a website."

Oliver Hillgren (18y):   "I think it is more important for brands targeting younger people, to use Snapchat than any other social network, since you can market yourself every day, every hour, all the time. And then it affects users continuously."

Felicia Ohlsson (21y):   "For younger users Snapchat might be more important, but for older I think it is more important to use Facebook. They do not really understand Snapchat, and I do not think they would like to check it as often as younger generations."

Markus Schuller (24y):   "I think it is really important that brands use social networks in their marketing; it is the best way you can get and reach your customers. It is important to have a good Facebook page, but also good website. People do not really follow brands on TV anymore in the same way. And I think the trend is going in this direction and it will just become more and more

important as long as the time goes by. And as far as I have understood do not as many people use Facebook as before, and then they must find other ways to contact them, such as on Snapchat."

It should however be highlighted that several respondents emphasized that the focus on Snapchat should be decided in relation to who and what the brands want to gain from the activity:

Sebastian Hansson (15y): "If a brand shall market itself on Snapchat depends on whom they would like to reach. On Facebook it is older people so I do not think they can skip Facebook (…)."

Fredrik Persson (22y): "But I do think that it is as good that they are on Facebook to reach a different age group."

Camilla Morner (24y): "But I also think it is important for them to use other social networks, since different networks have different things to offer."

Following above, it could be concluded that brand representation on social networks generally is necessary, and for brands targeting a younger generation, brands should be present on Snapchat. All of the respondents belong to a younger generation, but among them no one interacted with any brands on Snapchat. All respondents intend to continue interaction with other Snapchat users. However, the respondents have somewhat mixed intentions for the start to interact with brands, with younger respondents seeming to be more positive. In order for brands to become effective on Snapchat it will therefore require resources. Brand success on Snapchat will require resources due to brand unawareness and possible disinterest among users:

Tilda Lundgardh (15y): "I did not know that they[23] existed; and I do not really know their usernames."

David Tinodi (17y): "(…) did not really know that they[24] were on Snapchat."

Nike Tinodi (24y): "(…) I did not even know that you could follow brands."

Camilla Morner (24y): "I am not following any brands because I did not know that it existed. I do not really know how to search for them and find them (…)."

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[23] *Here: referring to brands.*

[24] *Here: referring to brands.*

Among the sixteen respondents half of them answered in accordance to above; that they did not know that brands existed on Snapchat. This is worrisome for the brands being active on Snapchat, but for all brands having an interest to reach users on Snapchat another aspect is even more worrisome:

Max Radak (17y):   "I am using Snapchat to communicate with friends not for other things."

Anonymous (18y):   "I do not follow any brands on Snapchat since it is commercial and I do not like to see commercials so much. Snapchat is more about sending 'Snaps' to friends. I would then rather go to their website if I am interested."

Fredrik Persson (22y):   "(…) I am not so interested in brands, but I have also not seen any brands. So if I do not see them I am not interested in looking them up."

Among the respondents several of them and mainly older respondents, answered that they are not interested in having brands present on Snapchat, and the disinterest also includes the searching for any brands. With most respondents highlighting a need for brands to be present on Snapchat if they target younger consumers, and with Snapchat being one of the networks respondents use the most, brands should be interested in working hard to reach a higher brand awareness and brand interest among users.

Due to Snapchat not having a search function similar to other social networks, the respondents communicated insecurity in both how to find other Snapchat users and how to find brands on Snapchat. In the interviews it is learnt that brands could use other social networks to effectively decrease the insecurity among users for how to find them on Snapchat, with sharing their "Snapname" there. Other social networks and traditional marketing could be useful in the way to create an interest among the users on Snapchat, since they are unlikely to search for a brand on Snapchat that they are not interested in. From the interviews it could be said that Snapchat incorporates both opportunities and challenges for brands, and turning towards the current brand situation is it clear that brands need to use resources to reach brand success. This underlines the relevance of brand representation in interaction on Snapchat and the organizing theme "Improved brand representation is necessary".

The global theme of this thesis "Online interaction is changed" deals with the main changes and challenges for users and brands in online interaction on Snapchat, and has been described in relation to five identified organizing themes and sixteen identified basic themes. At this point it should be clear that trust, simplicity, visual representation, ephemerality, and authenticity, individually have affected the online interaction on Snapchat. Additionally, it should be clear from the interviews that brands have certain opportunities to gain by dealing with the challenges on Snapchat. Brands are according to most of the respondents advised to use Snapchat if they target younger consumers, and this could be one additional reason for why brands should exploit the potential for brand representation on Snapchat.

5.2 DISCUSSION

The main purpose of the prior analysis was to explore Snapchat in terms of the interaction among users, and in relation to brand representation, in order to be able to answer the main research question of this master's thesis: **How can an understanding of user interaction on Snapchat guide brands in exploiting the potential for brand representation on Snapchat?** In the analysis, the thematic network, "Online interaction is changed", dealt with the main opportunities and challenges for users and brands in online interaction on Snapchat, and has been described in relation to five identified organizing themes and sixteen identified basic themes. The network seeks to identify the key factors for how Snapchat has changed online interaction among its users, and among users and brands.

The following discussion includes the findings from the thematic network analysis and the theoretical background. One main and three underlying research questions were established in this thesis, and a research model was created to answer the research questions accordingly. The discussion will be organized as follows, starting with a discussion of proposed answers to the underlying research questions in accordance with **Part A**, **Part B**, respectively **Part C**, in the research model, and ending with a discussion of proposed answers to the main research question.

Part A of the research model seeks to identify the drivers to attitude on Snapchat, namely the drivers to Snapchat interaction, in order to answer the first underlying research question: What are the drivers to user interaction on Snapchat? The proposed drivers were: *Relative advantage,*

Complexity, Observability, Attention, Control, Social interaction, Entertainment, Information, and *Subjective norms*. According to the theory, a high degree of the drivers increase the attitude and adoption of the innovation, in this case it is Snapchat. The exceptions are *Complexity* that should be low for attitude and adoption to increase (Rogers, 2003; Rubin, 1984), and *Subjective norms* that will depend on the normative beliefs among family members and friends, and the individual's motivation to comply with the normative beliefs (Gironda & Korgaonkar, 2014).

The findings obtained from the data analysis reveal that out of the nine drivers only *Attention* is entirely irrelevant for Snapchat interaction among the respondents. No respondent had adopted or continued using Snapchat because the app is relatively new. Snapchat interaction was in other words not regarded as "cool" or "in" among the respondents. Some respondents indicated that they might have started using Snapchat due to it being new, but this was not the determining factor in any case. This might be explained by the fact that most of the respondents did not seem to be early adopters; they adopted Snapchat after their friends had adopted it. Consequently, it could be that the respondents do not want to experience the consequences from not adopting Snapchat, being one of the few not using Snapchat. This might eliminate them from the reference group (Solomon et al, 2006); which could be especially important for younger individuals. One interesting factor is the society that the respondents have grown up in, where new innovations constantly are introduced (Chaffey, 2015). This could reduce the "coolness" and "in-ness" of new innovations among individuals.

According to the findings it can be argued that respondents started using Snapchat because their friends used it. By this the theory implies that *Subjective norms* were a driving factor for adoption, meaning that the normative belief was to adopt Snapchat, and that the respondents had a high motivation to comply with this normative belief (Fishbein & Ajzen, 1975). It could also be explained by the Bandwagon effect, which means that the respondents adopted Snapchat solely due to friends using it, regardless of their own beliefs (Solomon et al, 2006).

Additionally, the findings showed that if the normative belief would change after adoption, meaning that friends were negative to Snapchat, the motivation to comply among the respondents would be low since this would not affect their usage. This also included if family members would be negative towards Snapchat. On the other hand, several respondents mentioned that their usage might change

in case their friends would stop using it; with *Subjective norms* might still be present to some degree. Interestingly this could be explained by the Network effect, meaning that Snapchat becomes more valuable for the respondents' the more people that use it (Solomon et al, 2006). This is understandable considering *Social interaction* being a relevant driver for Snapchat usage, and if friends would not use Snapchat, whom would the respondents, interact with?

The theory has confirmed *Social interaction* to be one of two main drivers for social network interaction (e.g. Taylor et al, 2011). It is understandable that users adopt social networks due to a driver to interact with others; a social network is after all often built around interaction between users (Kaplan & Haenlein, 2010). In the findings it is visible that *Social interaction* is a relevant driver to Snapchat usage among respondent since *Social interaction*, interaction with close friends and family, was the main reason for their usage. However, the respondents indicated that the interacted content was shorter and about less important things compared to other social networks. This could be explained by many different factors, with the main one being the technical conditions; users have a limited amount of characters and time, which understandably affect the length of the content sent. Additionally, this might also explain the low importance level of the content shared, since it could be hypothesized that individuals generally prefer an unlimited amount of characters and time when sharing more important content.

The theory implies that *Information* is an important driver for social network usage, for the social network to be a source for finding and sharing information (e.g. Whiting & Williams, 2013). The findings indicate that *Information* is a driver for Snapchat usage; however, the respondents clearly indicate that it is not for important *Information*. As for *Social Interaction*, there are certain limitations with Snapchat that make respondents disregard the sharing of important *Information* on Snapchat. Conclusively, *Information* is an important driver to Snapchat interaction, but it should be highlighted that this does not include the sharing of important *Information*.

Complexity is another driver that the theory has confirmed to be important for social network usage, namely the perceived difficulty to understand and use Snapchat (Rogers, 2003). The respondents continuously mentioned the simplicity in interaction on Snapchat. In addition to shorter and less important interaction, the respondents also mentioned spontaneous interaction. This could be explained by simplicity, since it would be understandable that users interact more spontaneously

when interaction only takes a few steps on Snapchat. Simplicity could in turn be correlated with the content being shorter and about less important subjects. Due to this, the respondents do not have to reflect over the content in the same regard as on other social networks. In other words they do not have to reflect on making the content picture-perfect. All respondents regarded the aspect of Snapchat interaction to be shorter, about less important subjects, and spontaneous as positive.

Not all respondents found Snapchat to be easy to use from the start, and this could be explained by them not being used to this form of communication since both Facebook and Instagram are different. It was evident that the shorter interaction was also regarded as a limitation for Snapchat. For longer conversations the general attitude was that other tools for interaction were necessary. This could be a reason why the respondents still used Facebook, due to the need to interact with longer content. Finally, it shall be highlighted that the easiness and responsiveness of Snapchat were mentioned as main reasons for interaction. The fact that older respondents did not regard Snapchat to be as simple as younger respondents could be explained by the older respondents being more used to Facebook and Instagram, since they have used these social networks longer and since Snapchat differ from them greatly.

As previously explained *Social interaction* has been confirmed by previous studies to be one of two main drivers for social network usage, and the second main driver is *Entertainment* (e.g. Taylor et al, 2011). This would mean that respondents would use Snapchat due to it being fun (Whiting & Williams, 2013). In the findings it becomes evident that *Entertainment* is a relevant driver to Snapchat interaction among respondents since *Entertainment* was the second main reason for their usage. Many respondents described the arousal of enjoyment due to the interaction being with visual content, as well as due to the possibility to add different "filters". An interesting factor to this is the power of visual content, which means that the brain is wired to respond to visual content (Solomon et al, 2006). This means that the visual content, pictures, videos or "filters" on Snapchat, generally are powerful in their ability to reach users. Ultimately, users take notice of the interaction on Snapchat to a higher extent due to the interaction being with visual content. The power of visual content could in turn explain the power of visual Storytelling (Pulizzi, 2012), meaning that the visual content on Snapchat creates a story by users sharing picture collections or videos, with or without added "filters". It could therefore be understandable that visual content and visual

Storytelling create a response, and by the content being simply visual, the user regards it to be more entertaining than simply receiving text-based content.

The theory implies that *Observability* is an important driver for social network usage, the degree of how the result of the innovation is viewable to others (Rogers, 2003). The findings indicate that respondents are divided in their attitudes about the importance of *Observability* on Snapchat. For content sent directly to a person on Snapchat, older respondents regarded it to be appropriate for the receiver to both view and reply to it. Younger respondents regarded it to be unimportant for the receiver to reply. One explanation for this might be due to Reciprocity, meaning that users are compelled to return the favor when other users have provided them with something of value (Solomon et al, 2006). In this case it could be that for the respondents' that feel a reply to be appropriate, they have a higher degree of Reciprocity and therefore expect other users to respond in similar ways to them. Another explanation for this might be the Social Exchange Theory; that the interaction on Snapchat is seen as an exchange process between the users (ibid.). This means that the respondents' regard the interaction to be an exchange with close friends or family members, and if this does not occur, the respondent regards it as unequal.

According to the findings it can be said that *Control* over the shared content is important for the respondents. The theory implies that *Control* was a driving factor for adoption (Sundar, 2008). In this thesis, *Control* was intended to be measured from respondents' ability to keep track of other users, meaning what they shared on Snapchat, but the emphasis in relation to *Control* instead evolved around respondents' ability to keep track of the content they shared. An interesting factor is that trust is necessary for interaction on Snapchat. Respondents implied that they only interact with people they can trust, which are close friends and family members. This could be explained by the Attachment Theory, which describes individuals' pattern to create strong and affectionate ties with certain individuals and this in turn results in a sense of trust (Solomon et al, 2006).

This might explain why respondents feel that trust is necessary for interaction on Snapchat, with trust indirectly incorporating a sense of *Control* over the content shared. In other words, the respondent trust the receiver not to re-share the content and this in turn makes the respondent feel *Control* over the content. Due to users' demand to trust the users they share the content with, they have fewer friends on Snapchat than on other social networks. This could also contribute to the

feeling of *Control* among users since the content will be shared in a smaller group and not as publicly as on other social networks. One reason why *Control* is necessary for interaction on Snapchat might be due to the appearance of the content. It has previously been highlighted that it is visual, but the respondents also described it to be more private than content shared on other social networks. It might be due to the already mentioned drivers, such as Snapchat being simpler to use or the interaction to be shorter compared to other social networks; however, another explanation could be due to ephemerality.

According to the theory, *Relative advantage* is an important driver for attitude due to the innovation being superior to previous innovations (Rogers, 2003), and in this case the most obvious *Relative advantage* would be ephemerality. The findings show that respondents appreciate the ephemerality due to them not having to reflect on the content that they share on Snapchat. Them trusting the receiver might explain this, but it could also be explained by the content disappearing after the receivers have viewed it. One explanation to this might be in relation to Self-Presentation Theory or Social Comparison Theory (Solomon et al, 2006). With Self-Presentation Theory being users attempt to present themselves and shape how they are viewed by other users, and Social Comparison Theory being users behavior to compare themselves with other users in terms of areas such as attractiveness, abilities and attitudes.

