THE RELATIONSHIP BETWEEN SNAPCHAT USERS' MOTIVATION,

ATTITUDE AND PERSONALITY AND

THE APPLICATION'S CONTENT AND FEATURES

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DECLARATION OF ORIGINALITY

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ABSTRACT

The Relationship Between Snapchat Users' Motivation, Attitude and Personality
and the Application's Content and Features

In today's digital world, social media sites are frequently used. Each social media platform can appeal to different audiences due to its content and features. In the academic literature, there are several studies conducted to examine personality characteristics, motivations, attitudes and factors that determine the use of social media platforms. The Snapchat, besides from being an image-based social media site, is offering different experiences to its users with the help of many different features and continues to reach out to the masses every day. Nevertheless, there is limited information in the academic literature about the factors that affect Snapchat usage, user profile of Snapchat and personality traits of Snapchat users. The purpose of this thesis is to investigate the main factors that motivate social media users to use Snapchat. Secondly, it is also aimed to explore the attitudes of social media users towards Snapchat. In addition, the features of Snapchat that people frequently use and the contents shared by Snapchat users are also inspected. Finally, the personality traits of users and non-users of Snapchat are analysed by utilizing Big Five Inventory (BFI) and Narcissism scales. It is found that coolness and documentation are the motivations that affect attitudes towards using Snapchat. Moreover, it is revealed that overall using Snapchat is perceived as fun but at the same time just as a fad. In terms of the content shared on Snapchat, it is observed that people who have high levels of narcissism share selfies more than other people. Finally, it is found that extraversion, neuroticism and agreeableness traits have positive effects over usage of Snapchat.

ÖZET

Snapchat Kullanıcılarının Motivasyonu, Tutumu ve Kişilik Özelikleri ve

Uygulamanın İçerik ve Özellikleri Arasındaki İlişki

Günümüzde sosyal medya platformları sıkça kullanılmaktadır. Her sosyal medya platformu, içeriği ve özellikleri nedeniyle değişik kullanıcı kitlelerine hitap edebilmektedir. Akademik literatürde, sosyal medya platformları genelinde, kişilik özelliklerini, inanç ve tutumları ve kullanımı belirleyici faktörleri inceleyen çalışmalar yapılmıştır. Snapchat de, görüntü tabanlı bir sosyal medya platformu olmasının yanı sıra, birçok farklı özelliğiyle, değişik deneyimler sunarak, kullanıcı kitlelerine ulaşmaya devam etmektedir, ancak, akademik literatürde, Snapchat kullanımına etki eden faktörler, kullanıcı profili ve kişilik özellikleri hakkında sınırlı bilgi bulunmaktadır. Bu tezin amacı sosyal medya kullanıcılarının Snapchat kullanımına yönelik motivasyonlarını ölçmektir. Bunun yanı sıra, sosyal medya kullanıcılarının Snapchat'e yönelik tutumlarının araştırılması amaçlanmıştır. Ek olarak, kullanıcıların sık kullandığı Snapchat özellikleri ve paylaşılan içerikler araştırılmıştır. Son olarak, Snapchat kullanan ve kullanmayan bireylerin kişilik özellikleri Büyük Beş Envanteri (BFI) ve Narsisizm ölçekleriyle analiz edilmiştir. Analiz sonucunda havalı olmak ve dokümantasyon faktörlerinin kullanıcıların Snapchat kullanımına yönelik tutumlarına etki eden motivasyonlar olduğu tespit edilmiştir. Ayrıca, Snapchat, genel olarak eğlenceli görülmesinin yanı sıra, geçici bir heves olarak da görülmektedir. Snapchat içerik paylaşımıyla ilgili olarak, yüksek seviyede narsisizm sahibi kişilerin diğerlerinden daha çok özçekim paylaştıkları görülmektedir. Son olarak, nörotik kişilik, dışa dönüklük ve uyumluluk özelliklerinin Snapchat kullanımına yönelik olumlu etki yarattığı sonucuna ulaşılmıştır.

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CHAPTER 1

INTRODUCTION

Instant messaging has started to become a common need frequently used by people in their daily lives all over the world (Piwek & Joinson, 2015). According to Juniper Research (2015), it is estimated that online messages sent daily will reach 438 billion worldwide in 2019 and yearly, it will reach 160 trillion in 2019 from 94.2 trillion in 2015. The instant messaging is added in every major Social Networking Site (SNS) as a feature. Now, there are already lots of instant messaging services such as WhatsApp, Viber, Skype, Instagram and Snapchat (Punyanunt-Carter & Cruz & Wrench, 2017). With instant messaging, ephemeral photo and video sharing features, Snapchat has started to become one of the most well-known multimodal mobile applications with an estimated 37 million monthly active users in The United States, 2011 (Statista, 2019). The market value of the company was announced at around $19 billion as of June 2019 (Yahoo Finance, 2019). Snapchat has reached 190 million daily active users and these users produced over 3 billion snaps per day (Rottgers, 2018). While the revenue of Snapchat was generated as $58.66 million in 2015, this number increased to $1.18 billion in 2018 (Statista, 2019). As of the first quarter of 2019, the number of daily active users of Snapchat all over the world has reached to 190 million with an increase from the 153 million users in the corresponding quarter of 2016 (Statista, 2019).

Snapchat is providing an opportunity for users to share photos and videos with their friends and followers and these photos and videos could be viewed with a limited time. Especially, this feature has increased the Snapchat's popularity and made it unique among other social media application. This application provides not

only image sharing but also a wide range of activities from video messaging to live storytelling (Verstraete, 2016). Images sent via Snapchat are temporarily displayed with a lifespan between 1 and 10 seconds. During that time, a screenshot of the image can be taken by the receiver, and a notification is sent to the sender instantly (Handyside & Ringrose, 2017). In the application, a snap which is the name of each shared contents such as photos, videos and text can be only viewed by friends who have been added by the user or by followers who are following the user but have not been added by the user to the contact list (Grieve, 2017).

From the customers' point of view, Snapchat has attached importance to especially young adults (Anderson, 2015). Furthermore, while the usage rate is 32.9 percent among all millennials for Snapchat, it was just 23.8 percent for Twitter, and the mean age of Snapchat users is 18 while it is 40 for Facebook users. In addition, it has been asserted that Snapchat is the most important social network application among teenagers when compared with Instagram, Twitter, or Facebook in 2017. While a third of Snapchat users are between 18 and 24 years old, 71 percent of the total users are under 34 years old (Aslam, 2017).

By looking in the broadest sense, this study examines the psychographic and demographic features of Snapchat users and contributes to the literature by utilizing characteristics with Big Five Inventory (BFI) and Narcissism Scale. Since studies in the literature are not adequate to determine comprehensively personality treats of Snapchat users, this study is inferred not only from articles mentioned about likely characteristics of Snapchat users (Grieve, 2017; Katz & Crocker, 2015; Piwek & Joinson, 2015; Utz & Muscanell & Khalid, 2015), but also from studies referring users' characteristics of other SNS.

1.1 Social networking in a digital era

A human being, which is a social being, constantly needs another person and must live in a collective way. Therefore, it is possible for people to live in this unity and togetherness through communication. In this context, it is a part of social media communication network. Before the social media, messages such as emotions, thoughts and news were presented as one-way to people via mass media (Sin, Nor & Al-Agaga, 2012).

As the studies in the field of communication unite and become a discipline, these studies began to concentrate especially on the mass media, and the communication studies having a more general meaning with the mass communication researches have been identified with each other. Studies in the field of communication mostly focused on the activities of mass media (Lietsala & Sirkkunen, 2008).

In the 1970s, the studies conducted on the agenda-setting of the media was not so much. In 1972, Professor Maxwell McCombs and Professor Donald Shaw stated that the mass media do not tell individuals what to think, but what issues they should consider (Vivian, 1999).

In 1979, Duke University's Tom Truscott and Jim Ellis' worldwide discussion system, Usenet, allowed users to publish social messages. Today, social media has started with on Open Dairy online, an old social networking site established by Bruce and Susan Abelson, which brings together online journalists up to 23 years ago (Aktaş & Ulutaş, 2010).

Şimşek's (2012) list of communication tools as a development chronology started with the cave paintings. To make a list from the point where Arpanet appeared in 1971; following the Arpanet, microprocessor in 1971, recording of

videocassette in 1976, Teletext and Telefax in 1978, CNN (Cable News Networks) in 1978, Walkman 1980, MTV (music television) and IBM (personal computer) in 1981, audio compact disc in 1982, Apple Macintosh computer in 1984, World Wide Web in 1991, Facebook in 2004, YouTube in 2005 and, in 2006, Twitter formed the foundation of social media.

In other words, the process of communication, which consisted of writing and writing for a long time, later transformed the time and space with the addition of sound and image. With the development of the computer and the internet, the communication process has undergone a structural transformation once again, and an interactive communication process has begun with the flow of text, sound and image at the same time. It is not only the developments in communication tools and processes that initiated this process and enabled us to understand it, it is possible to see all the political, economic and cultural elements bringing out the process of globalization as a whole. In this context, social media is a form of communication where there is sharing, discussion and dialogue without time and place limitations. (Williams & Whiting, 2013).

In 1997, the site-based sixdegrees.com platform, which provided users the opportunity to create profiles and list their friends, and to review their friends' lists at the beginning of 1998, is the first example of social networks (Gönenli & Hürmeriç, 2012). The application was quickly popularized and sold for 125 million dollars in 2000. However, due to the increase in the number of such sites, they could not compete and were closed in 2001. Facebook, the most widely used social media application of the time, was founded in 2004 by Mark Zuckerberg and his roommates in Harvard University. In 2005, the practice remained mostly within the academic

community, but in 2006 it reached the general audience with its current qualifications (Hazar, 2011).

The number of people using the internet has surged over the past year, with more than one million people becoming online for the first time each day since January 2018. It's not just internet users that have been growing either, as the extensive new collection of "Digital in 2019" (We Are Social, 2019) reveals. By thinking the key trends and insights from this year's reports in detail, below are the essential headlines to understand "Digital in 2019" (We Are Social, 2019);

- There are 5.11 billion unique mobile users in the world today, up to 100 million (2%) in the past year.

- There are 4.39 billion internet users today, an increase of 366 million (9%) compared to January 2018.

- There are 3.48 billion social media users currently, with the worldwide total grew by 288 million (9%) since this time last year.

- 3.26 billion People are using social media on mobile devices (January 2019), with a growth of 297 million new users representing a year-on-year increase of more than 10%.

1.2 Snapchat as a part of social networking

Snapchat is a mobile sharing platform that was created in 2011 by Evan Spiegel, Bobby Murphy and Reggie Brown, students at Stanford University, and allows time-limited photo / video sharing among friends. With Snapchat application; photos, videos and scripts, called "snap", are transferred to individuals or groups with a time limit up to 10 seconds before they are lost. The sender can determine the timing before sending the image, and the recipient can no longer access the image after this

time (Charteris, Gregory & Masters, 2014). On 31 December 2016, Snapchat announced that it was preferred by 161 million active users daily.

Snapchat is quickly adopted by young people who want to communicate in a more different and original way than other social media platforms. The short-living structure of Snapchat provided another way of communicating for young people besides the other social media platforms. (Anderson, 2015).

Snapchat is a social media mobile app that allows users to send and view time-sensitive photos or videos. These contents shared by the users can be limited and contents are deleted from Snapchat (Bayer, Ellison, Schoenebeck & Falk, 2016). The record ability and shape advantages of Snapchat have increased the number of users in recent years. The record ability advantage allows users to send messages, photos or videos that will not appear after 24 hours. The shape advantage allows users to communicate with other users via photos or video clips (up to 10 seconds) while also allowing users to add filters to their photos and videos (Alhabash & Ma, 2017).

Via Snapchat, it is possible to also add notes on the pictures you share for a certain period of time (1-10s). With your front and back camera, you can make photos and organize them. You can add effects and filters to your pictures or videos by swiping either left or right.

With Snapchat, you can add emoji to your photos and videos and also text to your friends. After taking a photo or a video, you can text by clicking on the 'T' sign above and put the text where you want with drag & drop method.

Depending on your use of Snapchat you will be given a reward and a score. You can see what your reward means by clicking once on the rewards section.

You can also chat with Snapchat at the same time. When you slide the screen to the left, the chat screen comes directly to you.

You can take videos by pressing and holding the button while it's recording. There are filters also for the videos. Then, to share your video in your story, you should press the button on the bottom right.

1.3 Snapchat usage and statistics

With the increasing number of Snapchat users, many features have been added to this popular service, however, it still retains its original nature, such as the disappearance of the image sent. This feature is recognized as the most important one.

As mentioned, the main task of this application is to send photos that automatically disappear after a few seconds. To do this, just need to open the Snapchat app on the phone, for example, take a selfie or take a snap. After taking a picture, a timer between 1-10 seconds is displayed on the screen. Once you choose the timing, the picture will disappear from the target audience's screen when it's over. The user is able to control for how many seconds the receiver will see his snap.

However, there is a handicap of this ephemeral application: Screenshots. Even though it is possible to take screenshot of a snap, Snapchat informs the sender with a notification if a screenshot had been taken by the target audience (Handyside & Ringrose, 2017).

The maximum length of a video sent through Snapchat can be 10 seconds. On the other hand, for text messages it works in a more different way than placing a timer. When the target audience reads the message and quits from the message screen, the message is cleared and is no longer displayed.

The study of Ballve (2014) shows that there is the largest number of Snapchat users in the Americas. Following the Americas, there is the continent of Europe and the subcontinent of India. Australia and Saudi Arabia comes next.

In May 2012, Snapchat received 25 snapshots per second, and since November 2012, users have been sharing more than 1 billion photos in the iOS Snapchat app that shared 20 million photos each day (Holland, 2013). In the same month, Spiegel cited problems with the user base scalability as a reason to scan some of the problems presented by their images, called "Snap," in real time. Snapchat was released as an Android app on October 29, 2012. (Gallagher, 2012)

In June 2013, Snapchat 5.0 was released, called "Banquo," for iOS. The updated version offers several speed and design improvements, including swipe navigation, double-tapping a response, a friend's advanced search, and in-app profiles. This name refers to the spiritual hero of Macbeth of Shakespeare, a person who ultimately sees victory over evil. Also, in June 2013 Snapchat introduced "Snapkidz" for users under 13 years of age. "Snapkidz" was part of the original Snapchat app and was activated when the user added his birthday to confirm his age.

Snapchat Inc. was named after the introduction of the first smart glasses hardware product with a camera that could record 10 seconds of video at a time. On February 20, 2017, glasses were purchased online. Below are some related important numerical statistics:

- Snapchat market cap is nearly $19 billion in June 2019, compared to just over $7 billion at the beginning of 2019 (Yahoo Finance, 2019).

- As of 10th of May, stock price nearly doubled from $5.79 to $10.49 compared to the first trading day of the year (Yahoo Finance, 2019).

- Daily Active Users increased 2% sequentially to 190 million (Statista, 2019).

- Q1 2019 Revenue increased 39% to $320 million, from 36% in 2018 Q4 (Statista, 2019).

- As of March 2019, Snapchat reached 90% of all 13-24 year-olds and 75% of all 13-34 -year-olds in the U.S (Statista, 2019).

- Average revenue per user increased by 39% to $1.68 in Q1 2019 compared to $1.21 in Q1 2018 (Statista, 2019).

- App usage over 20 times per day and an average of 30 minutes spent on the app, creating over 3 billion snaps daily (Statista, 2019).

1.4 Importance of understanding user characteristics

With the arrival of the Internet and increased mobile phone usage, many groups of people of all ages started being a part of the virtual world. Mark Poster (1995) believes that the databases on the internet and the new electronic media create the identity of the user. In the view of Poster, this identity is shaped even without the knowledge of individuals.

The rapid growth of modern information and communication technologies, in addition to providing communication facilities and human access to information in a volume that is not comparable to any age of human life, has also changed the patterns of communication between individuals, groups and societies. The creation of cyberspace along with the physical world and the massive presence of humans in both spaces have created a revolution in the process of communication and culture. Recognizing and describing this process and its new communication requires extensive studies. There is an obvious need to investigate the effects of information and communication technologies on human relationships. The study of virtual social networking sites, including Facebook and Myspace, is one of the areas for such studies. The interactive environment of these networks is the ease of establishing

connections without time and space constraints, the development of quantitative and qualitative human communication, changing communication patterns in such a way that each user simultaneously produces and publishes information and content, and many other features.

As Gordon Graham (1999) and many others have pointed out, it's very easy on the internet to deceive people with inventions of completely imaginative characters, which is much more difficult in the real world. Therefore, for the same reasons, it is believed that relationships are weaker from the internet in comparison to the "real" relationship and the presence of evidence.

A remarkable fact about the internet is that the properties that are the yardstick we judge about people in the real world are largely unattainable in the virtual world of the Internet. Even in relationships that are written entirely by words, for example, in webpages, we still have judgments about individuals that go beyond the evidence. However, it is possible that in this type of internet connection, we mostly judge based on the actual content of communication with a person, which is more likely to represent aspects of the personality of the person who considers them to be important.

