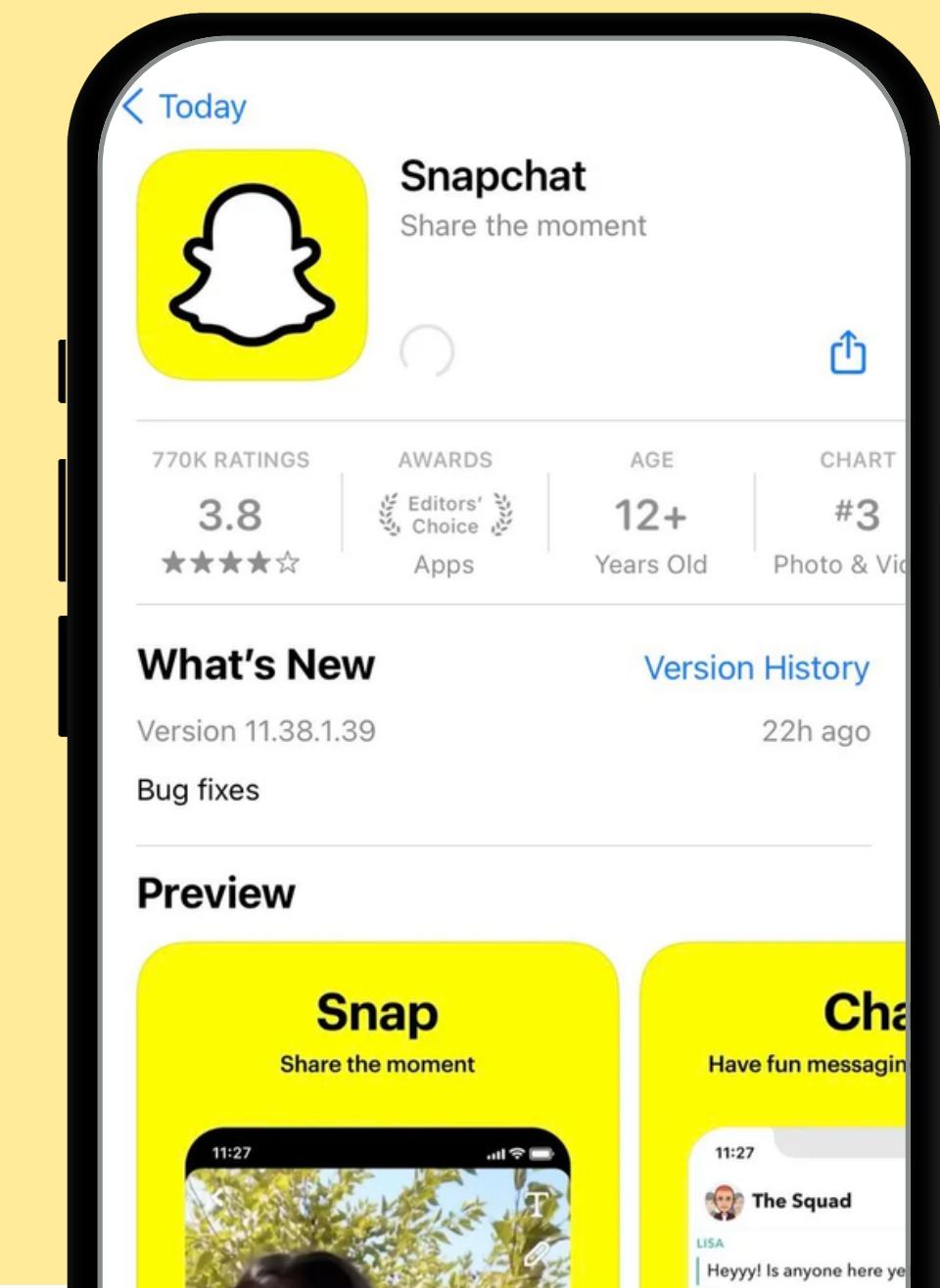
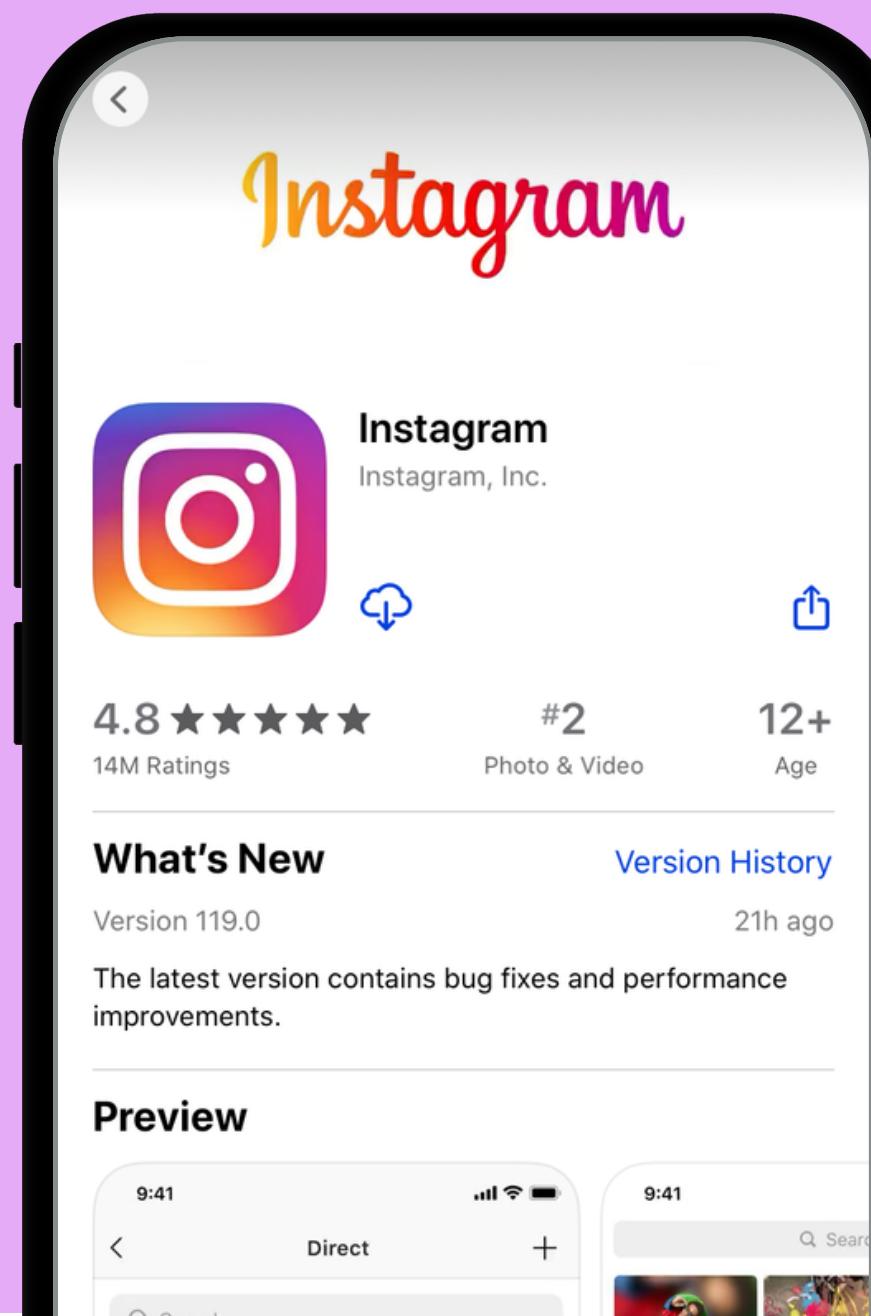
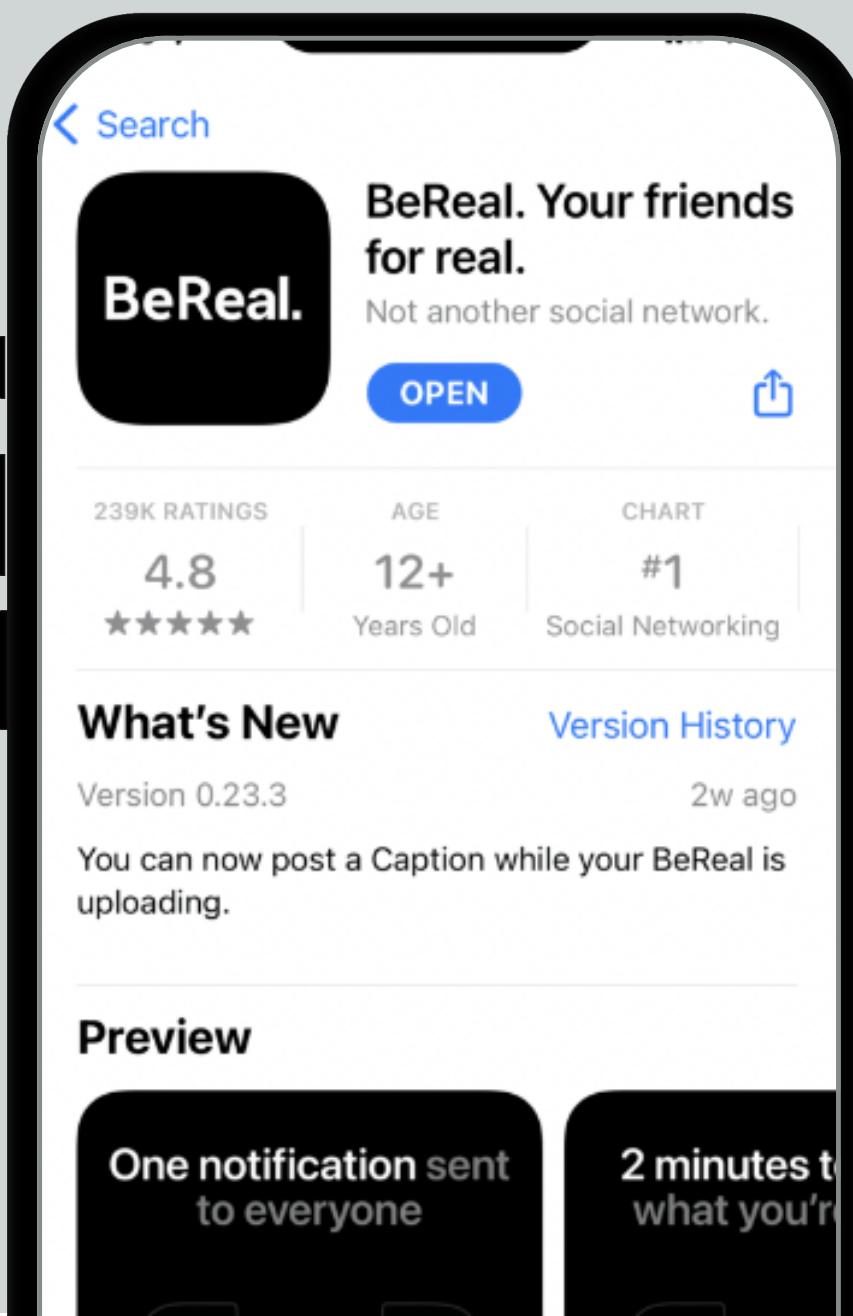


UN-FILTERED

Assessing Authenticity in the Online Social Media Landscape

Aniruddha Das · Brittany Trieu · Niraj Yagnik · Purva Kothari





Authenticity

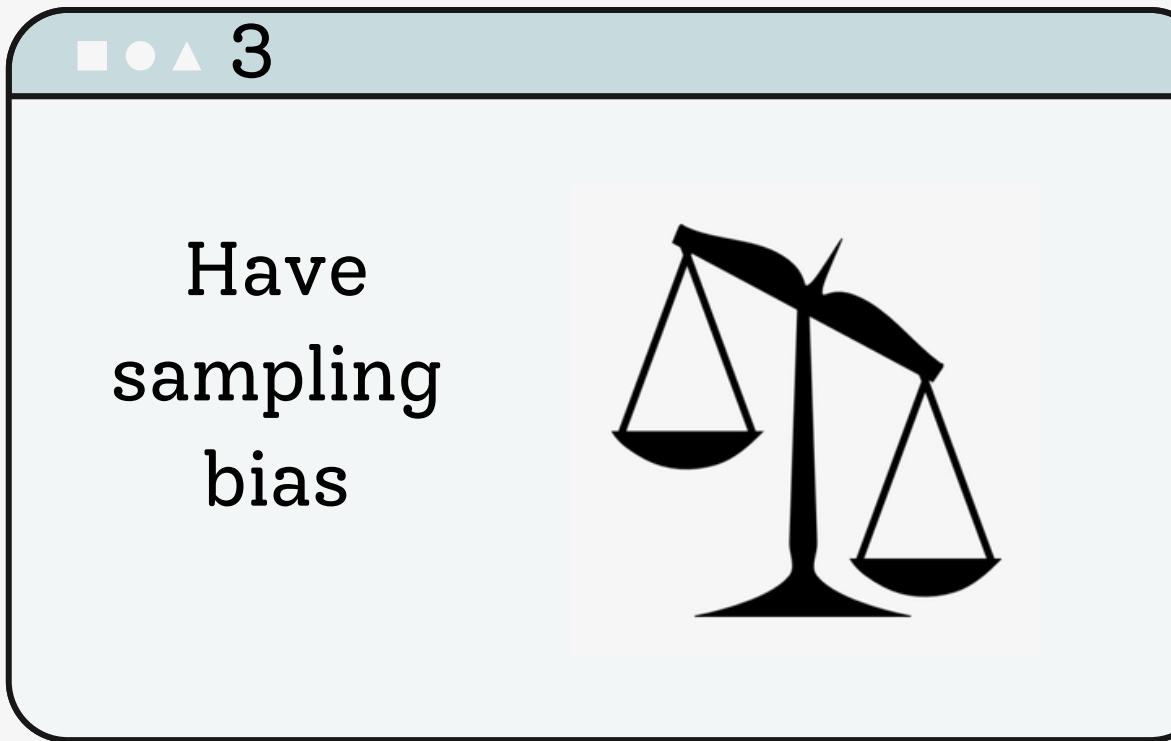
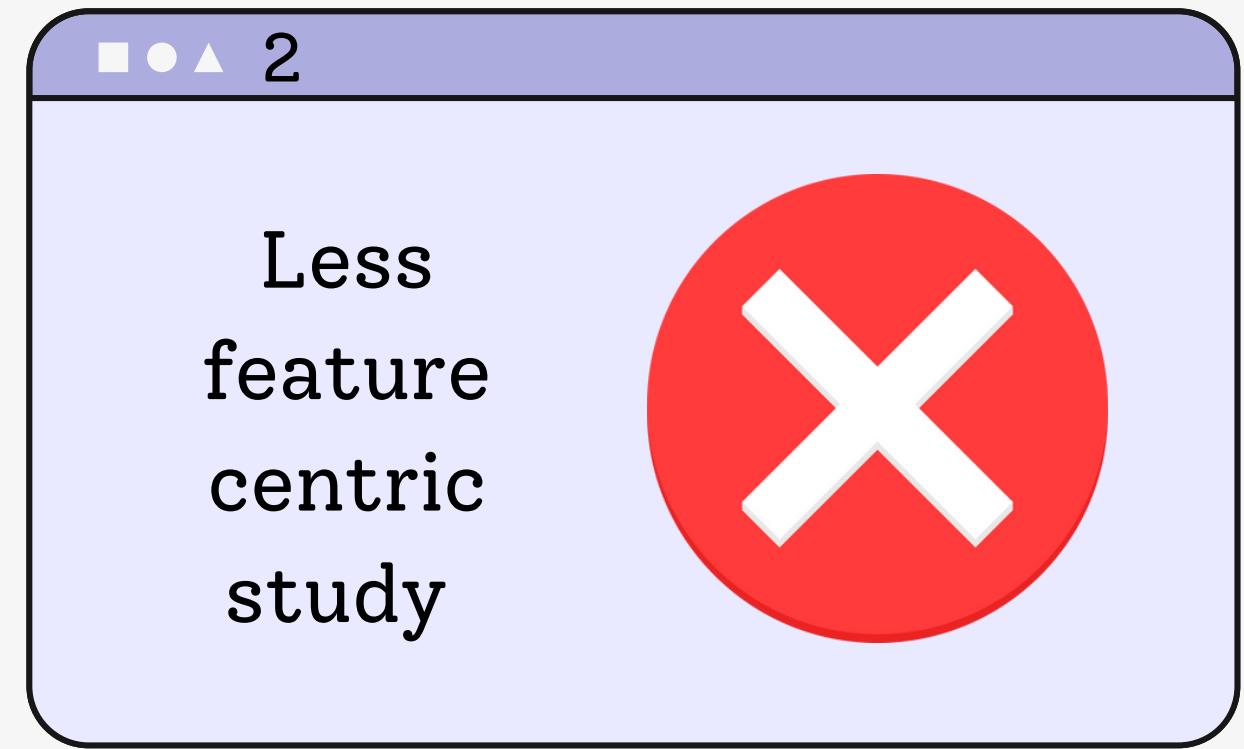