The findings obtained indicate that Snapchat is a safe zone in terms of close maintenance of an online presence, meaning that they do not have to edit and carefully choose what content that shall be shared on Snapchat. Instead the respondents can share content with a greater degree of authenticity. The receiver will simply not be able to review it to the same extent as on other social networks, and if the receiver takes a screen-shot, the respondents would get a notification about this. It could also be due to the reason that respondents regard it to be negative when users overuse Snapchat, since this could add pressure to their usage to continuously be reached. It should be added that it is not to be believed that respondents appreciate all elimination of social comparison. It is known that Narcissism (Solomon et al, 2006) is present on social networks with users gratifying when other users admire them. This could in turn be an additional reason for certain respondents regarding *Observability* to be important, due to them gratifying when the receiver shows some admiration for the content they share.

Part B of the research model seeks to identify the attitude among Snapchat users towards user interaction with other users and interaction with brands, in order to answer the second underlying research question: What is the attitude among Snapchat users towards user interaction with other users and interaction with brands? According to the theory, the drivers determine an individual's attitude towards the behavior (Fishbein & Ajzen, 1975). According to the findings, the respondents' attitude towards user interaction with other users is positive and respondents' attitude towards interaction with brands is negative among older respondents and neutral among younger respondents

An interesting fact would be to relate this finding to the occurrence that respondents belong to two different generations, with the older age group belonging to Generation Y and the younger age group belonging to Generation Z. Even though the theory implies that generations do no abruptly start and end (Hope, 2016), together with the age difference not being big, this could be an interesting fact to include in the discussion of the findings. As previously mentioned content on Snapchat could be explained as Storytelling, a way of interaction that theory has confirmed Generation Z to be interested in. Generation Z should additionally favor a shorter attention span, together with more personal and immediate interaction (Merriman, 2015), which could also explain why younger respondents had a somewhat more positive general attitude towards Snapchat. This could in turn explain why younger respondents regarded Snapchat to be less complex, with them understanding the Snapchat way of interacting better than Generation Y. Or, it could simply be that the friends of younger respondents could have a more positive attitude to Snapchat and this is what affects them to have a somewhat more positive general attitude towards Snapchat.

According to the findings, the older respondents seemed to be more cautious about brands on Snapchat and younger respondents seemed to be more neutral and have somewhat neutral attitude towards brands on Snapchat. One interesting fact is that the respondents emphasized the need for brands to be active on Snapchat, but they mostly talked about "younger users/young users/younger generations" as in "other users". This could mean that they regard it to generally be important for brands to be active on Snapchat, but this does not mean per se that it is important for them personally. This could be supported by several older respondents due to them acknowledging that they actually do not want to follow brands on Snapchat. However, more respondents expressed that they simply had never thought about following brands on Snapchat and that this could be the main

reason for them not following brands. Additionally, no one of the respondents followed any brands on Snapchat, which could be explained by the fact that many of them did not even know that brands were active on Snapchat.

According to the theory, with *Social interaction* being one of two main drivers for social network usage (e.g. Taylor et al, 2011), it could be understandable why following brands is not regarded as a main reason for usage, and especially for Snapchat where users want to interact with close friends or family members about more private, shorter and unimportant subjects. However, it could be hypothesized that users on other social networks had the same attitude towards brands before they started really exploiting what the social network could offer, and now brands' representation on most social networks is considered the norm. The theory confirms that both Generation Y and Z have high expectations to continually be approached by brands on social networks (Merriman, 2015). That respondents did not know that brands actively used Snapchat could be explained by expectations that brands will contact them if they are active on Snapchat. As the theory says they are used to brands approaching them, and not having to approach brands themselves. Due to the technical conditions of Snapchat, this fact challenges brands Snapchat usage.

Part C of the research model seeks to identify the intention among Snapchat users towards continued interaction with other users, and the start of interaction with brands, in order to answer the third underlying research question: What is the intention among Snapchat users towards continued interaction with other users, and the start of interaction with brands? According to the theory, the individual's attitude towards the behavior is going to determine the intention to perform the behavior. The more favorable attitude, the stronger the intention is to perform the behavior, and then also the more likely it is that the individual will perform the behavior (Fishbein & Ajzen, 1975). In this thesis the respondents were already Snapchat users, which means that this behavior is already performed; however, it was still out of interest to gain insights to their intention towards continued interaction with other users, and the start of interaction with brands.

The findings indicate that all respondents intend to continue interacting with other users on Snapchat, and as the theory suggested this could be due to them having a positive attitude towards interaction with other Snapchat users. Therefore they do not see a reason for why they would change their usage. They respondents did however have somewhat mixed attitudes regarding the

intention; respondents intend to continue interaction with other users on Snapchat, but only younger respondents intend to start interaction with brands on Snapchat. The theory implies that this should be due to the respondents having different attitudes towards brands on Snapchat, and as previously highlighted were younger respondents generally more neutral than older respondents towards interaction with brands on Snapchat.

5.3 LIMITATIONS

This thesis is subject to several limitations. Due to this thesis being explorative only one case has been studied, together with a small sample size. This results in the generalizability being limited and that caution must be taken when doing so. In addition, it is important to reflect upon the potential bias in the thesis. There is a potential risk with snowball sampling that the chosen respondents are biased, potentially affecting their answers in the interviews, or that the researcher somehow has influenced the data collection and findings (Blaikie, 2010). Furthermore, even though the researcher was determined to examine non-response bias there is always a risk that the data somehow is systematically biased.

In addition, the chosen respondents were limited to a certain age and nationality, and it is possible that respondents in a different age group or with a different nationality would lead to different findings (Alvesson, 2011). It could also be a limitation that the interviews were held in two different languages, together with several of them being translated from one language to another While an effort was made to translate the interviews to the exact meaning in English; there is a potential risk that this has not always been successful (Blaikie, 2010).

The thesis emphasized a limited number of chosen drivers' impact on attitude, and these drivers were chosen from previous studies; however, it could be that alternative drivers were overlooked. The analysis is based on the Thematic Network Analysis proposed by Attride-Stirling (2001), but it should be taken into account that there might be other analysis techniques that would analyze the data more successfully and end up with slightly different findings. In addition, the coding process has been conducted manually, without ability to cope with multiple and overlapping codes as certain software offer. Finally, it should be noted that time pressure and financial constraints are two limitations of the thesis.

6. CONCLUSION

The fifth chapter described the data analysis, and the sixth chapter will describe the conclusion of this thesis. This chapter aims to structurally summarize and clarify the main findings of the thesis by answering the research questions one at a time.

As previous studies (e.g. Kaplan & Haenlein, 2010) together with the current study, have shown social networks are fast moving; therefore brands need to proactively work towards keeping their social network strategy up-to-date. The case study of this thesis, Snapchat, is a recent addition to the world of social networks and due to its ephemerality is it different from other social networks, together with the user base being younger (Gladwell, 2016). Until this point has research about Snapchat been limited and it is therefore of importance for brands to gain an understanding for users drivers to Snapchat, as well as attitudes and behavior on Snapchat; both in general about Snapchat but also in relation to brands on Snapchat.

The main purpose of this thesis was to from a consumer perspective explore the user interaction among users on Snapchat, and with this understanding offer brands a guide in exploiting the potential for brand representation on Snapchat. A research model was created based on Reasoned Action Theory, Diffusion of Innovation Theory and Uses and Gratifications Theory, to answer the main research question and the three underlying research questions. The first underlying research question represented in **Part A** of the research model, seeks to identify the drivers to attitude on Snapchat, namely the drivers to Snapchat interaction. It was prominent in the analysis that *Attention,* and somewhat *Subjective norms*, are the least driving factors for Snapchat interaction. Snapchat enable users to easy and fast interact with their close friends or family members about short and unimportant subjects, and with the control over the sent content due to the ephemerality. The proposed answer to the first underlying research question is that the drivers to user interaction on Snapchat are: *Relative advantage, Complexity, Control, Social interaction,* and *Entertainment.* Secular drivers for Snapchat usage are *Observability* and *Information.*

The second underlying research question represented in **Part B** of the research model, seeks to identify the attitude among Snapchat users towards user interaction with other users and interaction with brands. It was prominent in the analysis that attitude towards interaction with other users differ from interaction with brands. The proposed answer to the second underlying research question is that respondents' attitude towards user interaction with other users is positive and that respondents' attitude towards interaction with brands is negative among older respondents and more neutral among younger respondents.

The third underlying research question represented in **Part C** of the research model, seeks to identify the intention among Snapchat users towards continued interaction with other users, and the start of interaction with brands. In was prominent in the analysis that the intention towards continued interaction with other users differs from the intention towards the start of interaction with brands. The proposed answer to the third underlying research question is that respondents intend to continue interaction with other users on Snapchat, but that only younger respondents intend to start interaction with brands on Snapchat.

The overall research model examines the relationship of the three parts in the model, and when putting the parts together it answers the main research question of this thesis: **How can an understanding of user interaction on Snapchat guide brands in exploiting the potential for brand representation on Snapchat?** Conclusively, the findings showed that the main drivers to user interaction on Snapchat are*: Relative advantage, Complexity, Control, Social interaction, and Entertainment,* together with secular drivers being *Observability* and *Information*. The findings additionally showed that respondents' attitude towards user interaction with other users is positive and that respondents' attitude towards interaction with brands is negative among older respondents and neutral among younger respondents. Respondents intend to continue interaction with other users on Snapchat, but only younger respondents intend to start interaction with brands on Snapchat. With most respondents highlighting a need for brands to be present on Snapchat if they target younger consumers, and with Snapchat being one of the networks respondents use the most, brands should be interested in working hard to reach a higher brand awareness and brand interest among users. It is clear that Snapchat incorporates challenges for brands, but this thesis should guide brands in exploiting the potential for brand representation on Snapchat.

7. PERSPECTIVES & FUTURE RESEARCH

The sixth chapter descried the conclusion, and the seventh chapter will describe suggestions for theoretical and managerial perspectives, as well as future research.

7.1 THEORETICAL PERSPECTIVES

Aspects from the Reasoned Action Theory, Diffusion of Innovation Theory and Uses and Gratifications Theory were combined to develop the research model of this thesis. The research model sought to identify three aspects of Snapchat and its users: (1) the drivers to user interaction on Snapchat; (2) the attitude among Snapchat users towards user interaction with other users and interaction with brands; and (3) the intention among Snapchat users towards continued interaction with other users, and the start of interaction with brands. The overall research model examines the relationship of the three parts in the model in order to gain an understanding for the user interaction on Snapchat.

This thesis extends the social network usage research by uniquely adding the combinations of the theories in relation to the social network Snapchat. Understanding the user interaction among users on Snapchat will help researchers explain social network usage. Unlike other studies using Uses and Gratifications Theory (Malik et al, 2015; Sundar, 2008) it was found that *Attention* is not a driver to attitude on Snapchat. The respondents do not use Snapchat because it is a rather new app, but instead due to friends using it. However, in contradiction to other studies using Reasoned Action Theory (Wolny & Mueller, 2013; Chang & Chen, 2014) it was prominent that *Subjective norms* are only important in in the adoption phase, but not once the users are adopters. This means that *Subjective norms* might not be influential in all online activities (Gironda & Korgaonkar, 2014).

This thesis supports research using the Diffusion of Innovation Theory suggesting that *Relative advantage* and *Complexity* are the main drivers to attitude (Neo & Calvert, 2012). In addition, it supports the research using Uses and Gratifications Theory suggesting that *Control*, *Social interaction* and *Entertainment* are the main drivers to attitude (Taylor et al, 2011; Sundar, 2008). Snapchat enables users to easy and fast interact with their close friends or family members about

short and unimportant subjects, and with the control over the sent content due to the ephemerality. Additionally, this thesis supports the research using Diffusion of Innovation Theory suggesting that *Observability* (Rogers, 2003)*,* and the research using Uses and Gratifications Theory suggesting that *Information* (Whiting & Williams, 2013)*,* are drivers to attitude. It should however be highlighted that these were not proven to be main drivers to attitude. This thesis supports research using the Reasoned Action Theory suggesting that attitude determines the intention to perform a behavior, which in turn determines the actual behavior (Chiang, 2013; Gironda & Korgaonkar, 2014).

7.2 MANAGERIAL PERSPECTIVES

All brands have a limited amount of resources and the task is to spend them in the best combination between online and offline activities. Firstly, the findings of this thesis have implications for brands to better understand the rationales and motives for social network usage. Regardless if Generation Y or Generation Z is the target audience, it is important for brands to understand what they want and how they differ from previous generations and also how the generations differ from one another. Generation Z influences their parents' purchasing decisions and Generation Y has entered the work life (Merriman, 2015). Today brand managers are generally far away from the younger generations in terms of social network usage and this thesis enables them to better understand these younger generations and by that improve their social network strategy.

Secondly, the findings of this thesis have implications for brands that currently do not use Snapchat to reach current or future customers. It should be clear that Snapchat offers the users different means for interaction and that Snapchat, both from a consumer perspective and brand perspective, differs significantly from other social networks. Snapchat enables users to easy and fast interact with their close friends or family members about short and unimportant subjects, and with the control over the sent content due to the ephemerality. These are aspects that other social networks, such as Facebook and Instagram, do not offer to the same extent. The findings of this thesis also show that Snapchat users highlight a need for brands to be present on Snapchat if they target younger consumers. Consequently, brands should recognize that different social network priorities might be appropriate for them to spend their marketing budget on.

Thirdly, it is clear that Snapchat, by its technical conditions, incorporates challenges for brands, and the findings of this thesis have implications for brands that currently use Snapchat to reach current or future customers. The findings of this thesis and other studies (Merriman, 2015) indicate that the fight is not won by a brand having many followers on Snapchat since younger generations will quickly disregard brands that do not fulfill their needs. Due to the competition in attention on social networks, it is important that brands work with creating a curiosity among the users since it otherwise is easy for users to oversee or ignore. Especially on Snapchat brands are dependent on the users being curious for what the brand shares, not only when they add the brand, but also after the brand is added. On other social networks the brand is visible without any active action from the user, such as brands being visible in the news feed on Facebook. On Snapchat however, the brand is dependent on the user to actively view the content by clicking on it.

Since *Relative advantage, Complexity* and *Control* mainly correspond to Snapchat's technical conditions; brands mainly have to focus on *Social interaction* and *Entertainment*. According to the findings of this thesis the respondents are favoring Snapchat due to the interaction being short, about unimportant subjects and entertaining. This means that brands should not emphasize longer content that emphasize serious or boring subjects. In relation to this it could be of interest for brands to gain knowledge about what users on Snapchat regard as important and entertaining, as well as to gain knowledge about how users on Snapchat like the content to be presented. Brands could additionally make the content entertaining by using picture collections, videos, "filters", "lenses" and/or "emoji stickers". Several respondents emphasized that brands should not overdo it with a high amount of "Snaps", and this could be related to the users wish for trust and authenticity. As with interaction with other users, users would like to be able to trust that the brand does not use Snapchat only to sell their products or services.