Today, with the invention of the internet and the evolution of services, new forms of virtual communication have been formed. At the beginning of the 21st century and the millennium of Internet communication (virtual communication) has an unlimited scope. Virtual social networking is one of the evolutionary forms of communication without borders and distance on the internet. Virtual social networks are considered as a variety of social media and, by aggregating the capabilities of other internet services, they are trying to provide the maximum of the user requirements, such as the possibility of forming virtual networks of friends,

acquaintances, partners, co-workers, etc. for the interaction and exchange of information. These networks have attracted millions of internet users around the world, as they have become an important component of communication and connection. Despite these networks, people can actively seek to find a diverse range of individuals and groups to meet their informational and artistic needs, and reach this goal in the shortest possible time (Ngai, Tao & Moon, 2015).

In the traditional social network theory, people and organizations interact with each other in a set of social institutions. Moreover, they are interconnected by a set of meaningful social relationships and shared together in values (Claywell, 2016). The traditional form of social networking service focuses on a variety of relationships, such as friendships and face-to-face relationships, but social networking services today focus more on online community and computer interface communication.

Social networks are the place to gather hundreds of millions of internet users who interact and exchange information regardless of frontiers, languages, gender, and culture. In fact, social networks are designed to enhance social interactions in cyberspace. In general, communication will be facilitated through information on people's profiles such as the user's photo, personal information and interests. Users can see others' profiles and communicate with each other through various applications such as email and chat.

With the advent of a global data network or internet; time, place and identity have been redefined. The internet is, in fact, an idle place, where humans can easily communicate, contract, build, write, post, or introduce something. In this place, the geographical boundaries have no meaning and, therefore, the difficulties and logical problems of time and place have been eliminated. Everything is in motion, and this

mobility always accelerates. The fluid and multifaceted identity that forms in such a space separates an individual from the fictitious framework that is in the outside world and allows him to increase his more. Such a space that leaves a person out of bounds and allows him to work in a much more intrusive space than the real world can overwhelm his religious and national identity.

The primary impact of social networking on the internet is that it challenges its current identity; they empathize with the user and then give him the opportunity to express his ideal. Social networks provide scenes where users can appear in any gender, age, social class, race, and ethnicity, and play their favourite role. At this level, virtual social networks lead the user to make up a unique identity with a unique profile. In fact, with virtual social networks, this feature is given to individuals to redefine themselves as they wish, beyond their true identity in the physical world. Therefore, by accepting the assumption that online social networks are created within the consumer society, they are the source of repeated reproduction of such a community.

Harrison and Barthel (2009) argues that the virtual world provides people with a rhyme that most people associate with their true and ideal identity. In fact, the secret of success and attracting users to the main websites is to see their use in the virtual world. So, in terms of identity in the virtual world, the issue is how much the user likes to reflect his image in this mirror.

It was once thought that the identity of people in cyberspace is an unknown and multiple identity, but now users are pursuing their defined identity in cyberspace online or in many cases they define the name for themselves in offline activities and they have a lot of friendship. Therefore, the previous equations of identity have evolved. Thus, the redefinition of individual and social identities in cyberspace can

be examined in a variety of ways. In this space, the convergence of consumer society and the professional expertise of producers and traders has led to the re-creation of human concepts such as puberty, age and various stages of life. Perhaps it's surprising that human-biological concepts, such as puberty, find new interpretations in the virtual world, but the root of the transformation of these concepts is due to the strong influence of cyberspace on the type of user's thinking.

As Ghoshal and Bartlett (2007) point out, "identity is the result of thinking that appears in the form of Gonacon (in action or in the form of words)" and with the development of the virtual realm of human life, the undeniable fact is that this cyber space is the connection of two-way users. And this affects the way of thinking and offers a wide range of user-defined preferences. In other words, today's online space is not just a reflection of the user's own, but also broadly defining user properties (Ghoshal & Bartlett, 2007).

The cultural critics' point of view was that, since cyberspace is a field made by technical engineers and not by cultural engineers, so the weak point is the lack of narration. But today, the virtual world is so integrated with the life and process of human identification and according to Angel Adrian (2008), as e-commerce is not separate from business, e-identities in cyberspace also cannot be distinguished from real identities.

The first feature that can be mentioned about virtual identity is "freedom of choice." Freedom of choice means that a person has the ability to display what he likes from all his personality traits. In cyberspace, the choice of name, profile, circle of friends, and, most importantly, self-representation, without any social monitoring, is carried out freely, and so it can be said that this freedom of choice can be fully seen. This form of freedom of choice seems to be the result of a kind of collusion of

relationships in cyberspace. This means that in the real space, the ratio of the surrounding with the person is well defined, but this feature does not exist in cyberspace, and therefore the individual can easily "represent himself ideally and desirable".

The convergence of relationships and the lack of social monitoring on the behaviour of people in cyberspace itself creates the second characteristic of identity in cyberspace, which is that people experience more "feelings of freedom of expression" than real space. It means that when a person separates his true identity and examines new relationships and identities in a new environment, many social constraints do not prevent him from commenting.

The third feature of virtual identity is that there is no need for specific time and space conditions to implement certain elements that are inherent in virtual identity properties. This is especially important in terms of shaping social campaigns. In fact, the lack of spatial and temporal constraints contributes to the creation and expansion of different thinking. While in the real world, this issue is considered an important constraint. Indeed, because of the need to provide certain time and space conditions for expressing opinions, and for each individual, these situations are different, people are in a silent spiral who think that they are the only people who have that belief and therefore that belief it is not essentially discussed (Huang & Benyoucef, 2015).

In the "Second Age of Media", Mark Pasteur (1995) emphasizes that in the new era in which the internet and electronic communications are dominant in society, these data and information, are virtual communities that make people's identity. The modern information and communication tools, as a result of the changes that make

up today's human perceptions, place identities in a completely new position that is different and even contradictory to the past (Kim & Hastak, 2018).

1.5 The purpose of the thesis

Analysing users' or consumers' psychographic and demographic features is one of the main parts of actions for a company that needs to be taken for going through and developing in the market. In the literature, there are inadequate numbers of studies that investigate the psychographic features of Snapchat users. With the literature review in mind, the major goal of this study is to identify users' psychographic and demographic features of Snapchat use. Thus, learning users' characteristics towards to social networking sites (SNSs) from the literature set a light to our research. BFI scale was a good way to resolve and compile characteristics under five categories, Extraversion vs. introversion, Agreeableness vs. antagonism, Conscientiousness vs. lack of direction, Neuroticism vs. emotional stability, Openness vs. closeness to experience (John & Srivastava, 1999). Earlier in the literature, Ross et al. (2009) and Amichai-Hamburger, Wainapel and Fox (2002) and Vinitzky (2010) have analysed Big Five Inventory on Facebook and they found that these factors are correlated with particular patterns of using Facebook. Furthermore, according to the literature review, narcissism as a narrower personality trait is one of the key attributes and the prevalence of narcissistic manners might increase narcissistic manners among users in general while using social network sites (Buffardi, 2008). In this study, the secondary goal of the research is to examine narcissism levels of users and non-users of Snapchat. As a matter of fact, gender differences might also affect the level of narcissism while using SNSs (Mehdizadeh, 2010). Besides these, application features, design of interface, ease of use play an important role to eliminate non-users

and understand the needs of users. As learned from the literature that Snapchat, the

visual communication based application, calls for niche audience such as young

adults, it was also noteworthy to reveal behavioural intention to use, motives,

attitudes towards to use Snapchat of users according to their demographics.

Additionally, it was attempted to determine the characteristics of non-users and also

attitudes towards to use Snapchat. Psychographic and demographic features were

primarily guidance while understanding the reasons and this study also showed us

the distinction of these features between users and non-users.

CHAPTER 2

LITERATURE REVIEW

In the literature, Social media applications are being studied with its all aspects incontrovertibly. Furthermore, personality characteristics of social media users and determinants effecting social media usage have been a hot topic in the literature since it is also important for the brand marketing to understand customer needs and behaviour.

In this chapter, the literature will be reviewed to understand the social media applications, their concepts and changes until today. Since Snapchat is a part of social media platforms as an ephemeral multimedia messaging and photo-based platform, the studies related with Snapchat will be also presented. Moreover, there are lots of studies about characteristics of social media users, intention to use social media platforms and determinants of using social media. These studies will be reviewed and explained to understand methodologies deeply. Furthermore, user characteristics which effect brands' strategies will be reviewed how importance to be aware of consumer needs and their aim of usage.

2.1 Social media platforms

Undoubtedly, social networks are a part of our everyday life and many people, characters, and businesses are all connected to these networks. Now, we are reviewing the top and most popular social networks on the internet today (Heidemann, Klier & Probst, 2012).

Social networks are the main source for the big and small businesses seeking to market their ads on the internet. The social networking platform is very easy to use

and even some of these networks offer money-based advertising services for businesses looking for new customers and audiences (Postman, 2009).

Although your business needs social networks, you do not need to be present in all of them. However, in order to optimize the power and capacity of social networks, you need to know the most popular networks and identify the one that suits you and your company the best (Kaplan & Haenlein, 2010). Here are some of the most popular social networks;

Facebook; the largest social network on the internet. Both in terms of number of users and in terms of design, Facebook was founded by Mark Zuckerberg in February 2004. At the beginning, they aimed to provide an information and communication services to an offline community. "After the online service was provided, Facebook has acquired over 300 million users and is the fourth largest site in the world after Google, Microsoft and Yahoo sites" (Falch, Henten, Tadayoni & Windekilde, 2009).

Twitter; founded in San Francisco in March 2006 and it has more than 330 million monthly active users ("Snap worldwide quarterly revenue 2015-2019", 2019). Despite its 140-character limit, its users are still active and sharing information. Twitter is a social network allowing people to share short messages and follow messages from others. It is most popular in North America, where 45% of the users are located (Java, Song, Finin & Tseng, 2009).

YouTube was developed by three former PayPal employees: Steve Chen, Chad Hurley and Jawed Karim in February 2005. In October 2006, YouTube was acquired by Google Inc. for US$ 1.65 billion (Falch et al., 2009). YouTube is a social platform to sharing and watching videos. It provides varied degrees of

engagement for people. Thus, some people use the social site only for viewing the content and some people prefers sharing videos to develop social relationships.

Instagram; founded in October 2010 and as of June 2018, this mobile photo sharing network had reached 1 billion monthly active users. This network is used by people to share their memories & interests related with travel, art and food etc. Also, the platform enables to edit images & videos with special filters.

Snapchat; very interesting application with its instantaneous and temporary image and video sharing feature. This application allows people to make spontaneous conversations and share their daily lives. (Bayer et al., 2016; Katz & Crocker, 2015). Nonetheless, Handyside and Ringrose (2017) have researched effects of Snapchat on memory and intimacy. According to the researchers, Snapchat brings to mind not only temporality but also stability with screenshots.

Snapchat has become one of the most popular apps for messaging and sending and receiving photos. It is an interesting application for communicating on smartphones and tablets. You can take photos or videos with this application, then add text or painting over them. After completing the process, you can send the final product to the list of specified recipients. These images and videos are called snaps.

An interesting feature of Snapchat software is the ability to define a time to display photos and videos for recipients. Once the time has expired, these images will be hidden from the recipients' screen and will also be removed from the Snapchat servers. The Snapchat app allows you to create a good voice-based image and you can communicate with others (Shontell, 2014).

Snapchat Application Features:

- Keep track of your favourite people and watch videos and photos
- Video chat with friends quickly and securely

- Send comfortable and fast texts and photos

- Ability to chat with friends online

- Has attractive effects and emoticons to edit photos and videos

- Share your photos and videos

To start using the Snapchat, you must create an account. Once you have installed the Snapchat app, you should log in. In order to create an account in Snapchat, it is needed to tap on the sign up option. After entering your information and your date of birth, you should choose a username and password. Then entering your email and your phone number will be enough to receive the activation code. It is also important to mention that Snapchat does not display your phone number for contacts (Vaterlaus et al., 2016).

When you complete the initial setup, Snapchat directly guides you to its entertainment section. The Snapchat program allows you to directly access your camera phone and place yourself in the centre of the main screen.

Filters on Snapchat; in the Snapchat app, you can have some additional information about the image taken, such as time, temperature, location, displacement, etc. The only thing you need to do is trying the filters after taking the image by swiping fast to the left or right.

Tagging images in Snapchat; tagging your pictures can be activated after capturing the image, by clicking the button at the top of the edit page. By pressing this button, the user will encounter a page filled with different labels and tags that can be placed by tapping on them. The user can move these labels on the screen by swiping anywhere. If you happen to work on a video, you can literally get these tags anywhere within the video by keeping it even when your subject is on the move. After a while, the label will follow the subject you selected (Grieve, 2017).

Adding text in Snapchat; by pressing the T button in the edit section, and then you will be allowed to write anything in the shaded area. After writing the text you want, you can easily drag your text and also manipulate the text size.

Drawings in Snapchat; the pencil button in the edit section allows users to draw shapes on the photos or videos. You have a wide variety of colours that you can select by dragging your finger on the images or video you can draw anything you want. The refresh button erases the design.

Stories on Snapchat; this option makes your content visible to all your contacts for a period of 24 hours. Within that time, they can view the photos or videos several times. On the other hand, it is possible to choose specific recipients so that only they can see your snaps only once. When you swipe from the home page (right to left) to the storyboard, this is where you can find all the stories of your friends. In order to see the stories, the user should tap on the story and the stories will be displayed.

Snapchat messages; a great feature of the Snapchat software is that the program is very psychic. You can get many of the interfaces you need by dragging your finger around.

Discover channel on Snapchat; those looking for excitement can look at different sites and post content in the form of snippets to pages like MTV, Buzz Feed, and other Snapchat app developers. The user can access your snapshots by swiping up.

Moreover, if you take a picture, the first option at the bottom will allow you to determine for how long people will see your image or if there is a video, an option will appear to disable the video.

2.2 The main motives to use social networking sites (SNSs)

Many motivation scales for using social media platforms such as documentation, coolness, creativity (Sheldon & Bryant, 2016), peeking, self-expression, escapism (Lee, E., Lee, J.A., Moon & Sung, 2015), and social interaction and communication have been investigated in the literature. For instance, according to Sheldon and Bryant (2016) documentation is the key determinant for Instagram (Sheldon & Bryant, 2016) and Pinterest (Mull & Lee, 2014). However, the ephemerality of the application, instant messaging and image based communication are main factors to use Snapchat instead of documentation (Grieve, 2017).

The report of GlobalWebIndex (2018), "Top 10 Reasons for Using Social Media" explains that people tend to create a network over social media. The first 10 motives to use social media are as below;

- To stay in touch with what my friends are doing

- To stay up-to-date with news and current events

- To fill up spare time

- To find funny or entertaining content

- General networking with other people

- Because a lot of my friends are on them

- To share photos of videos with others

- To share my opinion

- To research/find products to buy

- To meet new people

The study of Felemban and Sicilia (2016) also support this result. As a result of his study, people have personal aims to use the social media platforms. Additionally, many users are using their social media accounts to review and check

the contents that they are interested in. Most of the users are not eager to create a content or they are not mainly providing contents for social media ("GlobalWebIndex, 2018). On the contrary, Chintan and Solanki (2016) found that entertainment and socializing, content sharing and networking, as the motives to use social media, have some positive relationships with using social media.

According to Al-Menayes' (2015) study, there were some other main factors such as entertainment, information seeking, personal utility and convenience. Besides these motivations correlated with user experience, time spent and the satisfaction level of social media. Moreover, Jamal (2015) revealed that snapchat motivations are entertainment, information seeking, personal utility and convenience are the key factors to use Snapchat.

2.3 Characteristics of social media users

For some time, social networks, especially some communication software such as Viber and WhatsApp, have become so widespread that either people were working with this software or talking about it (Ryan & Xenos, 2011).

We do not use this software correctly and incorrectly. We are reviewing new relationships that you have probably experienced, relationships that make social networking users new characters, that are sometimes quite different from the person's real self. These days, many, especially teenagers and young people, prefer to summarize their communications in cyberspace.

Those who are grouped together in communication software and are linked with each other at different moments, may not have much to say while sitting together at a family party or a friendly gathering. They want to finish the party as soon as possible so that they can get their personal things (Ryan & Xenos, 2011).

Some people, just as they are in a family party, for example, interact with their friends in communication groups that are on their mobile phone and do not touch the people who are near them at the moment, which means those characters who prefer virtual communication to a more direct relationship (Pittman & Reich, 2016). We are the ones who share messages every moment and let our friends know about the smallest things that happen to us, but in a friendly and welcoming gathering we prefer not to talk and instead prefer spending time with our mobile phones. Some people have an answer to every message and they react very quickly, but in the real world, it is not the same.

Imagine that you are upset about something and you share it with your friends. Everyone would send you kind messages of sympathy, but it's different from the reality of the encounters.

Back then, if you had an urgent job, late at night, you would wait until the morning. However now, every hour of the day, it is possible to send and receive messages. And whenever a new message reaches you, especially when it's fun, you feel you have to send it to others at the moment (Panek, Nardis & Konrath ,2013).