“

**presenting a “true” and
consistent self across online and
offline contexts, which
necessitated sharing both
positive and negative content
on social media**

- Haimson et al.

Limitations of Prior Literature [1],[2]

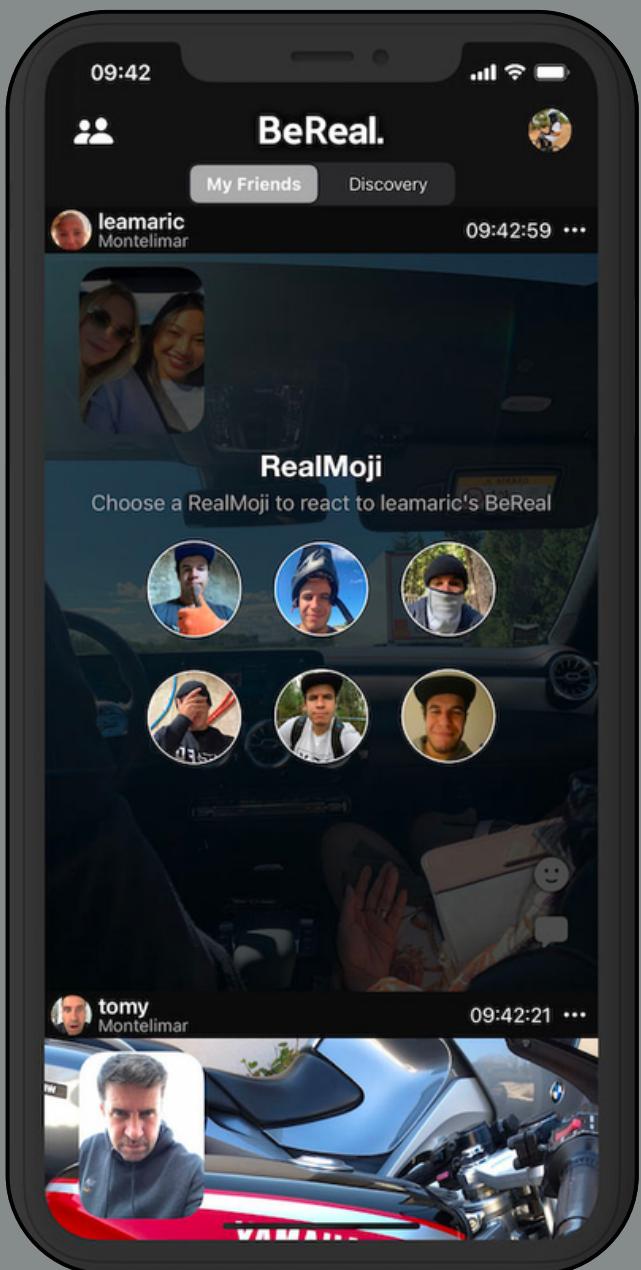


[1]. The Online Authenticity Paradox: What Being “Authentic” on Social Media Means, and Barriers to Achieving It, OLIVER L. HAIMSON

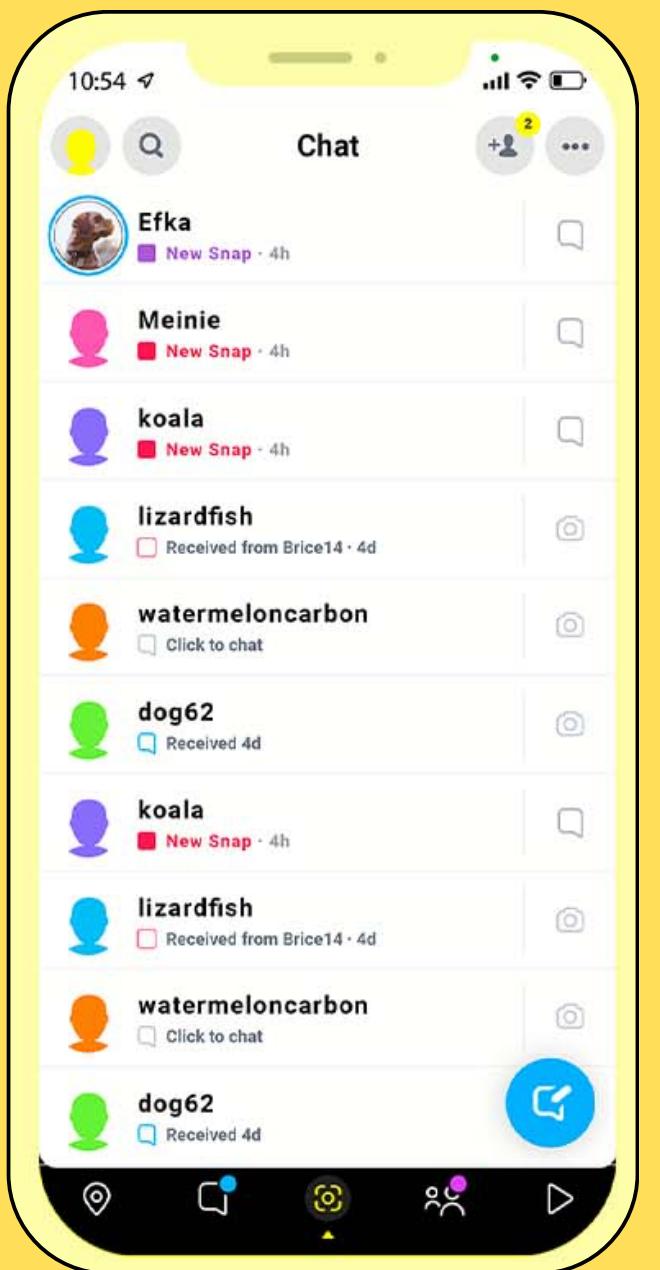
[2]. Instagram versus Snapchat: Self-expression and privacy concern on social media, Tae Rang Choi

Photo/Video memory sharing applications

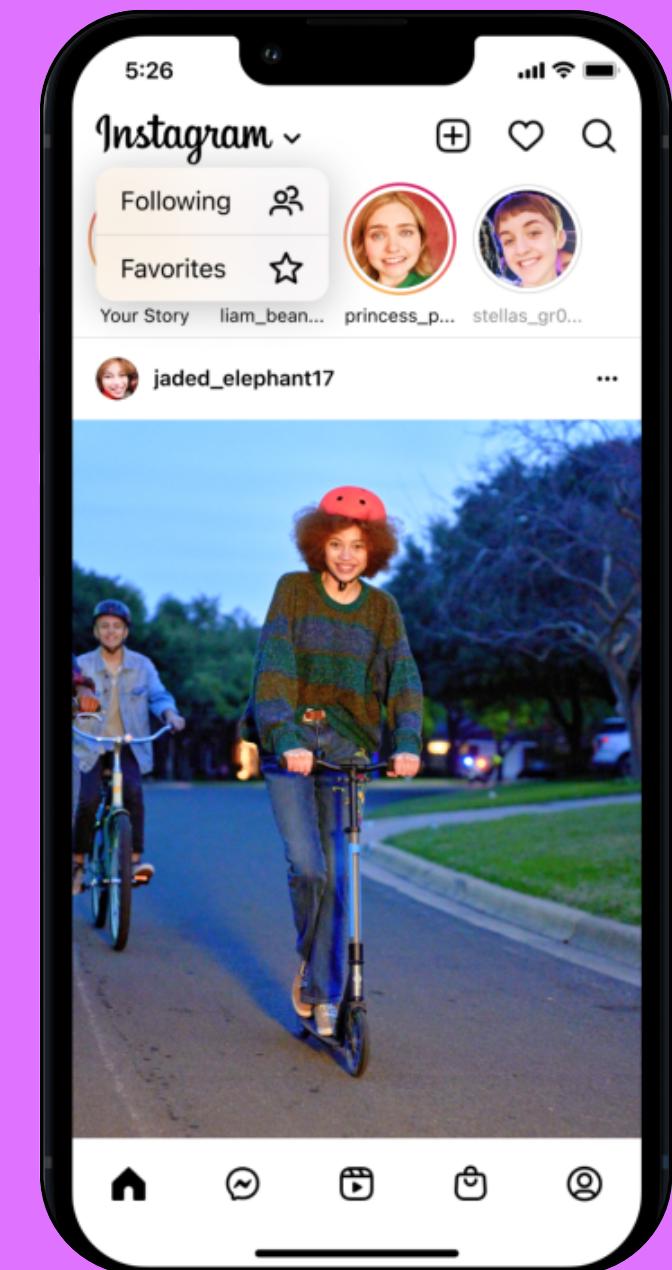
BeReal.



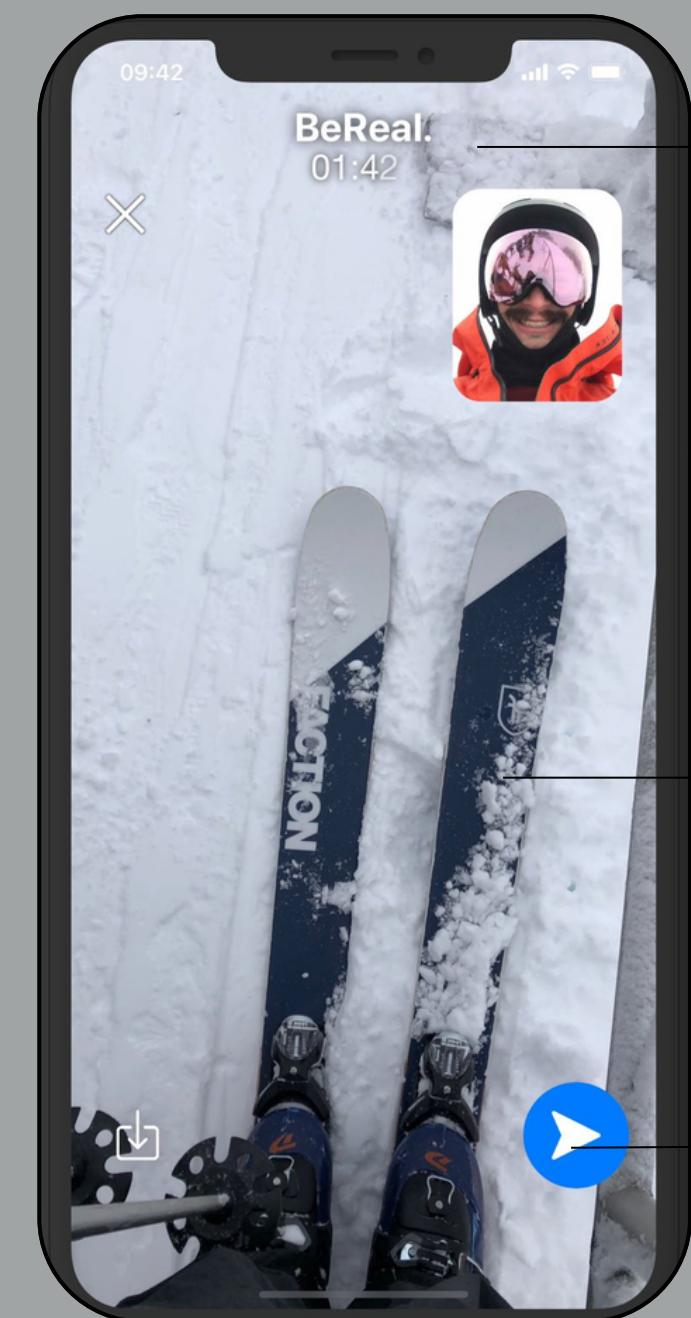
Snapchat.



Instagram.