As highlighted the brand does not affect the driver of *Control;* however, it could be useful for the brand to remember that *Control* is important for interaction among users, meaning that users interact with other users that they trust. This could, together with the technical conditions, affect their interaction with brands on Snapchat, meaning that users might not be active in their interaction with a brand. It is important for brands to remember that in this thesis younger respondents were neutral towards interaction with brands on Snapchat, and they also had an intention start interaction with brands on Snapchat. However, for the brands currently active on Snapchat is it important that

they first of all make sure that their target group knows that they are active on Snapchat. Among the respondents half of them were not aware of that brands even could even use Snapchat, and this could be due to Snapchat not having a search function similar to other social networks. This thesis indicated that brands could use other social networks to effectively decrease the insecurity and to increase the awareness that they are active on Snapchat.

Conclusively, this thesis has implications for brands to understand the rationales and motives for social network usage among younger generations. In addition, the thesis has implications for brands that currently do not use Snapchat to reach current or future customers. Snapchat offers different means for interaction compared to other social networks, and it is about time that brands understand what the world of Snapchat could offer their brand. Lastly, the thesis has implications for brands that currently use Snapchat to reach current or future customers in relation to how they can exploit the potential for brand representation on Snapchat.

7.3 FUTURE RESEARCH

The overall research model examines the relationship of the three parts in the model in order to gain an understanding for the user interaction on Snapchat, and with this knowledge guide brands in exploiting the potential for brand representation on Snapchat. The author hopes that the findings of this thesis stimulate further research about both user interaction and specifically about Snapchat, and below will some guidance be addressed.

While this thesis provides support for Snapchat users' drivers, attitude and intention for behavior, it only represents a small part of the users of Snapchat. Future research could extend the research to more users and by that hopefully gain the possibility for deducted generalizations. It could also be extended to focus groups in order to see if the respondents would change their answers when being in the setting of other Snapchat users. This thesis focuses on respondents belonging to a certain age range and belonging to certain nationalities in the Western part of the world. By extending the research to other ages as well as other parts of the world, it would be necessary to get a complete understanding for Snapchat's user base on a global scale.

To limit this thesis it was necessary to choose specific drivers for attitude; however, future research could study if other drivers are reasons for Snapchat usage. It could additionally be of interest to

study the drivers in a more detailed aspect, such as exactly what content users find entertaining on Snapchat. It could additionally be necessary to study Snapchat in a more detailed way from a brand perspective, such as how many brands that currently use Snapchat and how brands nowadays feel about Snapchat usage. Due to the technical conditions of Snapchat it is understandable that this is challenging and due to this the researcher of this thesis has not investigated this further.

It could it be of interest to research drivers, attitude and intention towards a behavior towards a specific brand on Snapchat. This could provide an understanding whether users regard it necessary to a specific brand category to use Snapchat. Lastly, future research could investigate if brand representation on Snapchat has any direct positive or negative effects on users' buying behavior among Snapchat users.

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9. APPENDICES

9.1 EXAMPLES OF CONTENT ON SNAPCHAT

"Emoji stickers"
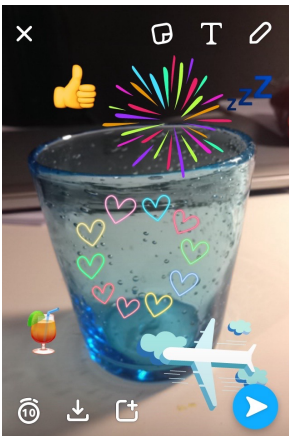
Text/Drawings"

"Filters"

"Lenses"

"Discover" & "Stories"
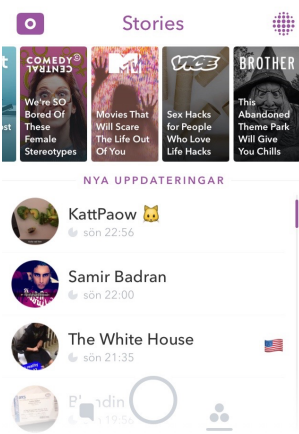
"Sponsored Geofilters"

"Sponsored Live Stories"
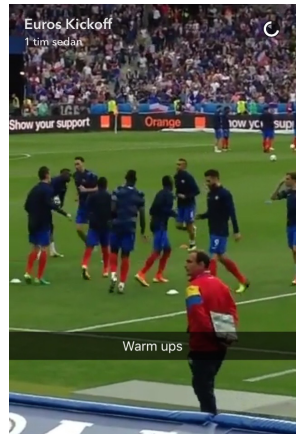
9.2 INTERVIEW GUIDE

The interviews followed an interview guide that covered areas that were related to the research objective and research questions.

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1. PRESENTATION AND INFORMATION

- – Permission from guardian to perform the interview if the respondent is below 18 years of age.
- – Presentation of the researcher, study and topic.
- – Indication of the approximate time frame for the interview.
- – Indication that the respondent if desired can be anonymous.
- – Permission to audiotape the interview.

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2. WARM-UP QUESTIONS

- – How long time have you used Snapchat? Has your usage changed during the time you have used it?
- – How would you describe Snapchat, what kind of app it is?

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3. INTERVIEW QUESTIONS

A: DRIVERS TO ATTITUDE

- – What do you think is good and bad with that yours and others content disappear on Snapchat?
- – What do you think is better and worse with Snapchat compared to other social networks you are using?
- – How difficult do you think it is to understand and use Snapchat? How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
- – How important is it for you that others view and answer to your content on Snapchat since it disappears? How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
- – What do you think about interaction with friends or family with content that disappear? How is interaction with content that disappear on Snapchat compared to other social networks?
- – What do you think about Snapchat and disappearing content in relation to entertainment? How is entertainment with content that disappear on Snapchat compared to other social networks?
- – What do you think about sharing and receiving information on Snapchat since the content disappears? How is sharing and receiving information on Snapchat with content that disappears compared to other social networks?
- – How important is it for you to use Snapchat since it is a relatively new app with content that disappears?
- – What do you think about using Snapchat as a way to keep track on friends and family with content that disappears? What do you think about using Snapchat as a way to keep track on friends and family with content that disappears compared to other social networks?

Apply the respondent's answers to 3A: Important drivers to attitude
Respondent is shown nine different cards with statements for Snapchat usage and is asked to choose the three most important drivers for their Snapchat usage.

B: ATTITUDE

- What is the most positive/negative thing about Snapchat?

- How important is it for you to use Snapchat?

- Do you find it more important to use Snapchat than other social networks?

- Do you follow any brands on Snapchat?

- Do you know why you are not following any brand on Snapchat?

- How important do you think it is that brands use Snapchat in their marketing?

- Would you say that it generally is important for brands to market themselves on social networks?

C: INTENTION TO PERFORM BEHAVIOR

- Do you intend to continue using Snapchat?

- Do you intend to start following brands on Snapchat?

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4. FOLLOW-UP QUESTIONS

- If the respondent would like to add anything.

- If the respondent would like to be kept anonymous.

Important drivers to attitude: Used in the interviews to apply respondents' answers to 3A.

1. I use Snapchat because my Snaps disappear. (Relative advantage)

2. I use Snapchat because it is easy to understand and use. (Complexity)

3. I use Snapchat because my friends/family always view my Snaps. (Observability)

4. I use Snapchat because it is a good way to interact with friends/family. (Social interaction)

5. I use Snapchat because it is fun and makes me happy. (Entertainment)

6. I use Snapchat because it is a good way to send and receive information. (Information)

7. I use Snapchat because it is new and cool. (Attention)

8. I use Snapchat because I can keep track on what friends/family do. (Control)

9. I use Snapchat because my friends/family use it. (Subjective norms)

9.3 INTERVIEW TRANSCRIPTS

Tilda Lundgardh	Christina Chaichi	Anonymous	Julia Olsson
15 years old	**17 years old**	**18 years old**	**18 years old**
2016-08-19	**2016-09-05**	**2016-09-05**	**2016-08-18**
What do you think is good with that yours and others content disappear on Snapchat? It is just something that you want to remember for the moment. You do not have to think so much about what pictures you send or upload. *What do you think is bad with that yours and others content disappear on Snapchat?* It is bad when you would like to have the picture or video saved, when you receive it and you like it and want to see it more times and maybe keep it. *What do you think is better with Snapchat compared to other social networks you are using?* You can send videos, you can send pictures, what you can write is not so long, and you just send it to the people you know. *How difficult do you think it is to understand and use Snapchat?* Not hard at all. When I downloaded the app it maybe took one week to get into it.	*What do you think is good with that yours and others content disappear on Snapchat?* You can share your day and you can easily see that the other person has received it, they have seen it, they know it, and then it is just gone. You do not have to think of what people are doing with the picture, do they show someone else or not. You just okay, it is between you and me. *What do you think is bad with that yours and others content disappear on Snapchat?* I actually do not know if there is anything bad with that since I personally do not feel that there is anything bad with it. I mean, if you decide to send something via Snapchat, then you know that it will disappear, so if you do not want that, then you do not use Snapchat. *What do you think is better with Snapchat compared to other social networks you are using?* For example on Twitter, there you meet new people that you cannot trust, and after you have got to know them, Snapchat is the next step to	*What do you think is good with that yours and others content disappear on Snapchat?* It is good is that people cannot save the picture without you getting a notification about this. *What do you think is bad with that yours and others content disappear on Snapchat?* If you have taken a good picture and you forget to save it, that is bad, since you cannot keep it as a memory. *What do you think is better with Snapchat compared to other social networks you are using?* Snapchat is funnier; you get to show people what you are doing. Even though you can do the same on Facebook and Instagram, Snapchat is a lot more personal. It is not as many friends and you can choose what friends you would like to share private pictures and videos with. *What do you think is worse with Snapchat compared to other social networks you are using?* Before it was that you cannot	*What do you think is good with that yours and others content disappear on Snapchat?* It is when you send a Snap that you do not want to be visible again, like when you send an ugly picture and then they cannot see it more times. *What do you think is better with Snapchat compared to other social networks you are using?* It is a lot faster with Snapchat, and you get a better contact if you send a picture than only with text. Like that you in a better way can share what is happening. *What do you think is worse with Snapchat compared to other social networks you are using?* The fact that you cannot see the messages in the chat again. *How difficult do you think it is to understand and use Snapchat?* In the beginning it was a bit confusing, but now it is fine. *How difficult to you think it is to understand and use Snapchat compared to other social networks that you are*

How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
It is easier to use Snapchat. You see when the other person has opened the picture or video, what time they sent it.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
It is not so important that they view them. It is not important that friends reply to my Snaps that I send directly to them. My friends normally answer very quickly though, it maybe takes maximum 1-2 hours, and I do not care so much.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
I do not think there is a difference.

What do you think about interaction with friends or family with content that disappear?
I think it is very easy, you can write fast and then you can send it, then they see it. If you can't say it at the moment, you can rather send a Snap. I think it is easier.

become better friends, you know real life friends. If you are friends on Snapchat, you are immediately real friends and can trust each other.

What do you think is worse with Snapchat compared to other social networks you are using?
What is worse with Snapchat is that it is so superficial and that it is like seconds where you want to show what you can, for example with all the focus on yourself with filters and everything else you can do. You have ten seconds to show what you want to show, for example if it is like a cool watch.

How difficult do you think it is to understand and use Snapchat?
I do not think it is hard to understand or use it, but this would depend on what generation you are talking about. I know that there are many children using Snapchat, and then we are talking about like ten to thirteen year olds, and that shows that this new generation understands this technique.

How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
It is easier, because on

have conversations on Snapchat, but it is possible now. So I do not know.

How difficult do you think it is to understand and use Snapchat?
It is not hard at all to use.

How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
All are as easy.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
It does not matter if they view and answer it immediately. Then they can just ignore it.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
It does not matter to me there either. Generally I do like to share what I have done during the day, so if they like it they do, and otherwise they can just ignore it.

What do you think about interaction with friends or family with content that disappear?
It is an easy and fast way to communicate with friends, and a way that other social

using?
I would not say that it is easier. But I think they are on the same level at least.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
I do not think it is so important and not on on Instagram or Facebook either. But I do believe it is still more important that people view it on Instagram than on Snapchat. Snapchat is a bit for me the less important things, like just taking an ugly picture and send it. Instagram is more about uploading nice pictures and then that people view them.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
It is as unimportant I would say.

What do you think about interaction with friends or family with content that disappear?
I think it is good; I use it to communicate with people of course. But it is not the main way I contact people if I would like to talk about something serious to someone, then I call instead. But for shorter messages and less important things, like if you are doing

How is interaction with content that disappear on Snapchat compared to other social networks?
Compared to other social networks it is easier to communicate on Snapchat because it is so quick and fast.

What do you think about Snapchat and disappearing content in relation to entertainment?
Snapchat is fun because you can do so many things. You can record videos; you can use different filters, and take a picture with friends.

How is entertainment with content that disappear on Snapchat compared to other social networks?
You can check other people whom have Snapchat and that I find fun.

What do you think about sending and receiving information on Snapchat since the content disappears?
I find it good and I do it all the time.

How is sending and receiving information on Snapchat with content that disappears compared to other social networks?
I basically never use other social networks for sending

Snapchat you do not have any complicated settings. It is just take a picture, use a filter, use stickers and so on.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
It is always fun that they take a look at the Snaps I have sent directly to someone and that I get a response on Snapchat, it is like a connection. You feel that they react on the same thing that you thought were funny, and it is always fun to get it back.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
Since I am addicted to Twitter it is very important to me how I present myself there. So on Twitter it is important to have the image that I want, and on Facebook it is more like that I do not care as much about. I do not upload so much there; it is more to write with people.

What do you think about Snapchat and disappearing content in relation to entertainment?
Generally I would say that since there is such as hype about Snapchat, I think that makes me feel it being more entertaining, I like that. And

networks do not have.

What do you think about Snapchat and disappearing content in relation to entertainment?
Snapchat is funnier than other social networks. I mean you can also upload pictures on Instagram, but Snapchat is still better with the pictures and filters that you can send or upload. It is not only because I think it is funny that other people can do it, but also because I personally think it is funny.

What do you think about sending and receiving information on Snapchat since the content disappears?
Snapchat is a great way to send information since it is so easy to communicate. If it is important information I prefer to call tough. Since sometimes when you are busy you might not view your Snaps for a couple of hours, and then it is easier to reach a person via calling.

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?
I do not use Snapchat because it is cool. It was a reason when I was younger, but right now I just think it is a good way to communicate and show friends what I am doing.

something and want to share it spontaneously, then I do use Snapchat.

How is interaction with content that disappear on Snapchat compared to other social networks?
If it is for longer conversations I would use Facebook, but for these shorter messages I would definitely prefer Snapchat to both Facebook and Instagram. It is so easy and it is so private due to the friends being closer on Snapchat. And then I do not have to think so long before I send a Snap; because I trust the people I send them to in a different way than I trust the people I have on Facebook or Instagram.

What do you think about Snapchat and disappearing content in relation to entertainment?
It is very fun to use Snapchat but it is more due to the filters that you can use. And it is not only that you can send them to people, it is also that you can sit by yourself and try different ones and see how funny you look. And when you are with friends and you try them together, then you very often end up laughing together and that I like a lot.