Any technology and device that comes in naturally brings with it habits and behaviours, like social networks that made a lot of changes in how people interact with each other. In addition, people connect with others based on the type of personality and characteristics they have, and sometimes these are the means of communication that affect the personality of the person based on the type of relationships and encounters that they create (Mehdizadeh, 2010).

Confronted with the wave of new communication tools that offer newer features every day, almost all of our personal and social relationships are affected. Each of us as a simple user of social networks should be careful not to fall into the

trap of personalities different from ourselves in cyberspace (Sander, Teh & Sloka, 2017).

The following is a list of the most prominent personality patterns of people active on social networks according to Giles' (2010) study over social media users:

- Superstar; the users who are constantly monitoring their profiles on social networks on a daily basis. With their full openness, they admit and are aware of their addiction to these modern internet media.

- Denier; users who are constantly browsing their profiles, except that if they are asked, they will essentially deny the impact of social networks on their lives. However, if their access to their profiles is discontinued for any reason they would feel distressed and anxious.

- Indifferent; oddly, those people's pages are irregularly checked. Occasionally, their visits go away for days or even weeks, without any rejection of their work or material.

- Inexperienced; these categories of users do not have a history of using any social network and are not familiar with many of its basic concepts. In other words, they are going through their first experiences in the world of social media.

- Newbie; these users are sitting in quiet corners and pursuing the activities of others. Shy, corny and introverted are the best traits that can describe this group.

- Popular hearts; these users typically have plenty of followers, with a huge amount of posts, icons, and retrieval of content of interest and attention from a large number of other users. The obvious thing about these users is that they consider themselves in an ongoing competition to increase their popularity.

- Thousand Figures; these characters are very different on the internet than their real personality. Basically, these people are those who set their profiles and behaviours in such a way that their true identity is not disclosed.

- Flipping; this group of users are interested in engaging in long conversations. They are very enthusiastic and enthusiastic about a wide range of topics, often speaking with people of their own, engaging in two-way or multi-faceted conversations.

- Be informed; this group is interested in publishing controversial news and first-hand news for the first time in its users' network, and are pleased to be recognized and celebrated as a knowledgeable person.

- The Wonderful Spirit; these people are highly conservative and cautious who almost do not disclose information about their personal privacy. If you visit their profile, almost no personal information or communication will be encountered. Even their profile photos are often either empty, or is a series of random images.

- Questioners; this group may be considered as a Social Networking Site themselves. Usually they interact with others from a question as where, why, when, who, how... Introduction is often their conversation.

- Verifier Checker; this character loves to be considered and endorsed by others. They publish frequently to see how many times people have read the article, or how many people have liked the post or have resubmitted it.

Empirical research in recent years about the internet paradox claims that the use of the internet reduced the relationship between the individual and his family and reduced the social circle around the individual and increased loneliness and

depression. The use of the internet at a rate of two hours per week for two years reduced the size of the social network and its addiction (Buffardi & Campbell, 2008).

Individuals should be careful not to put themselves in the service of this tool, because in a little while, the real world transforms into a virtualized, separate world and its emotions and values are blown away. As a result, our young people need to understand the correct use of this technology and learn the time and place they use it. Once this happens, these technologies serve the mission and human values, not human values and emotions serving it to shape it. The last point is that reducing physical and temporal distances, although providing instant and imaginative pleasure, removes people from true and lasting values and pleasures (Clarke, Karlov & Neale, 2015).

Other effects of cyberspace in the lives of individuals are the diminution of real social communication between individuals. This, in turn, leads to individual and social isolation and individualism. There are countless sites available for "my" city, "my" village, "my" health, "my" car and "my" dog. Many titles begin with words in "my" sense, as well as the first letter of the word Internet. This, in turn, leads to individual isolation and increasing individuality of individuals in various ways. In further cases, it can even lead to a person's vulnerability and mental illness, and the formation of social disorder and social insecurity (Sheldon & Bryant, 2016).

As internet access is ever increasing, we are seeing a new kind of addiction, the internet addiction, which is a growing issue of information age. The internet is turning people into abandoned people and affecting their social relationships. As a result of overuse of the internet, the productivity of internet user decreases. They spend endless time online and go. Physical inactivity, symptoms such as muscle aches and back pain are another consequence of it. This addiction, like all other

addictions, is characterized by the symptoms such as excessive individualism, deprivation and escape, reluctance to participate, reduced interactions and communication, isolation anxiety, loneliness, depression, weakness of self-esteem, and so on. These users, even when they leave the internet, are affected by the symptoms of disorder (Buffardi & Campbell, 2008). On the other hand, while the relationships of individuals (especially children and adolescents) increase in the virtual world, it is likely to observe decline in their educational performance.

Generally speaking, the internet can be risky for those who are already suffering from mental problems and who are distressed and depressed. Virtual communication through the internet provides a platform for escaping the reality and means for satisfying emotional and financial needs (Sheldon & Bryant, 2016).

According to the results of this study, those who are addicted to internet are more likely to be isolated and lonely in society, suffer more academic failure and their relationships will be reduced.

By providing an uncontrolled, wide-ranging environment for various purposes, cyberspace allows users to establish different relationships and provide the basis for building broad relations between them. These relationships, shaped and cherished by individuals in a cyberspace, are shaped and inspired by individual visions. This process of forming without fear and boundaries with other people, and especially with the opposite sex, creates unexplained, broad-based and, in many cases, challenging situations among people. This becomes the cause of multiple physical and psychological injuries of a person and at a higher level, of the society and social security (Ong, et al., 2011).

The context of human communication is defined in a new way. Every day we see more people becoming online. Despite the many benefits, it also has its own

specific problems. The exploitation and abuse of this space both increase rapidly with successive speeds. Public education exercise for the proper use of cyberspace, seems to be a current need in the society.

Lemay, Doleck and Bazelais' (2017) research could set a light to learn why the acceptance of Snapchat has been accelerated so much. Lemay et al. (2017) has searched factors such as privacy and passion which affect the usage of Snapchat. Regarding the questionnaire completed by people who have used Snapchat, they have found that passion has an effect on the usage of Snapchat, but concerns for privacy do not have any impacts. Also, in the article, effects of adapting to new technologies are discussed. Based upon TAM, necessity beliefs, such as passion and need, have outstanding influences to determine the context of social media and its usage. In relation to this subject, another interesting study has also been conducted qualitative interviews to identify the allure of privacy for Snapchat users by Waddell (2016). According to the qualitative research of Waddell (2016), Snapchat has satisfied users' need for expressing themselves and it has given more relational gratifications to users which cannot be found in a text based communication. On the other hand, privacy has not been a key factor to use Snapchat, because of the scepticism of users about disappearing images. Rauzzino and Correa (2017) have also aimed to associate the social representation theory with the evaluation of perceived privacy in Snapchat. According to the result, it has been concluded that users, without making any discrimination based on their genders, have anxiety for privacy in Snapchat. For further studies, authors have suggested that differences between cultures, ages and languages of participants in a survey should take into consideration to determine a constraint which might cause statistical differences (Rauzzino & Correa, 2017). While Rauzzino and Correa (2017) have suggested that

Snapchat users are anxious about the privacy regardless of gender, Thelwall and Vis (2017) have claimed that behaviours of users might be different depending on their gender. They aimed to discuss how gender and platform style is important while preferring a visual communication instead of a text-based communication. It has been found that females use Snapchat more frequently to share photos. Also, they have indicated that the interface of the platform might be varied by gender. Thus, females tend to use interfaces for relationship-based activities, talents or demands, while males prefer using more informational interfaces (Thelwall & Vis, 2017).

Zmikly (2016) has asserted that "Snapchat is becoming impossible to ignore with a rapidly growing user base and content reaching 41 percent of all 18-to-34-year-olds in the United States" (p. 1). Katz and Crocker (2015) have touched upon effects of image sharing as a conversation type with a psycholinguistic view. As a consequence of their research, among young adults, it has been showed that participants feel like having a conversation while exchanging snaps (Katz & Crocker, 2015). With the time limited instant messaging feature of Snapchat, it has an incontrovertible place in the literature because of the rapidly rising usage rate especially by young adults and the unprecedented trend in the history of instant messaging and social networking sites (Piwek & Joinson, 2015).

Piwek and Joinson (2015) have investigated contents of users' shares on this platform, Snapchat. They have concluded that users mostly share "selfies" and prefer sharing these images primarily with their close friends and they mostly prefer sending snaps when they are at "home". Authors have also found that Snapchat use is correlated with bonding social capital instead of bridging. That is to say, Snapchat is preferred by people who have strong-tie relationships with their partners, family and close friends while other platforms such as Instagram and Facebook are associated

with bridging social capital (Piwek & Joinson, 2015). Phua (2017) has studied about effects of four social sites (Facebook, Twitter, Instagram and Snapchat) on bridging and bonding social capital on the basis of Uses and Gratifications Theory (UGT) and Social Capital Theory. Since the most of the connections in Snapchat are established among people who have already known each other's e-mail or phone number, Snapchat is a more reliable Social Networking Site (SNS) and provides more intense relationships. As a result, it has been concluded that Snapchat users have the highest bonding social capital; despite they have the lowest bridging capital. In general, they have suggested that if users of any SNSs have low trust to the SNS with weak relationships, their bridging social capital would grow up but their bonding social capital would decrease. Vaterlaus et al. (2016) have studied to determine how young adults' interpersonal relations with their family and friends affect their Snapchat behaviours. Also, they have highlighted that accurate determination of age ranges and consideration of varied regions in studies are quite significant to identify differences in Snapchat use and samples' perceptions. To sum up, regarding this research among young adults, it has been found that Snapchat enables more compatible communication among young adults, however this application might also cause challenges in users' relationships (Vaterlaus, 2016).

Hussein (2016) has aimed to determine whether Snapchat causes some negative effects on social values. According to the research among female students, it has been found that this application leads to emerge social hatred. Depending on the evaluation by all male and female students, it has been claimed that there might be no significant differences between the ones with and without social hatred and if usage hours, age and faculty are considered as a factor in the evaluation. They are not determinant factors to see differences between students but age might be a factor

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(Hussein, 2016). Verstraete (2016) has examined how the ephemeral interface of Snapchat as a platform affects users in the way of movement and containment, storytelling and branding. It is also used to assist touristic adventures visually with the help of public live broadcast platforms or discovery page through National Geographic.

According to Shontell's research (2017), it has been argued that there are approximately 150 million active users of Snapchat all over the world and 77% of college students use this application daily. Since the largest user population of the application was young adults (Shontell, 2014), there are some studies in the literature to determine young adults' needs and gratification in Snapchat use. Most recently, Punyanunt-Carter, Cruz and Wrench (2017) have explained students' communication behaviours related with Snapchat use and effects of some factors such as addiction and needs on Snapchat. They have found that college students have been delighted to use the app and are strongly attached to Snapchat. In conclusion, they have highlighted especially two points; the first one is that students' needs such as entertainment and a new way of communication are related with Snapchat addiction, intensity and exhibitionism. Secondly, these needs are also related with communication apprehension (Punyanunt-Carter et al., 2017). Freyn (2017) has investigated benefits of using Snapchat for students in a University EFL (English as a Foreign Language) classroom. It has been found that this application is helpful to practice English for students in their social life. Since students have become always online and teachers have also become more available on Snapchat, learning on this platform would be very attractive and helpful for students. Also, this situation makes students feel more comfortable and it brought success (Freyn, 2017). Since college students heavily used Snapchat, Sashittal and Jassawalla (2016) have researched

about creating brand awareness on Snapchat for college students as a target consumer. They have deduced that Snapchat is a good way to create brand awareness or to increase it.

By reviewing existing Snapchat studies in the literature and thinking Snapchat's undeniable invasion into people's social life, characteristics of users are one of the key area that is worth to discuss much more. Utz, Muscanell and Khalid (2015) have investigated psychological impacts of Snapchat on romantic jealousy. Also, they have compared Snapchat and Facebook use by examining general motives and contents of users' share. As a result of study, they have claimed that people use more Snapchat for flirting and looking for a new love while Facebook is still used for social communication with friends. In addition, the level of jealousy has been higher for Snapchat than for Facebook and this situation might have been resulted due to different affordances of these two platforms rather than users' different personality.

Furthermore, as a first insight from the characteristics of user perspective to the literature, Grieve (2017) has investigated some of individual characteristics and different perspectives between Snapchat users and non-users. Founding has shown that Snapchat users are younger than others and they care more about social connectedness. Moreover, results have brought to light that Snapchat users have greater technology engagement and they feel comfortable with technological multi-tasking and give much more importance to online social interaction (Grieve, 2017). Because of the paucity of researches about psychographics and demographics of Snapchat users, it is also necessary to examine existing researches about characteristics of other social media users such as Instagram or Facebook to understand the needs and beliefs of the users.

Perkovic, Lane and Miller (2018) have investigated the relationship among the independent variables (age, gender, ethnicity, agreeableness, conscientiousness, extraversion, neuroticism, and openness to experience) and the usage of Snapchat. In this research, they have used statistical methods for analysing Snapchat users. Using factor analysis and regression, this study estimates the demographic data and personality kinds of Snapchat usage from the online review answers. The conclusion is that age, ethnicity, and extraverted personality types are significant factors associated with overall Snapchat usage. Furthermore, personality types and demographic traits foretell the rates of variation for the probability of seeing the following "Discover" channels: 20% for Buzzfeed, 27.5% for CNN, 28.3% for ESPN, 28.4% for iHeart Radio, 31.8% for People, 35.9% for Cosmopolitan, and 38.4% for Mashable. All demographic traits and four personality kinds are vital predictors for the probability of watching at least one of the "Discover" channels. The move to monetize the "Discover" platform and to generate revenues from the application could benefit from the characteristics of millennial users. This research is unique in the sense that there are no prior studies testing the impact of demographic traits and personality types on the usage of Snapchat.

Moran, Salerno and Wade (2018) have researched about the user's sexual behaviour in Snapchat. The study investigated the distinction among genders of users, their use of the app for sending naked contents, gaining sexual access and gaining a sexual hook-up. It was asserted that men were possible to use the app to obtain a mate and request for naked snaps. Women were predicted to be further possible than men to use the app to send naked Snapchats to a partner and remains this behaviour to keep their partner excited. Based on the results, women did not use the app to continuously send naked snaps. However, men were more likely than

women to use the app for a hook-up and unrestricted individuals were associated with using Snapchat to gain sexual access, hook-ups and to continue sending naked Snapchats.

Sashittal and Jassawalla (2019) have studied the framework of brand acquaintance – a new emotional attribution resulting from user-brand interactions on Snapchat. The study revealed that Snapchat users are more likely to use unknown and stranger brands. Users' fear of self-disclosure triggers a search for acquaintances on the medium, i.e., acquaintances are asked over friends and intimates. Besides, unknown and newcomer brands are known by Snapchat users, i.e., awarded the status of an acquaintance.

Rice and Moffett (2019) have researched using Snapchat as one part of elections. During the 2016 presidential election period, Clinton and Trump practiced Snapchat as one piece of their overall voter outreach and engagement efforts. This part of their campaign plan was disproportionately targeted to new voters as those between 18 and 25 comprise a large part of Snapchat's user base. Authors tried to use a review conveyed from a college campus in October 2016, and based on the results, those students who sent pictures or videos about interest groups, candidates for office, or political parties on Snapchat were more civically and politically active than otherwise similar students who had not participated in these activities (Rice & Moffett, 2019).

CHAPTER 3

THEORETICAL MODEL AND HYPOTHESIS

This chapter provides the theoretical model of the study and groups of hypotheses formulated based on this model. The aim of this thesis is to understand the relationship between Snapchat users' motivation, attitude and the application's content and features. For the personality traits of users, it is also aimed to understand the psychographic and demographic differences of Snapchat users and effects of these traits over Snapchat usage in the Snapchat Community in Turkey, and contribute to the literature by utilizing characteristics with Big Five Personality Inventory (BFI) and Narcissism Scale since studies in the literature are not adequate to determine comprehensively personality treats of Snapchat users. By taking previous related studies into consideration, in this chapter, research questions and hypothesis will be determined. The theoretical model is shown in Figure 1, which is comprised of independent, intervening and dependent variables. Hypotheses are also created over this theoretical model. Research questions and hypotheses will be presented in this chapter along with previous related studies in the literature.