BeReal Features



● Time

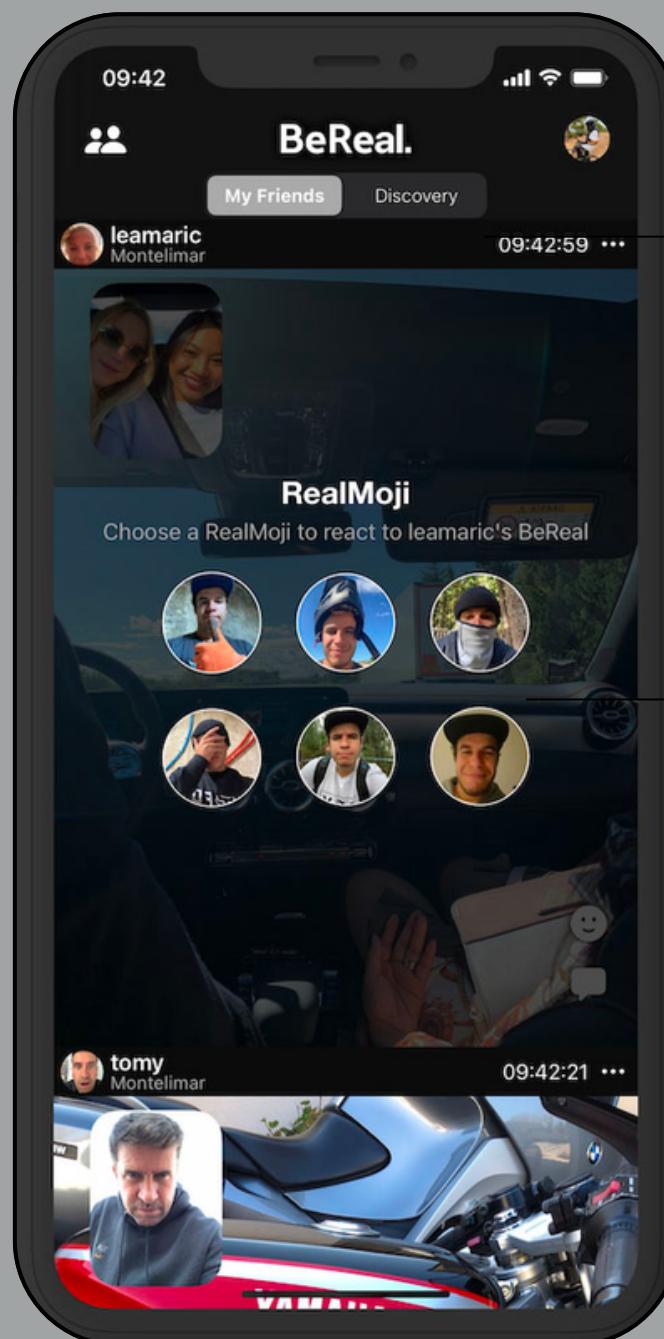
2 minutes to share what you are unto

● Capture

Capture what you are doing

● Share

Share your BeReal publicly or to just your friends

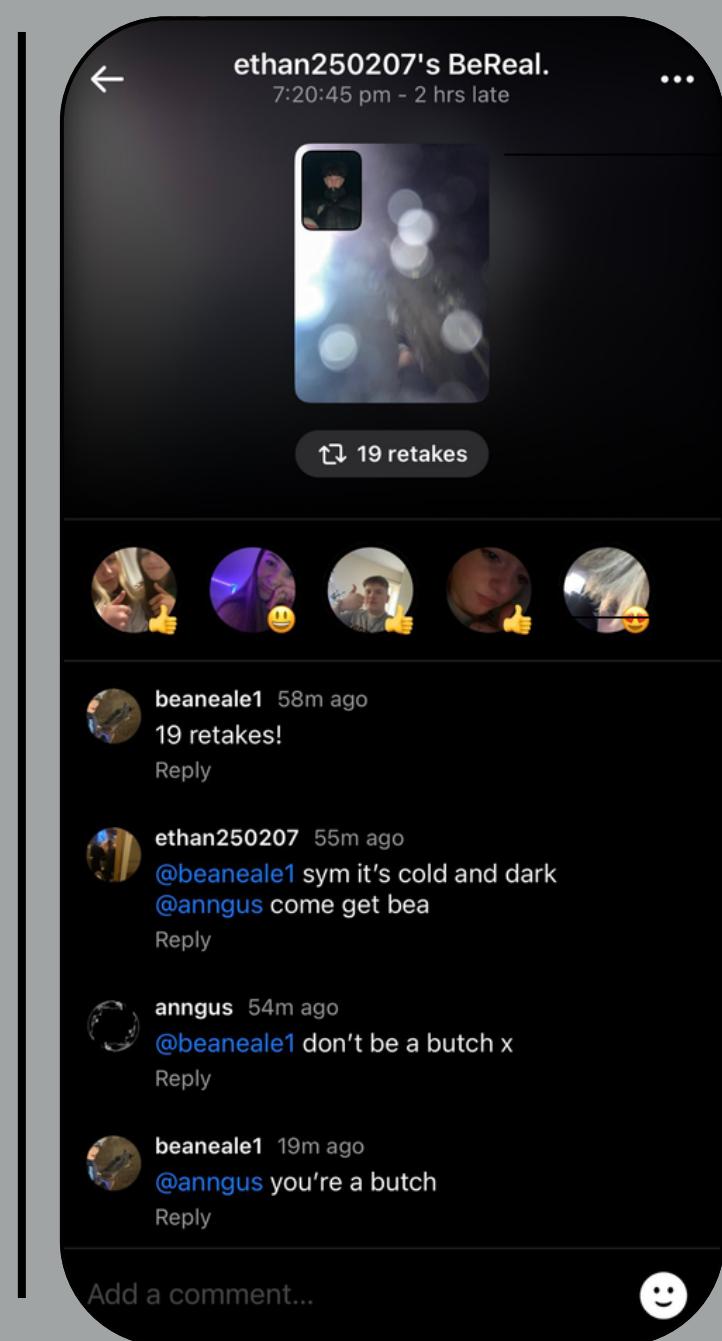


● Post Information

See when your friends posted

● RealMoji

React on posts with custom 'RealMojis'



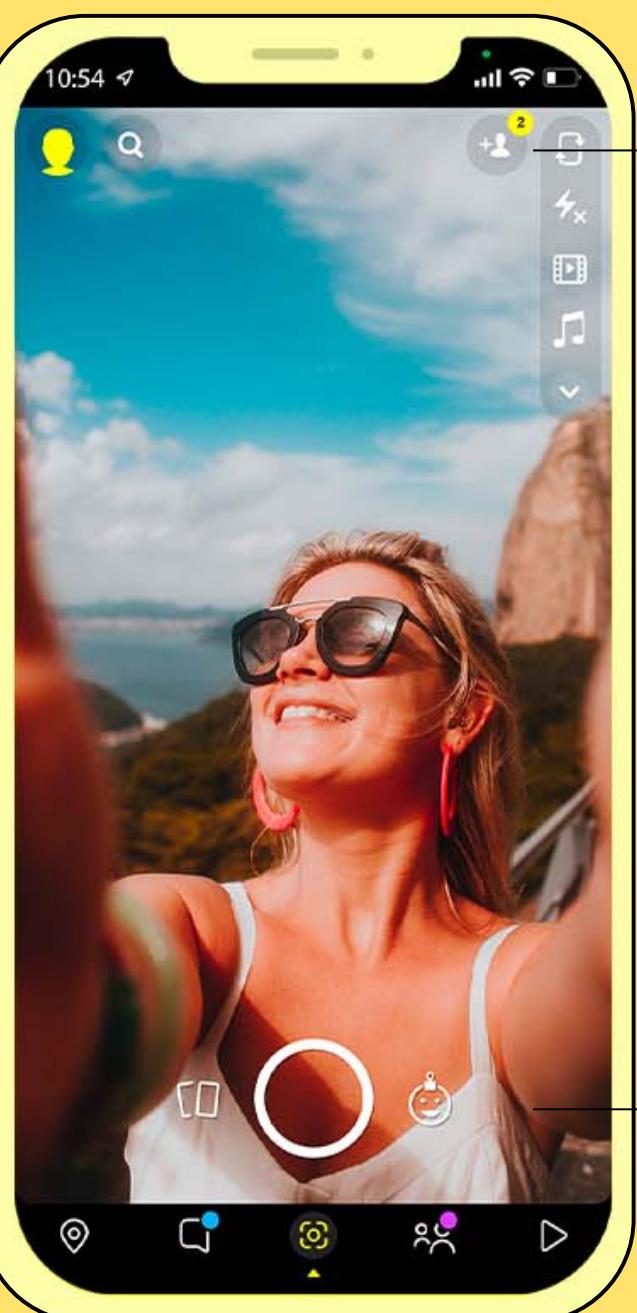
● Late Post

See when your friends posted

● Retake count

Your friends will be shown how many times you retook the BeReal before posting it

SnapChat Features



Enhance and personalize

Options to enhance your shot media. Add text, music and effects

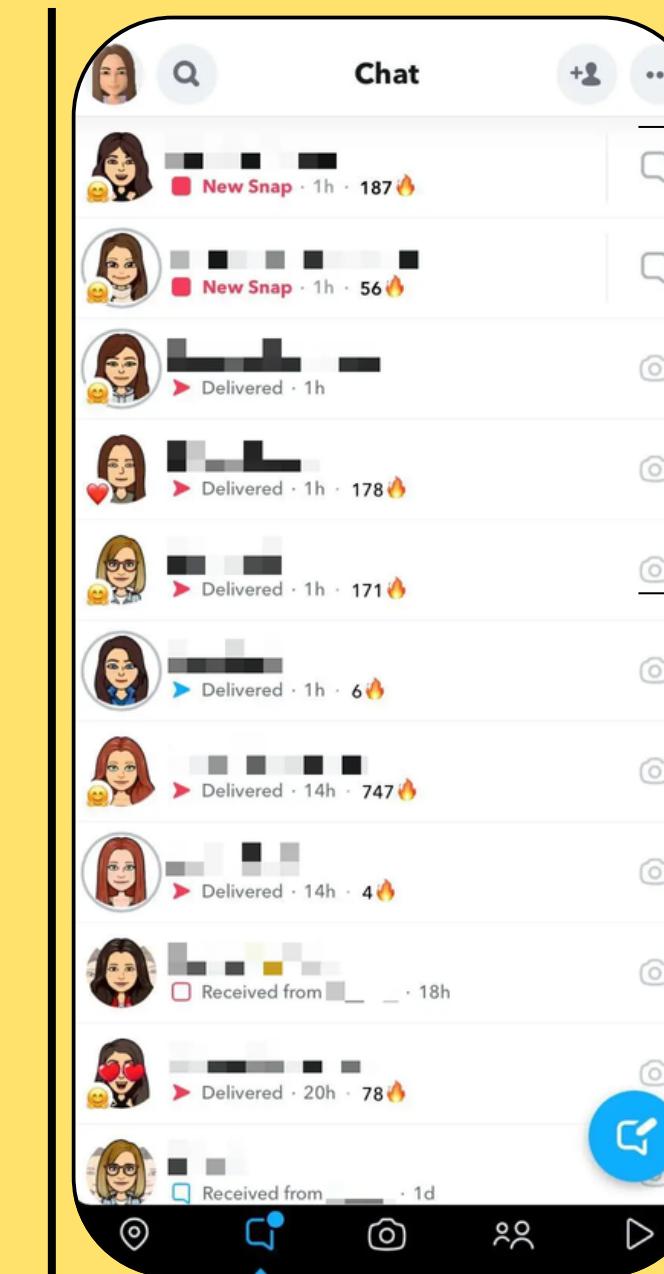


Capture

Capture photos or video

Filters

Use an array of AR-based filters on your snap



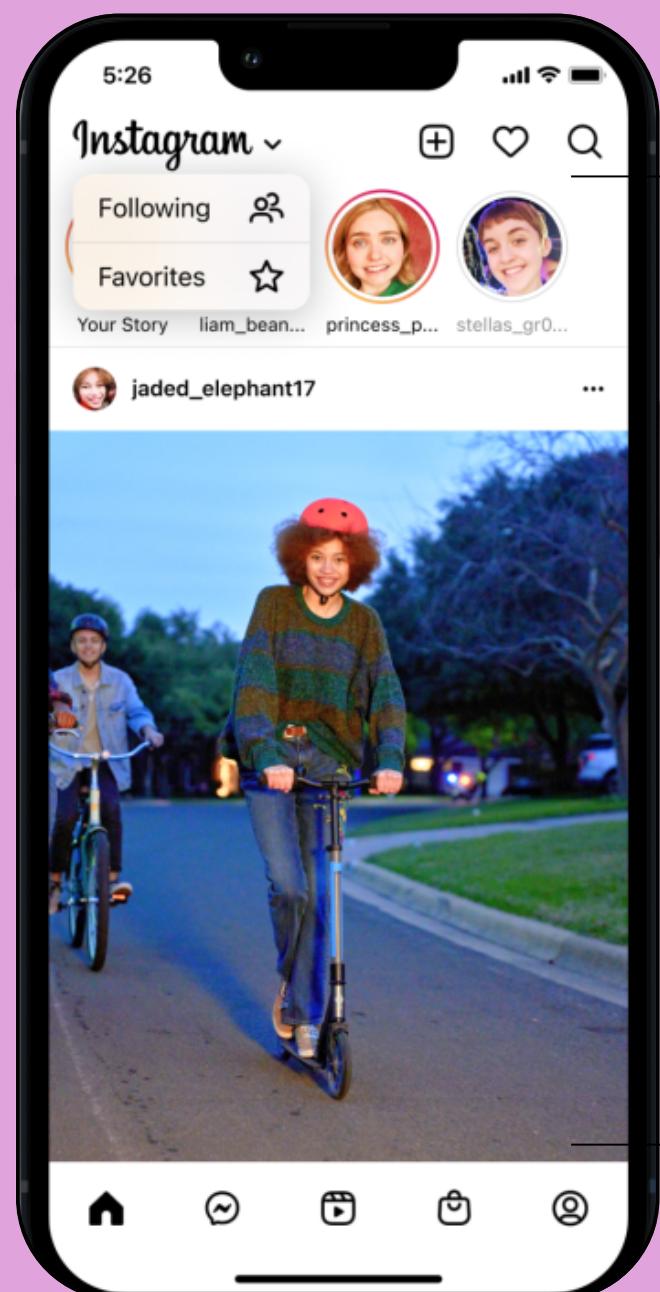
Streaks

tracks how many days in a row you and a friend have sent Snaps to each other.

