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## Big data

### *Metrics on Snapchat*

The digitalization of today's society with media coverage, social media and constant changing technology has had an impact on everyone, rather they wanted it or not. It does not matter if you are a teenage girl trying to keep up with the latest trends or a middle-aged man with a nine to five job, wife and children; the modern technology plays a part in your everyday life. Since the launch of the social media platform The Facebook back in 2004<sup>1</sup>, social networking sites has become a global phenomenon. Facebook is not the only social media site the world's population are using. Instagram, Twitter, YouTube and Snapchat have become well known to the world's internet users. These social media sites have had a significant impact in the way we are communicating. By being able to "share", "like" and "comment" on digital life events and writing short messages to one another, it contributes to a life online. We are in a sort living two lives; an online and offline. This is especially concerning the younger generation, also called Generation Y or Millennials<sup>2</sup>. With the concept of being your perfect self, many from this generation is seeking to social media sites to obtain their perfect image and their social online lives. This behavior is adding to increasingly use of these sites. Although the Millennials' behavior is granting growth to for example Facebook and Snapchat, these sites contributes to the recurring use. They use small triggers to keep the users wanting more. These are called Metrics. Many other social media companies like Facebook, Twitter and Pinterest use metrics. Snapchats use of metrics keeps the user coming back for more. Snapchat cracks your daily activity you may have with your Snapchat-friends and tells you exactly how many days you have send a Snap back and forth to each other. For some this *streak* you have going with your friends becomes highly important and almost like a social game you HAVE to keep up with. This "game" has become an addiction, but why?

The question is: *how are Snapchat's use of metrics contributing to recurring use for their platform? And how can create a slight addiction?*

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<sup>1</sup> <https://www.theguardian.com/technology/2007/jul/25/media.newmedia>

<sup>2</sup> <https://whatis.techtarget.com/definition/millennials-millennial-generation>

The subject about *Big Data* and *metrics* can be quite overwhelming and a large topic to address. Therefore, will my focus in this assignment be on the social media platform Snapchat's use of metrics. The lack of academic material specifically about Snapchat has come to my surprise. I have then decided to reflect on Benjamin Grosser's text "What do Metrics want? How Quantification Prescribes Social Interaction on Facebook," in *Computational Culture* no. 4 (2014), about metrics on Facebook. I believe he has some valuable points that can be transferred to metrics on Snapchat. I find Benjamin Grosser's text highly usable to my subject, following quote can be interpreted to analyze Snapchat:

*"Given the relationships between these metrics and the prestige, esteem, and various forms of capital [...], this graphoptic potential manifests as an internalized need to excel in metric terms—to exceed in whatever areas are easily seen and, most importantly, measured by others (e.g. "likes," friends, and all other metric presentations of self within Facebook)."*

This assignment will briefly account for some of the key concepts within big data in software. With help from Benjamin Grosser's text "What do Metrics want? How Quantification Prescribes Social Interaction on Facebook" will the software behind metrics be elucidate. Then it will be accounted for what is meant by Snapchat using metrics, as well as how Snapchat has had an impact on our way of communicating online. Further on a specific case of Snapchat-addiction will be analysed based on Snapchat metrics' visibility, use, effect and consequences these may have for the user. When analysing the Snapchat-case, comparisons will be drawn from Benjamin Grosser's text as well as other real-life examples of social media addiction. Snapchat's use of emoji's and awards for snapchatting will also be analysed. Lastly the topic "your perfect online self" will be discussed and commented on. In this section will key points from previous sections be included and further discussed. The assignment will finally address the impact the digitalization and Snapchat has had on the way of communicating.

## Literature

### Snapchat case

- Annegerd Lerche Kristiansen, "Emma Damgaard is addicted to Snapchat" from dr.dk, 2018.  
<https://www.dr.dk/nyheder/webfeature/detox>
  - This article concerns a teenage girl, named Emma Damgaard, who is addicted to Snapchat. She has 53 ongoing Snap-streaks (meaning two people Snapchatting back and forth everyday) and the longest Snap-streak has been running for 833 days straight. Emma sends in average 1 snap each 82 second per day.
  - The case will primarily be used to shed light on Snapchat's different ways of using metrics and how they contribute to recurring use of the software.

### Metrics

- Benjamin Grosser, "What Do Metrics Want? How Quantification Prescribes Social Interaction on Facebook," in *Computational Culture* no. 4 (2014).  
<http://computationalculture.net/article/what-do-metrics-want>
  - Benjamin Grosser explains how Facebook have used metrics to capture their users and creating the want for more. He analyses Facebook's use of metrics and points out key examples on such. He comments on how capital realism; exchange value and personal worth ties together in a larger cohesive way.
  - This text is thought to be the main academic text and will largely converted from Facebook to Snapchat. To my assessment this comparison is possible, but some of the general assumptions from the text will be criticized.
- Margaret Rouse, "Social media analytics" from TechTarget, 2017.  
<https://searchbusinessanalytics.techtarget.com/definition/social-media-analytics>

### Snapchat addiction

- Dan Stuart, "Snapchat Addiction: The Darkside of a Popular Worldwide App" from Solstice RTC, 2017. <https://solsticertc.com/snapchat-addiction-darkside-popular-worldwide-app/>

- Solstice RTC is a treatment center for girls, ages 14 to 18. They help dealing with depression, Snapchat addiction, anxiety, trauma, ADHD, and other emotional behavior problems.
- This article points out the effect of overly use of Snapchat. This text will be used to discuss the effects of Snapchat metrics.
- Taylor Lorenz, “Teens explain the world of Snapchat's addictive streaks, where friendships live or die” from Businessinsider.com, 2017. <http://www.businessinsider.com/teens-explain-snapchat-streaks-why-theyre-so-addictive-and-important-to-friendships-2017-4?r=US&IR=T&IR=T>

Questions to Magdalena:

- Is my subject too broad?
- How much material should be listed?
- Is the topic understandable?