Big Five Personality scale, Hyper Sensitive Narcissism Scale and motives about using Snapchat are independent variables according to the table of theoretical model. Moreover, the intervening variables are Features of Snapchat, Shared Contents of Snapchat, attitudes towards using Snapchat, Intention to use Snapchat in this model to explain the dependent variable which is actual behaviour to use Snapchat in this theoretical model.
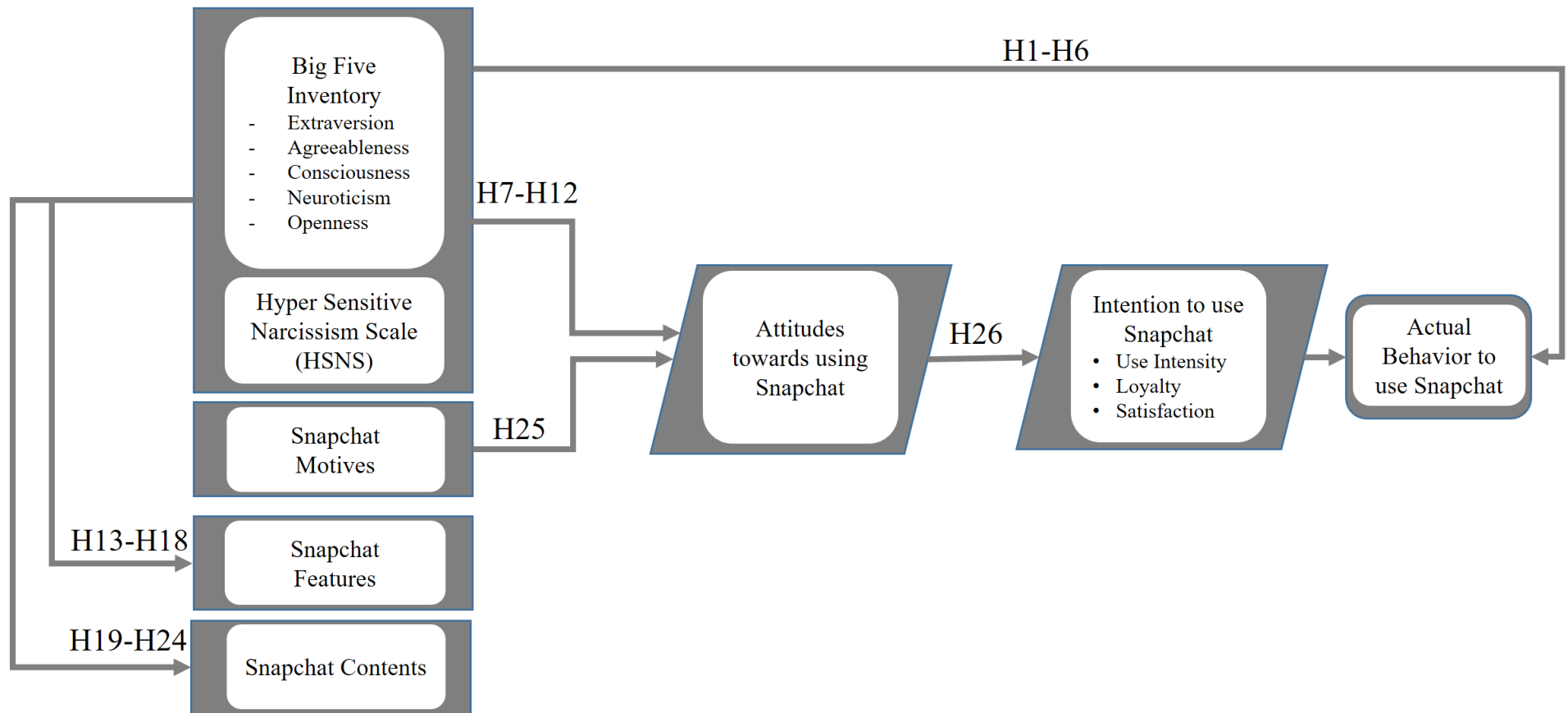
Figure 1. Theoretical Model

3.1 Theoretical framework

In this framework, participant's beliefs and attitudes were investigated to predict the intention of users according to Theory of Reasoned Action (TRA) of Ajzen and Fishbein's (1980). Furthermore, Ajzen (1985) also extended this theory to Theory of Planned Behaviour (TPB). According to TPB, Actual behaviour depends on the intention and perceived behavioural control.

In the Literature, while studying over the factors affecting snapchat usage, Lemay et al. (2017) has also used Technology Acceptance Model (TAM) of Davis et. all (1989). 114 experienced Snapchat users who are from North America have joined the questionnaire to measure primarily passion and concerns of users about privacy and other TAM factors such as attitude towards to use, behavioural intention to use, and perceived ease of use. Instead of external variables in TAM, there are Big Five Personality Traits and features of Snapchat, shared Contents in Snapchat in this theoretical model.

This thesis is based on TPB while investigating actual behaviour of participants. Personality traits were also added as a contribution to the literature and they were added as an independent factor to understand the correlation between these personality traits and Snapchat usage, attitudes, and some specific features of Snapchat.

3.2 Personality trait measures

Personality traits are an essential development in personality psychology, which has been realized with group evaluations in personality assessments. Until the late 1930s, there was little agreement between psychologists and personality theorists on the methods of personality assessment and measurement (John & Srivastava, 1999).

However, in the 1940s, group evaluation methods were developed in personality assessments and presented with theories such as the Cattell's (1950) 16 Personality Factors, Eysenck's PEN Model of Personality, and eventually Big Five personality traits, which caused substantial progress in personality theories and its measurement methods (Costa & McCrae, 1992).

While there are several ideas of personality, the primary level is to know accurately whatever is indicated by the term personality. The term personality itself derives from the Latin word persona, which is referred to a professional cover worn by performers to either project various roles or change their identities. Below are some other definitions of personality;

- "Personality is that which permits a prediction of what a person will do in a given situation" (Cattell, 1950, p. 2).

- "The dynamic organization within the individual of those psychophysical systems that determine his characteristic behaviour and thought" (Allport, 1961, p. 28).

- "The distinctive patterns of behaviour (including thoughts and well as 'affects,' that is, feelings, and emotions and actions) that characterize each individual enduringly" (Mischel, 1999, p. 4).

- "Personality refers to individuals' characteristic patterns of thought, emotion, and behaviour, together with the psychological mechanisms -- hidden or not -- behind those patterns" (Funder, 2001, p. 2).

- "Personality represents those characteristics of the person that account for consistent patterns of feeling, thinking and behaving" (Pervin & John, 1999, p. 4).

There are various methods to measure personality, although psychologists have often given up on attempting to separate humankind organized into classes. In recent years, the five-factor model of personality has been considered by many psychologists as a popular and influential approach for examination of personality traits. This model is based on the belief that a human being is a rational entity that can justify its character and behaviour. Costa and McCrae (1992) basically have identified these five factors as the core tendencies that have a biological background. According to this view, character descriptions can be explained by five substantial factors. These five factors are often referred to as Neuroticism, Extraversion, Openness, Agreeableness, and Conscientiousness.

3.2.1 Big Five Inventory (BFI)

Big Five Inventory model divides the personality into five aspects of neuroticism, extraversion, conscientiousness, agreeableness, and openness. Each person in terms of their characteristics, according to this model, can have a particular attitude and orientation towards each of these traits. In this section, we will describe each of these personality traits and their features.

Extraversion trait; Extraverts are people who are popular, like to party, have a lot of friends, need to talk to others, do not want to do something alone, are eager to encourage, and be a risk taker (Hughes, Rowe, Batey & Lee, 2012). They are curious, acting quickly without thinking much (Hamburger et al., 2002), inspired, and willing to disguise others (Quercia et al., 2012). They like aggression, lose their temper quickly, cannot control their feelings, and are not very stable (Costa & McCrae, 1992).

An extravert is an energetic, sociable, courageous, active, self-confident, and passionate person. Extraverts tend to be social, emotional, and intimate, and they are usually better off with different people (Seidman, 2013). Extraverts have a positive mood and attitude when they work; they feel more satisfied with their job and generally feel better about their organization and the surrounding environment (Ross et al. ,2009).

Neuroticism trait; according to the definition in Costa and McCrae (1992), neuroticism is a personality trait that has high emotional stability and low anxiety on one side, and emotional insecurity and high anxiety on the other side. Individuals with high scores in neuroticism have more irrational emotions and low ability in controlling arousal behaviours and coping with problems. Individuals whose scores are low in neuroticism, with a feeling of emotional stability, are usually calm, moderate, and comfortable, and are able to cope with stressful situations without disturbance or anxiety (Ross et al., 2009). Other features of people with high scores in this factor are anxiety, anger, hostility, depression, and shyness. Neurotic people are usually in a negative mood in their work environment and generally, have a negative attitude towards their work. They may have a perceptive influence on group decisions through the expression of negative aspects (Correa, Hinsley & De Zuniga, 2010).

Conscientiousness trait; this trait is a measure of reliability. A person with a high Conscientiousness is a competent, disciplined, task-seeking, punctual, and reliable person. Conscientious people, in many organizational situations, are considered to be valuable because their higher desire for success is a good indicator of performance prediction in many situations (Ryan & Xenos, 2011).

The best description of this trait is the concept of commitment. A person with this trait is conscientious, purposeful, willing, and responsible (Hughes et al., 2012). A high score in Conscientiousness is associated with career and academic success (Costa & McCrae, 1992). Other features of people with high scores in this factor are accuracy, optimism, reliability, honesty, striving for success, and discipline (Ross et al., 2009).

Agreeableness trait; it is about people's tendency to be similar to others (Costa & McCrae, 1992). Individuals with an attribute of agreeableness, are trustworthy, honest, kind, compassionate, and self-devoted, modest, humble, and well-mannered (Moore & McElroy, 2012). They are suitable for teaching and psychology, counselling, social affairs, and social activities. They usually avoid controversies or disagreements and attempt to establish a comfortable and convenient way of dealing with individuals. Agreeableness is a personality trait of interpersonal tendencies. A person with this trait is an altruist person. They sympathize with others, and tends to help them and believes that others are mutually beneficial (Correa et al., 2010).

Openness trait; people with a high score in this trait are curious both in the inner and the outer world, and their life is abundant in terms of experience. They are curious and independent in judgment. Another feature of this personality trait is their imagination and passion for aesthetics (Ross et al., 2009).

They are people who are open to acquiring new experiences. They can be useful for jobs in which there is a lot of change or the need for significant innovation or risk. For example, entrepreneurs, architects, agents of change in the organization, artists, and theoretician scientists are generally at a high level of this trait (Hughes et al., 2012).

3.2.2 Narcissism trait

The main characteristic of narcissism is to feel great and to be always right. A kind of narcissism is associated with a sense of importance, being specific, highlighted, and great, and the other is associated with a sense of hopelessness, sensitivity to interpersonal relationships, and social isolation.

The people, who find himself genius, prestigious and successful, tend to display their achievements. They want others to confirm their achievements. However, this self-confidence is highly unstable and is prone to severe aggression when threatened by others. In fact, this feature is also related to culture. In societies where individuality is encouraged, narcissistic behaviours may increase. In societies in which people think that they cannot reach higher social strata, social behaviours are more visible in social networks, because some, social networks are a way to enter higher classes (Fox & Rooney, 2015).

In general, the level of narcissistic behaviour in virtual networks is increasing worldwide. Facebook's emergence can be considered as one of the cornerstones of narcissism. Members of this social network realized that they could show themselves in a positive way and easily get approval from others. Obviously, following these positive feedback, the narcissistic sense is strengthened in people. Entering to our social network means being exposed to a large number of contacts. We consciously or unknowingly want to introduce our privileges in these networks. As a result, we give a glorious and beautiful image to others; however, we do not recognise the fact that we are moving towards narcissism in this way. Soon, when we notice a great deal of distortion with the image we make, we experience severe psychological harm. Those who spend more time expressing social behaviours are more likely to suffer. As a conclusion, we should be familiar with the signs of narcissism in social

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networks. Narcissistic people tend to talk more about their honours. Mostly they prefer to publish beautiful photos and show themselves in a distinct way.

3.3 Research questions and related hypotheses

After reviewing literature, regarding to the personality differences of users and non-users, in this thesis, it was primarily studied over the questions that need to explore these differences. Within this scope of the thesis, mainly based on usage of Snapchat, research question RQ1 that were discussed in the thesis are as following:

RQ1: What are the differences between Snapchat users and non-users with respect to their personality characteristics?

Based on RQ1 and previous findings of other studies over personality characteristics, below is the hypothesis proposed as follows:

H1: There is a significant difference among Snapchat users and non-users with respect to Extraversion trait.

H2: There is a significant difference among Snapchat users and non-users with respect to Neuroticism trait.

H3: There is a significant difference among Snapchat users and non-users with respect to Conscientiousness trait.

H4: There is a significant difference among Snapchat users and non-users with respect to Agreeableness trait.

H5: There is a significant difference among Snapchat users and non-users with respect to Openness trait.

H6: There is a significant difference among Snapchat users and non-users with respect to Hyper Sensitive Narcissism trait.

3.3.1 Attitudes towards using Snapchat

Since all respondents have an attitude towards using Snapchat for their social communication platform, in this thesis, to find whether their characteristics is related with their attitudes towards using Snapchat, there were 6 statements, five of which were negative attitudes such as "waste of time", "vain", "exhibitionism", "pretentious", "just a fad", whereas the remaining one is positive ("Using Snapchat is fun."). By taking all these into consideration, the research questions were presented as follows:

RQ2: What are the respondent's personality trait differences regarding to their attitudes about Snapchat usage?

Based on RQ2 and previous findings of other studies over personality characteristics, below hypothesis were proposed as below:

H7: There is a significant correlation between attitudes towards using Snapchat and extraversion trait.

H8: There is a significant correlation between attitudes towards using Snapchat and neuroticism trait.

H9: There is a significant correlation between attitudes towards using Snapchat and conscientiousness trait.

H10: There is a significant correlation between attitudes towards using Snapchat and agreeableness trait.

H11: There is a significant correlation between attitudes towards using Snapchat and openness trait.

H12: There is a significant correlation between attitudes towards using Snapchat and hyper sensitive narcissism trait.

3.3.2 Usage of Snapchat features

Just like the other social media platforms, Snapchat has its own features related to its usage aim such as sending private snaps, receiving private snaps, contributing to live stories, posting and watching snapchat stories, etc. The previous study of Thelwall & Vis (2017) were utilized as a basis for this part to study over the following research question:

RQ3: What is the relationship between users' personality traits and Snapchat features?

Below are the link specifications between personality characteristics and snapchat features which express the hypothesized relationships in theoretical framework. Based on RQ2 and previous findings of other studies over personality characteristics, hypothesis were proposed as below:

H13: There is a significant relationship between using Snapchat features of Snapchat users and extraversion trait.

H14: There is a significant relationship between using Snapchat features of Snapchat users and neuroticism trait.

H15: There is a significant relationship between using Snapchat features of Snapchat users and conscientiousness trait.

H16: There is a significant relationship between using Snapchat features of Snapchat users and agreeableness trait.

H17: There is a significant relationship between using Snapchat features of Snapchat users and openness trait.

H18: There is a significant relationship between using Snapchat features of Snapchat users and hyper sensitive narcissism trait.

3.3.3 Snapchat contents of users

Utz et. all (2015) studied the effect of usage intensity over the content that users shared as a post in Snapchat. Moreover, it was used related contents with Snapchat such as "Funny Things", "The things I am interested in", "Events", "Food", "People", "Myself", "Animals", "Drunk Photos", "Beautiful Things", "Joke Sexting". With the scope of this thesis, according to personality traits, content related research question is as follows:

RQ4: What is the relationship between users' personality traits and the Snaps' contents they shared?

Based on the theoretical framework of this thesis and RQ4, Snapchat contents of users were used as the predictors of the personality characteristics of users. Accordingly, below hypothesis were proposed:

H19: There is a significant relationship between Snapchat contents of users and extraversion trait.

H20: There is a significant relationship between Snapchat contents of users and neuroticism trait.

H21: There is a significant relationship between Snapchat contents of users and conscientiousness trait.

H22: There is a significant relationship between Snapchat contents of users and agreeableness trait.

H23: There is a significant relationship between Snapchat contents of users and openness trait.

H24: There is a significant relationship between Snapchat contents of users and hyper sensitive narcissism trait.

3.3.4 Motivations to use Snapchat

Utz et. al (2015) investigated the motives of Snapchat usage with 6 motives statement. Moreover, Lee at all (2015) also studied over the effect of social interaction, archiving, self-expression, escapism and peeking as the 5 different scale of motives to use Snapchat. Furthermore, Sheldon and Bryant (2016) examined the motivations by extracting 3 motives documentation, coolness and creativity.

In this thesis, to find out the motivations to use Snapchat, a comprehensive analyse was done with the help of the previous studies of Lee et al. (2015) and Sheldon & Bryant (2016) and Utz et al (2015) for the following motivation scales; Peeking, Self-expression, Creativity, Documentation, Escapism, Coolness. Related research question is presented as follows:

RQ5: What are the main motivations to use Snapchat?

According to the theoretical research model, the hypothesis was proposed as; H25: Motivations to use Snapchat are positively related with attitudes towards using Snapchat.

3.3.5 Intention to use Snapchat

As seen in the theoretical research model, attitudes towards using Snapchat need to be investigated to predict the intention of users according to Theory of Reasoned Action (TRA) of Ajzen and Fishbein's (1980). Moreover, according to Ajzen's (1985) Theory of Planned Behaviour (TPB) actual behaviour is related with the intention to use. In this thesis, to see the whole picture of theoretical research model, below hypothesis was proposed as below:

H26: Attitudes towards using Snapchat is positively related to Intention to use Snapchat.

CHAPTER 4

RESEARCH METHODOLOGY

The data for this study were collected through the online survey, which was developed and conducted according to the Snapchat research model. All questions of the survey are shown in Appendix A and the Turkish translated version is shown in Appendix B.

