

SNAPCHAT ABANDONMENT AMONG SELF-IDENTIFIED MILLENNIAL WOMEN: A PROPOSED RESEARCH PROJECT



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Introduction to Snapchat

Snapchat is an exclusively application-based social media platform which offers a range of features, including but not limited to:

- photo, video, and text sharing,
- visual filters, which can be provided by the company or designed by advertisers,
- stories, which allow set content to be shared with friends, regionally, or topically for a 24-hour time period, and
- a social map feature, where a user's location can be shared with people they choose.

Snapchat's differentiating feature is its timed self-destructive content. That is, nothing on Snapchat is publicly permanent and shared media can only be viewed for 10 seconds or less.

Percentage of US adults using selected platforms, 2015-2019



Snapchat Users are...



Background

Social media use is linked to...



Snapchat use is linked to...



Snapchat, launched in 2011, is still a newer social media platform and has not been researched as much as other, older applications like Facebook and Twitter. The loss of Snapchat users, while other platforms continue to grow, makes this topic worthy of study, particularly due to the unique temporal nature of Snapchat.

Abandonment

Abandonment of Snapchat is a relatively new phenomenon and has not yet been thoroughly studied. News media suggests that a variety of factors may play a role in users leaving the platform, including:



Methods

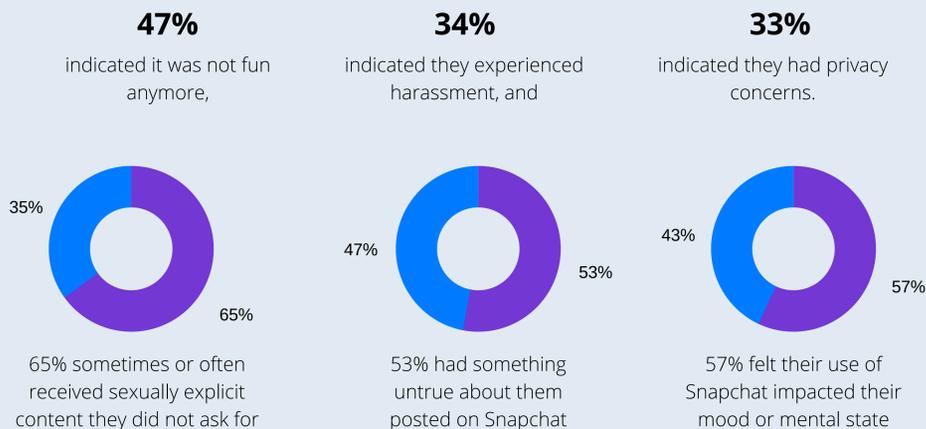
We distributed a 10-minute survey through Amazon Mechanical Turk to 120 self-identified Millennial women (born 1981-1996). The questionnaire was developed, in part, using existing Pew Research Center survey questions and drawing on the State Self Esteem and Rosen Depression scales. Open and closed questions were included, such as:

- *Did you ever feel like your usage of Snapchat affected your mood or mental state?*
 - Yes/No/Not sure
- *Did you ever receive sexually explicit photos or suggestive content from another user on Snapchat which you did not request?*
 - Often/Sometimes/Rarely/Never
- *Please describe your decision to quit Snapchat in as much detail as possible (i.e. a specific occurrence or situation, a gradual decline in usage, etc.).*

Our research examines the **decision-making of Millennial women** currently residing in the **USA** who **abandoned Snapchat**. Other research suggests a variety of mental, social, and emotional impacts from social media use, which gives great importance to understanding why people are leaving this platform while other platforms grow. We found that **over half** of participants reported having **untrue information posted about them**, and **receiving unsolicited sexual content**, as well as feeling that **Snapchat use impacted their mental state**. **Harassment, lack of enjoyment, and safety concerns** may have an impact on the decision to stop using the platform for this particular population.

Preliminary Results

When asked why they quit...



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