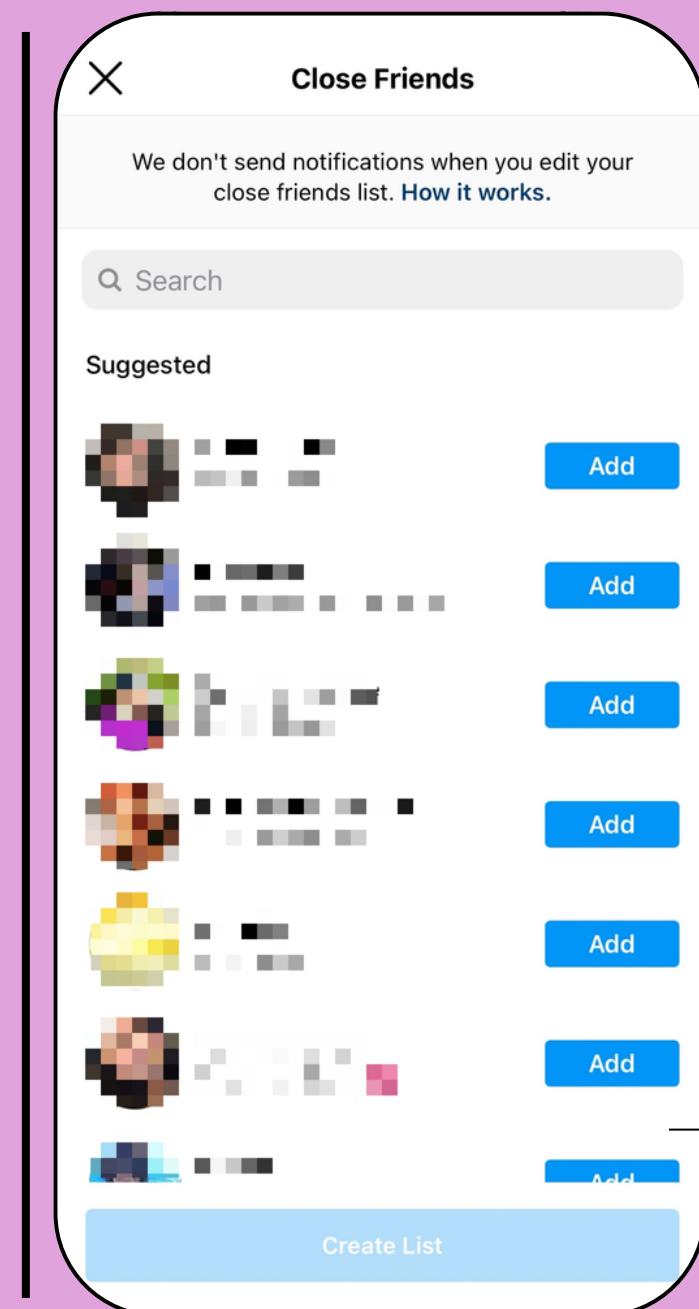
Chats

Interface to chat with your friends

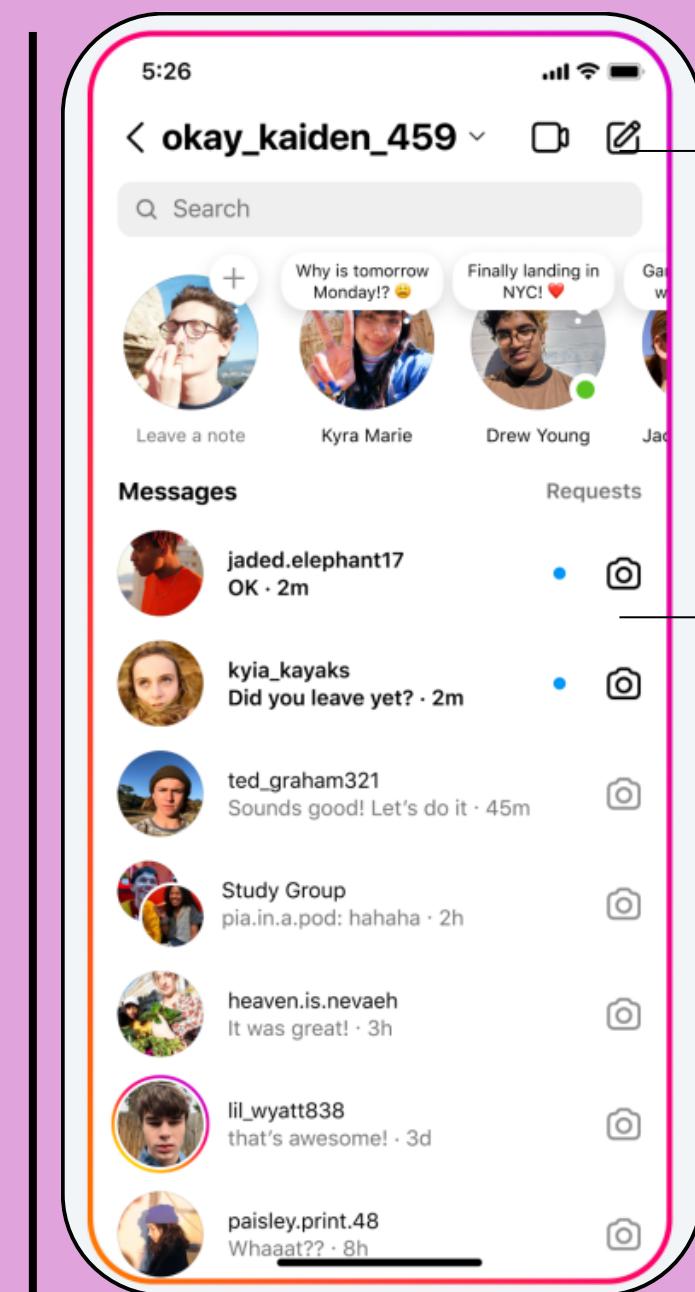
Instagram Features



- **Feed**
View and interact with posts from your friends.

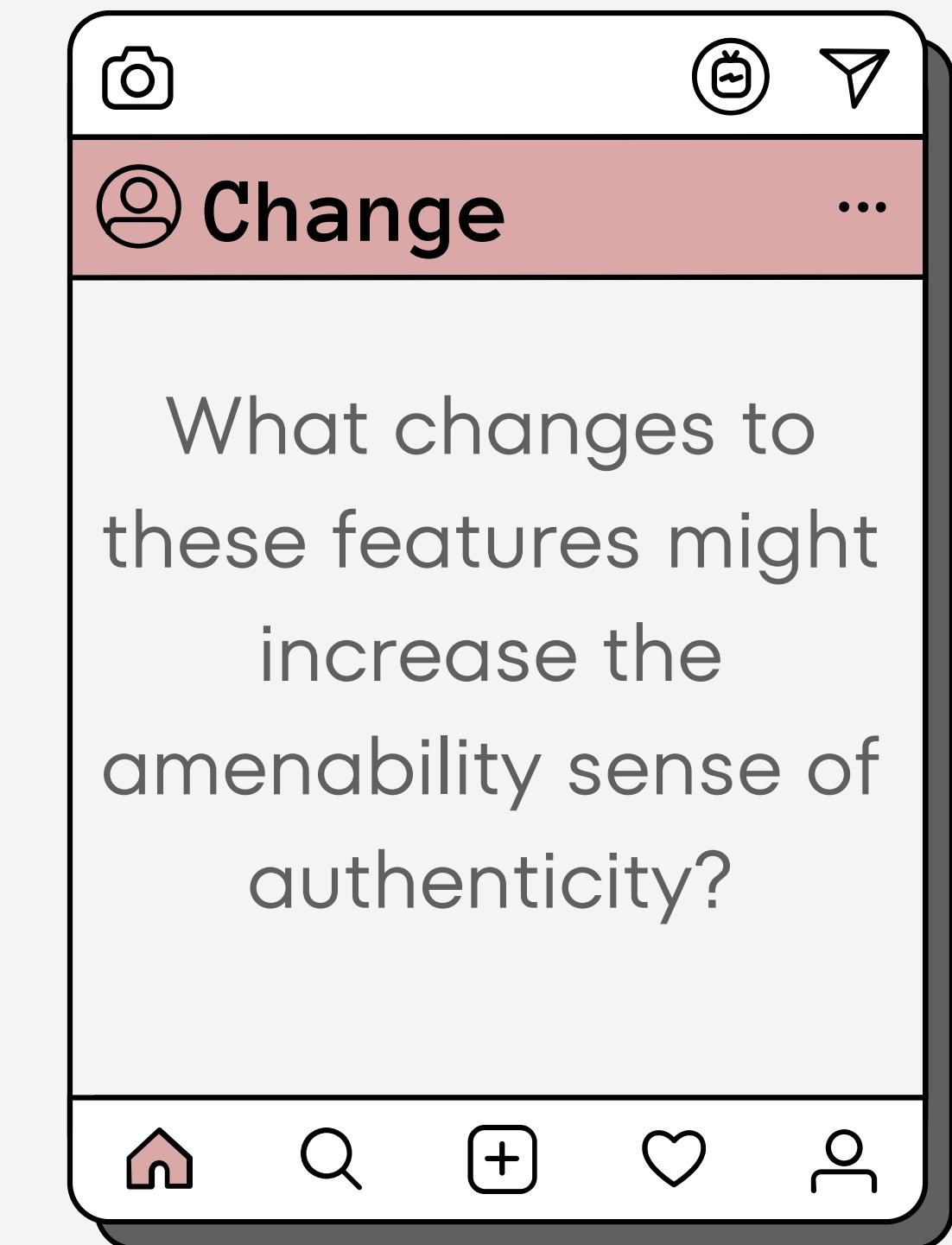
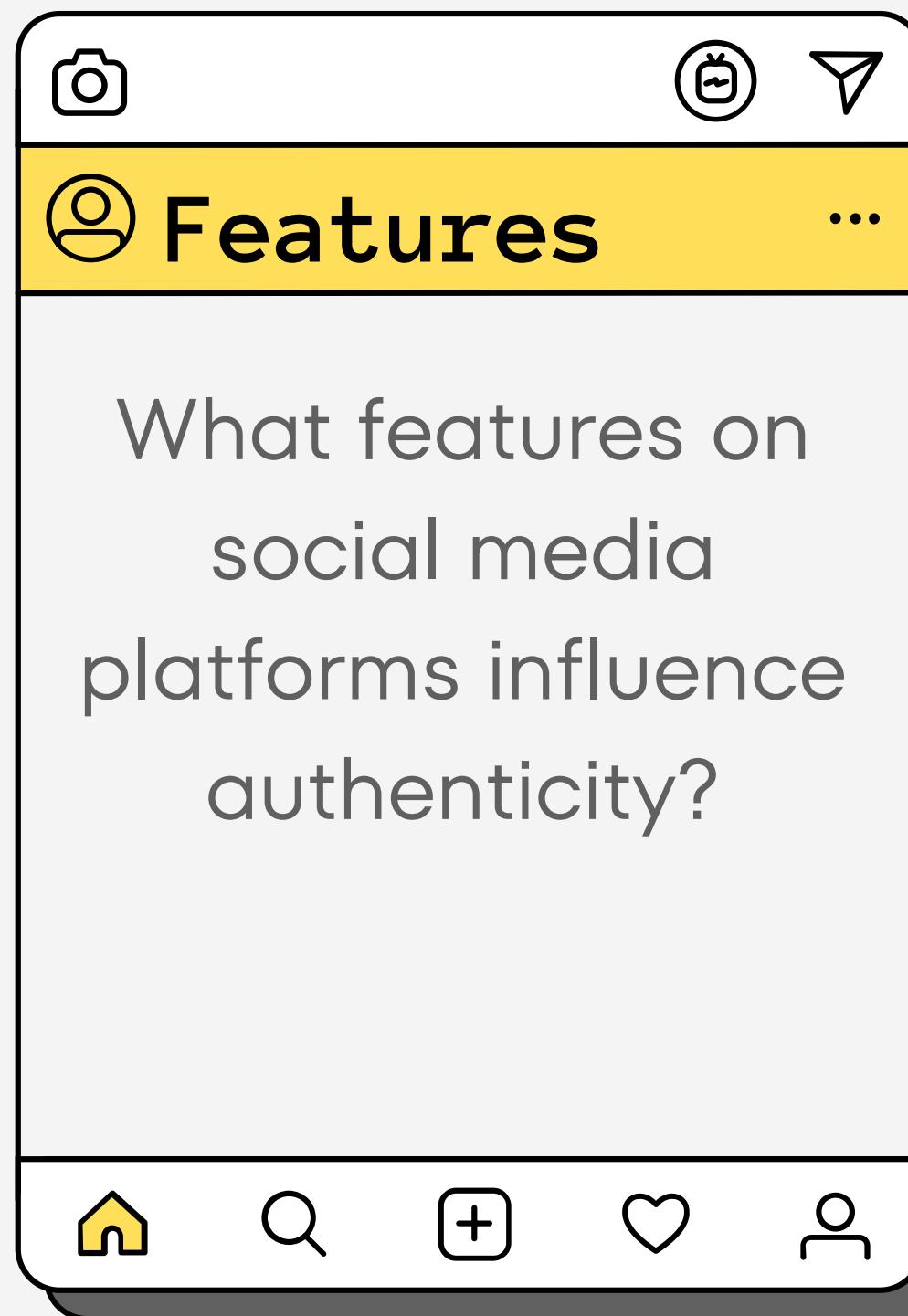
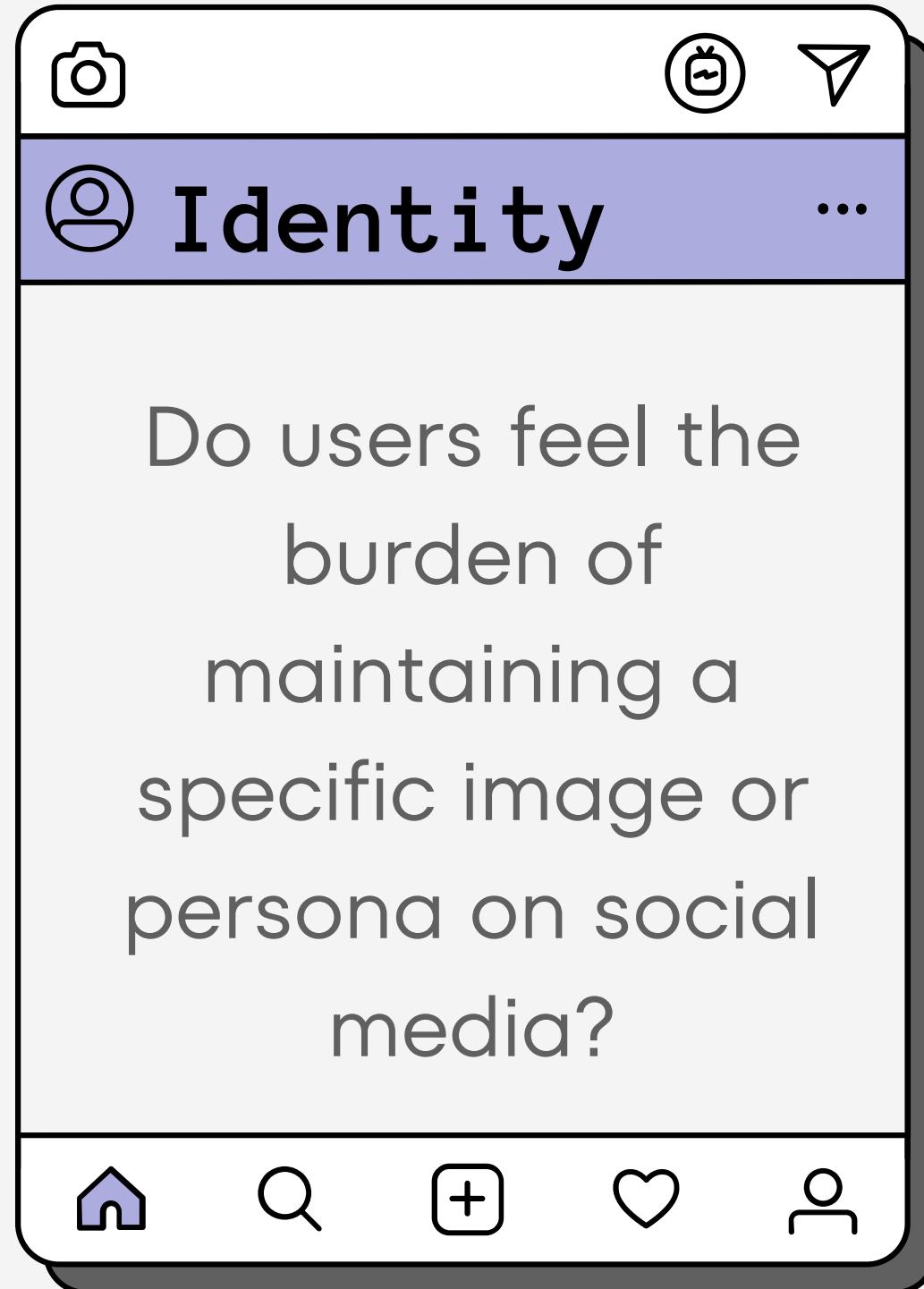