How is entertainment with content that disappear on Snapchat compared to other

information about different stuff. I also basically never text, but if it would be something really important, then I will call.

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?
I do not really know. I have not really thought of it, I guess I just feel that it is easy to reach out with so much on in.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?
I guess it is somewhat good to see what they are doing and so on.

What do your friends think about you using Snapchat?
They do not care since they are using it themselves.

If your friends would be negative to Snapchat, do you think that would affect your usage?
No, I would have used it anyways.

What does your family think about Snapchat?
They actually do not care so much, it is only that I always use a lot of Internet and that they do not like since we do

then it is fun since it is a new way of communication. We have had Twitter, we have had Facebook and all of these networks so long, and when a new thing comes, it automatically becomes something that you think is fun.

How is entertainment with content that disappear on Snapchat compared to other social networks?
It is fun when you would like to communicate fast; it is fun when you are bored.

What do you think about sending and receiving information on Snapchat since the content disappears?
I think it is easy, you just take a picture of what you want to say, like "I am standing here" and then you send it. You can combine the information with text and picture emphasizes the picture emphasizes your text.

How is sending and receiving information on Snapchat with content that disappears compared to other social networks?
I often use Messenger for this, but I could imagine that many people do not use Messenger as much as me.

How important is it for you to use Snapchat since it is a

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?
It is good that you can see what your friends do, that they are having a good time and that can make you happy as well.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears compared to other social networks?
There is no better app to get fast information for what they are doing during the day.

What do your friends think about you using Snapchat?
I think most of them love Snapchat since they are putting a lot of time into using it. They always upload pictures and videos, and they really enjoy sharing that they are doing well and are having fun.

If your friends would be negative to Snapchat, do you think that would affect your usage?
No, since it is their opinion. It is okay if they do not use it since we can communicate in another way. So it would not matter.

What does your family think

social networks?
Snapchat is funnier, and it is due to the filters and the funny Snaps I receive from friends. Since I am very close to my friends on Snapchat I receive many funny Snaps that also could be very personal and private.

What do you think about sending and receiving information on Snapchat since the content disappears?
If it is very important information I do not use Snapchat, but I would call instead or use another social network, like Messenger where I can go back and see what we wrote. In those cases I do not believe that Snapchat is the best social network to use mostly due to the fact that you cannot write so long, but also due to the fact that it disappears.

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?
I mean I do not think it is very important in that way. It is more because my friends are using it and I would like to use it then too.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?
Instagram is more about

not have wireless at home…and then I use most of it.

If your family would be negative to Snapchat, do you think that would affect your usage?
They have told me that I shall not use it as often because I use like 18GB or something like that each month. But I do not really care so much and I continue using it anyways.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.
4, 6, 2

What is the most positive thing about Snapchat?
It is that you can send it so easy, it is so fast, and you can do so much on it and it is very easy to use it.

What is the most negative thing about Snapchat?
That you need Internet to use it, and send it and everyone might not have this regularly.

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
Ten.

Do you find it more

relatively new app with content that disappears?
It is not too important, but for my age, and for other young people I am sure, you want to be part of it because other people are part of it. Especially youngsters, but older people might think that it does not matter.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?
I use it daily to check other people's stories. And at the same time you use Snapchat if you would like to get hold of your friends very quickly.

What do your friends think about you using Snapchat?
I do not know exactly what they think, but I know that they are using it very often. So then I believe that they like it and think it is fun.

If your friends would be negative to Snapchat, do you think that would affect your usage?
I think the most important thing is what I think, feel and want to have.

What does your family think about Snapchat?
My mom has asked me what Snapchat is and I have assured her that I promise that it is nothing bad, so that she does

about Snapchat?
My parents think it is okay to use Snapchat, but as long as you are not too young. At least if I only accept people that I know, and not people that are older than me.

If your family would be negative to Snapchat, do you think that would affect your usage?
In case they would be very negative towards Snapchat I do not think I could have used it. However, I think that is more when I was younger and not really valid right now.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.
4, 5, 8

What is the most positive thing about Snapchat?
That other people can see that you are having a good time, that you are happy and enjoy your day. And that they can see it very easily and that you can share it easily. Also that the pictures disappear, if they would be saved, it would not have been as fun

What is the most negative thing about Snapchat?
If you have friends that you have been in an argument

uploading nice pictures and then that people view them. On Snapchat it is that you get different glimpses into your friends' lives, and these glimpses do not have to be picture perfect, but either just stupid or more private.

What do your friends think about you using Snapchat?
I guess they think it is good. I mean my closest friends use it in the same way I do, to communicate with each other.

If your friends would be negative to Snapchat, do you think that would affect your usage?
Of course you are affected by what your friends think and say, but in case I still like the app, I do not think I would get so affected that I would erase the app. But maybe you would have thought what kind off app it really is since they do not like it.

What does your family think about Snapchat?
I mean my parents know what it is but I do not think they really understand what it is. Basically that they know that there is an app called Snapchat in which the pictures disappear, but more than that I do not think they know. And I guess they think it is a bit boring since you cannot see the pictures again, but I do not

important to use Snapchat than other social networks?
Facebook, Instagram and music.ly are not as important as Snapchat.

Do you follow any brands on Snapchat?
No, not any brands but celebrities I follow.

Do you know why you are not following any brand on Snapchat?
I did not know that they existed; and I do not really know their usernames.

How important do you think it is that brands use Snapchat in their marketing?
I think it is very important that brands use Snapchat. They maybe use websites more because they think people use that more often, maybe older people that search for the website. Younger people might not even think of that they have a website.

Would you say that it generally is important for brands to market themselves on social networks?
I think it is very essential, as younger people cannot really be reached anywhere else. We expect it.

Do you intend to continue using Snapchat?

not have to worry. If my parents would have not like it I would have just said that it is only an app where I make fool of myself. But I still would have not stopped using it only because they do not like it.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.
4, 5, 3

What is the most positive thing about Snapchat?
You can show your life in a fast way.

What is the most negative thing about Snapchat?
I think it is due to the stigma, that if you use Snapchat you are young, cool and that you are in a special way.

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
3. It is important but at the same time not so important and nothing I prioritize.

Do you follow any brands on Snapchat?
No.

Do you know why you are not following any brand on Snapchat?

with and when they show the content you upload on Snapchat to other people.

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
5.

Do you find it more important to use Snapchat than other social networks?
Both Facebook and Instagram are less important than Snapchat.

Do you follow any brands on Snapchat?
No, I do not.

Do you know why you are not following any brand on Snapchat?
I do not follow any brands on Snapchat since it is commercial and I do not like to see commercials so much, Snapchat is more to send Snaps to friends. I would then rather go to their website if I am interested.

How important do you think it is that brands use Snapchat in their marketing?
I think it can be very good since they reach many people, and many young people use it.

Would you say that it generally is important for brands to market themselves

think they think a lot more than that about Snapchat.

If your family would be negative to Snapchat, do you think that would affect your usage?
I think it is in the same way as if my friends would be negative. In a certain way it would have affected me, but not to the extent that I would have removed it.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.
8, 9, 5

What is the most positive thing about Snapchat?
I think it is a fun way to!

What is the most negative thing about Snapchat?
I think it is that the pictures disappear when you would like to keep the picture or video, but as I have said this is also a positive thing about Snapchat. Most often it does not matter, but when it is something more fun it is not good.

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
3.

Yes!

Do you intend to start following brands on Snapchat?
Yes, I could definitely start following brands in case they would be more visible.

I did not know that they existed on Snapchat.

How important do you think it is that brands use Snapchat in their marketing?
It might be important for young people, and I think they could be successful both on like Instagram, Facebook and Snapchat.

Would you say that it generally is important for brands to market themselves on social networks?
It is important for brands to be on social networks because they need to reach people. How would they otherwise reach out to people if they do not exist there

Do you intend to continue using Snapchat?
For sure!

Do you intend to start following brands on Snapchat?
Yes, I could.

on social networks?
Yes, I mean it is their way to reach out to young people. It is where all youngsters are active. But on Facebook I guess it is easier to contact brands, I do not really know how that would work on Snapchat.

Do you intend to continue using Snapchat?
Definitely, I do not see a reason to why not.

Do you intend to start following brands on Snapchat?
Since I do not like to have commercials on my social media I am not sure, but maybe.

Do you find it more important to use Snapchat than other social networks?
Facebook and Twitter are on the same level in importance as Snapchat.

Do you follow any brands on Snapchat?
No I do not.

Do you know why you are not following any brand on Snapchat?
I did not know that they used Snapchat.

How important do you think it is that brands use Snapchat in their marketing?
I think it is important for brands to use social networks. But at the same time, for Snapchat, I do not know how big Snapchat is, it is important to use it to reach younger people I believe, but otherwise Instagram and Facebook feel bigger and I guess you would reach more people there, but I do not know. And like I said, on Snapchat many are younger.

Do you intend to continue using Snapchat?
Yes!

Do you intend to start following brands on Snapchat?
Yes, if it is a brand that I like and they share nice content, then why not.

Sebastian Hansson 15 years old 2016-08-19	David Tinodi 17 years old 2016-08-28	Max Radak 17 years old 2016-09-06	Oliver Hillgren 18 years old 2016-08-27
What do you think is good with that yours and others content disappear on Snapchat? If you send the picture to the wrong person where you look ugly or where you have written something face there, at least not as ugly as you can send to your friends on Snapchat. *What do you think is bad with that yours and others content disappear on Snapchat?* That they disappear is really nothing that I have been annoyed of. *What do you think is better with Snapchat compared to other social networks you are using?* The efficiency that Snapchat has where it is simple to get information about friends' days. You also do not have to do anything special with the way you look; like a special profile picture or something like that, since it is just an account where your name is visible. *How difficult do you think it is to understand and use Snapchat?* I think it is very easy and it has been easy from the start, there are not so many things you can do and I like the simplicity. *How difficult to you think it is to understand and use Snapchat*	*Has your usage changed during the time you have used it?* No, not really. I am using it in the same amount of time right now as before. I mostly communicate with friends and my siblings because I trust that they will not share my Snaps. All my siblings have it except my oldest sibling. *What do you think is good with that yours and others content disappear on Snapchat?* I think it is good because sometimes the photo is not good for the person that took it, and then it is good for the person that did it. But sometimes it is also bad if you have taken a nice photo and it disappears. *What do you think is bad with that yours and others content disappear on Snapchat?* When you maybe do not want every one of your friends on Snapchat to see a Snap, but you still want many people to see it, and then you must select each person that shall see it…but I guess this is the same on other social networks. So I do not know.	*What do you think is good with that yours and others content disappear on Snapchat?* You can take pictures that you maybe want only one person to see. For example if I would send it on Facebook, then anyone could save it and send it to more people. *What do you think is bad with that yours and others content disappear on Snapchat?* Personally do not see anything negative with the Snap disappearing. *What do you think is better with Snapchat compared to other social networks you are using?* I mean these three social networks are very different from each other. On Facebook you can see what your friends' share, like what everyone shares, you can see articles, and on Instagram it is basically more about pictures. And Snapchat is about what your closest friends share and then it can be more stupid or embarrassing. *What do you think is worse with Snapchat compared to other social networks you are using?*	*Has your usage changed during the time you have used it?* There is no difference, but today it is more that you can follow other people in a different way from before when it was only that you send a Snap to someone specific. And not only your friends, but also celebrities. And that is also something I do apart from following friends on like My Story. I also follow like people that are working with stocks and broker agents, to see what they are doing and so on. I saw their Snapnames on Instagram or Facebook, when they posted it there. *What do you think is good with that yours and others content disappear on Snapchat?* You dare to do things that you would not do otherwise. I mean you can take a screen shot, but if someone would take a screen shot, I would get a notification about it. So I think it is good that the pictures disappear, since it decreases the risk that social networks could have. You dare to take more personal pictures. *What do you think is bad with that yours and others content disappear on Snapchat?* That you do not have pictures

compared to other social networks that you are using?
It is for sure one of the easier apps and social networks to understand.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
It is not so important I would say, if a friend does not want to look it is fine for me. However, I guess I would be a bit surprised since my friends generally always care about what I send and they do check it out.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
I would say that it is more important on Instagram since what you upload there is more thought through…you just do not upload an ugly. I would say it is not so important with a reply on Snapchat since what you upload there is not so thought through, so well not that important.

What do you think about interaction with friends or family with content that disappear?
It is totally fine, you just take a picture and write something and then you get a reply back. However, if it is a longer

How difficult do you think it is to understand and use Snapchat?
Not difficult at all!

How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
I do not think there is a difference.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
I have to admit that it is not so important to me because I know that they will open it eventually. Also they almost always answer, so if they for some reason do not, it is fine. Also it is not important at all if my friends or siblings do not check out my story.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
Not very important either, if someone wants to watch it they can watch it. But at the same time I do put more effort into those ones, so maybe it is more important and has a bigger meaning to me. But at the same time I have to admit that Facebook

Snapchat is something you use daily and if it would be anything negative about it I would not use it.

How difficult do you think it is to understand and use Snapchat?
The app is very simple, a child could use it; it is that easy.

How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
All are very easy, so there is no difference.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
I mean, sometimes I decide to send a picture or video instead of writing because it becomes a lot more real than when you see the person.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
Facebook is a lot more important to receive a reply if you have written to someone directly, but otherwise not.

What do you think about interaction with friends or family with content that

that you maybe would like to keep, but I still believe this is more positive.

What do you think is better with Snapchat compared to other social networks you are using?
You can follow people during a whole day, and you can see what they posted a minute ago. It becomes more personal and you get closer to the content people upload. It also makes it more fun to follow. I mean, if you follow someone on Instagram, you might see a picture that someone posted from Las Vegas, but the picture is older, maybe like a week ago. So on Snapchat it is immediate and right now. It is more fun when people post pictures that they have taken the second the upload it.

What do you think is worse with Snapchat compared to other social networks you are using?
I think Snapchat has everything that other social networks have. Or the different is that you cannot write longer texts, and maybe that is bad, but Snapchat is also more about speaking with pictures, so it is still okay.

How difficult do you think it is to understand and use Snapchat?
Not hard at all, they have made

conversation I prefer to write in the chat where you can also save the conversation.

How is interaction with content that disappear on Snapchat compared to other social networks?
It is fine, in case I do not want it to disappear I can just decide to communicate in another way, and as I said could you save the conversations in the chat, so then it would be no problem.

What do you think about Snapchat and disappearing content in relation to entertainment?
I guess the fact that the Snaps disappear is not entertaining, but the Snaps you send can be very entertaining, with the filters and all the stupidity that you can do and send to your friends. That is very fun and this does not exist on any other social network! So Snapchat is for sure one of the funnier social networks to use and it is definitely my favorite as well!

What do you think about sending and receiving information on Snapchat since the content disappears?
I think Snapchat is both good and bad for this. Easily misunderstandings can arise since the Snaps disappear, but at the same time it does not really bother me that much, if I have a question I will just call them

and Instagram is more of a news source to me if I use them, than tools for communication with close friends.

