

## **The Way Snapchat Changed the Way we Communicate**

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In this day and age, people are connected with each other more than ever. We are currently in the golden age of communication; people are receiving news faster and more efficiently than ever before. One of the biggest ways people keep in touch with the rest of the world and see what people are doing is through social media. Twitter, Facebook, Instagram, and maybe the most innovative of all these apps, Snapchat. Snapchat has almost singlehandedly changed the way people communicate allowing them to send individuals pictures without having to go through the hassle of texting them a picture. The revolutionary app has been able to technologically converge text, video, audio, and pictures all into one mean of communication.

Snapchat has taken over becoming especially popular with millennials. Snapchat has been able to create a form of communication that is efficient and also fairly private as the messages disappear after a certain amount of time. People like different and as a different yet successful way to communicate the app has blown up and, “over 400 million photos and videos are sent per day via Snapchat and it's estimated that over 20 percent of all iPhones have downloaded the program” (Sutton, Lauren). The app clearly targets the younger generation as its features include being able to draw on the photo you send and even add a filter on pictures and videos sent out. Snapchat has quickly become one of the fastest and easiest way to communicate as one can send and process a message faster than text or other forms of social media because there is a time limit on how long the message stays on the screen unlike any other form of communication. “When an image is included in a piece of content, it immediately makes it more readable and easily comprehensible”, because images attract people’s attention as we have seen with the success of Instagram. Snapchat is in a way a more intimate way of communication as it

is centered around images and the messages disappear so there is never any proof that the message exists. These are all the things that Snapchat does different from other ways to communicate therefore changing the way we correspond with one another.

Many people when they think of Snapchat tend to relate it with people sending each other sexual content due to the apps disappearing messages. However, that makes up a small usage of what people do with the app and that actually, “most respondents do not use Snapchat primarily for sensitive content (although up to 25% may do so experimentally)” (Roesner, Gill, Kohno). A lot of users use Snapchat for its creative purposes like it's easy to use drawing features as well as funny filters. In the survey designed by the writers of the essay “Sex, Lies, or Kittens? Investigating the Use of Snapchat’s Self-Destructing Messages” 127 adults above the age of 18 were surveyed and asked a series of multiple-choice questions as well as some free response. According to the study “only 1.6% of respondents report using Snapchat primarily for “sexting”—although 14.2% admit to having sent sexual content via Snapchat at some point. (More, 23.6%, admit to having sent content classified as “joke sexting,” in which sexual or pseudo-sexual content is sent as a joke.)” (Roesner, Gill, Kohno). Of all the ways to use Snapchat among the respondents the most popular was in order to send their friends funny content as 59.8% of the respondents claimed (Roesner, Gill, Kohno). There are infinite ways one may use Snapchat whether it’s to send sensitive photos, funny content, keep in touch with friends, or even see what celebrities do in their everyday lives as most have accounts that the public can follow. No other way of communication has been able to do all these things at such a fast and efficient rate. Imagery is truly beginning to replace text as means of communication and much of it is due to Snapchat.

Snapchat was destined to succeed since the start. The article “How Snapchat could change the way we communicate” written by Jen Nedeu and came out only two years after Snapchat was created. In the article Nedeu accurately predicts that the app will stand the test of time as four years later the social media platform is now worth approximately 20 billion dollars (Hartung). Back when the article was written in 2013 Facebook attempted to buy Snapchat out for 3 billion dollars which Snapchat declined which obviously turned out to be the right choice (Nedeu). While the article is mostly opinion based, it turns out that what Nedeu was saying turned out to be correct as Snapchat is now one of the biggest social media platforms if not the biggest and it continues to flourish and change the way we communicate.

Snapchat has in many ways revolutionized the way people today communicate as means of communication seem more focused on imagery rather than text. It’s efficiency and easy to use platform has paved the way for its success as well as the evolution of modern communication. Snapchat allows people to not only communicate with one another in a diverse number of way but also see what other people are doing in different ways.