- **Close Friends**
Add friends to your close circle



- **Chats**
Interface to chat with your friends

Research Questions

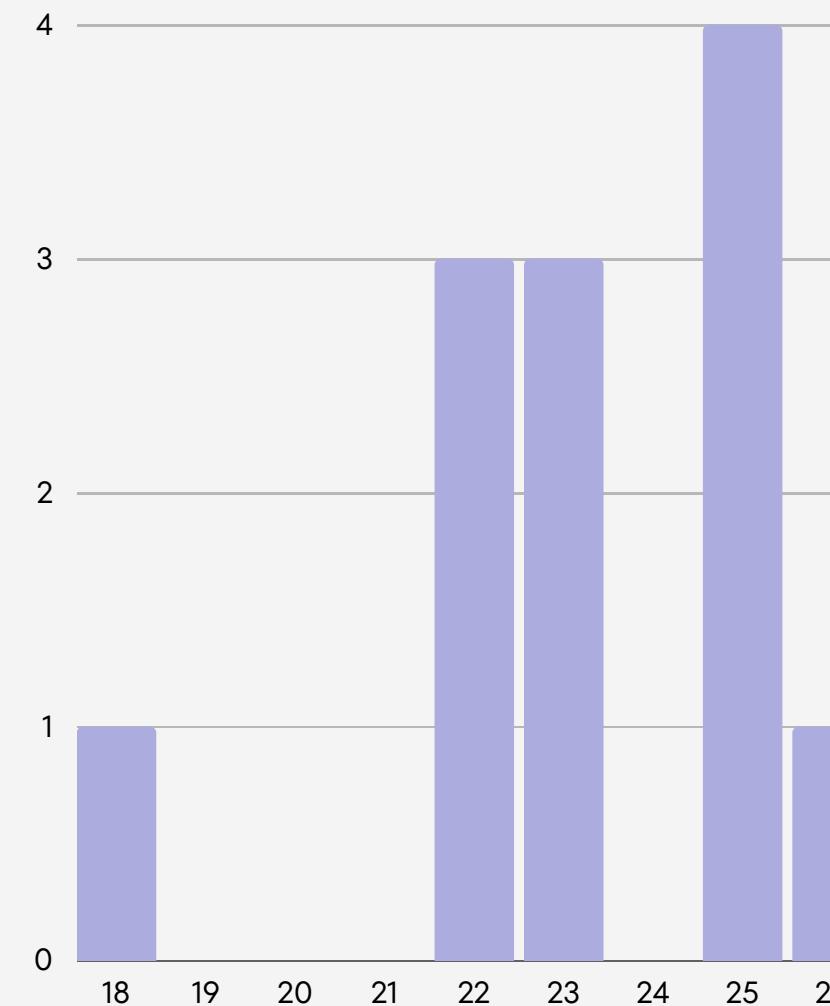


Interviewees and Workshop Participants

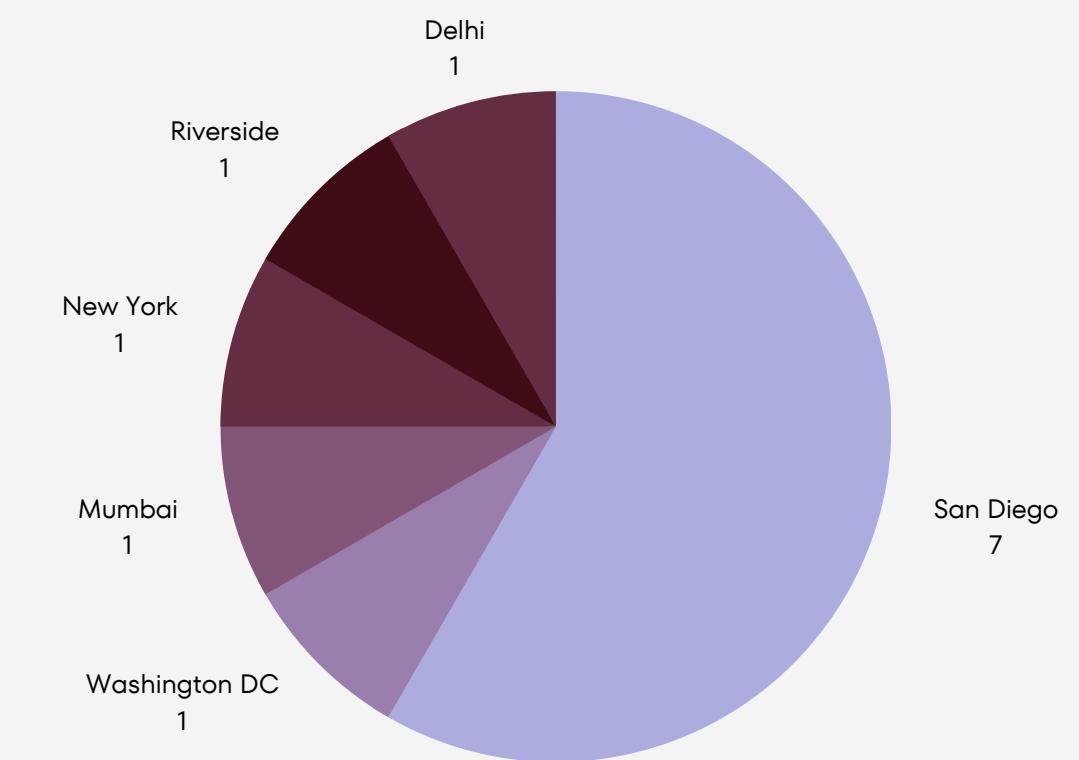


8 out of 12

Computer Science background



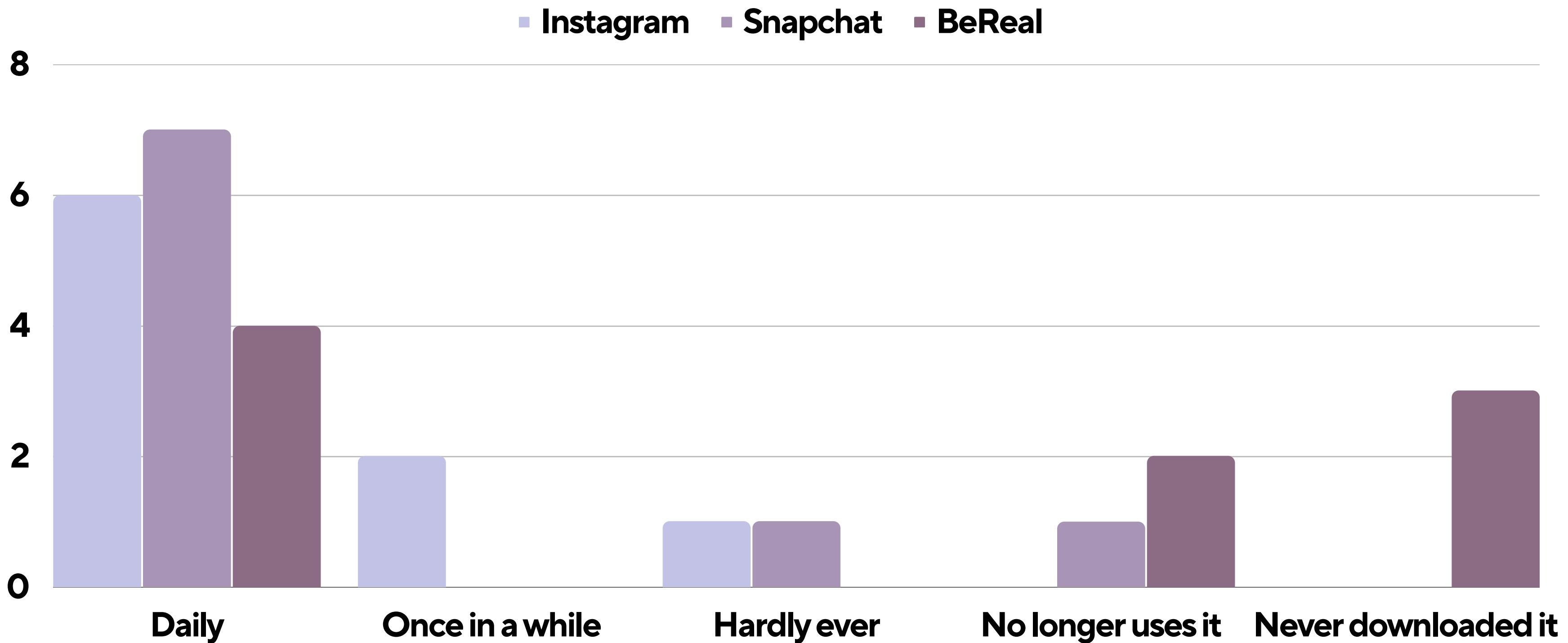
Majority were young adults



7 out of 12

Based in SD

Platform Usage of Interviewees

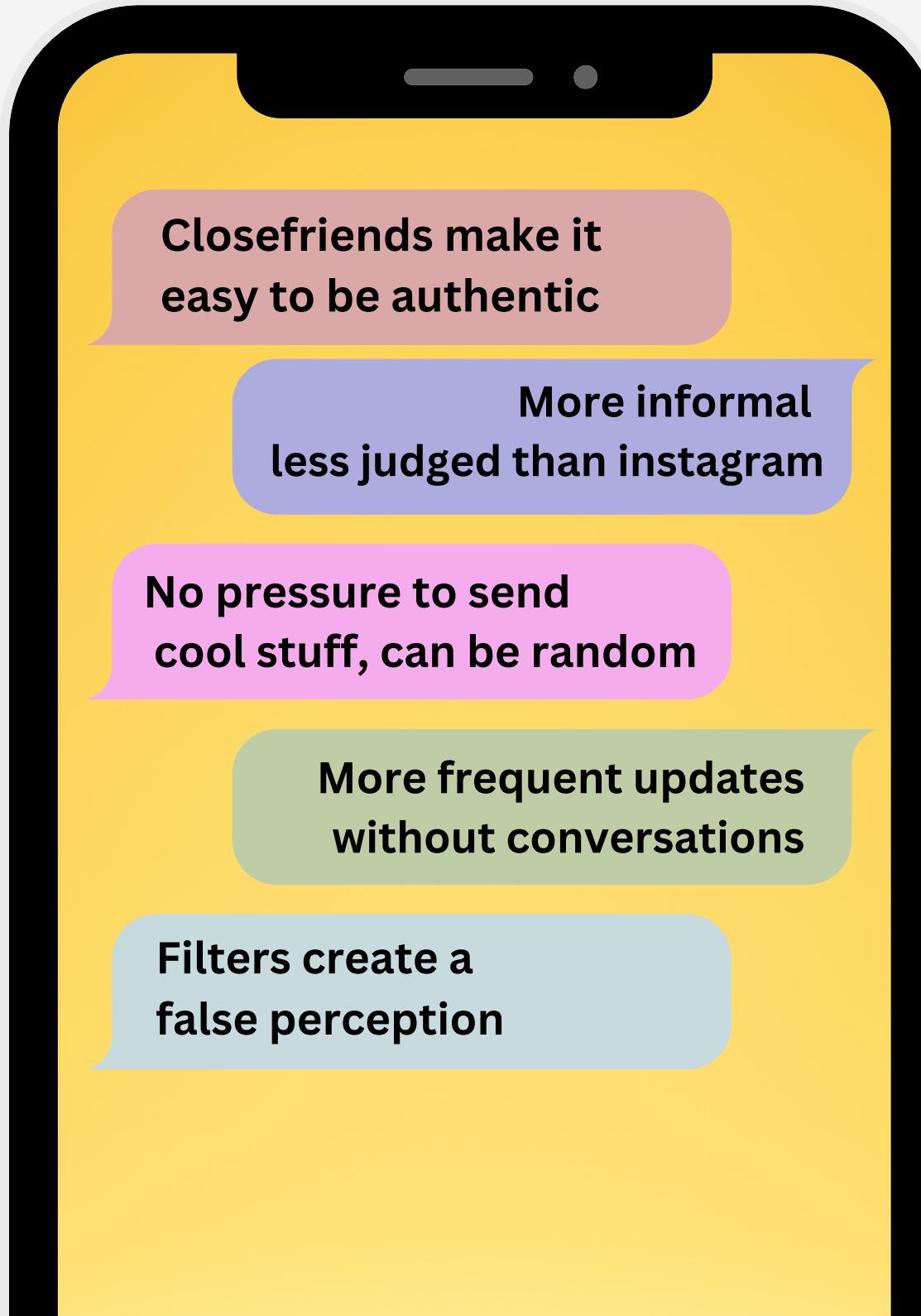