What do you think about interaction with friends or family with content that disappear?
I think it is good, but at the same time you have a limited amount of words to use, so maybe the chat is better. If I would like to have a longer conversation I would use WhatsApp and not any of the others.

What do you think about Snapchat and disappearing content in relation to entertainment?
It is funny with the filters. But at the same time if I make a photo I can find it funny even without the filters. It is fun that it is quick and with photos, that it is new and I guess this is why young people like it, they do not want to read long text messages.

What do you think about sending and receiving information on Snapchat since the content disappears?
I can imagine that it would be possible, but it is also more complicated than to use like WhatsApp. But at

disappear?
It is very easy and it works out fine. I think it works out fine with Instagram and Facebook too, but Snapchat is more personal still. However, when I want to have a longer conversation I either call or use Snapchat…also sending text messages I do not really do that often.

What do you think about Snapchat and disappearing content in relation to entertainment?
Not with the fact that the Snaps disappear, but more that you are sending pictures and then the pictures can be more fun with filters and such, since they do disappear and you do not have to care so much. In case you just get a message with text it is not as funny, as with a picture and a filter.

How is entertainment with content that disappear on Snapchat compared to other social networks?
It is funnier. And the reason is because you can add filters.

What do you think about sending and receiving information on Snapchat since the content disappears?
I send information many times on Snapchat; there is

it very simple. You take like a picture and send it, and before you can add filters if you want, but it is still simple. It is not so hard. Maybe the harder part is to find people, if you do not follow them on other social networks.

How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
I would say that Snapchat is easier. On Facebook you can do a lot more things, you can create a profile, you can write the whole day and so on.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
I do not have a need that they will really view it or reply to it before it disappears.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
On Instagram it is a lot more time that you take to make one picture perfect, and Snapchat is more about that you upload more pictures but not as perfect pictures. If you upload 20 pictures during a day on Snapchat it becomes less important than if you upload like 1 picture on Instagram in

instead or ask in the chat what they had written. So it is easy to solve and nothing that I have really thought of.

How is sending and receiving information on Snapchat with content that disappears compared to other social networks?
Not really so different since there are ways to ask for the information in case it disappears.

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?
If I like an app I will download it not depending if it is popular or not. If it is super popular and I do not understand it, I will still not download it, like for example Twitter that I do not understand the purpose to use. So I do not have Twitter.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?
I do not like to check out people that I do not know so well…I mostly have close friends but also some other people, and it is annoying to check out their stories…I am not so engaged in their lives anyways. So I do not use the app to keep track on just anyone's life, but more to keep track on my friends' lives and that is fun. Also, when we see

the same time you could emphasize what you write with a picture that relates to it, like if you meet a friend and you are at the spot and send a picture of it saying "Come here!"

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?
That is not important at all, I only use apps if I like them, so it has nothing to do with if they are new or so.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?
That is definitely a good thing. On Facebook and Instagram you do not really upload all of your pictures that you have taken during the day, but this is more common on Snapchat, so then you get to know what your friends have done. On Instagram you maybe post one picture every two weeks, but with Snapchat you really know what they have done without even being there.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears compared to other social networks?

really no problem to do that. I use it a lot more than Facebook or Instagram.

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?
I mean, I am not really someone that follows trends so much, so I do not really care.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?
I think it is fun, both to share and receive Snaps about what you or other people do, like if you are out for a walk, if you are at a party or if you are having a coffee with friends. It is both nice to share but also nice to receive and see this information.

What do your friends think about you using Snapchat?
I have one friend that uses it because everyone else uses it; she wants to be part of it. But the rest I think like it because it is a good app, so they are positive.

If your friends would be negative to Snapchat, do you think that would affect your usage?
I guess so, but at the same time no. I would not try to

one week.

What do you think about interaction with friends or family with content that disappear?
I think it is good, or the negative thing is that you maybe do not see people as often because you just communicate on Snapchat. But apart from that I think it is good, it is an easy way to communicate with each other.

How is interaction with content that disappear on Snapchat compared to other social networks?
Instagram is not about communication; it is more about only pictures. Facebook is also not so much for communication, but I do not use it so often for that. Or Facebook has Messenger to communicate, but I still do not think it is the same as Snapchat.

What do you think about Snapchat and disappearing content in relation to entertainment?
It is more due to the filters than that they disappear. It is a lot more fun than to just write a normal message. So more that you communicate with pictures with filters and that makes it fun.

How is entertainment with

each other we can have lots of fun together with Snapchat, like sending Snaps to each other all the time, use the filters and so on.

What do your friends think about you using Snapchat?
I would say that the favorite is Snapchat…so I guess that they are more positive towards this one. On Facebook are just older people, and like brands…it is so serious in a way. On Instagram people just want to show off, so I guess Snapchat is the app where you do not have to care. You do not have to do anything special with the way you look; like a special profile picture or something like that.

If your friends would be negative to Snapchat, do you think that would affect your usage?
No…or I mean, if they would not use it I guess I would not use it. Who would I then send stupid Snaps to? But it would more be if they would not use it, otherwise I would not care.

What does your family think about Snapchat?
I do not think they have any special opinion about Snapchat. My parents know what it is, but apart from that I do not think they have a certain opinion. Of course they do not use Snapchat themselves, so I guess that is why they do not really care.

What do your friends think about you using Snapchat?
If they would be negative about it and not use it, I guess I would not have used it either.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.
2, 9, 4

What is the most positive thing about Snapchat?
It shows a more specific picture of what your daily life is about. Because if you are on Facebook or Instagram, you can also design the photo to how you want to have it, and that I feel a bit more fake. Snapchat is about the real moments, the any moments, where you show who you are.

What is the most negative thing about Snapchat?
I think it is that the pictures disappear that I would like to keep, it is a bit annoying to make a screen shot…but a screen shot I basically never do.

How important is it for you to use Snapchat from zero to ten when zero is not

convince them, more to contact them in another way. If it would be all I guess I would not use it either, but if it were like one to two people, then I would not have cared about it so much. The real thing about Snapchat is that you use it because you have your friends there.

What does your family think about Snapchat?
My siblings and parents think it is okay, but they do not use it.

If your family would be negative to Snapchat, do you think that would affect your usage?
My parents are not so much for social networks in general, but they do use Facebook anyways. If my parents would be negative I do not think it would have affected me, I am old enough to make my own decisions.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.
4, 8, 6

What is the most positive thing about Snapchat?
That you can send and receive information from friends in a quick and easy

content that disappear on Snapchat compared to other social networks?
I mean the things are different. Facebook and Instagram I regard quite similar to one another, but Snapchat is more for daily happenings and this you do not do on Instagram or Facebook. Snapchat is more fun because you do it all the time and it fills your day more than the others.

What do you think about sending and receiving information on Snapchat since the content disappears?
I do that, but at the same time it feels not as important if you send it on Snapchat.

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?
Today I do not think it is because it is new, the hype is not really here as much anymore.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?
That is the reason why you use Snapchat. It is to get a glimpse into what your friends do and get a picture of it and that makes it more personal.

What do your friends think about you using Snapchat?

If your family would be negative to Snapchat, do you think that would affect your usage?
It is not so important to me. I respect if they do not want me to have apps with a bad reputation, like ask.fm where there is a lot of hate going on, but otherwise I do not really care.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.
4, 5, 9

What is the most positive thing about Snapchat?
That you can take part of friends' days in an easy way, but also not just friends but big events as well.

What is the most negative thing about Snapchat?
It can get a bit intense sometimes when friends send Snaps all the time and I guess that is negative.

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
4

Do you follow any brands on Snapchat?
No, not really.

important and ten is very important?
4 I think.

Do you follow any brands on Snapchat?
No.

Do you know why you are not following any brand on Snapchat?
I have never thought about it, did not really know that they were on Snapchat. I have at least not seen them and would not have any idea of how to add them due to not knowing their Snapnames. But it would be interesting!

How important do you think it is that brands use Snapchat in their marketing?
I think it is a good idea because they would reach a younger target group. But I do not know if they would be successful with it, but youngsters like Snapchat a lot so why not. I think that Snapchat has many users, but that Instagram and Facebook have more users…but older ones, like 29 year olds and older. They understand Facebook but they do not understand Snapchat because it is different. So to reach older people they should use Facebook.

way.

What is the most negative thing about Snapchat?
I cannot come up with something negative about Snapchat…

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
4. But it is a little bit more important that other social networks…

Do you follow any brands on Snapchat?
No.

Do you know why you are not following any brand on Snapchat?
I am using Snapchat to communicate with friends not for other things.

How important do you think it is that brands use Snapchat in their marketing?
I think it is important that brands generally use social networks. But maybe Facebook would be more important because more people use it in total…but I guess to reach younger people Snapchat is good.

Do you intend to continue using Snapchat?
Yes!

They think it is fine.

If your friends would be negative to Snapchat, do you think that would affect your usage?
I think I would have listened to what they say but afterwards taken my own decisions.

What does your family think about Snapchat?
I do not think they have an opinion about it.

If your family would be negative to Snapchat, do you think that would affect your usage?
Yes, if they would have been a lot more negative in the beginning, I guess I would have questioned it as well and wondered what kind of app it really is.

What is the most positive thing about Snapchat?
That you can send and receive in an easy way to friends.

What is the most negative thing about Snapchat?
That Snaps disappear that I would have wanted to keep, but at the same time it really does not matter. If you really want to keep it you do not use Snapchat.

I will show you nine different cards with reasons for Snapchat usage. I would like

Do you know why you are not following any brand on Snapchat? I did not really know that they were so active on Snapchat; at least I have not seen them. *How important do you think it is that brands use Snapchat in their marketing?* If a brand shall market itself on Snapchat depends on whom they would like to reach. On Facebook it is older people so I do not think they can skip Facebook, but on Snapchat I suppose younger people are, so if you would like to reach us. *Would you say that it generally is important for brands to market themselves on social networks?* It is for sure very important! *Do you intend to continue using Snapchat?* Yes, I have used it so long now so I guess it would be hard to quit. *Do you intend to start following brands on Snapchat?* Yes, I could if they have something to offer.	*Would you say that it generally is important for brands to market themselves on social networks?* Yes! *Do you intend to continue using Snapchat?* Yes, for sure. *Do you intend to start following brands on Snapchat?* Yes, why not.	*Do you intend to start following brands on Snapchat?* Yes.	*you to pick the three main reasons to why you use Snapchat and rank 1-3.* 4, 5, 6 *How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?* 4. *Do you follow any brands on Snapchat?* No, I only follow celebrities. *Do you know why you are not following any brand on Snapchat?* *How important do you think it is that brands use Snapchat in their marketing?* Brands targeting younger people should use Snapchat and market continuously to consumers. *Would you say that it generally is important for brands to market themselves on social networks?* It is super important! *Do you intend to continue using Snapchat?* Yes! *Do you intend to start following brands on Snapchat?* Not, I do not think so.

Johanna Cato 21 years old 2016-08-16	Felicia Ohlsson 21 years old 2016-08-17	Camilla Morner 24 years old 2016-08-24	Nike Tinodi 24 years old 2016-09-03
What do you think is good with that yours and others content disappear on Snapchat? It is more private on Snapchat, a lot more private than for example Instagram, since you have fewer friends on Snapchat. And the fact that it is more private, you can also make them funnier.	*What do you think is good with that yours and others content disappear on Snapchat?* Sometimes you can send very unnecessary pictures, or most of the pictures are unnecessary and then it is nice the pictures are not saved on your phone. Then you would after some time have so many pictures For me personally, it is nice due to knowing that someone cannot keep your picture, and then it does not matter what picture you send. I mean you can take a screen shot of it, but then I would receive this information.	*What do you think is good with that yours and others content disappear on Snapchat?* That you can send pictures and videos that you might not otherwise send, due to them being embarrassing and you do not want for them to be saved.	*What do you think is good with that yours and others content disappear on Snapchat?* To be honest, in the beginning I did not even realize that they were gone; I realized it after I had used it for some time. But the bad thing is if the picture is not so pretty, it can be nice that people cannot see it again. But there is not other positive thing about it really, more than the ugly pictures disappearing for good.
What do you think is bad with that yours and others content disappear on Snapchat? Nothing really, in case I want to keep them I do not send them via Snapchat.		*What do you think is bad with that yours and others content disappear on Snapchat?* In the beginning you did not really like it because it was boring that the pictures disappeared, but now with the new updates you can replay pictures. I mean you can also print screen, but that I only do with close friends.	*What do you think is bad with that yours and others content disappear on Snapchat?* If you have taken a picture that you would like to remember and see again, like a memory of this specific situation. Or if you would like to show other people and did not really think about it when you took it, and then it is deleted.
What do you think is better with Snapchat compared to other social networks you are using? Snapchat is better since you can take pictures and share with your closest friends, and you do not really have to be afraid that they will reuse your pictures.	*What do you think is bad with that yours and others content disappear on Snapchat?* If it is a nice picture that I would like to keep, such as when they are travelling. Then I would have wished that they had sent it in another way so that it does not disappear after some	*What do you think is better with Snapchat compared to other social networks you are using?* For me it is because I only have my closest friends on Snapchat and it is funnier to stay in contact with only them, for example the people I do not see regularly. It is also very fun to see pictures from when friends are traveling or if something else is happening in friends' lives. On friends	*What do you think is better with Snapchat compared to other social networks you are using?* To be honest, Snapchat is a possibility for me to share stupid pictures and videos just with a few friends. On Instagram and Facebook I share them with a lot more friends, like the whole community. So, I think many people like it because it is private.
What do you think is worse with Snapchat compared to other social networks you are using? Now you can save the photos or videos easier, and I do not really like this. I preferred when there was no way to save it.			*What do you think is worse with Snapchat compared to other social networks you are using?* Sometimes people share every moment, and that can be annoying. I
How difficult do you think it is to understand and use			

Snapchat?
In the beginning when I downloaded the app I thought it was hard and did not understand everything, but the more I used it the easier it got. And now it is not hard at all.

How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
In the beginning I think it was harder to understand Snapchat because Facebook is so common and you just know how to use it and create an account there. Facebook is also something you can do on the computer and I guess that made it easier to understand in the beginning.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
It is very important because otherwise it would be unnecessary. It is not important at all to receive a reply, as long as I did not ask a question. Personally I most of the times just view it and do not answer.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
It is more important on Instagram and Facebook

time.

What do you think is better with Snapchat compared to other social networks you are using?
If I upload a picture on Facebook or Instagram anyone would be able to see this, and it might be that I am a not a close friend with everyone. Then it is better to send it on Snapchat where I trust the people I am a friend with.

What do you think is worse with Snapchat compared to other social networks you are using?
I cannot really come up with anything.

How difficult do you think it is to understand and use Snapchat?
I think you learn how to use it very easily. It is like one button and then you take a Snap, or another one and then you are in the chat. I guess all apps are hard in the beginning, but you get used to it so quickly.