In the survey, 44-items Big Five Inventory (BFI) Scale which includes extraversion, neuroticism, conscientiousness, agreeableness, openness scales were used within a 5-point likert scale to examine psychographics of participants. Nevertheless, the Hypersensitive Narcissism Scale (HSNS) with 10-items which was developed by Hendin & Cheek (1997) from Murray's (1938) MMPI-based Narcissism which assessed covert narcissism was used to analyse narcissism level of participants.

There are two types of participants as Snapchat users and non-users. This was determined via single and forced choice question "Do you use Snapchat?" with the answers "yes" or "no". Snapchat users also fulfilled Snapchat usage questions. Additionally, the survey consisted of different statements which were intended to measure behavioural intention, attitudes and motives. 11 statements, 5 of them were used in Piwek & Joinson (2015) research and originally cited from Ellison, Steinfield, Lampe (2007) research, were used in a 5-point likert scale to study on behavioural intention. Snapchat motives which can be reduced to "documentation", "coolness", "creativity" (Sheldon & Bryant, 2016), "peeking", "self-expression", "escapism" (Lee et al., 2015), and "social interaction and communication" scales were also measured as totally 27-items in a 5-point likert scale by originating from

the researches in the literature. Furthermore, attitudes towards using Snapchat with six items and users' satisfaction towards 14 of Snapchat features was measured with a 5-point likert scale in the questionnaire. To classify Snapchat users according to frequency of usage, there were also different scales which measure daily, weekly usage and there were questions about Snapchat scores which show a user how actively use Snapchat. In addition to this, demographic features of participants are gathered with questioning about age, gender and education.

After the online questionnaire was prepared with Google Documents application, it was displayed for two weeks on the link, and shared randomly with university student contacts, e-forums, e-groups, high school students via teachers' contact, corporate company workers' contacts. Additionally, survey has the e-mail of each participant for the reliability and contributes uniqueness of surveying process. Moreover, participants which made survey on the same IP address more than once were excluded from the survey.

Finally, 444 surveys were completed by participants, fully answered questions in the usable data remained after declining the empty parts of replies. The data gathered from this sample were analysed by using SPSS 22.0.

4.1 Big Five Inventory (BFI) scale

With 44 items, Big Five Inventory scale was asked respondents with a 5-point Likert type agreement scale to measure personality traits. This scale was developed and used by John and Srivastava (1999) before. Table 1 shows the descriptive of 44 items of BFI scales with the mean and standard deviation. The mean of each scale, extraversion, neuroticism, conscientiousness, agreeableness and openness scales, is also shown in Table 1 according to respondents' answers.

Table 1. Big Five Inventory (BFI) Scale with the Mean and Standard Deviation

	All Respondents (N = 444)		Users (N = 308)		Non-Users (N = 136)	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Extraversion	3.30	0.66	3.38	0.64	3.14	0.66
is talkative.	3.64	1.07	3.74	1.06	3.41	1.08
is full of energy.	3.49	1.09	3.60	1.05	3.24	1.13
generates a lot of enthusiasm.	3.55	1.02	3.65	0.96	3.32	1.11
has an assertive personality.	3.33	1.06	3.34	1.05	3.29	1.09
is outgoing, sociable.	3.56	1.08	3.70	1.04	3.24	1.10
is reserved. (r)	2.82	1.23	2.84	1.23	2.75	1.25
tends to be quiet. (r)	2.71	1.25	2.79	1.24	2.53	1.26
is sometimes shy, inhibited. (r)	3.33	1.07	3.33	1.06	3.31	1.09
Agreeableness	3.77	0.56	3.82	0.52	3.66	0.62
is helpful and unselfish with others.	4.05	0.92	4.14	0.85	3.85	1.04
has a forgiving nature.	3.57	1.09	3.65	1.07	3.37	1.11
is generally trusting.	4.10	0.89	4.13	0.81	4.04	1.05
is considerate and kind to almost everyone.	4.16	0.93	4.22	0.88	4.02	1.02
likes to cooperate with others.	3.79	0.97	3.86	0.91	3.63	1.09
tends to find fault with others. (r)	3.55	1.02	3.55	1.04	3.54	0.97
starts quarrels with others.(r)	3.90	0.98	3.87	0.96	3.98	1.04
can be cold and aloof. (r)	3.55	1.12	3.66	1.06	3.29	1.21
is sometimes rude to others.(r)	3.26	1.08	3.30	1.08	3.18	1.08
Conscientiousness	3.50	0.65	3.51	0.62	3.50	0.72
does a thorough job.	3.81	0.99	3.82	0.93	3.79	1.10
is a reliable worker.	4.24	0.91	4.29	0.82	4.14	1.09
perseveres until the task is finished.	3.69	1.06	3.72	1.02	3.63	1.16
does things efficiently.	3.54	0.95	3.52	0.93	3.57	0.99
makes plans and follows through with them.	3.23	1.17	3.25	1.18	3.17	1.15
can be somewhat careless.(r)	3.53	1.09	3.56	1.05	3.47	1.19
tends to be disorganized.(r)	3.07	1.22	3.00	1.19	3.23	1.27
tends to be lazy.(r)	3.39	1.13	3.35	1.10	3.48	1.19
is easily distracted.(r)	3.02	1.09	3.03	1.11	3.00	1.05
Neuroticism	2.85	0.75	2.90	0.73	2.74	0.79
is depressed, blue.	2.66	1.20	2.71	1.20	2.56	1.22
can be tense.	2.79	1.13	2.85	1.12	2.66	1.14
worries a lot.	2.87	1.09	2.90	1.08	2.81	1.12
can be moody.	2.64	1.20	2.71	1.19	2.48	1.22
gets nervous easily.	2.85	1.21	2.93	1.22	2.68	1.18
is relaxed, handles stress well.(r)	2.87	1.06	2.92	1.06	2.78	1.05
is emotionally stable, not easily upset.(r)	3.34	1.10	3.40	1.08	3.21	1.15
remains calm in tense situations.(r)	2.81	1.14	2.82	1.12	2.77	1.18
Openness	3.80	0.67	3.81	0.64	3.77	0.74
is original, comes up with new ideas.	3.63	1.00	3.65	0.96	3.60	1.08
is curious about many different things.	4.04	0.98	4.03	0.94	4.04	1.05
is ingenious, a deep thinker.	3.99	0.96	3.99	0.91	3.98	1.06
has an active imagination.	3.91	1.00	3.98	0.94	3.76	1.12
is intensive.	3.38	0.96	3.35	0.92	3.45	1.05
values artistic, aesthetic experiences.	3.86	1.03	3.86	1.00	3.85	1.12
likes to reflect, play with ideas.	4.16	0.88	4.19	0.83	4.07	0.98
is sophisticated in art, music or literature.	3.78	1.13	3.81	1.10	3.71	1.19
prefers work that is routine.(r)	3.41	1.06	3.41	1.07	3.40	1.04
has a few artistic interests.(r)	3.81	1.13	3.82	1.13	3.80	1.13

4.2 Hyper Sensitive Narcissism scale

Since the selfie posting is one of the very common features of Snapchat, narcissistic behaviour has been studied by using 10 items of Hendin and Cheek (1997) narcissism scale which is reconstructed from Murray's (1938) Narcissism Scale. Respondents were asked 5-point likert type agreement scale ranging from "1 = Strongly Disagree" to "5 = Strongly Agree" to determine the results. Table 2 shows the descriptive of 10 items of the scale with the mean and standard deviation.

Table 2. Descriptive for Hyper Sensitive Narcissism Scale Items

	All Respondents (N = 444)		Users (N = 308)		Non-Users (N = 136)	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Hyper Sensitive Narcissism	3.07	0.46	3.08	0.47	3.05	0.46
I can become entirely absorbed in thinking about my personal affairs, my health, my cares or my relations to others	3.96	0.95	3.97	0.96	3.93	0.95
My feelings are easily hurt by ridicule or by the slighting remarks of others.	3.45	1.19	3.51	1.17	3.34	1.24
When I enter a room I often become self-conscious and feel that the eyes of others are upon me.	3.53	1.06	3.56	1.05	3.47	1.07
I dislike sharing the credit of achievement with others	2.70	1.16	2.68	1.15	2.73	1.19
I feel that I have enough on my hands without worrying about other people's troubles.	2.52	1.08	2.54	1.08	2.49	1.10
I feel that I am temperamentally different from most people	3.27	1.19	3.27	1.19	3.28	1.18
I often interpret the remarks of others in a personal way	3.19	1.04	3.25	1.05	3.06	0.99
I easily become wrapped up in my own interests and forget the existence of others.	2.61	1.16	2.59	1.16	2.68	1.15
I dislike being with a group unless I know that I am appreciated by at least one of those present.	3.53	1.11	3.50	1.13	3.60	1.06
I am secretly annoyed when other people come to me with their troubles, asking me for my sympathy.	1.94	1.05	1.95	1.02	1.93	1.12

4.3 Snapchat Usage Frequency

To understand the Snapchat usage frequency, based on Thelwall & Vis (2017) study, respondents were asked questions. Moreover, 3 self-created questions were asked to understand the frequency. Furthermore, to determine Snapchat usage one single

forced choice question were asked. Grieve (2017) asked the same question to the

respondents in his study to determine the actual usage.

Table 3. Snapchat Usage Frequency Questions

Item	Source
Do you use Snapchat?	Grieve (2017)
Do you think about having a Snapchat account if you haven't got?	Self-Created
How long have you been using Snapchat?	Thelwall & Vis (2017)
How many times do you use Snapchat in a day?	Self-Created
How many Snaps do you send in a week?	Self-Created
What is your Snapchat score?	Thelwall & Vis (2017)
How many accounts have you added as friends on Snapchat?	Thelwall & Vis (2017)
How many accounts are following you on Snapchat?	Thelwall & Vis (2017)
Do you follow anyone on Snapchat that you don't know personally?	Thelwall & Vis (2017)
Have you ever taken screenshots of images sent to you on Snapchat to save them?	Thelwall & Vis (2017)
Are you concerned about other people saving your snaps and storing them for later use?	Thelwall & Vis (2017)
Are you worried that your Snapchat images could be leaked on the internet?	Thelwall & Vis (2017)

4.4 Snapchat contents of users

Snapchat contents related questions were created by Utz et. all (2015). With a 5 point

likert type agreement scale. Respondents were asked 12 different contents that are

shared in Snapchat while using. Table 4 shows the contents in detail and mean and

standard deviation of the answers of respondents.

Table 4. Descriptive for 12 Snapchat Contents Items

Snapchat Contents	Mean	Std. Deviation
Funny things	4.06	1.01
Myself	3.97	1.02
The things I am interested in	3.94	1.08
Events	3.22	1.45
Food	2.72	1.47
People	3.61	1.29
Animals	3.45	1.38
Drunk photos	2.91	1.49
Beautiful things	3.58	1.35
Joke sexting	1.69	1.14
Legally questionable activities	1.52	1.00
Sexting	1.59	1.09

4.5 Intention to use Snapchat

Including Piwek and Joinson (2015) five items Snapchat use intensity scale, 11 items were created to understand the intention to use of Snapchat users. All the responses were measured with 5-point likert type agreement scale.

Table 5. Descriptive for Intention to Use Snapchat

Variable Name		Mean	Std. Deviation
Intention_to_use_1	Using Snapchat is one of my daily activities.	2.45	1.41
Intention_to_use_2	I am proud of telling that I am using Snapchat to others	2.31	1.26
Intention_to_use_3	Snapchat has become part of my daily routine	2.06	1.25
Intention_to_use_4	I feel out of touch when I haven't logged onto Snapchat for a while	1.54	0.99
Intention_to_use_5	I would be sorry if Snapchat shut down	2.31	1.43
Intention_to_use_6	I'm thinking about using Snapchat more often in the near future.	1.90	1.09
Intention_to_use_7	I advise Snapchat to others.	2.71	1.32
Intention_to_use_8	I can use Snapchat's existing features that I do not currently use in the future.	2.73	1.23
Intention_to_use_9	If Snapchat has new features, I can use them.	3.06	1.29
Intention_to_use_10	I can pay for some features on Snapchat even if they are not free to use.	1.37	0.82
Intention_to_use_11	I am satisfied from using Snapchat	3.12	1.29

4.6 Snapchat features

To understand the importance of Snapchat features for users, based on Thelwall and Vis (2017) study, respondents were asked questions. Moreover, eight self-created questions were added for the other features of Snapchat.

Table 6. Snapchat Features with the Mean and Standard Deviation

Source	Features	Mean	Std. Deviation
Thelwall & Vis (2017)	Sending private snaps.	3.88	1.06
Thelwall & Vis (2017)	Receiving private snaps.	3.97	1.03
Thelwall & Vis (2017)	Posting Snapchat Stories	3.21	1.23
Thelwall & Vis (2017)	Watching Snapchat Stories	3.24	1.19
Thelwall & Vis (2017)	Contributing to Live Stories.	2.13	1.13
Thelwall & Vis (2017)	Using Discover to find Channels	2.43	1.39
Self-Created	To see who took a screenshot	3.89	1.23
Self-Created	Adding friends via Snapcode or username	2.95	1.35
Self-Created	Saving Snaps to the phone gallery	3.73	1.19
Self-Created	To see who saw your snaps	3.95	1.19
Self-Created	Doing live Video Chat	2.52	1.31
Self-Created	Renewable various Filters and Effects	3.56	1.27
Self-Created	To arrange viewing time of Snaps	3.61	1.22
Self-Created	Sharing a Snap in Story for 24 hours	3.30	1.31

4.7 Motivations to use Snapchat

Twenty-seven items were derived from the studies of Lee et al. (2015) and Utz et all (2015), Sheldon and Bryant (2016). Although Lee et al. (2015) and Sheldon and Bryant (2016) studied for Instagram, questions were reconstructed according to Snapchat to indicate users' agreement degree with the statement of "My aim for using Snapchat is …".

Table 7. Descriptive for Motivation to Use Snapchat

Item	Factor Label in Source	Source
To share my daily life with other people	Documentation	Sheldon & Bryant (2016)
To depict my life through photos	Documentation	Sheldon & Bryant (2016)
To document the world around me	Documentation	Sheldon & Bryant (2016)
To have fun with special photo effects	Social Interaction/Communication	Self-generated
Distraction or procrastination	Snapchat Motives	Utz, Muscanell, & Khalid (2015)
Keeping in touch with friends and family	Snapchat Motives	Utz, Muscanell, & Khalid (2015)
Seeing what people are up to	Snapchat Motives	Utz, Muscanell, & Khalid (2015)
Communicating with my partner	Snapchat Motives	Utz, Muscanell, & Khalid (2015)
Flirting or finding new love interests	Snapchat Motives	Utz, Muscanell, & Khalid (2015)
Meeting new friends	Snapchat Motives	Utz, Muscanell, & Khalid (2015)
To browse photos related to my interests	Peeking	Self-generated
To browse daily lives of celebrities	Peeking	Lee et al. (2015)
To browse daily lives of people all over the world	Peeking	Lee et al. (2015)
To be noticed by others	Self-expression	Lee et al. (2015)
To express my actual self	Self-expression	Lee et al. (2015)
To share my personal information with others	Self-expression	Lee et al. (2015)
To avoid loneliness	Escapism	Lee et al. (2015)
To forget about troubles	Escapism	Lee et al. (2015)
To relax	Escapism	Lee et al. (2015)
To escape from reality	Escapism	Lee et al. (2015)
To become popular	Coolness/Self-expression	Sheldon & Bryant (2016)
To self-promote	Coolness/Self-expression	Sheldon & Bryant (2016)
It is cool.	Coolness/Self-expression	Sheldon & Bryant (2016)
To provide "visual status updates" for my friends.	Coolness/Self-expression	Sheldon & Bryant (2016)
To create art	Creativity	Sheldon & Bryant (2016)
To show off my photography skills	Creativity	Sheldon & Bryant (2016)
To find people with whom I have common interests.	Creativity	Sheldon & Bryant (2016)

4.8 Attitudes towards using Snapchat

To understand the attitudes towards using Snapchat, 6 items were created in the questionnaire and five of all items were negative attitudes. The phrase beginning with "Using Snapchat is…" was used for each attitudes in a 5-point likert agreement scale ("1 = Strongly Disagree"; "5 = Strongly Agree") to determine attitudes towards using Snapchat.

Table 8. Attitudes Towards Using Snapchat with the Mean and Standard Deviation

	All Respondents		Users (N = 308)		Non-Users (N = 136)	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Using Snapchat is fun	3.45	1.11	3.77	0.99	2.73	1.01
Using Snapchat is waste of time	3.43	1.17	3.16	1.15	4.06	0.98
Using Snapchat is vain	3.29	1.21	2.99	1.14	3.98	1.07
Using Snapchat is Exhibitionism.	2.59	1.26	2.33	1.15	3.18	1.31
Using Snapchat is pretentious	3.01	1.33	2.71	1.26	3.68	1.24
Using Snapchat is just a fad	3.49	1.20	3.36	1.23	3.79	1.10

CHAPTER 5

ANALYSIS AND FINDINGS

In this chapter, according to research questions and hypothesis in theoretical

framework, regression and correlation analyses, factor, cluster analyses were made in

order to investigate.