Interview Results - Identity

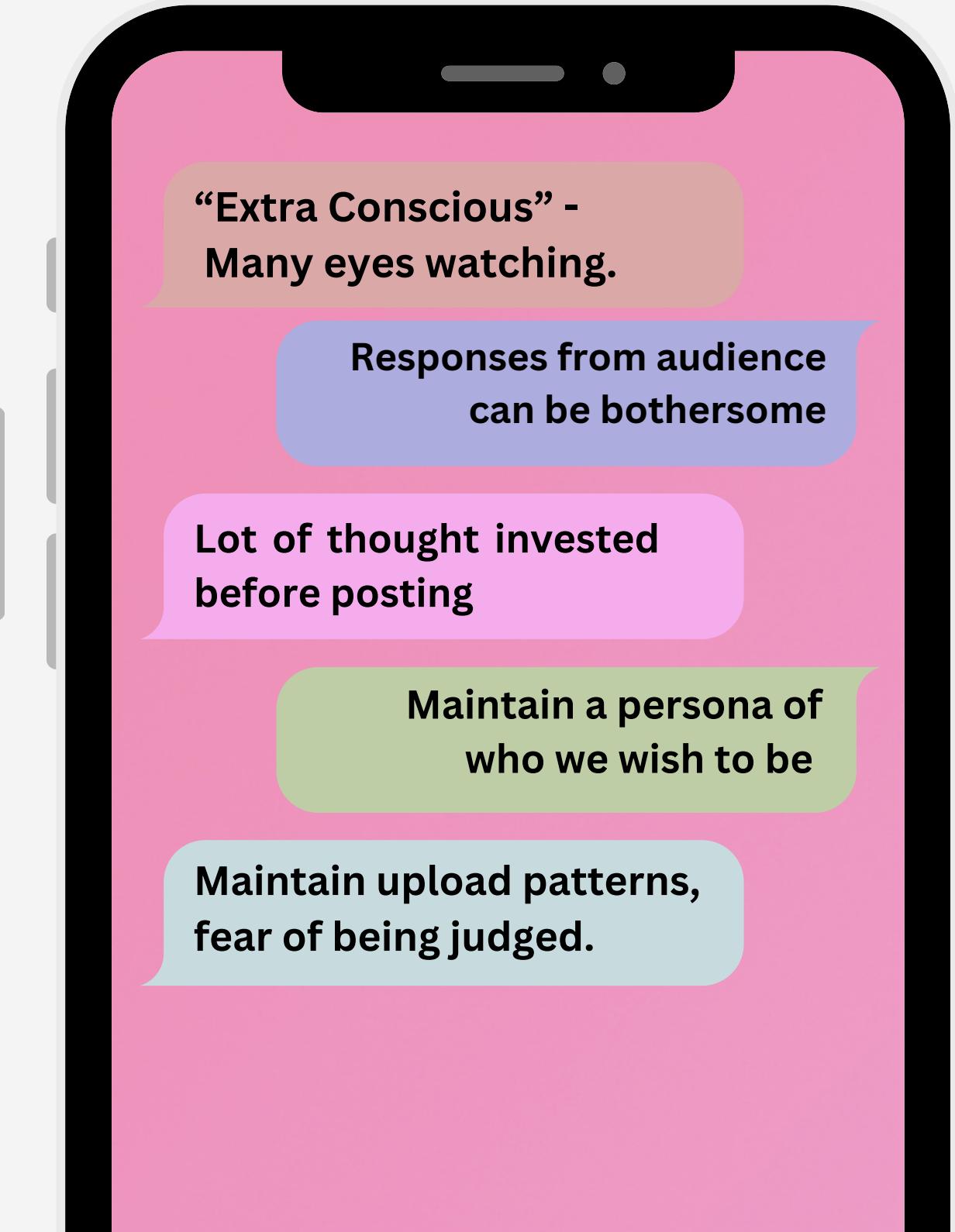
BeReal



Snapchat

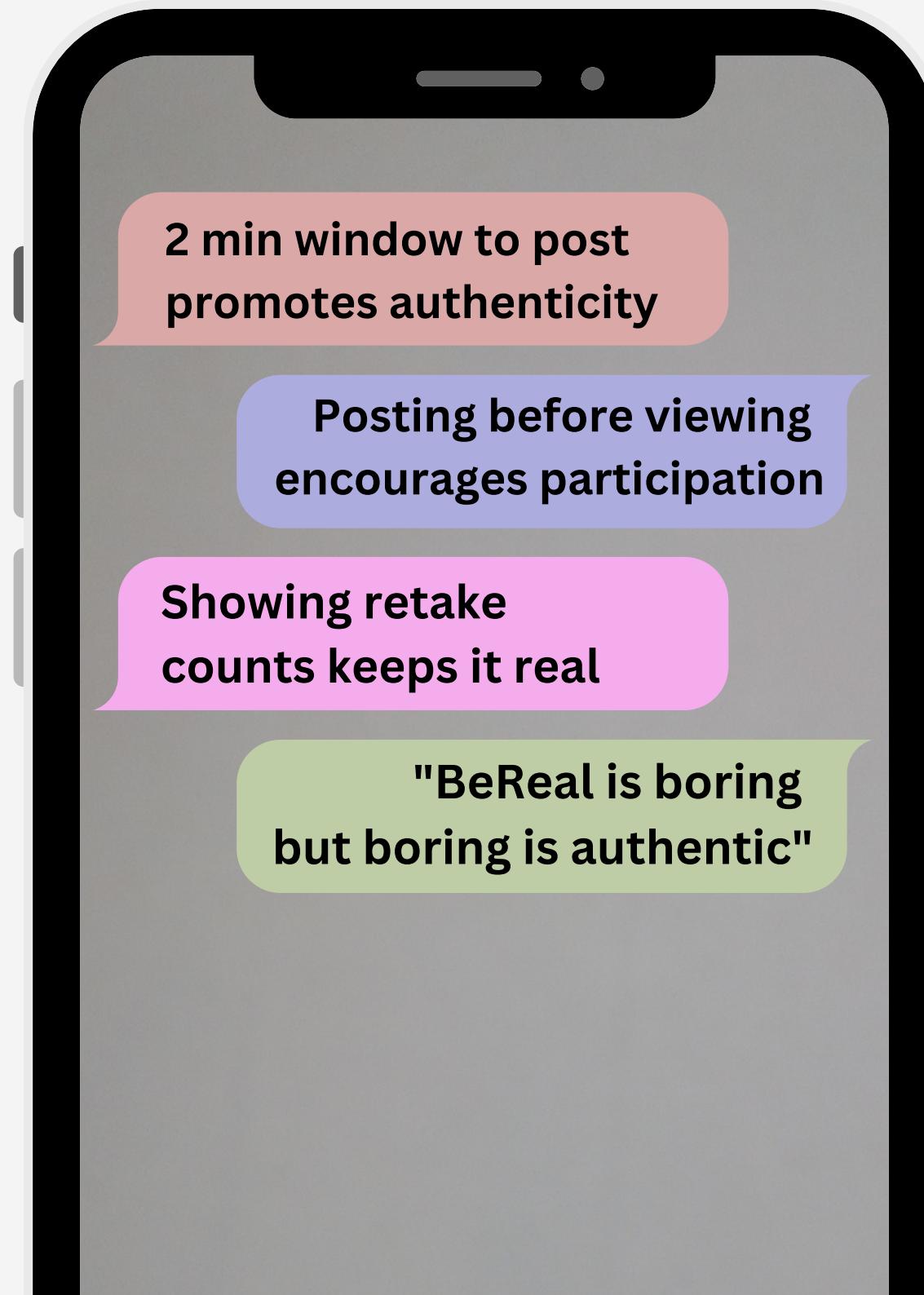


Instagram

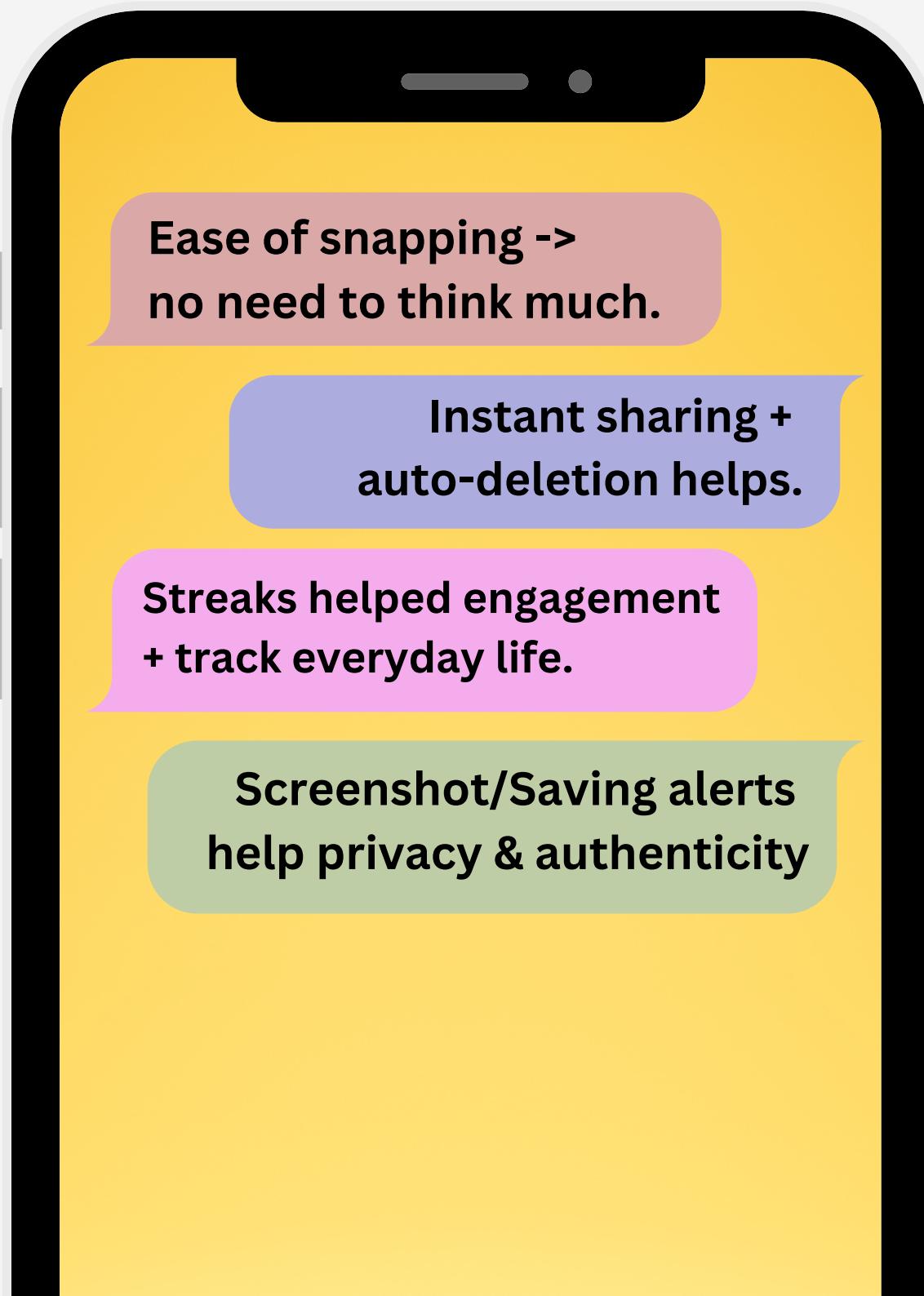


Interview Results - Features

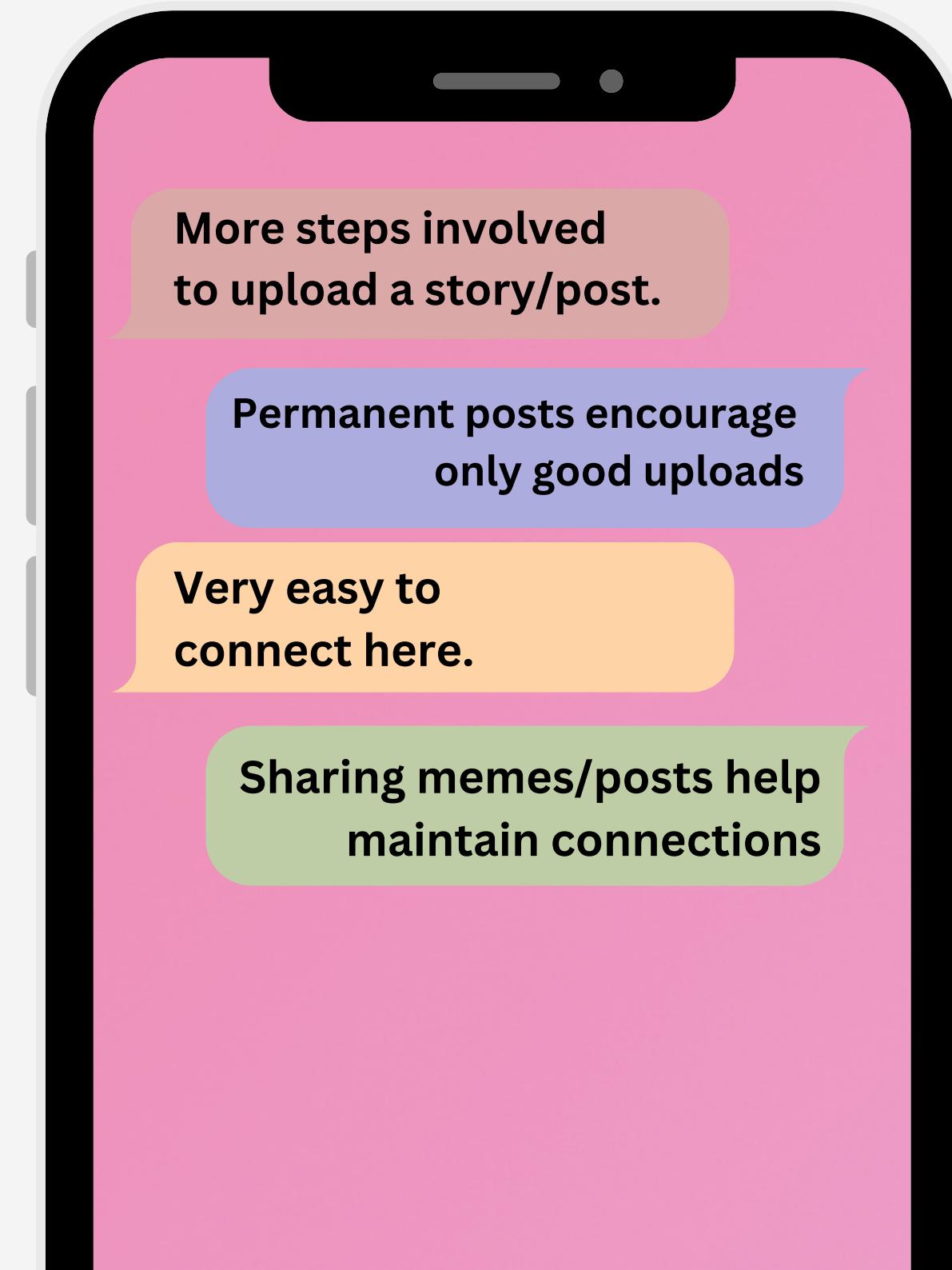
BeReal



Snapchat



Instagram



■●▲ Ephemerality

"24 hr deletion makes it easier to be authentic."
"More comfortable sharing since content is not permanent."
"Not constantly curating this permanent online persona."