How difficult to you think it is to understand

and Instagram you are friends with a lot more people and you might not know all of them so well, and that results in that you do not want to post things that you feel are too private.

What do you think is worse with Snapchat compared to other social networks you are using?
That the pictures are not saved that you would like to keep.

How difficult do you think it is to understand and use Snapchat?
I do not think it so hard, and I did not think it was hard in the beginning either.

How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
I think Snapchat is easier since there are not as many functions as there are on Facebook. But also when you meet friends you also learn a lot, like things you did not know of and that they show you.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
I find it important that friends view the Snaps I

do not really want to see every moment of a person's day and there are really people that share a lot. For example a friend of mine is posting every 10 seconds of her day, or it feels like it, and after some time you kind of get annoyed of that.

How difficult do you think it is to understand and use Snapchat?
I think it was difficult in the beginning; I had my sister showing me how it worked.

How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
I think Snapchat is harder to use. I mean Instagram also took some time to figure out. I do not think there were any instructions in the beginning, and I was also too lazy to Google it…

How important is it for you that others view and answer to your content on Snapchat since it disappears?
If I send the Snaps directly to someone think it is very important. If I send it to them, it is just for them… It is not that it is important, but I still took time to create the Snap and then I would like to see it. But if I upload it in stories it is not so important.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
I think it is basically the same; I do not really care so much about it with the pictures that I upload publicly. But replying there I find more important.

because it is more public, and I guess it is nice if you get many likes and other people can see that you have got many likes. It is more that it looks like you have many friends. But this is not really the case on Snapchat since other people cannot see this. So Snapchat is important but other social networks are more important. Also when it comes to answering it is more important on Instagram and Facebook.

What do you think about interaction with friends or family with content that disappear?
I think it is a good way since it is immediate and easy. At the same time it is harder to write long since you cannot do that.

What do you think about Snapchat and disappearing content in relation to entertainment?
The whole app is funny but mostly to use the filters where you can change your face. And this is very fun! But also to show short videos from your life.

How is entertainment with content that disappear on Snapchat compared to other social networks?
Snapchat is funnier for sure than other social networks, and it is very much due to the filters that you can add on Snapchat.

and use Snapchat compared to other social networks that you are using?
On Snapchat there are not as many settings as on Facebook and Instagram, so in that way I suppose Snapchat is easier to understand.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
It is no so important since it is only for fun that I send Snaps. So in case it would disappear before a friend sees it, it is fine.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
It is more important on Facebook and Instagram, since Snapchat is only a temporary picture that you have not really put so much effort into creating.

What do you think about Snapchat and disappearing content in

send directly to them, and that is also something that I like about Snapchat, the fact that you can see when someone has viewed your Snap. Generally I also find it important that they answer with a Snap or in the chat when I have asked a question.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
I think it is more important on Snapchat since you have a better control on Snapchat than on Facebook or Instagram about who has seen the pictures you upload. For example on Facebook I only know if a person has seen my picture if they like it, otherwise I do not know that.

What do you think about interaction with friends or family with content that disappear?
I do not really like to have long conversations on Snapchat, and then I would prefer to do this in the chat. I am a person that generally would prefer to call over any social network though in case I would like to have a longer conversation.

What do you think about

How is interaction with content that disappear on Snapchat compared to other social networks?
I would say that for real messages with a lot of texts, I would use WhatsApp for that and sometimes, really sometimes, on Snapchat. But Snapchat is more for sending pictures. I mean Snapchat is about communicating, but communicating with pictures instead of words. But I think it is the same with Facebook and Instagram, I would not use these sources for long messages, or maybe Messenger I could use, or then WhatsApp.

What do you think about Snapchat and disappearing content in relation to entertainment?
Yes, it is very fun. Due to the different kind of filters that are changing all the time, and they are sometimes really stupid so you just have to try them. I see it like this that people might like it because it is similar to how you played masquerade when you were a child, and here you do not have to do that, or a tool does that very easily. And it is these stupid Snaps that you just have to share.

How is entertainment with content that disappear on Snapchat compared to other social networks?
Yes because there you have these filters and you are only sharing those pictures with people you know, and those people also use Snapchat.

What do you think about sending and receiving information on Snapchat

Also the fact that you can communicate with pictures makes it fun, since pictures say more than only texts.

What do you think about sending and receiving information on Snapchat since the content disappears?
I mean it is not so easy, and I would have maybe sent a text message instead. So normally I do use another channel than to send it on Snapchat. Snapchat is more for spontaneous moments and glimpses into your life.

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?
I did not start using Snapchat because it is new, but more due to my friends using and liking it. I mean the more people that use it the higher likelihood it is that I also do.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?
I think it is good and fun. But if I would not use Snapchat I hope I would be updated in another way about what is going on in friends' lives.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears

relation to entertainment?
It becomes funnier on Snapchat, and in an easy way you can get information what friends are doing. I would say that it is due to the filters, they are updated so often and they are also so different. It became funnier to send a picture where you look stupid and weird.

What do you think about sending and receiving information on Snapchat since the content disappears?
If it is only daily information I think it is okay to use Snapchat, but I would not send something important on Snapchat, such as where I live, passwords or bank account numbers. You do not know if the Snaps are stored somewhere anyways. But other kind of information that is not really important I do not care about and could use Snapchat.

How important is it for you to use Snapchat since it is a relatively new app with content

Snapchat and disappearing content in relation to entertainment?
It is fun but not really that the Snaps disappear but more that it is nice to stay updated about what friends and family do.

How is entertainment with content that disappear on Snapchat compared to other social networks?
It is funnier with Snapchat. I think it is because you send pictures more often and it is so easy and it does not take a long time to do it. For example if I have not talked to my sister for three days, I can see on Snapchat what she has done, and this I would never know otherwise.

What do you think about sending and receiving information on Snapchat since the content disappears?
I am not using Snapchat for this. Instead I would use Messenger or text messages. I do not like that it disappears and then I might have forgotten what I have written. And also that it is more normal to call or text if you are going to meet each other; at least my friends and I do not communicate on Snapchat in that way.

since the content disappears?
I think I would not use Snapchat for that; instead I would do it on WhatsApp.

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?
Not really important, my sister just showed it to me; showed me the funny filters, and that is the reason why I installed the app.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?
I think it is a good thing when you are a really good friend with this person. You do not have to call or contact them every day; instead you can see via Snapchat what they are doing. I think this is a very good thing!

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears compared to other social networks?
The stories on Snapchat make you be part of it when your friend uploads pictures or videos with you in them, and this is nice when you feel included. Also, on Facebook and Instagram people do not really post, as often so it is harder to keep track of their daily life then.

What do your friends think about you using Snapchat?
There are mixed opinions about Snapchat, like one of them she really loves it, and another one she is like me

compared to other social networks?
I think Snapchat is very different since you get more pictures there than on other social networks.

What do your friends think about you using Snapchat?
They like it.

If your friends would be negative to Snapchat, do you think that would affect your usage?
As long as they use it, I do not care. I mean, if they would not use it I would not be able to communicate with anyone.

What does your family think about Snapchat?
It is for sure not as popular as with my friends. But at the same time my parents and sisters are older, so I do think that has something to do with it. They are not part of the younger generation as I am.

If your family would be negative to Snapchat, do you think that would affect your usage?
If my parents would be negative, I do not think it would affect me so much due to me being older.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main

that disappears?
Not important since I am not using it since it is a new and popular app. But of course, since it is popular, more of my friends use it. If my friends would not use it I would not send Snaps to people I do not know and that I could not trust.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?
It is nice to so easily get information about their lives, but at the same time I would hope that I could get this information in another way if I would not have had Snapchat.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears compared to other social networks?
It is not more important but also not less important.

What do your friends think about you using Snapchat?

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?
I am not using Snapchat for that specific reason.

What do your friends think about you using Snapchat?
I guess they like it because most of my friends use it.

If your friends would be negative to Snapchat, do you think that would affect your usage?
No, I do not think it would have affected me.

What does your family think about Snapchat?
They like it, my sister and I have even introduced it to our mom and dad. And they think it is fun to upload pictures if they have made a nice dinner. But I think they use it more to follow us than to contact other people.

If your family would be negative to Snapchat, do you think that would affect your usage?
No.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.

and does not love I as much. So I would say generally positive, but still to a limited extent.

If your friends would be negative to Snapchat, do you think that would affect your usage?
No, and I would say that I am not using Snapchat that often and it does not mean too much for me. I basically use it when I am bored.

What does your family think about Snapchat?
I think they are positive about it; at least all of my siblings use it.

If your family would be negative to Snapchat, do you think that would affect your usage?
No, not at all! You stop caring after some time what your family thinks…especially your parents.

What is the most positive thing about Snapchat?
To share photos with people that you can choose. On Instagram and Facebook you could choose close friends, but then you have to select and that is annoying. On Snapchat is very easy! So it is for sure the privacy.

What is the most negative thing about Snapchat?
If you would like to see one story you have all stories in a row, all start automatically. So sometimes you have to watch things that you do not really care about. I mean, I can stop it but I often end up watching it anyways.

reasons to why you use Snapchat and rank 1-3.
5, 1, 2

What is the most positive thing about Snapchat?
I think it is good that you can see if someone has made a screen shot, so I guess the most positive thing is that it is more private.

What is the most negative thing about Snapchat?
In the chat I think it can be annoying that the text disappears sometimes and you must ask what the person wrote, since if you leave the conversation it will disappear what you wrote.

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
Maybe a 4, I could live without it, but I still like to use it, to look at other people's Snaps, but also my own ones.

Do you follow any brands on Snapchat?
No.

Do you know why you are not following any brand on Snapchat?
I did not know that they existed.

How important do you think it is that brands use Snapchat in

I mean they use it, so I guess they like it.

If your friends would be negative to Snapchat, do you think that would affect your usage?
My friends' opinion about Snapchat does not matter, as long as they use it.

What does your family think about Snapchat?
They are generally not really interested in social networks, so I guess they do not really have any opinion. My mother likes the filters that you can add to pictures, but more than that I do not think there is any opinion.

If your family would be negative to Snapchat, do you think that would affect your usage?
No, if I have a positive opinion about the app I do not think it would affect me so much.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.
5, 1, 8

5, 4, 8

What is the most positive thing about Snapchat?
That it is fun to see what your family and friends do, do stay updated in their daily life in a way you cannot do otherwise.

What is the most negative thing about Snapchat?
That it is another social network to keep track on, and sometimes when you have not checked your phone during a whole day there are so many notifications. And that is a bit annoying and stressful. But that is generally with social networks.

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
5. Or if it would not exist anymore it would be okay, but it is nice to use.

Do you follow any brands on Snapchat?
No.

Do you know why you are not following any brand on Snapchat?
I am not following any brands because I did not know that it existed. I do not really know how to

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I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.
4, 8, 9

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
I would say a 3 or a 4, I could live without it but it is nice to have. Facebook and Instagram are maybe a bit more important, but still not so important so that I cannot delete it.

Do you follow any brands on Snapchat?
No, I only follow my friends; I did not even know that you could follow brands.

How important do you think it is that brands use Snapchat in their marketing?
I think it is important for brands to be active on social networks. It is a great way to reach customers. And marketing on Snapchat I do think would be a possible way to advertise their things. But I have really never seen them on Snapchat and not even thought about them being there. I think it might be too complicated to find their Snap names and so on.

Do you intend to continue using Snapchat?
Yes, because it is a funny thing on my spare time!

Do you intend to start following

their marketing?

It is for sure very important. I would say that it is important for brands to be on Snapchat to reach younger users – but at the same time this is not important to me personally.

Would you say that it generally is important for brands to market themselves on social networks?

Yes, and especially on Facebook.

Do you intend to continue using Snapchat?

Yes, as long as my friends do.

Do you intend to start following brands on Snapchat?

I am not sure, but do not think so.

What is the most positive thing about Snapchat?

That people are a lot more relaxed, the pictures do not have to be perfect as it does on Instagram on Facebook. It can be ugly or funny in a different way, so it is not as stiff.

What is the most negative thing about Snapchat?

That you do not really know if the pictures really disappear. There is no information if they do, what the company does and so on.

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?

4. It is not very important, but I like to use it.

Do you follow any brands on Snapchat?

No.

Do you know why you are not following any brand on Snapchat?

I am honestly not so

search for them and find them, but oh, I do follow brands, you know these ones that are above My Story, a clothing brand and recipes.

How important do you think it is that brands use Snapchat in their marketing?

I think it is positive that there is an additional platform to reach people, since you can reach more people in that way. But I also think it is important for them to use other social networks, since different networks have different things to offer.

Would you say that it generally is important for brands to market themselves on social networks?

I think it is good for a brand to market themselves in this way, especially for the younger generation.

Do you intend to continue using Snapchat?

Yes.

Do you intend to start following brands on Snapchat?

No, I honestly do not see how they can create Snaps that will be interesting to see. I also do not want to have my Snapchat filled

brands on Snapchat?

Not really, That is clearly not the reason why I use Snapchat. And I already follow brands on other social networks.

	interested in this since it feels fake.	with brands.	
	How important do you think it is that brands use Snapchat in their marketing? For younger Snapchat might be more important, but for older I think it is more important for Facebook. They do not really understand Snapchat, and I do not think they would like to check it as often as younger generations.		
	Would you say that it generally is important for brands to market themselves on social networks? Yes for younger users.		
	Do you intend to continue using Snapchat? Yes, for sure!		
	Do you intend to start following brands on Snapchat? No, I would not; I use Snapchat to interact with friends and nothing else.		