5.1 Demographics of all respondents

Totally 444 respondents have completed the questionnaire. According to one forced

and single choice Snapchat usage question, 308 (69.4%) of the respondents are using

Snapchat as their social media platform. On the other hand, 136 (30.6%) of the

respondents are not using Snapchat. Respondents were also grouped according to the

gender, age and education level. In this thesis, respondents were divided into 5 age

groups such as teenagers (age range of 10-18), youths (age range of 19-23), young

adults (age range of 24-30), middle age adults (age range of 31-40) and adults (more

than 40). Since there is no significant number of respondents over 40 years old

(1.1%), the respondents were combined with middle age adults in the name of

"Adults". Table 9 shows the percentage of respondents' age as below:

Table 9. Respondents' Age Interval

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-18	28	6.3	6.3	6.3
	19-23	261	58.8	58.8	65.1
	24-30	132	29.7	29.7	94.8
	31-40	18	4.1	4.1	98.9
	More than 40	5	1.1	1.1	100.0
	Total	444	100.0	100.0	

According to the education level, firstly, it was divided into 5 groups as High School Degree or Below, University Student, University Graduate, Master/PHD Student, and Master/PHD Graduate. University Graduate (15.3%), Master/PHD Student (13.5), Master/PHD Graduate (1.8%) were combined as a University graduate to create a significant group. After the combination, the percentage of University Graduate people is 30.6%. Table 10 shows the education level of participants as below:

Table 10. Respondents' Education Level Information

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School Degree or Below	22	5.0	5.0	5.0
	University Student	286	64.4	64.4	69.4
	University Graduate	68	15.3	15.3	84.7
	Master/PHD Student	60	13.5	13.5	98.2
	Master/PHD Graduate	8	1.8	1.8	100.0
	Total	444	100.0	100.0	

5.2 Demographics of Snapchat users

According to the questionnaire results, Snapchat is being used by 308 (69.4%) of the all participants. The majority of participants are female with the percentage of 70.8%. Since globally 70% of Snapchat users are female, this demographic percentage is matching with global percentage. Respondents were grouped into 5 different age level but similar with the all respondents' grouping, the respondents which are middle age adults (age range of 31-40) and adults (more than 40) were combined as "Adults" since there is no significant number of respondents over 40 years old (0.3%).

Table 11. Gender Information of Respondents who are Using Snapchat

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	90	29.2	29.2	29.2
	Female	218	70.8	70.8	100.0
	Total	308	100.0	100.0	

Table 12. Age of Respondents who are Using Snapchat

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-18	25	8.1	8.1	8.1
	19-23	193	62.7	62.7	70.8
	24-30	81	26.3	26.3	97.1
	31-40	8	2.6	2.6	99.7
	More than 40	1	,3	,3	100.0
	Total	308	100.0	100.0	

The majority of Snapchat users are University students with the percentage of 67.2%. Since there is no significant number of Master/PHD Graduate (0.3%) and Master/PHD Student (10.4%), these groups combined with University Graduate people. Moreover, according to the data, 21 of total 308 Snapchat users have a high school degree or below.

Table 13. Education Level of Respondents who are Using Snapchat

		Education Level			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School Degree or Below	21	6.8	6.8	6.8
	University Student	207	67.2	67.2	74.0
	University Graduate	47	15.3	15.3	89.3
	Master/PHD Student	32	10.4	10.4	99.7
	Master/PHD Graduate	1	,3	,3	100.0
	Total	308	100.0	100.0	

5.3 Usage frequency of Snapchat users

As explained in Chapter 4, based on Thelwall & Vis (2017) study, users were asked about the frequency of Snapchat usage. According to the results, 59.1% of users are using Snapchat for more than 2 years, and only 9.4% of users are using Snapchat for more than 30 minutes daily. Table 15 shows the detailed data for number of followers and followings and privacy concerns about Snapchat.

Table 14. Snapchat Usage Period of Respondents

"How long have you been using Snapchat?				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Than 3 Months	26	5.9	8.4	8.4
	3-12 Months	21	4.7	6.8	15.3
	1-2 Years	79	17.8	25.6	40.9
	More than 2 Years	182	41.0	59.1	100.0
	Total	308	69.4	100.0	

Table 15. Daily Snapchat Usage of Respondents

"How long do you use Snapchat daily?				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10 Minutes	117	26.4	38.0	38.0
	10-30 Minutes	68	15.3	22.1	60.1
	31-60 Minutes	15	3.4	4.9	64.9
	More than 1 Hour	14	3.2	4.5	69.5
	I have an account but I don't use daily	101	21.2	30.5	100.0
	Total	308	69.4	100.0	

As shown in Table 16, 67.9% of the users are sending snaps less than five within a week. On the other hand, 6.2% of respondents who send snaps more than 50 weekly and 5.8% of users sends snaps between 26-50 snaps weekly. So, these two were combined and labelled as "More than 25" with a percentage of 12%.

Table 16. Frequency of Sending Snap Weekly

How many Snaps do you send in a week?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5	209	47.1	67.9	67.9
	6-25	62	14.0	20.1	88.0
	26-50	18	4.1	5.8	93.8
	More than 50	19	4.3	6,2	100.0
	Total	308	69.4	100.0	

Snapchat has a feature named as "Snapchat Score" and giving points to the users when snaps were sent or received. Users are getting one point for receiving and sending snaps. However, Snapchat doesn't give a point for Snapchat stories. In the questionnaire, users were also asked about their Snapchat Score which is related to their usage frequency until that time. Snapchat Score was divided into 4 groups and named as "Less than 500"," between 500-5000"," between 5000-10000", "more than 10000". Table 17 shows the Snapchat score of respondents as below. According to Table 17, 80 of total 308 Snapchat users have Snapchat score more than 10000. On the other hand, 92 users have less than 500 Snapchat score.

Table 17. Snapchat Score of Users

What is your Snapchat score?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 500	92	20.7	29.9	29.9
	500-5000	92	20.7	29.9	59.7
	5000-10000	44	9.9	14.3	74.0
	More Than 10000	80	18.0	26.0	100.0
	Total	308	69.4	100.0	

According to the number of following and followers question, nearly %98 of users has under 250 friends in Snapchat. Even if Snapchat informs sender for Screenshots, taking a Screenshot is not a problem for 87% of the receivers. More

than half of the users are following anyone that they don't know personally.

Moreover, more than 60% of users have no concern about leakage or storing Snaps.

In the questionnaire, it was also asked the number of friends of Snapchat users. Table 18 shows the numbers of friends that were added by the user and their percentage. Table 19 shows the number of followers for the users on Snapchat.

Table 18. Number of Snapchat Friends of Users

"How many accounts have you added as friends on Snapchat?				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 50	152	34.2	49.4	49.4
	50-249	149	33.6	48.4	97.7
	250-1000	6	1.4	1.9	99.7
	More than 1000	1	,2	,3	100.0
	Total	308	69.4	100.0	

Table 19. Number of Followers of Users

"How many accounts are following you on Snapchat?				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 50	135	30.4	43.8	43.8
	50-249	166	37.4	53.9	97.7
	250-1000	7	1.6	2.3	100.0
	Total	308	69.4	100.0	

According to the Snapchat usage, people were asked whether they were following anyone they don't know personally. The results are shown in Table 20.

Table 20. Users Following Type

Do you follow anyone on Snapchat that you don't know personally?				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	170	38.3	55.2	55.2
	No	138	31.1	44.8	100.0
	Total	308	69.4	100.0	

Furthermore, in the questionnaire, respondents were asked about their screenshot experience. Most of the users, 87 percent, answered that they have taken a screenshot of images and save them. Related data can be shown in Table 21 as below.

Table 21. Users' Screenshot Experience

Have you ever taken screenshots of images sent to you on Snapchat to save them?				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	268	60.4	87.0	87.0
	No	40	9.0	13.0	100.0
	Total	308	69.4	100.0	

Table 22. Users' Privacy Concerns About Saving Snaps

Are you concerned about other people saving your snaps and storing them for later use?				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	109	24.5	35.4	35.4
	No	199	44.8	64.6	100.0
	Total	308	69.4	100.0	

In the questionnaire, users were also asked about privacy concerns. Table 23 shows the data for the concerns related with the leakage on the internet via Snapchat. More than half of the users have no concern about the leakage of Snapchat images to the internet.

Table 23. Users' Privacy Concerns About Leakage on the Internet

Are you worried that your Snapchat images could be leaked on the internet?				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	122	27.5	39.6	39.6
	No	186	41.9	60.4	100.0
	Total	308	69.4	100.0	

5.4 Reliability analysis for personality traits

Big Five Inventory (BFI) and Hyper Sensitive Narcissism Scale (HSNS) conducted

for both users (N = 308) and non-users (N = 136) to reliability analysis. Mean values

for each scale were also calculated for each scale, extraversion, neuroticism,

conscientiousness, agreeableness, openness and narcissism. Moreover, the mean of

HSNS were also calculated with its 10 item. Table 24 also shows us the reliability of

each scale as below.

Table 24. Reliability Analysis Result for Each Type of Respondent (Cronbach's Alpha)

	All Respondents	Users	Non-users
Scales	Cronbach's Alpha	Cronbach's Alpha	Cronbach's Alpha
Big Five Inventory (BFI)	0.84	0.82	0.86
Hyper Sensitive Narcissism (HSNS)	0.58	0.56	0.59

5.5 Analysis for Snapchat motives

There were twenty-seven items derived from the studies of Lee et al. (2015) and Utz

et al. (2015), Sheldon and Bryant (2016) in the questionnaire. To make a better

understanding, factor analyse was applied for the motivations to use of Snapchat.

Three items having low extraction value were extracted to make a clear

classification. Kaiser-Meyer Olkin measure of sampling adequacy is 0.882 which is

greater than 0.5, so it is adequate to make the factor analysis. With remaining 24

items, new 6 group was developed and named as "Coolness", "Documentation",

"Escapism", "Peeking", "Creativity", "Socialization". According to KMO &

Barlett's Test, significance is 0 for the new 24-items Snapchat Motivation Scale and

the total variance explained is 71.4% after the factor analyse.

Table 25. Factor Analysis Result for Motivations to Use Snapchat

My aim for using Snapchat is…	Component					
	Coolness	Documentation	Escapism	Peeking	Creativity	Socialization
To become popular	0.82					
It is cool.	0.82					
To be noticed by others	0.79					
To self-promote	0.73					
To share my personal information with others	0.55					
To depict my life through photos		0.82				
To share my daily life with other people		0.81				
To document the world around me		0.75				
To provide "visual status updates" for my friends.		0.65				
Seeing what people are up to		0.62				
To forget about troubles			0.84			
To avoid loneliness			0.76			
To escape from reality			0.75			
To relax			0.69			
Distraction or procrastination			0.50			
To browse daily lives of celebrities				0.86		
To browse photos related to my interests				0.82		
To browse daily lives of people all over the world				0.72		
To find people with whom I have common interests.					0.75	
To show off my photography skills					0.75	
To create art					0.74	
Communicating with my partner						0.78
Flirting or finding new love interests						0.72
Meeting new friends						0.62

After the factor analyse, reliability analyse were done for each group.

According to the reliability analyse, Cronbach's Alpha which is higher than 0.7 for

each factor can be seen as below Table 26:

Table 26. Cronbach's Alpha for Motivation Factors

	Coolness	Documentation	Escapism	Peeking	Creativity	Socialization
Cronbach's Alpha	0.906	0.86	0.836	0.885	0.813	0.705

5.6 Factor analysis for Snapchat features

Snapchat has a lot of features that attract users. There were fourteen items to ask participants. After the principal component analyse, it was reduced into 3 different groups after extracting "Using Discover to find Channels" item. With 13 items in 3 different groups, according to KMO & Barlett's test, significance value is 0 and the total variance explained is 67%. After the new classification, feature groups named according to their functions such as "Technical Features", "Visual Communication", "Private Communication. Table 27 shows the rotated component results as below:

Table 27. Factor Analysis Result for Snapchat Features

	Component		
	Technical Features	Visual Communication	Private Communication
To arrange viewing time of Snaps	0.745		
To see who took a screenshot	0.706		
Renewable various Filters and Effects	0.692		
Saving Snaps to the phone gallery	0.686		
Sharing a Snap in Story for 24 hours	0.682		
To see who saw your snaps	0.672		
Contributing to Live Stories.		0.83	
Posting Snapchat Stories		0.715	
Watching Snapchat Stories		0.701	
Doing live Video Chat		0.693	
Adding friends via Snapcode or username		0.548	
Receiving private snaps.			0.902
Sending private snaps.			0.881

After the factor analyse, reliability analyse were done for each feature groups. According to the reliability analyse, the results of Cronbach's Alpha can be seen in Table 28 below:

Table 28. Cronbach's Alpha for Feature Factors

	Technical Features	Visual Communication	Private Communication
Cronbach's Alpha	0.865	0.82	0.956

5.7 Logistic regression analysis between personality traits and actual usage

H1: There is a significant difference among Snapchat users and non-users users with respect to extraversion trait.

H2: There is a significant difference among Snapchat users and non-users with respect to neuroticism trait.

H3: There is a significant difference among Snapchat users and non-users with respect to conscientiousness trait.

H4: There is a significant difference among Snapchat users and non-users with respect to agreeableness trait.

H5: There is a significant difference among Snapchat users and non-users with respect to openness trait.

H6: There is a significant difference among Snapchat users and non-users with respect to hyper sensitive narcissism trait.

Logistic regression analysis was conducted between actual usage and personality traits including BFI and HSNS since the dependent variable is Snapchat usage which is not metric or continuous variable. After calculating the mean for each personality traits, logistic regression was applied. According to Hosmer and Lemeshow test significance value is 0.284 which is higher than 0.05, there is a significant difference between these variables. Moreover, it was found that Nagelkerke R square value is 0.097 which means that personality traits explain nearly 10% of actual usage behaviour. Since the significance value of Extraversion, Agreeableness and Neuroticism traits are smaller than 0.05, these traits are significantly related with Actual Snapchat usage. Extraversion trait is positively related with the coefficient 0.593. Agreeableness trait is positively related with actual usage with coefficient 0.842. Furthermore, Neuroticism trait is again positively

related with actual Snapchat usage with the coefficient 0.527. Table 29 shows each

trait's relationship with the actual usage of Snapchat in detail.

Table 29. Logistic Regression Analysis Result Between Actual Behaviour and
Personality Traits

Variables in the Equation						
	B	S.E.	Wald	df	Sig.	Exp(B)
Extraversion	0.593	0.178	11.075	1	0.001	1.81
Agreeableness	0.842	0.247	11.654	1	0.001	2.321
Conscientiousness	-0.123	0.189	0.425	1	0.515	0.884
Neuroticism	0.527	0.164	10.306	1	0.001	1.694
Openness	-0.321	0.186	2.989	1	0.084	0.725
Hyper Sensitive Narcissism	0.008	0.242	0.001	1	0.975	1.008
Constant	-4.129	1.317	9.822	1	0.002	0.016

5.8 Correlation analysis between personality traits and attitudes towards using
Snapchat

All respondents completed both attitudes towards using Snapchat and

personality traits questions. This analyse shows the relationship between personality

and attitudes towards using Snapchat. Correlation analyse applied to Big Five

Inventory scale, narcissism scale and 6 items of attitudes towards using Snapchat to

investigate the following hypothesis:

H7: There is a significant correlation between attitudes towards using Snapchat and

extraversion trait.

H8: There is a significant correlation between attitudes towards using Snapchat and

neuroticism trait.

H9: There is a significant correlation between attitudes towards using Snapchat and

conscientiousness trait.

H10: There is a significant correlation between attitudes towards using Snapchat and

agreeableness trait.

H11: There is a significant correlation between attitudes towards using Snapchat and openness trait.

H12: There is a significant correlation between attitudes towards using Snapchat and hyper sensitive narcissism trait.

To analyse the correlation between attitudes towards using Snapchat and personality traits of respondents, correlation analysis was done by using SPSS. There are 5 negative attitudes which are waste of time, vain, exhibitionism, pretentious, just a fad. On the other hand, one of the attitudes is positive which express that using Snapchat is fun. To see the correlation clearly, negative attitude items were not made reverse coded.

According to Table 30, Extraversion trait is positively related with "fun" attitude and also has a negative correlation with "waste of time"," vain" and "pretentious" attitudes. Since "waste of time"," vain" and "pretentious" attitudes are negative attitudes towards using Snapchat, extravert people have positive attitudes towards using Snapchat.

Moreover, it can be seen on Table 30, agreeableness trait is positively related with "fun" attitude and negatively related with "exhibitionism" and "pretentious" attitude. Agreeableness trait has no significant relationship with "waste of time", "vain", "just a fad" attitude items. Besides, there was no significant correlation between Conscientiousness, Neuroticism, Openness and attitudes towards using Snapchat. So, Conscientious, neurotic and open people have no significant attitude towards using Snapchat. Finally, Hyper Sensitive Narcissism is positively related with "fun" attitude and "pretentious" attitude although "pretentious" attitude is a negative attitude towards using Snapchat.