■●▲ Real time

"Posting in real-time is just more authentic, no overthinking. It's just you in the moment."
"Real-time aspect of Snapchat and BeReal gives unpolished, unedited view of our lives."

■●▲ Consistency

"Annoyed at the daily prompts of posting on BeReal. Don't want to see picture of a wall."
"It is boring, but boring is authentic."

Feature-centric categories

■●▲ Chat Features

"Snapchat chat feature has enabled us to interact in a more meaningful way though heartfelt messages and deeper conversations."

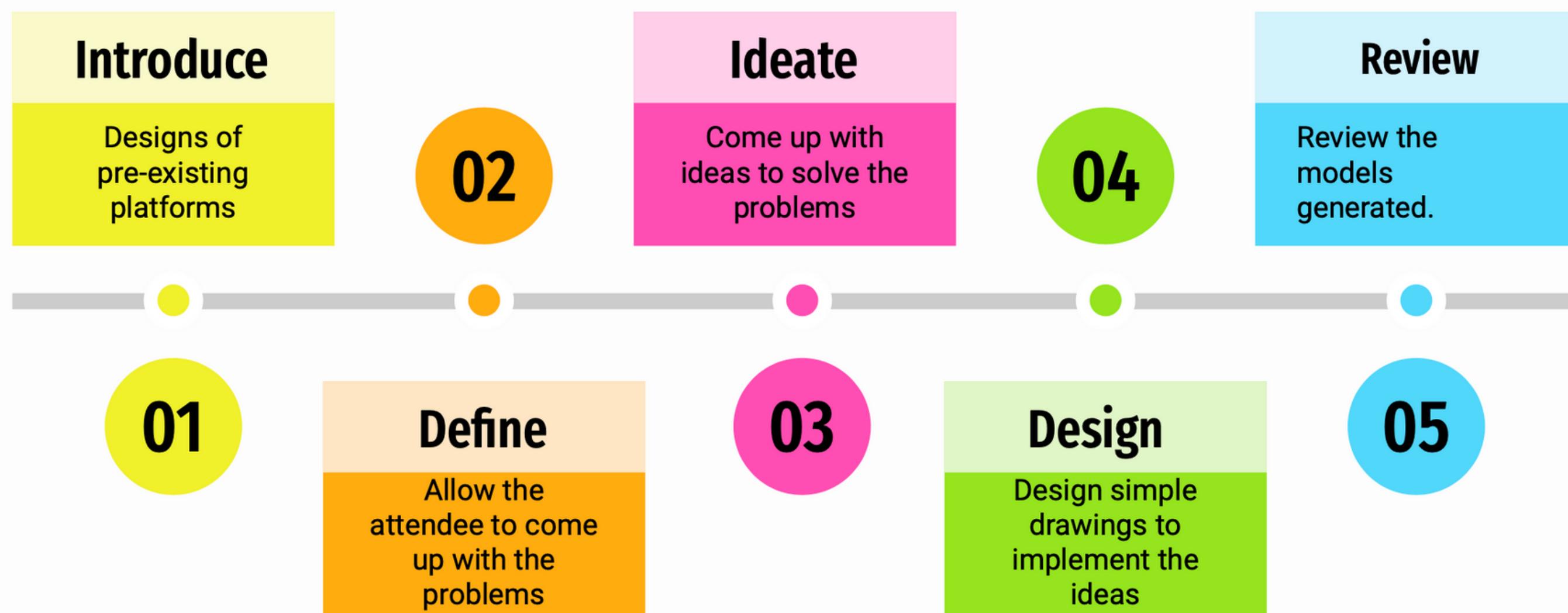
■●▲ Close friends

"Like to send private snaps to my close friends without it being broadcasted to everyone."
"Snapchat's close friends feature allows for more intimate sharing without any pressure."

■●▲ Gamification

"Fun to react with RealMoji in BeReal."
"Snapchat is engaging because you send streaks everyday."
"Snapchat's filters and lenses are fun to use in my personal snaps."

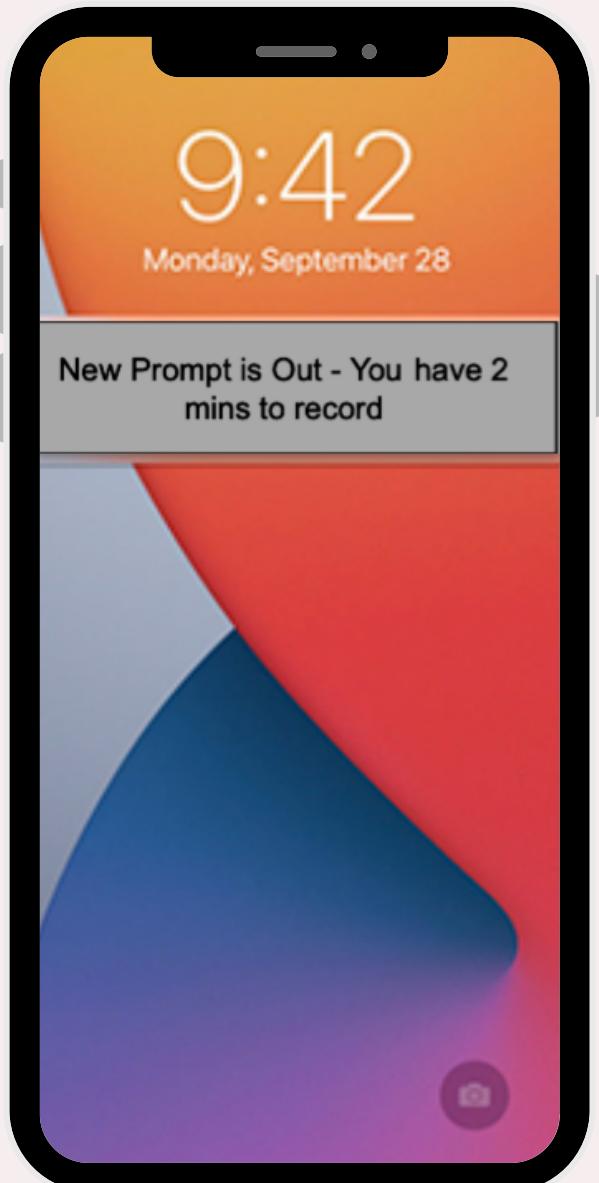
RQ3 - Asynchronous Design Workshop



Design Workshop Results -1

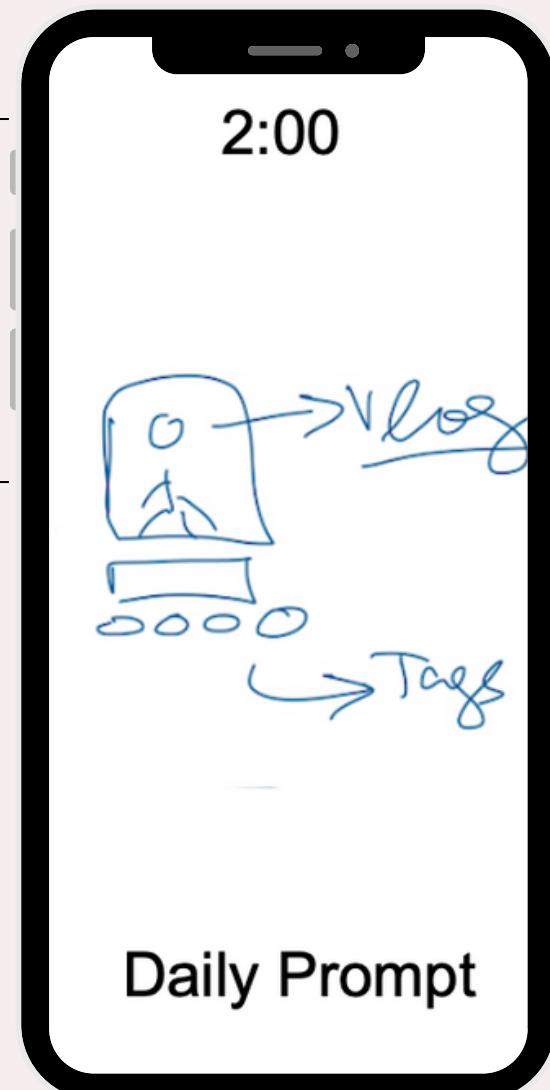
Camera

Like BeReal, users will be randomly notified to post on the platform



Countdown

2 min
countdown to
record



Record

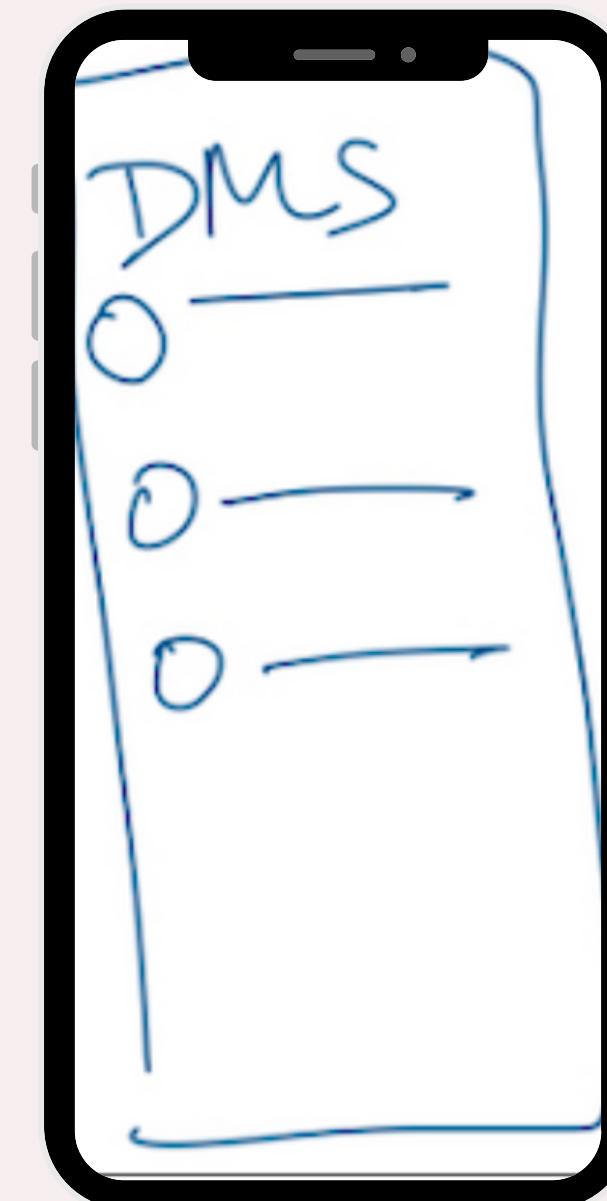
record a short video
of what they are
doing or answer a
random prompt
given by the
platform.

Tags

Have tags
associated with your
vlog for better
engagement

Chats

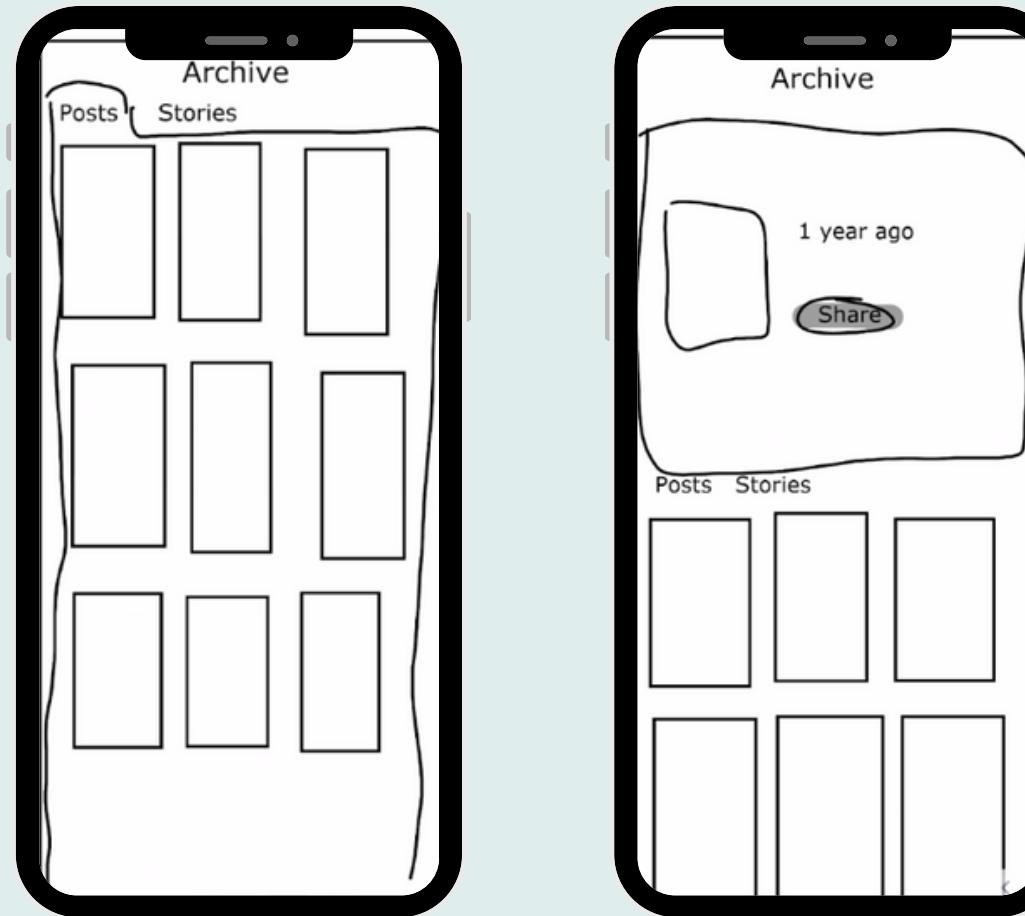
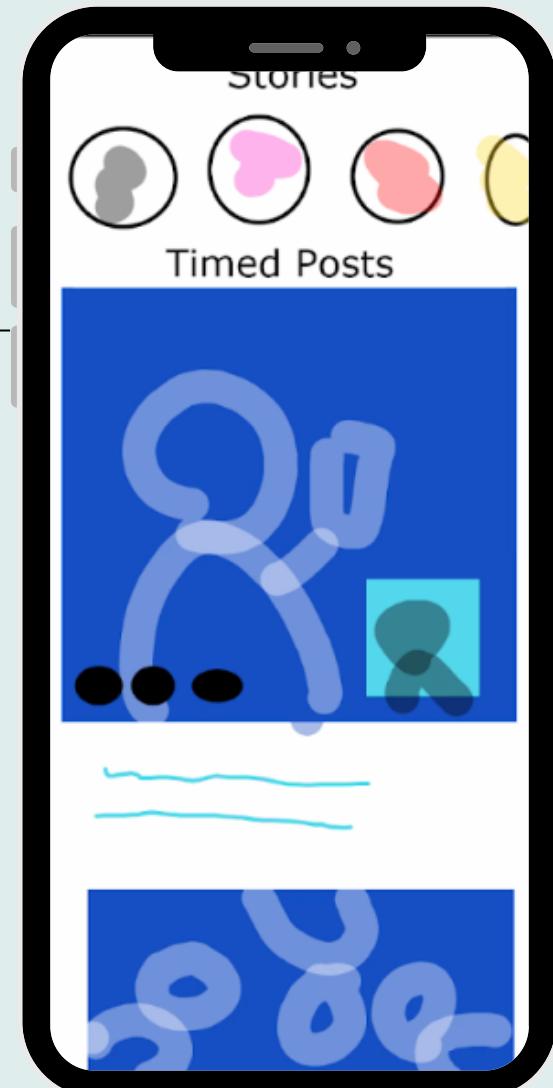
Snapchat-like chatting interface
to curate who you send your
content to