Philip Nilsson 21 years old 2016-09-02	Fredrik Persson 22 years old 2016-08-20	Markus Schuller 24 years old 2016-09-03	Stefan Mansson 24 years old 2016-08-19
What do you think is good with that yours and others content disappear on Snapchat? During ten seconds you have the time to get the information that you need, and also you have the time to send what you want to say, and then you do not have to overanalyze it. *What do you think is bad with that yours and others content disappear on Snapchat?* Sometimes when you see something funny you do not have time the time to save it with a screen shot, or when you make a picture of yourself and you forget to save a picture that you would like to keep. Also, sometimes you have send pictures during a night out and then the next day you do not remember and cannot see what you have sent. *What do you think is better with Snapchat compared to other social networks you are using?* On many other social networks the users only get to see pictures or videos that friends have shared from other people and not created themselves, and on Snapchat it becomes a lot more unique when you know that they have	*What do you think is good with that yours and others content disappear on Snapchat?* I think it is good because you can send ugly pictures to your friends that you might not have sent otherwise. *What do you think is bad with that yours and others content disappear on Snapchat?* I do not know, I find it nice that they do so that my phone is not filled with these photos. *What do you think is better with Snapchat compared to other social networks you are using?* The best thing about Snapchat is that it is private, it is only your close friends or family that sees it. On Facebook there are so many more friends and I might not want them to see these pictures or videos. *What do you think is worse with Snapchat compared to other social networks you are using?* It can be annoying sometimes when people send too many Snaps, like they are addicted to it, and that I find annoying.	*What do you think is good with that yours and others content disappear on Snapchat?* The best thing with the pictures disappearing is that you can send more private things, like embarrassing pictures. It is really the best app for sending embarrassing pictures. You do not really have to reflect before you send them. *What do you think is bad with that yours and others content disappear on Snapchat?* When you have taken a nice picture that you might want to keep. *What do you think is better with Snapchat compared to other social networks you are using?* It is faster, you can just send pictures faster than on the other platforms. It is just a lot quicker. *What do you think is worse with Snapchat compared to other social networks you are using?* I do not see anything negative. *How difficult do you think it is to understand and use Snapchat?* For people in my age I do not	*What do you think is good with that yours and others content disappear on Snapchat?* I think it is nice that your phone does not get packed with pictures that are not yours in a way, since it is of other people. But at the same time I would not mind if they would stay longer. I do not send Snaps that I do not want to be saved. *What do you think is bad with that yours and others content disappear on Snapchat?* Sometimes I do not save a picture that I like and then when I have sent it, it is gone. *What do you think is better with Snapchat compared to other social networks you are using?* I like that you just share it with the friends you want. On Facebook and Instagram you have a lot more random people, but on Snapchat I have people that I am closer to. And if there is someone on Snapchat that I do not want to see this picture, I can just choose the ones I do want to see it and send it to him or her directly. *What do you think is worse with Snapchat compared to other social networks you are using?* When people overdo it, and they send tons of pictures. But

created the pictures or videos themselves. And on other social networks when people do upload a picture of themselves, they are very careful when picking the best picture, but on Snapchat this is not important since the other person cannot see them for a long time, and not really review them to the same extent.

What do you think is worse with Snapchat compared to other social networks you are using?
On Snapchat you cannot do so many things, so it is very limited, but I would not say that it is always a bad thing.

How difficult do you think it is to understand and use Snapchat?
It is not hard at all to use Snapchat, or it would mostly be to add friends since it is not as easy to find them. For example, when I cannot remember my Snapname.

How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
Snapchat is really a lot easier to use and you can enter it a lot faster. However, the function to find new friends does not really exist like other social networks offer.

How difficult do you think it is to understand and use Snapchat?
Not hard at all now when I know it. But in the beginning it might have been a bit harder.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
Not important if I upload it in My Story, if they would like to see it they will and if they do not want to see it I am fine with that. But also, if I send it directly to someone I do think it is important that they see it, even though it is nothing important, I still took time to take a Snap and send it.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
I would say that Snapchat is more important due to this reason. But I also know that many people do upload, and they very often care more about what they upload, so maybe that would mean for them that it is more important that they like it and so on.

What do you think about interaction with friends or family with content that

think it is very difficult to use, maybe for older people like my mom or dad, they would not be able to use it without my help. I did have some problem in the start though.

How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
I like Snapchat because it is easier, you can just send pictures faster than on Facebook and Instagram. It is just a lot easier and faster.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
Important, otherwise I would not send them.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
I basically never post things on Facebook or Instagram, maybe once a year. And when I do I think it is nice when people see it, and maybe give me a sign that they have seen it.

What do you think about interaction with friends or family with content that disappear?

also if I forget what it said in the chat on Snapchat, and then I cannot look at it and have to ask for them to inform me what it said.

How difficult do you think it is to understand and use Snapchat?
I think it is really easy to understand and use.

How difficult to you think it is to understand and use Snapchat compared to other social networks that you are using?
Maybe it is easier, also when I started using it in the beginning they did not have all of the updates that they have now.

How important is it for you that others view and answer to your content on Snapchat since it disappears?
I think it is quite important. I also think that sometimes I can get a little bit annoyed if a person does not take a look at the Snap that I sent to them for the whole day, due to it being really fast, it takes like five seconds to check out. I hope that they are interested in looking what I have done. And I would also expect a reply if I sent it directly to the person.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social

How important is it for you that others view and answer to your content on Snapchat since it disappears?
It is not really important to me.

How important is it for you that others view and answer to your content on Snapchat compared to your content on other social networks?
No, it is as unimportant to me.

What do you think about interaction with friends or family with content that disappear?
It is fun to send Snaps to friends/family since you do not really join them to everything they do during the day, and then the pictures are some kind of communication.

How is interaction with content that disappear on Snapchat compared to other social networks?
It is nicer on Snapchat in the way that you are only focusing on what is about right now and not many other things. For longer talks though Snapchat is not so good since you cannot really communicate with to many words.

What do you think about Snapchat and disappearing content in relation to

disappear?
I mean, this is why I use Snapchat. You get to see a friend or family member's reality in a different way than when you send with only text.

How is interaction with content that disappear on Snapchat compared to other social networks?
. When it comes to pictures and so on, people want to pretend and show off what they have. So I really prefer Snapchat to other social networks since people can be themselves in another way.

What do you think about Snapchat and disappearing content in relation to entertainment?
Yes, or I mean, it is not the fact that the Snaps disappear, it is more that there are filters that you can use, and many people are having very fun with these. It is funnier to receive a picture with a filter than only text. What is more entertaining is that you can show your life and see friends' lives in an easy way by pictures. You get a completely different feeling for how their day has been. But it is more the picture that makes it fun, that it is more than only with text.

How is entertainment with

I do not generally like Snapchat to have long conversations; it is easier to write on WhatsApp, call or text.

How is interaction with content that disappear on Snapchat compared to other social networks?
I do not really use Instagram or Facebook for long conversations either. Maybe I would do it on Messenger if I do not have the other person's telephone number.

What do you think about Snapchat and disappearing content in relation to entertainment?
It is very fun! But it is not when you are overusing it like some of my friends do.

How is entertainment with content that disappear on Snapchat compared to other social networks?
Yes, because you can fool around with the pictures and with the filters. I do not see Facebook as a social network really; it is more for information about like magazines and newspapers.

What do you think about sending and receiving information on Snapchat since the content disappears?
I would never call, send a text message or use WhatsApp. I

networks?
I think the reach is higher on other social networks, but that is because I have more friends there. So I think that is there reason why it is more important there.

What do you think about interaction with friends or family with content that disappear?
For communication I would always use Messenger and not Snapchat, or call or use WhatsApp. Snapchat is just for quick and easy messages, not for long conversation.

What do you think about Snapchat and disappearing content in relation to entertainment?
It is funny, but not due to the photos that disappear more that you communicate with filters. It is very entertaining and I think you can spend a lot of time on it due to all the filters. Like when you make your face to a Strawberry or a tomato.

How is entertainment with content that disappear on Snapchat compared to other social networks?
It is nice since Snapchat is about being fun and not about serious things.

What do you think about sending and receiving information on Snapchat since

entertainment?

Since we nowadays see more pictures than ever before, and then it is nice that they are not there for longer. You save time in this way.

How is entertainment with content that disappear on Snapchat compared to other social networks?

I am not sure; Snapchat is charming in its own way with the pictures being very personal. And in that way maybe it is more entertaining because people dare to upload and send more entertaining pictures where they make a fool of themselves.

What do you think about sending and receiving information on Snapchat since the content disappears?

It is a lot more exiting to receive a Snap with text than to receive just text.

How is sending and receiving information on Snapchat with content that disappears compared to other social networks?

It can be better with other social networks when you send information that the receiver does not have to see, and then it can be better when it stays more permanently.

How important is it for you to use Snapchat since it is a

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content that disappear on Snapchat compared to other social networks?

Oh yes, the only thing that I do regularly on Facebook is to play games.

What do you think about sending and receiving information on Snapchat since the content disappears?

I do not send important information on Snapchat. It deletes and I do not think it is a safe way to send it. But if it is more information about less important things, then I can send it. But I think I would anyways call or text someone.

How is sending and receiving information on Snapchat with content that disappears compared to other social networks?

I would not use any social network for important information.

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?

I am not that kind of person; I have never been someone that needs to follow the latest trends. So that is not important at all.

What do you think about using Snapchat as a way to keep track on friends and

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do not like to use it for this reason. Snapchat is not so much for information but for fun.

How is sending and receiving information on Snapchat with content that disappears compared to other social networks?

I would not really use any social network for this. Facebook I would also use for people I do not really know.

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?

Not really important. I am not really the person that would use it for that. I only downloaded it because my friends had it and they seemed to like it a lot.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?

It is nice. But still, the girlfriend of one of my best friends, she is using it all the time and that is annoying when you spend time with her. Then I feel that she should put her phone away for some time and enjoy the moment with us.

What do you think about using Snapchat as a way to keep track on friends and family

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the content disappears?

I do not use Snapchat for information because they disappears, and especially not for serious things. Snapchat is not the place for this in my opinion. Actually for serious things I would prefer to call or meet in person.

How important is it for you to use Snapchat since it is a relatively new app with content that disappears?

Not important at all.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?

I think it is nice, but at the same time I would not look into Snapchat first to know what they are doing, instead I would write them directly on like WhatsApp or call. But still, Snapchat is a lot better when it gets to fast hear about their daily days.

What do your friends think about you using Snapchat?

It is mixed since not all of them have Snapchat due to them feeling it is a waste of time. But others have it and they really like it. I also think it depends on the age, the older my friends are the less they use it.

If your friends would be negative to Snapchat, do you think that would affect your

relatively new app with content that disappears?
Not important at all.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears?
It is interesting and maybe even sometimes motivating for myself to do stuff when I see that they are doing things and share it on Snapchat.

What do you think about using Snapchat as a way to keep track on friends and family with content that disappears compared to other social networks?
Snapchat is an easier tool when it comes to social networks to stay updated about daily things that happen.

What do your friends think about you using Snapchat?
I guess they like it because they use it, so no particular opinion.

If your friends would be negative to Snapchat, do you think that would affect your usage?
No.

What does your family think about Snapchat?
I do not think they care so much about it.

If your family would be

family with content that disappears?
I think it is nice to keep track of what friends or family on Snapchat, such as when I have not met a person for a while Snapchat can inform me about what the person is doing. For example, on Facebook I do not follow people as I do on Snapchat. I not visit their profiles on Facebook to see how they are doing, and to look for it in the news feed does not work.

What do your friends think about you using Snapchat?
I have not asked them really, but since they use it, I do think they find it entertaining

If your friends would be negative to Snapchat, do you think that would affect your usage?
I mean, if they would not have used it then I guess I would not have used it longer. But if it is just that they are a bit negative but still users, I do not think so really. I also depend on how many of my friends that would be negative. If a majority of them would dislike it, I guess I would question why I like it.

What does your family think about Snapchat?
My sister uses it, but for my parents I do not think they

with content that disappears compared to other social networks?
Snapchat is easier since people upload more things there and it also feels like you get their real days and not the days that they have photo shopped to look as nice as possible.

What do your friends think about you using Snapchat?
They use it so I would say that they like it.

If your friends would be negative to Snapchat, do you think that would affect your usage?
Yes, for sure. What are affecting most of my friends I would also say affecting me.

What does your family think about Snapchat?
They do not have any social network at all, so I think they are indifferent.

If your family would be negative to Snapchat, do you think that would affect your usage?
Maybe it would affect me positive, because I guess is a normal thing that you like what your parents do not like.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main

usage?
No, if they do not want to use it I think it is okay. However, if they would ne so negative about it so that they would not use it, then I would not use it either.

What does your family think about Snapchat?
I do not know, but they do not have any social network, so I think they are indifferent about everything like this. And especially for Snapchat I do not think they would get why people use it.

If your family would be negative to Snapchat, do you think that would affect your usage?
No, I am old enough to make my own decisions and if I think it is good I trust my own opinion.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.
5, 9, 8

What is the most positive thing about Snapchat?
That it makes me smile when people send me funny and stupid pictures.

What is the most negative thing about Snapchat?

negative to Snapchat, do you think that would affect your usage?
No.

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.
2, 5, 9

What is the most positive thing about Snapchat?
That you can use all the filters, which can change face a lot and that is funny to send to a friend.

What is the most negative thing about Snapchat?
Sometimes you want to make a video for longer than 10 seconds, and when you want to time it with something that will happen. And the fact that you only have 10 seconds could mean that you do not manage to take a video of the exact thing you wanted to take.

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
Maybe a 3, not so important.

Do you follow any brands on Snapchat?
No.

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even know what it is.

If your family would be negative to Snapchat, do you think that would affect your usage?
I would have used it anyways!

I will show you nine different cards with reasons for Snapchat usage. I would like you to pick the three main reasons to why you use Snapchat and rank 1-3.
4, 5, 9

What is the most positive and negative thing about Snapchat?
That it is an easy, fast and fun way to communicate and follow friends about what they are doing right now.

What is the most negative thing about Snapchat?
That it is easy that people become addicted to it and use it too often.

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
3. It is not important, if it had existed, it would not have mattered. So it is nice that it exists and I find it fun, but there are other ways to contact friends and family.

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reasons to why you use Snapchat and rank 1-3.
9, 5, 1

What is the most positive thing about Snapchat?
That it is easy to take a photo of yourself, a funny one and share it.

What is the most negative thing about Snapchat?
When people overuse it. It might be too easy to send the Snaps and then people do it too often.

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
4.

Do you find it more important to use Snapchat than other social networks?
I think Facebook is more important, but at the same time I often catch myself wondering why I am still on Facebook.

Do you follow any brands on Snapchat?
No.

Do you know why you are not following any brand on Snapchat?
Because I do not want to have advertisement in my social media. I just want to stay in contact with my friends. I do

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That it is time consuming if you use it too often. It is easy to get addicted.

How important is it for you to use Snapchat from zero to ten when zero is not important and ten is very important?
4.

Do you find it more important to use Snapchat than other social networks?
It is more important to use Facebook but that is more due to Messenger and that it makes it easier to stay in contact with people you do not hear from as often. Also big life events are posted on Facebook nowadays and that is nice to see.

Do you follow any brands on Snapchat?
No.

Do you know why you are not following any brand on Snapchat?
Because then I would just watch more of those and that I do not need to.

How important do you think it is that brands use Snapchat in their marketing?
For the big brands I think it is important to be on Snapchat since the users will be daily reminded about the brand, since it is so easy. But I also think Instagram and Facebook are important, and especially

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Do you know why you are not following any brand on Snapchat?
Because I have never seen any brands on Snapchat.

How important do you think it is that brands use Snapchat in their marketing?
Yes, for younger generations, but not for me personally.

Would you say that it generally is important for brands to market themselves on social networks?
Marketing that reaches a lot of people is generally great for brands, so of course. If this is the case for Snapchat as well I do not know, but it for sure is a very famous and used app, so why not.

Do you intend to continue using Snapchat?
Yes.

Do you intend to start following brands on Snapchat?
I have not thought of it, but maybe. Or actually, I do not think I would like to see them on Snapchat all the time.

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Do you follow any brands on Snapchat?
No.

Do you know why you are not following any brand on Snapchat?
Maybe because I am not so interested in brands, but I have also not seen any brands. So if I do not see them I am not interested in looking them up.