Table 30. Correlation Analysis Result for the Relationship Between Personality Traits and Attitudes Towards Using Snapchat

(N = 444) Using Snapchat is		fun	waste of time	vain	Exhibitionism.	pretentious	just a fad
Extraversion	Pearson Correlation	,216**	-,101*	-,140**	-,055	-,120*	-,062
	Sig. (2-tailed)	,000	,033	,003	,248	,012	,194
Agreeableness	Pearson Correlation	,164**	-,057	-,083	-,114*	-,130**	-,041
	Sig. (2-tailed)	,001	,227	,080	,016	,006	,383
Conscientiousness	Pearson Correlation	,015	-,041	-,046	-,056	-,088	-,034
	Sig. (2-tailed)	,751	,394	,333	,238	,065	,473
Neuroticism	Pearson Correlation	-,008	,003	,061	,087	,080	,033
	Sig. (2-tailed)	,868	,946	,199	,068	,094	,483
Openness	Pearson Correlation	,080	,077	,079	-,023	,022	,036
	Sig. (2-tailed)	,094	,105	,097	,628	,648	,445
Hyper Sensitive Narcissism	Pearson Correlation	,098*	,003	,016	,084	,094*	-,056
	Sig. (2-tailed)	,039	,952	,743	,078	,049	,242

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

5.9 Correlation analysis between personality traits and Snapchat features

As mentioned in Chapter 4, there were six hypotheses one of which includes one personality trait as below. Moreover, Snapchat features were also divided into 3 main groups after making principal component analysis. In this part, correlation analysis was conducted to show the relationship between the importance Snapchat features and personality traits.

H13: There is a significant relationship between using Snapchat features of Snapchat users and extraversion trait.

H14: There is a significant relationship between using Snapchat features of Snapchat users and neuroticism trait.

H15: There is a significant relationship between using Snapchat features of Snapchat users and conscientiousness trait.

H16: There is a significant relationship between using Snapchat features of Snapchat users and agreeableness trait.

H17: There is a significant relationship between using Snapchat features of Snapchat users and openness trait.

H18: There is a significant relationship between using Snapchat features of Snapchat users and hyper sensitive narcissism trait.

As shown in Table 31, since the significance value is under 0.05 for Private Communication Feature, only Narcissistic people are concerned about private communication features of Snapchat. Moreover, Narcissism and Extraversion has a correlation with Technical Features of Snapchat. Furthermore, extraversion is also positively related with visual communication features of Snapchat with agreeableness. So, it can be seen that extraverted and agreeable people care about visual communication features of Snapchat.

Table 31. Correlation Analysis Result Between Personality Traits and 3 Factors of Snapchat Features

		Technical Feature	Visual Communication Feature	Private Communication Feature
Extraversion	Pearson Correlation	,159**	,166**	0.093
	Sig. (2-tailed)	0.005	0.004	0.103
	N	306	305	307
Agreeableness	Pearson Correlation	0.041	,141*	0.008
	Sig. (2-tailed)	0.471	0.014	0.886
	N	306	305	307
Conscientiousness	Pearson Correlation	-0.001	0.079	-0.015
	Sig. (2-tailed)	0.992	0.17	0.792
	N	306	305	307
Neuroticism	Pearson Correlation	0.01	-0.029	0.058
	Sig. (2-tailed)	0.863	0.616	0.308
	N	306	305	307
Openness	Pearson Correlation	-0.002	0.035	0.06
	Sig. (2-tailed)	0.979	0.538	0.292
	N	306	305	307
Hyper Sensitive Narcissism	Pearson Correlation	,167**	0.088	,194**
	Sig. (2-tailed)	0.003	0.125	0.001
	N	306	305	307

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5.10 Correlation analysis between personality traits and Snapchat contents

H19: There is a significant relationship between Snapchat contents of users and extraversion trait.

H20: There is a significant relationship between Snapchat contents of users and neuroticism trait.

H21: There is a significant relationship between Snapchat contents of users and conscientiousness trait.

H22: There is a significant relationship between Snapchat contents of users and agreeableness trait.

H23: There is a significant relationship between Snapchat contents of users and openness trait.

H24: There is a significant relationship between Snapchat contents of users and hyper sensitive narcissism trait.

In the questionnaire, there were 12 different contents "Funny things", "Myself", "The things I am interested in", "Events", "Food", "People", "Animals", "Drunk photos", "Beautiful things", "Joke sexting", "Legally questionable activities", "Sexting" that users shared on Snapchat.

For this questionnaire, correlation analysis was applied to 6 different personality traits and 12 different Snapchat contents. Table 32 presents the correlation between each personality trait and Snapchat contents. Extraversion trait had a significant correlation with the Snapchat contents "Funny things", "Events", "People", "Drunk photos", "Joke sexting" since the significance value was under 0.05 for these contents. All of the Pearson correlation coefficients were positive that means positively correlated and the highest with 0.218 for Events.

Agreeableness trait is only correlated with "Beautiful things", since the significance value was under 0.05 for only "Beautiful things". Since the Pearson correlation coefficient was positive, the correlation between Agreeableness trait and "Beautiful things" content was positive. Moreover, "Beautiful things" content was not significantly correlated with any other personality traits.

Conscientiousness trait has a positive relationship between "Funny things", "The things I am interested in" and had a negative relationship between "Sexting" content because the Pearson correlation coefficient is negative for "Sexting" content. "Sexting" was the only significantly negative correlated content in this Correlation analysis.

Furthermore, Openness trait was also positively correlated with the contents "Funny things", "The things I am interested in" and "Animals". "Animals" content was only significantly correlated with Openness trait. However, there are some traits that Openness has no significant correlation which are "myself", "events", "food", "people", "drunk photos", "beautiful things", "joke sexting", "legally questionable activities" and "sexting".

Finally, Hyper Sensitive Narcissism scale is positively correlated with "Myself", "Drunk photos", "Joke sexting", "Legally questionable activities" and "Sexting". "Myself", "Sexting" were only positively correlated with Narcissism scale in this Correlation analysis. On the other hand, HSNS is not significantly correlated with "funny things", "the things I am interested in", "events", "food", "people", "animals" and "beautiful things". All the correlation results between personality traits and each Snapchat content are shown in Table 32.

Table 32. Correlation Between Personality Traits and Snapchat Contents

(N = 308)		Funny things	Myself	The things I am interested in	Events	Food	People	Animals	Drunk photos	Beautiful things	Joke sexting	Legally questionable activities	Sexting
Extraversion	Pearson Correlation	,113*	0.084	0.097	,218**	0.09	,200**	0.061	,175**	0.095	,162**	0.068	0.099
	Sig. (2-tailed)	0.048	0.14	0.09	0.000	0.12	0.000	0.289	0.002	0.096	0.004	0.233	0.083
Agreeableness	Pearson Correlation	0.015	0.082	0.075	0.054	0.11	0.107	0.019	0.053	,152**	-0.058	-0.036	-0.083
	Sig. (2-tailed)	0.792	0.153	0.187	0.342	0.06	0.06	0.733	0.357	0.008	0.308	0.528	0.146
Conscientiousness	Pearson Correlation	,113*	0.047	,133*	0.097	,122*	,127*	0.02	-0.021	0.092	-0.058	-0.09	-,136*
	Sig. (2-tailed)	0.047	0.412	0.019	0.088	0.03	0.026	0.724	0.719	0.108	0.314	0.114	0.017
Neuroticism	Pearson Correlation	0.078	-0.034	0.061	0.043	0.11	0.036	0.106	-0.017	-0.003	-0.08	0.016	-0.034
	Sig. (2-tailed)	0.175	0.557	0.286	0.456	0.05	0.533	0.063	0.761	0.953	0.159	0.784	0.549
Openness	Pearson Correlation	,153**	0.104	,124*	0.027	0.02	0.077	,167**	0.094	0.099	0.03	0.023	0.048
	Sig. (2-tailed)	0.007	0.07	0.029	0.633	0.67	0.178	0.003	0.101	0.084	0.605	0.685	0.398
Hyper Sensitive Narcissism	Pearson Correlation	0.078	,174**	0.101	0.109	0.03	0.05	0.05	,171**	0.100	,225**	,182**	,222**
	Sig. (2-tailed)	0.174	0.002	0.078	0.057	0.63	0.381	0.377	0.003	0.079	0.000	0.001	0.000

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5.11 Factor analysis for behavioural intention to use Snapchat

Since five items of intention to use scale ("Using Snapchat is one of my daily activities.", "I am proud of telling that I am using Snapchat to others.", "Snapchat has become part of my daily routine.", "I feel out of touch when I haven't logged onto Snapchat for a while.", "I would be sorry if Snapchat shut down.") were derived from Piwek and Joinson (2015) study, at first, reliability analyse was applied these 5 items of Use Intensity scale. Cronbach's Alpha was 0.891 and this scale is reliable. Furthermore, the item "I am satisfied from using Snapchat" named as a "Satisfaction of using Snapchat" within behavioural intention scale.

For the rest of the 5 scale items which were self-created, at first, reliability analysis was made in order to check if it is reliable or not. Cronbach's Alpha was 0.866 and the scale was reliable. Reliability analysis result for the rest 5 items is shown in Table 33 as below. After the reliability analyse, this remaining group with 5 items was named as "Loyalty" and Table 34 shows each item of this scale.

Table 33. Reliability Analysis Result for 5 Items of Behavioural Intention to Use Snapchat

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,866	,861	5

Table 34. Loyalty Scale Items

	Loyalty Scale Items
1	I can use Snapchat's existing features that I do not currently use in the future.
2	If Snapchat has new features, I can use them.
3	I advise Snapchat to others.
4	I'm thinking about using Snapchat more often in the near future.
5	I can pay for some features on Snapchat even if they are not free to use.

5.12 Correlation analysis between satisfaction from using Snapchat and Snapchat loyalty

Correlation analysis was conducted to "Loyalty" factor that was determined after factor analysis and satisfaction item, "I am satisfied from using Snapchat". From the Table 35, it was shown that there is a significant correlation between Satisfaction from using Snapchat and Snapchat Loyalty and this correlation coefficient is 0.792.

Table 35. Correlation Analysis Result for Snapchat Loyalty and Satisfaction

(N = 308)		I am satisfied from using Snapchat
Loyalty	Pearson Correlation	,792**
	Sig. (2-tailed)	,000

5.13 Regression between Snapchat motives and attitudes towards using Snapchat

H25: Motivations to use Snapchat are positively related with attitudes towards using Snapchat.

Firstly, mean of attitudes was calculated after reverse coded except 1st item. Linear regression was applied to find out the predictors of attitudes towards using Snapchat. From the logistic regression result, R square value of the model is 0.108 so we can say that motives about Snapchat explain 10.8% of attitudes towards using Snapchat. From ANOVA analysis result in Table 37, we can say that this model explains the difference significantly since the significance value is below 0.05. Moreover, since the significance value is under 0.05 for only Coolness and Documentation, these two are significantly related with attitudes towards using Snapchat. Furthermore, B value is negative for Coolness in Table 38, which means it is negatively related with attitudes towards using Snapchat with the coefficient 0.315. Also, Documentation is positively related with attitudes towards using Snapchat with the coefficient 0.240.

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Table 36. Model Summary of Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.329	0.108	0.09	0.83758

Table 37. ANOVA Result for the Regression Analysis

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.616	6	4.269	6.086	0.000
	Residual	211.165	301	0.702		
	Total	236.78	307			

Table 38. Coefficients Between Motivation Factors and Attitude Towards Using Snapchat

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.599	0.216		12.058	0.000
	Coolness	-0.315	0.065	-0.381	-4.855	0.000
	Documentation	0.24	0.064	0.247	3.782	0.000
	Escapism	0.051	0.064	0.056	0.798	0.425
	Peeking	-0.007	0.049	-0.011	-0.152	0.879
	Creativity	0.055	0.055	0.069	0.993	0.322
	Socialization	0.088	0.059	0.099	1.476	0.141

5.13 Correlation analysis between intention to use Snapchat and attitudes towards using Snapchat

H26: Attitudes towards using Snapchat is positively related to Intention to use Snapchat.

First of all, negative items of attitudes towards using Snapchat reverse coded except first item of attitude scale. After finding mean of attitudes, the correlation analysis was applied for each factor of intention to use Snapchat scale. Since the significance value is zero, there is a significant correlation between each factor of intention to use

Snapchat and attitudes towards using Snapchat. As a result, it can be seen from Table

39, those who have a positive attitude towards using Snapchat, have also positive

intention to use Snapchat. Correlation coefficients can be seen as below:

Table 39. Correlation Between Attitudes Towards Using Snapchat and Intention to
Use Snapchat

Correlations				
(N = 308)		Snapchat Loyalty	Snapchat Use Intensity	Snapchat Satisfaction
Attitudes towards using Snapchat	Pearson Correlation	,566[**]	,525[**]	,645[**]
	Sig. (2-tailed)	,000	,000	,000

**. Correlation is significant at the 0.01 level (2-tailed).

CHAPTER 6

CONCLUSION AND IMPLICATIONS

The evolution of smartphone technologies and especially mobile photography has affected social media usage all over the world and the frequency of content and data sharing also increased with the power of developing communication technologies. There are many types of social media platforms that serve different features to people such as text based platforms, photo based platforms. Besides this, there are many people in different characteristics that prefer different social media platforms to use in daily life. Understanding social media users is also the first and crucial step to evolve in digital market for brands (Ryan Damian, 2017). As one of these social media platforms, Snapchat has become one of the most popular applications with its distinctive features such as ephemeral messaging, adding special effects to photos or videos, story sharing, live videos etc. However, there must be some reasons how this application attracts its users and become popular or, by looking from the perspective of personality, which target group have been affected from the attractive features of Snapchat.

This thesis provides a comprehensive review of characteristics of social media users and the main objective is to understand the main determinants of Snapchat usage and the impact of personality traits by reflecting these comprehensive reviews to Snapchat. For this purpose, after an intensive literature survey, theoretical model based on TAM was constructed and hypotheses were formulated. Five different types of traits from Big Five Model (Neuroticism, Extraversion, Openness, Agreeableness, and Conscientiousness) and Hyper Sensitive Narcissism scale was determined as the personality traits, independent variables to measure the effect of actual usage and usage behaviours. According to the survey

conducted, the sample of 444 participants was categorised into two groups with one and single forced choice question as "users" and "non-users".

In the previous literature, Snapchat usage and the effect of personality characteristics for some specific conditions had been investigated by Utz et. al. (2015) and Vaterlaus et. al (2016), Grieve (2017), Punyanunt-Carter et. al (2017), however this study allowed putting a link between personality traits and snapchat usage by examining determinants of usage with Big Five Inventory and Hyper Sensitive Narcissism Scale.

Descriptive findings clearly pointed out that the majority of respondents are female and at the age between 19 and 23 for both users and non-users, even though this difference with the other groups of people is less for non-users. These descriptive results also supported age and gender breakdown of Snapchat globally. Besides this, in terms of education level, descriptive findings showed that most of the respondents were university student.

Users' frequency of usage analysis revealed that the most of the users are using Snapchat for more than one year. However, the interesting finding was that the rate of having high Snapchat Score is not matching with the rate of intense usage. This analysis also shows that usage frequency decreased even for the intense users of Snapchat lately since they are not using heavily this application any more. Moreover, even if Snapchat informs sender for screenshots, taking a Screenshot is not a problem for the most of the users and they have no concerns about leakage on the internet.

According to the mean of Snapchat users' attitudes, although they found that Snapchat is fun, they also thought that Snapchat is just a fad. This investigation showed why a Snapchat user is not currently using the application intensively although his snapchat score is such that high.

On the other hand, logistic regression analysis results claim that agreeableness, extraversion and neuroticism have a significant effect on the difference between Snapchat users and non-users. The rest of personality traits did not have an effect over actual usage behaviour.

Motivations to use Snapchat were collected in six categories. Regression analysis between motivations to use Snapchat and attitudes towards using Snapchat shows that coolness has a negative effect of attitudes towards using Snapchat. However, those who have positive attitudes towards Snapchat are motivated by documentation.

Moreover, according to the correlation analysis between attitudes towards using Snapchat and personality traits, there is a significantly positive correlation between agreeableness, narcissism traits with thinking that Snapchat is fun. However, narcissism has also significantly positive relationship with thinking it is pretentious while agreeableness and extraversion traits have a significantly negative correlation.

Additionally, Punyanunt-Carter et al. (2017) has revealed that participants' entertainment or functional needs has a correlation with Snapchat satisfaction. By analysing correlation with loyalty, in this thesis, Snapchat satisfaction has also significantly related with loyalty of this application.

Findings from this thesis revealed that there is a significant correlation between users Snapchat contents and their personality traits. Especially some contents are correlated with only one personality trait. While the contents "Myself" and "Legally Questionable Activities" are only significantly correlated with Narcissism trait, the contents "Event" and "People" are significantly correlated with extraversion trait only. This explains us everybody has a different purpose to use or

different style of using this application. The content "Sexting" has different correlation with two personality traits. One of them is conscientiousness. "Sexting" has a significantly negative correlation with being conscientious. On the other hand, narcissism has a significantly positive correlation with the content "Sexting". Although taking a selfie, applying filter effects to your selfie are easy to use and common popular features of Snapchat, people make no concessions of their characteristics and they continue to live accordingly. Furthermore, the content "Beautiful things" is only significantly correlated with agreeableness and this is the only significant correlation for agreeable people. The key point is that people achieve making the technology adapted to their personality in their daily lives.