Design Workshop Results - 2

Stories

Like Snapchat and Instagram, users are able to upload stories that stay up for 24 hours



Archived Posts and Stories

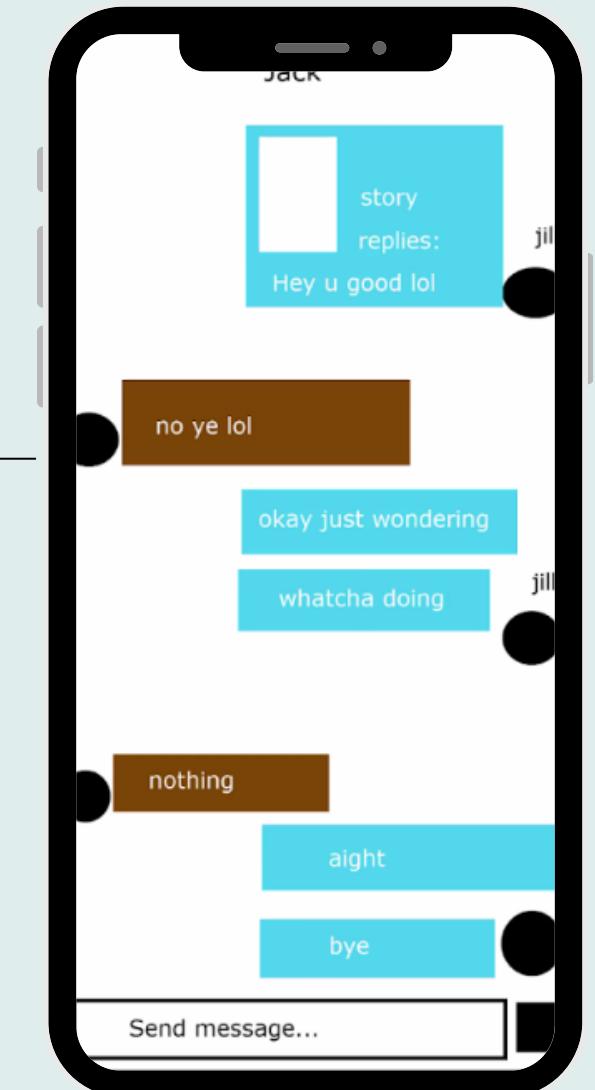
Can save them in an archive since posts disappear after 24 hours

Memories

On "anniversary" of posts, they will show at the top of archives, where users can reshare

Chat feature

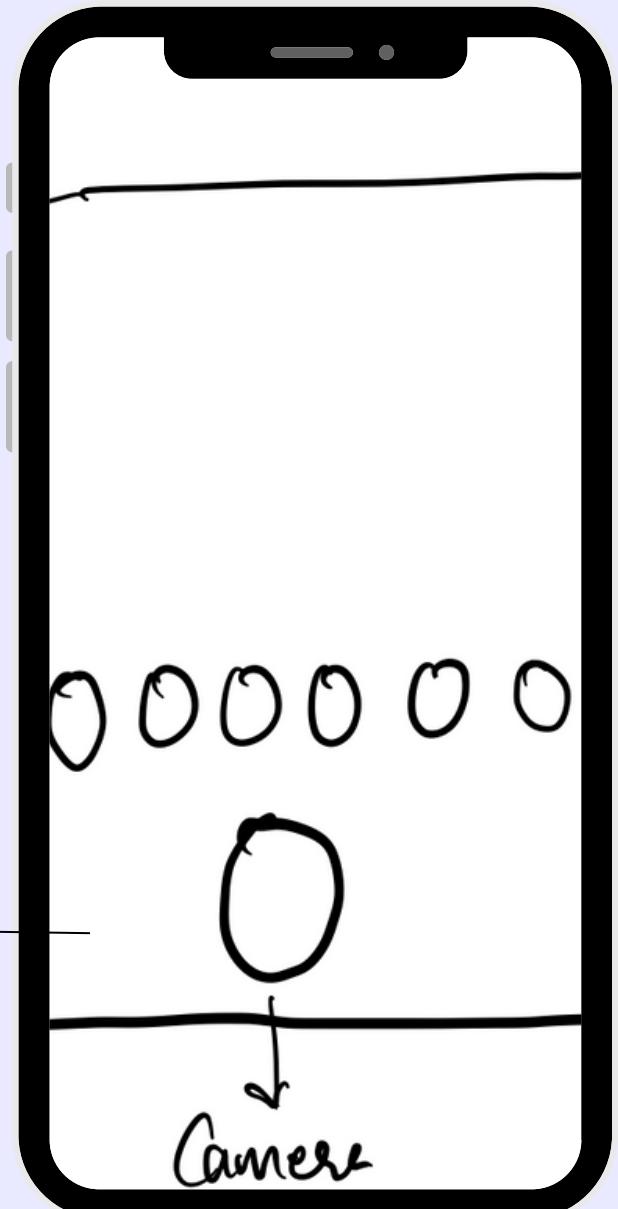
Users can reply to stories and posts and continue conversations through chat feature



Design Workshop Results - 3

Camera

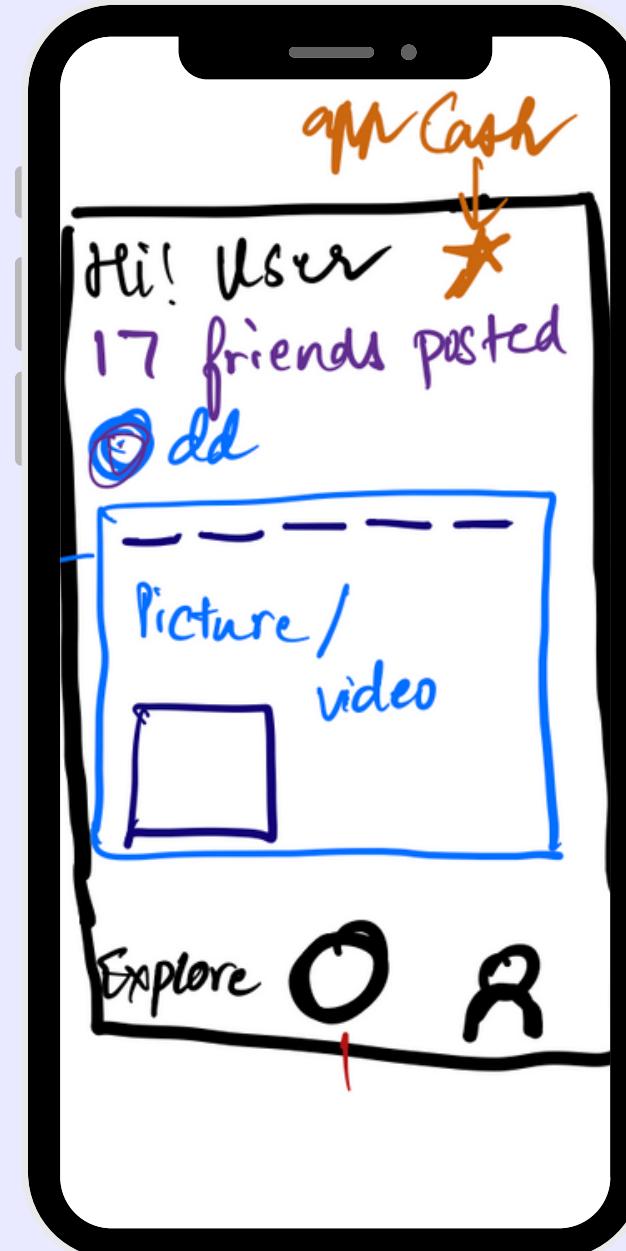
- No uploads Allowed
- Dual / Single camera switch
- 30 min notification daily



Non filter Camera

App Cash

Filters
No App Cash



Main Page

- Explore Tab
- Add Post button
- Available for 24 hrs only
- Number of friends posts count

Reward

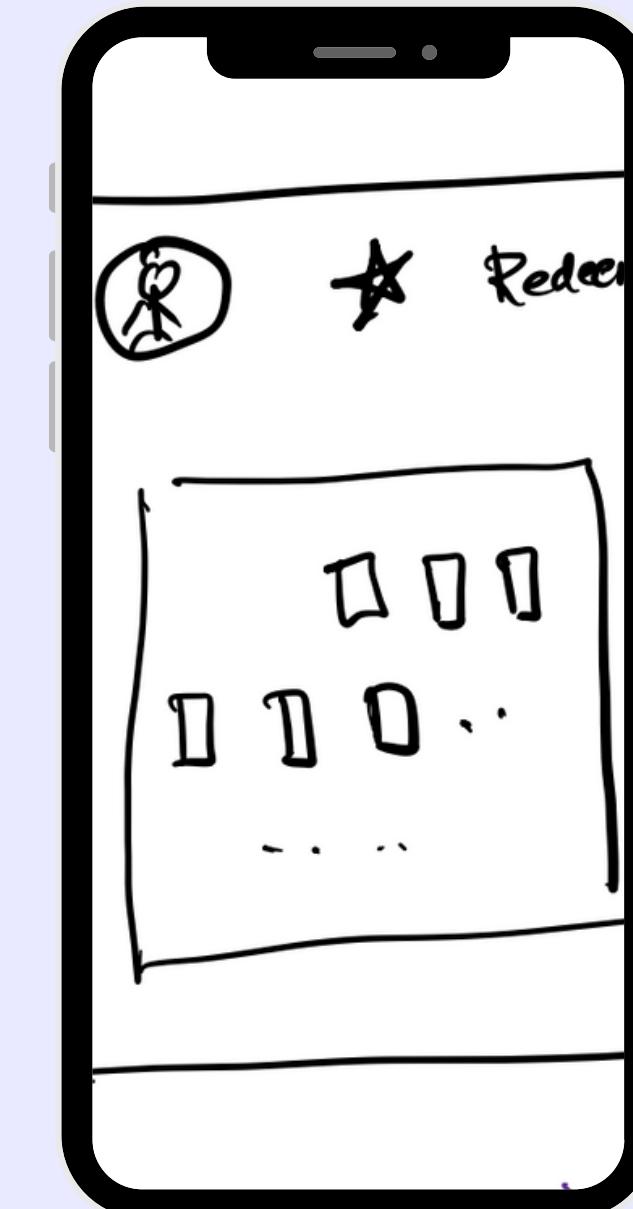
Reward system as stars to be redeemed

Carousel

For multiple video/photos a day

Private Home Page

- No stalking culture
- Stars show authenticity



Redeem

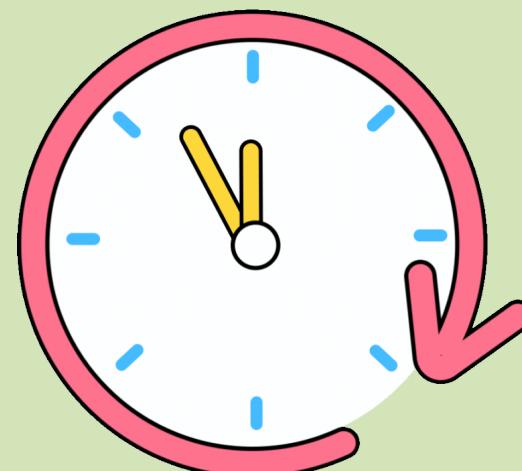
To redeem stars at third party gift cards

Memories

Private memories archived for the user

Conclusion

Is BeRealification of platforms the solution?



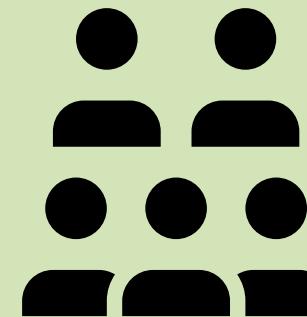
Ephemerality \propto Authenticity



Need to privately archive
posts/ stories



Gamification give higher
incentives to remain consistent



Reduced audience is
amenable to authenticity

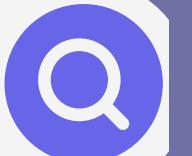


Chat-based interfaces over
comment section for
interactions



Reduced time-frame inherently
encourages authenticity

Limitations



Small sample size

Limited diversity

Self-report bias

Time constraints

Limited scope

Lack of control group

Future Work

Diversifying the Sample Population

Exploring the Role of Social Media Influencers

Investigating the Impact of Platform Algorithms

Longitudinal study of authenticity practices

Comparison of diverse Social Media Platforms

Thank you for joining the Authenticity Movement!