How important do you think it is that brands use Snapchat in their marketing?
Yes, the new generation is using Snapchat and this is very important for that reason. But I do think that it is as good that they are on Facebook to reach a different age group.

Would you say that it generally is important for brands to market themselves on social networks?

Do you intend to continue using Snapchat?
Yes.

Do you intend to start following brands on Snapchat?
Yes, maybe if they have nice and interesting topics.

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not really have any celebrities or so, and it is the same for Instagram and Facebook

Would you say that it generally is important for brands to market themselves on social networks?
I think it is really important that brands use social networks in their marketing; it is the best way you can get and reach your customers. It is important to have a good Facebook page, but also good website. People do not really follow brands on TV anymore in the same way. And I think the trend is going in this direction and it will just become more and more important as long as the time goes by. And as far as I have understood do not as many people use Facebook, as before, and then they must find other ways to contact them, such as on Snapchat.

Do you intend to continue using Snapchat?
Yes.

Do you intend to start following brands on Snapchat?
No, I do not see how they should be able to use Snapchat effectively.

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Facebook for an older target group.

Would you say that it generally is important for brands to market themselves on social networks?
Yes, it is very important.

Do you intend to continue using Snapchat?
Yes.

Do you intend to start following brands on Snapchat?
No, I do not want to have brands in my Snapchat when I see them everywhere else anyways..

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9.4 INTERVIEW ANALYSIS TABLE

Establishment of Thematic Networks (source: own creation, based on Attride-Stirling, 2001).

TL: Tilda Lundgardh
(15 years old)

SH: Sebastian Hansson
(15 years old)

JC: Johanna Cato
(21 years old)

PN: Philip Nilsson
(21 years old)

CC: Christina Chaichi
(17 years old)

DT: David Tinodi
(17 years old)

FO: Felicia Ohlsson
(21 years old)

FP: Fredrik Persson
(22 years old)

AN: Anonymous
(18 years old)

MR: Max Radak
(17 years old)

CM: Camilla Morner
(24 years old)

MS: Markus Schuller
(24 years old)

JO: Julia Olsson
(18 years old)

OH: Oliver Hillgren
(18 years old)

NT: Nike Tinodi
(24 years old)

SH: Stefan Mansson
(24 years old)

Codes	Statements	Issues discussed (summarized)	Themes identified/Basic themes	Organizing themes	Global theme
Trust	DT: I mostly communicate with friends and my siblings because I trust that they will not share my Snaps. JC: Snapchat is better since you can take pictures and share with your closest friends, and you do not really have to be afraid that they will reuse your pictures. FO: If my friends would not use it I would not send Snaps to people I do not know and that I could not trust. MR: You can take pictures that you maybe want only one person to see. For example if I would send it on Facebook, then anyone could save it and send it to more people. CC: (…) there you meet new people that you cannot trust, and after you have got to know them, Snapchat is the next step to become better friends, you know real life friends. If you are friends on	Risk aversion Close friends Family members Privacy Personal Care-free content In-group Popularity	1. Trust in an unfamiliar person can be difficult; therefore users interact with friends or family. 2. On other social networks, users face the problem that other users are not always to be trusted. 3. In interaction it is important with feelings of privacy to the other users. 4. On other social networks users face the problem that the content is shared more publicly. 5. The understanding on other social networks that	Trust is the basis for interaction	Online interaction is changed

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	Snapchat, you are immediately real friends and can trust each other. FO: If I upload a picture on Facebook or Instagram anyone would be able to see this, and it might be that I am a not a close friend with everyone. Then it is better to send it on Snapchat where I trust the people I am a friend with.		subjective norms are important for adoption is seen among Snapchat users too.	
Privacy	JO: Since I am very close to my friends on Snapchat I receive many funny Snaps that also could be very personal and private. AN: It is not as many friends and you can choose what friends you would like to share private pictures and videos with. MR: On Facebook you can see what your friends' share, like what everyone shares (…) and on Instagram it is basically more about pictures. And Snapchat is about what your closest friends share and then it can be more stupid or embarrassing. FP: The best thing about Snapchat is that it is private, it is only your close friends or family that sees it. On Facebook there are so many more friends and I might not want them to see these pictures or videos. NT: (…) Snapchat is a possibility for me to share stupid pictures and videos just with a few friends. On			

	Instagram and Facebook I share them with a lot more friends, like the whole community. So, I think many people like it because it is private.			
Subjective norms	CC: (…) for my age, and for other young people I am sure, you want to be part of it because other people are part of it. Especially youngsters, but older people might think that it does not matter. JC: I did not start using Snapchat because it is new, but more due to my friends using and liking it. I mean the more people that use it the higher likelihood it is that I also do. MS: I only downloaded it because my friends had it and they seemed to like it a lot. SH: (…) if they would not use it I guess I would not use it. (…) But it would more be if they would not use it, otherwise I would not care. AN: (…) we can communicate in another way. FO: My friends' opinion about Snapchat does not matter, as long as they use it. CM: They like it, my sister and I have even introduced it to our mom and dad. And they think it is fun to upload pictures if they have made a nice dinner.			
Simplicity	MR: The app is very simple, a child could use it; it is that easy. FO: I think you learn how to	Easy to use Limited Fast Daily usage	6. Compared to other social networks Snapchat is a	Simplicity plays a big role for usage

	use it very easily. It is like one button and then you take a Snap, or another one and then you are in the chat. MS: I like Snapchat because it is easier, you can just send pictures faster than on Facebook and Instagram. It is just a lot easier and faster. CC: I do not think it is hard to understand or use it, but this would depend on what generation you are talking about. I know that there are many children using Snapchat (…) and that shows that this new generation understands this technique. MS: For people in my age I do not think it is very difficult to use, maybe for older people like my mom or dad, they would not be able to use it without my help. PN: It is not hard at all to use Snapchat, or it would mostly be to add friends since it is not as easy to find them. For example, when I cannot remember my Snapname.	Generation Efficiency Immediate	network for easier and faster interaction. 7. The level of complexity among users depends on what generation the user is part of, with younger users feeling more familiar with Snapchat.		
Speed	CC: You can show your life in a fast way. OH: It is more fun when people post pictures that they have taken the second they upload it. OH: You can follow people during a whole day, and you can see what they posted a minute ago (…) if you follow someone on Instagram, you might see a picture that someone posted from Las				

	Vegas, but the picture is older, maybe like a week ago. So on Snapchat it is immediate and right now.			
Interaction	SH: (…) if it is a longer conversation I prefer to write in the chat where you can also save the conversation. AN: If it is important information I prefer to call tough. Since sometimes when you are busy you might not view your Snaps for a couple of hours, and then it is easier to reach a person via calling. JO: For shorter messages and less important things, like if you are doing something and want to share it spontaneously, then I use Snapchat. PN: Sometimes you want to make a video for longer than ten seconds, and when you want to time it with something that will happen. And the fact that you only have ten seconds could mean that you do not manage to take a video of the exact thing you wanted to take. DT: If I would like to have a longer conversation I would use WhatsApp (…).	Risk aversion Temporary content Trust Control Immediate Fun Curiosity Important Length conversation Spontaneous Limited Filters Visual Social interaction Response Fast	8. Interaction on Snapchat is for shorter conversations about less important subjects. 9. There are different understandings among users about the appropriate reaction of the receiver of the content. 10. Visual content enables the interaction to be more entertaining than on other social networks where communication is text based. 11. It is both a positive and negative aspect that interaction is constant and immediate.	Visual representation as a new form of interaction
Entertainment	MR: In case you just get a message with text it is not as funny, as with a picture and a filter. OH: It is more due to the filters than that they disappear. It is a lot more fun than to just write a normal message. So more that you			

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	communicate with pictures with filters and that makes it fun. FP: (…) it is more that there are filters that you can use, and many people are having very fun with these. It is funnier to receive a picture with a filter than only text. SH: (…) when we see each other we can have lots of fun together with Snapchat (…). AN: Snapchat is funnier than other social networks. I mean you can also upload pictures on Instagram, but Snapchat is still better with the pictures and filters that you can send or upload. It is not only because I think it is funny that other people can do it, but also because I personally think it is funny. JC: Snapchat is funnier for sure than other social networks, and it is very much due to the filters that you can add on Snapchat. Also the fact that you can communicate with pictures makes it fun, since pictures say more than only texts.				
Observability	CC: It is always fun that they take a look at the Snaps I have sent directly to someone and that I get a response on Snapchat, it is like a connection. You feel that they react on the same thing that you thought was funny, and it is always fun to get it back. SM: I think it is quite important. I also think that				

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	sometimes I can get a little bit annoyed if a person does not take a look at the Snap that I sent to them for the whole day, due to it being really fast, it takes like five seconds to check out. I hope that they are interested in looking what I have done. And I would also expect a reply if I sent it directly to the person. CM: I find it important that friends view the Snaps I send directly to them, and that is also something that I like about Snapchat, the fact that you can see when someone has viewed your Snap. Generally I also find it important that they answer with a Snap or in the chat when I have asked a question. SH: I would say it is not so important with a reply on Snapchat since what you upload there is not so thought through (…). TL: It is not important that friends reply to my Snaps that I send directly to them. My friends normally answer very quickly though, it maybe takes maximum 1-2 hours, and I do not care so much. JC: It is not important at all to receive a reply, as long as I did not ask a question. Personally, I most of the times just view it and do not answer.				
Information	TL: I basically never use other social networks for sending information about				

	different stuff. I also basically never text, but if it would be something really important, then I will call. FO: If it is only daily information I think it is okay to use Snapchat, but I would not send something important on Snapchat, such as where I live, passwords or bank account numbers. You do not know if the Snaps are stored somewhere anyways. JO: If it is very important information I do not use Snapchat, but I would call instead or use another social network, like Messenger where I can go back and see what we wrote. In those cases I do not believe that Snapchat is the best social network to use mostly due to the fact that you cannot write so long, but also due to the fact that it disappears. SM: I do not use Snapchat for information because they disappear, and especially not for serious things. Snapchat is not the place for this in my opinion. Actually for serious things I would prefer to call or meet in person.			
Ephemerality	TL: It is just something that you want to remember for the moment. You do not have to think so much what pictures you send or upload. OH: You dare to do things that you would not do otherwise. I mean you can take a screen shot, but if	Unimportant Care-free content Trust Control Privacy Personal	12. The ephemerality on Snapchat makes the users feel a larger control over the content shared, resulting in users sharing more private	Ephemerality results in authenticity	

	someone would take a screen shot, I would get a notification about it. So I think it is good that the pictures disappear, since it decreases the risk that social networks could have. You dare to take more personal pictures. MS: The best thing with the pictures disappearing is that you can send more private things, like embarrassing pictures. It is really the best app for sending embarrassing pictures. You do not really have to reflect before you send them. AN: If you have taken a good picture and you forget to save it, that is bad, since you cannot keep it as a memory. PN: Sometimes when you see something funny you do not have time the time to save it with a screen shot, or when you make a picture of yourself and you forget to save a picture that you would like to keep.		content. 13. Due to ephemerality and high quantity of shared moments, users share more authentic content on Snapchat. 14 The ephemerality and social approval for authenticity results in less performance anxiety among the users compared to other social networks.		
Reality	DT: It shows a more specific picture of what your daily life is about. Because if you are on Facebook or Instagram, you can also design the photo to how you want to have it, and that I feel a bit more fake. Snapchat is about the real moments, the any moments, where you show who you are. OH: On Instagram it is a lot more time that you take to make one picture perfect, and				

	Snapchat is more about that you upload more pictures but not as perfect pictures. If you upload twenty pictures during a day on Snapchat it becomes less important than if you upload like one picture on Instagram in one week. PN: On many other social networks the users only get to see pictures or videos that friends have shared from other people and not created themselves, and on Snapchat it becomes a lot more unique when you know that they have created the pictures or videos themselves. And on other social networks when people do upload a picture of themselves, they are very careful when picking the best picture, but on Snapchat this is not important since the other person cannot see them for a long time, and not really review them to the same extent. CC: What is worse with Snapchat is that it is so superficial and that it is like seconds where you want to show what you can (…) for example if it is like a cool watch.				
Performance anxiety	SH: On Facebook (…) it is so serious in a way. On Instagram people just want to show off, so I guess Snapchat is the app where you do not have to care. You do not have to do anything special with the way you look; like a				

	special profile picture (…). JO: Instagram is more about uploading nice pictures and then that people view them. On Snapchat it is that you get different glimpses into your friends' lives, and these glimpses do not have to be picture perfect (…). FP: When it comes to pictures and so on, people want to pretend and show off what they have. So I really prefer Snapchat to other social networks since people can be themselves in another way.			
Social networks	MR: I think it is important that brands generally use social networks. CC: It is important for brands to be on social networks because they need to reach people. How would they otherwise reach out to people if they do not exist there? NT: I think it is important for brands to be active on social networks. It is a great way to reach customers. TL: I think it is very important that brands use Snapchat. They maybe use websites more because they think people use that more often, maybe older people that search for the website. Younger people might not even think of that they have a website. OH: I think it is more important for brands targeting younger people, to use Snapchat than any other	Interaction Relationship Ephemerality Generation Facebook Instagram Brand unawareness Disinterest	15. The diversity and change in social network usage is bringing a lot of opportunities for brands in Snapchat usage. 16. Brand success on Snapchat will require resources due to brand unawareness and possible disinterest among users.	Improved brand representation is necessary

	social network, since you can market yourself every day, every hour, all the time. And then it affects users continuously.				
	FO: For younger users Snapchat might be more important, but for older I think it is more important for Facebook. They do not really understand Snapchat, and I do not think they would like to check it as often as younger generations.				
	MS: I think it is really important that brands use social networks in their marketing; it is the best way you can get and reach your customers. It is important to have a good Facebook page, but also good website. People do not really follow brands on TV anymore in the same way. And I think the trend is going in this direction and it will just become more and more important as long as the time goes by. And as far as I have understood do not as many people use Facebook as before, and then they must find other ways to contact them, such as on Snapchat.				
	SH: If a brand shall market itself on Snapchat depends on whom they would like to reach. On Facebook it is older people so I do not think they can skip Facebook (…).				
	FP: But I do think that it is as good that they are on Facebook to reach a different				

	age group. CM: But I also think it is important for them to use other social networks, since different networks have different things to offer.				
Brand problems	TL: I did not know that they existed; and I do not really know their usernames. DT: (…) did not really know that they were on Snapchat. NT: (…) I did not even know that you could follow brands. CM: I am not following any brands because I did not know that it existed. I do not really know how to search for them and find them (…). MR: I am using Snapchat to communicate with friends not for other things. AN: I do not follow any brands on Snapchat since it is commercial and I do not like to see commercials so much, Snapchat is more about sending Snaps to friends. I would then rather go to their website if I am interested. FP: (…) I am not so interested in brands, but I have also not seen any brands. So if I do not see them I am not interested in looking them up.				