Snapchat features were segmented 3 different categories by making factor analysis according to the functions of each feature as "Technical Features", "Visual Communication Feature", "Private Communication Feature". Similar with the correlation analyse between the Snapchat contents and Personality traits, those who are sharing some specific content, are also caring about related feature of Snapchat. Thus, narcissism which has a significant correlation with the content "Sexting" and "Myself", has also significant correlation with "Private Communication Feature" and also "Technical Features". However, "Visual Communication Feature" has a significant correlation with both extraversion and agreeableness. These results reveal that sometimes it cannot be understandable how much people will care the updates of an application. Sometimes people find that updates are very useful and more than expected but this can be very useless for someone else who was not attracted by the new features.

There are many useful implications in this thesis to be derived. Analysis' results show us the connection between users and Snapchat, also each determinant of

Snapchat usage with its features, contents, satisfaction etc. Moreover, this is also useful study to understand how to reach the right target consumer with the right application features or right messages according to the personality traits.

Since the data was collected from only Turkish respondents, this research has some limitations. The determinants of Snapchat usage behaviour for others having different cultures and living in another country has not been investigated. Secondly, to create a balance within respondents' demographics was not possible and the numbers of Snapchat users were higher than the number of non-users. It could be more accurate to keep the number of users and non-users close to each other while analysing differences of Snapchat users and non-users. Moreover, even if the scales such as Snapchat contents and Snapchat features have common items with other visual based social media platforms such as Instagram, Facebook etc., the results for this analysis may be different for other platforms.

Further analysis should focus on the required features or contents of Snapchat by non-users. It could be better to understand non-users' expectations from this application according to their personality traits. On the other hand, this study can be applied to other social platforms such as Tinder, Tiktok to understand the users' personality traits and determinants of usage.

APPENDIX A

QUESTIONNAIRE

1. According to the sentence below, please indicate the degree to which you

    agree or disagree with each following statement.

"I see myself as someone who ..."

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
is talkative.					
Isis is full of energy					
generates a lot of enthusiasm.					
has an assertive personality.					
is outgoing, sociable.					
is reserved.					
tends to be quiet.					
is sometimes shy, inhibited.					
is helpful and unselfish with others.					
has a forgiving nature.					
is generally trusting.					
is considerate and kind to almost everyone.					
likes to cooperate with others.					
tends to find fault with others.					
starts quarrels with others.					
can be cold and aloof.					
is sometimes rude to others.					
does a thorough job.					
is a reliable worker.					
perseveres until the task is finished.					
does things efficiently.					
makes plans and follows through with them.					
can be somewhat careless.					
tends to be disorganized.					
tends to be lazy.					
is easily distracted.					
is depressed, blue.					
can be tense.					
worries a lot.					
can be moody.					
gets nervous easily.					
is relaxed, handles stress well.					

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
is emotionally stable, not easily upset.					
remains calm in tense situations.					
is original, comes up with new ideas.					
is curious about many different things.					
is ingenious, a deep thinker.					
has an active imagination.					
is intensive.					
values artistic, aesthetic experiences.					
likes to reflect, play with ideas.					
is sophisticated in art, music or literature.					
prefers work that is routine.					
has a few artistic interests.					

2. Please indicate the degree to which you agree or disagree with each following statement.

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
I can become entirely absorbed in thinking about my personal affairs, my health, my cares or my relations to others					
My feelings are easily hurt by ridicule or by the slighting remarks of others.					
When I enter a room I often become self-conscious and feel that the eyes of others are upon me.					
I dislike sharing the credit of achievement with others					
I feel that I have enough on my hands without worrying about other people's troubles.					
I feel that I am temperamentally different from most people					
I often interpret the remarks of others in a personal way					
I easily become wrapped up in my own interests and forget the existence of others.					
I dislike being with a group unless I know that I am appreciated by at least one of those present.					
I am secretly annoyed when other people come to me with their troubles, asking me for my sympathy.					

3. Do you use Snapchat?

Yes	
No	

4. How long have you been using Snapchat?

Less than 3 months	
3-12 Months	
1-2 Years	
More than 2 Years	

5. How long do you use Snapchat daily?

Less than 10 minutes	
10-30 minutes	
31-60 minutes	
more than 1 hour	
I have an account but I don't use daily	

6. How many Snaps do you send in a week?

Less than 5	
6-25	
26-50	
more than 50	

7. What is your Snapchat score?

Less than 500	
500-5000	
5000-10000	
more than 10000	

8. How many accounts have you added as friends on Snapchat?

Less than 50	
51-250	
251-1000	
more than 1000	

9. How many accounts are following you on Snapchat?

Less than 50	
51-250	
251-1000	
more than 1000	

10. Do you follow anyone on Snapchat that you don't know personally?

Yes	
No	

11. Have you ever taken screenshots of images sent to you on Snapchat to save

them?

Yes	
No	

12. Are you concerned about other people saving your snaps and storing them for

later use?

Yes	
No	

13. Are you worried that your Snapchat images could be leaked on the internet?

Yes	
No	

14. According to the sentence below, please indicate the degree to which you

agree or disagree with each following statement.

The content I send via Snapchat includes:

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
Funny things					
Myself					
The things I am interested in					
Events					

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
Food					
People					
Animals					
Drunk photos					
Beautiful things					
Joke sexting					
Legally questionable activities					
Sexting					

15. Please indicate the degree to which you agree or disagree with each following statement.

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
Using Snapchat is one of my daily activities.					
I am proud of telling that I am using Snapchat to others					
Snapchat has become part of my daily routine					
I feel out of touch when I haven't logged onto Snapchat for a while					
I would be sorry if Snapchat shut down					
I'm thinking about using Snapchat more often in the near future.					
I advise Snapchat to others.					
I can use Snapchat's existing features that I do not currently use in the future.					
If Snapchat has new features, I can use them.					
I can pay for some features on Snapchat even if they are not free to use.					
I am satisfied from using Snapchat					

16. Please indicate the degree of importance for you of each feature of Snapchat below.

	Not at all Important (1)	Less Important (2)	So-So (3)	Important (4)	Very Important (5)
Sending private snaps.					
Receiving private snaps.					
Posting Snapchat Stories					
Watching Snapchat Stories					
Contributing to Live Stories.					
To see who took a screenshot					
Adding friends via Snapcode or username					
Saving Snaps to the phone gallery					
To see who saw your snaps					
Doing live Video Chat					
Renewable various Filters and Effects					
To arrange viewing time of Snaps					
Sharing a Snap in Story for 24 hours					
Using Discover to find Channels					

17. According to the sentence below, please indicate the degree to which you agree or disagree with each following statement.

"My aim for using Snapchat is…"

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
To share my daily life with other people					
To depict my life through photos					
To document the world around me					
To have fun with special photo effects					
Distraction or procrastination					
Keeping in touch with friends and family					
Seeing what people are up to					
Communicating with my partner					
Flirting or finding new love interests					
Meeting new friends					
To browse photos related to my interests					
To browse daily lives of celebrities					
To browse daily lives of people all over the world					
To be noticed by others					
To express my actual self					
To share my personal information with others					
To avoid loneliness					
To forget about troubles					
To relax					
To escape from reality					
To become popular					
To self-promote					
It is cool.					
To provide "visual status updates" for my friends.					
To create art					
To show off my photography skills					
To find people with whom I have common interests.					

18. According to the sentence below, please indicate the degree to which you
agree or disagree with each following statement.

"Using Snapchat is…"

	Strongly Disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly Agree (5)
Fun					
waste of time					
Vain					
Exhibitionism.					
pretentious					
just a fad					

19. Your Gender:

Male	
Female	

20. Your Age:

10-18	
19-23	
24-30	
31-40	
41 and above	

21. Education Level:

High School Degree or Below	
University Student	
University Graduate	
Master/PhD Student	
Master/PhD Graduate	

APPENDIX B

QUESTIONNAIRE (TURKISH)

1. "Kendimi ….. biri olarak görüyorum." Cümlesindeki boşluğa uygun olarak verilen aşağıdaki ifadelere, katılım derecenizi ölçek üzerinde belirtiniz.

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
Konuşkan					
enerji dolu					
heyecan yaratabilen					
Iddialı					
sosyal/girişken					
ketum/ağzı sıkı					
sakin yapılı					
utangaç/çekingen					
yardımsever					
Affedici					
Dürüst					
insanlara karşı saygılı ve nazik					
işbirliği yapmayı seven					
başkalarında hata arayan					
başkalarıyla sık sık didişen					
soğuk/mesafeli					
bazen kaba davranabilen					
işini tam yapan					
güvenilir					
görevini tamamlayıncaya kadar sebat eden					
işinde uzman					
planlı-programlı					
umursamaz					
Dağınık					
Tembel					
Dalgın					
bunalımlı/melankolik					
Gergin					
Endişeli					
dakikası dakikasına uymayan					
kolay sinirlenen					
stresle baş edebilen					
duygusal olarak dengeli, kolay kolay morali bozulmayan					
gergin ortamlarda sakin kalabilen					
özgün/orijinal fikirler bulan					
birçok farklı konuyu merak eden					
derinlikli düşünen					
hayal gücü yüksek					
yoğun bilgi birikimi olan					
sanata ve estetik değerlere önem veren					
farklı görüşlere açık					
sanat, müzik ve edebiyata yatkın					
rutin işler yapmayı tercih eden					
sanatsal ilgi alanları az olan					

2. Lütfen aşağıdaki cümlelere katılıp katılmadığınızı kendinizi düşünerek

   işaretleyiniz.

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
İşlerimi, sağlığımı ve önemsediğim kişilerle olan ilişkilerimi düşünmekten kendimi alamam.					
Başkalarının alaycı ve küçümseyici sözleri beni incitir.					
Bir yere girdiğimde, gözler bana çevrildiğinde rahatsızlık duymam kendime güvenirim.					
Başarı sonucunu alınacak övgü ve itibarı başkalarıyla paylaşmayı sevmem.					
Kendi sorunlarımın başkalarınınkinden daha çok ve önemli olduğunu düşünürüm.					
Kendimi birçok insandan farklı ve özel hissediyorum.					
Başkalarının söylediklerini kişisel olarak üstüme alınabilirim.					
Bazen kendi menfaatime göre davranıp, başkalarının varlığını unuttuğum olur.					
Bir grupta içlerinden en az biri tarafından beğenildiğimi veya takdir edildiğimi hissetmezsem, o grupta yer almak istemem.					
Bana gelip, dert yanıp anlayış göstermemi isteyen insanlara içten içe sinir olurum.					

3. Snapchat kullanıyor musunuz?

Evet	
Hayır	

4. Ne zamandır Snapchat kullanıyorsunuz?

3 aydan daha az	
3-12 ay	
1-2 yıl	
2 yıl veya fazla	

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5. Snapchat'te günde ortalama ne kadar vakit geçiriyorsunuz?

10 dakikadan daha az	
10-30 dakika	
31-60 dakika	
1 saatten daha fazla	
Hesabım var ama günlük kullanmıyorum	

6. Haftada ortalama kaç snap gönderiyorsunuz?

5 veya daha az	
6-25	
26-50	
50'den fazla	

7. Snapchat skorunuz kaçtır?

500'den daha az	
500-5000	
5000-10000	
10000'den fazla	

8. Snapchat'te arkadaş olarak eklediğiniz kaç kullanıcı vardır?

50'den daha az	
51-250	
251-1000	
1000'den fazla	

9. Snapchat'te size arkadaş olarak ekleyen kaç kullanıcı vardır?

50'den daha az	
51-250	
251-1000	
1000'den fazla	

10. Snapchat'te kişisel olarak tanımadığınız birini takip ediyor musunuz?

Evet	
Hayır	

11. Daha önce Snapchat'te gördüğünüz bir Snap'in ekran görüntüsünü aldınız mı?

Evet	
Hayır	

12. Diğerlerinin sizin snaplarinizi kaydetmesi ve daha sonra kullanmasından

endişeleniyor musunuz?

Evet	
Hayır	

13. Snapchat görüntülerinin internete sızmasından endişeleniyor musunuz?

Evet	
Hayır	

14. Snapchat ile paylaştığınız gönderiler aşağıdakilerden hangilerini içeriyor.

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
Komik şeyler					
Kendimi					
İlgilendiğim şeyleri					
Organizasyonlar					
Yiyecek-İçecek					
İnsanlar					
Hayvanlar					
Sarhoş					
Güzel şeyler					
Cinsel içerikli şakalar					
Yasal olmayan aktiviteler					
Cinsellik					

15. Lütfen Snapchat ile ilgili aşağıdaki cümlelere katılıp katılmadığınızı kendinizi düşünerek işaretleyiniz.

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
Snapchat kullanmak günlük aktivitelerimden biridir.					
Çevremdekilere Snapchat kullandığımı söylemekten gurur duyarım.					
Snapchat benim günlük hayatımın bir parçasıdır.					
Eğer bir süre Snapchat'e giremezsem insanlarla irtibatımın kesildiğini düşünürüm.					
Snapchat kapanırsa üzülürüm					
Yakın Gelecekte Snapchat'i daha sık kullanmayı düşünüyorum.					
Snapchati başkalarına tavsiye ederim					
Snapchatin şu anda kullanmadığım mevcut özelliklerini ileride kullanabilirim.					
Snapchatin yeni özellikleri çıksa kullanırım.					
Snapchat bazı özellikleri ücretli yapsa bile kullanmaya devam ederim.					
Snapchat'i kullanmaktan memnunum.					

16. Lütfen Snapchat'in aşağıdaki özelliklerinin sizin için önemini işaretleyiniz.

	Hiç Önemli Değil (1)	Önemsiz (2)	Kararsızım (3)	Önemli (4)	Çok Önemli (5)
Özel Snap göndermek					
Özel Snap almak					
Tüm arkadaşlar ile Snapchat hikaye paylaşımı yapmak					
Başkalarının hikayelerini izlemek					
Canlı hikaye paylaşımı					
Snap'in ekran görüntüsünü alanları bildirme özelliği					
Snapcode veya kullanıcı adı ile arkadaş ekleyebilme					
Snapleri telefona kaydedebilme					
Snap'i kimlerin izlediğini görebilme					
Anlık Video Chat yapabilme					
Yenilenen değişik Filtre ve Efektler uygulama					
Snap'in görülme süresini ayarlayabilme					
Hikaye'de paylaşılan Snap'lerin 24 saat görülebilmesi					
Keşfet özelliği ile markaların veya dergilerin paylaşımlarını takip etmek					

17. "Snapchat'in ……… amacıyla kullanılan bir sosyal medya platformu olduğuna inanıyorum." Cümlesindeki boşluğa uygun olarak verilen aşağıdaki ifadelere, katılım derecenizi ölçek üzerinde belirtiniz.

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
Günlük hayatımı paylaşmak					
Hayatımı fotoğraflarla anlatmak					
Çevremdeki dünyayı sergilemek					
Komik efektler ile foto veya video çekip eğlenmek					
Oyalanmak, zaman geçirmek					
Arkadaşlarım veya ailem ile iletişimde olmak					
İnsanların ne yaptıklarını görmek					
Sevgili ile özel sohbet etmek					
Flört etmek veya sevgili bulmak					
Yeni arkadaşlar edinmek					
Fenomenleri takip etmek					
Ünlülerin günlük hayatlarını takip etmek					
Dünyadaki insanların günlük hayatlarını takip etmek					
Başkaları tarafından fark edilmek					
Gerçek kimliğimi ifade etmek					
Başkalarının benim hakkımda bilgilenmesini sağlamak					
Yalnızlıktan kaçınmak					
Sorunları unutmak					
Rahatlamak					
Gerçek hayattan uzaklaşmak					
Popüler biri olmak					
Kendini tanıtma					
Havalı olmak					
Arkadaşlar için görsel olarak durumunu paylaşmak					
Sanatsal Paylaşımlarda bulunmak					
Fotoğrafçılık veya oyunculuk yeteneklerini sergilemek					
Ortak ilgi alanlarına sahip olduğum insanları bulmak					

18. "Snapchat kullanmak ……." cümlesindeki boşluğu, aşağıda verilen ilgili sıfatlara katılım derecenizi ölçek üzerinde belirterek doldurunuz.

	Kesinlikle Katılmıyorum (1)	Katılmıyorum (2)	Kararsızım (3)	Katılıyorum (4)	Kesinlikle Katılıyorum (5)
Eğlencelidir.					
Zaman Kaybıdır.					
Gereksizdir.					
Teşhirciliktir.					
Gösterişçiliktir.					
Geçici bir hevestir.					

19. Cinsiyetiniz:

Kadın	
Erkek	

20. Yaşınız:

10-18	
19-23	
24-30	
31-40	
41 ve üzeri	

21. Eğitim Durumunuz:

Ortaokul - Lise Öğrencisi	
Üniversite Öğrencisi	
Üniversite Mezunu	
Yüksek Lisans / Doktora Öğrencisi	
Yüksek Lisans / Doktora Mezunu	

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