The Argument:
Creating anything from scratch can be difficult, and a social media app is no exception. However, like many things being created from scratch, there's often references to go off of. In the context of building a social media app, there are other apps to reference such as Instagram, Facebook, Twitter, and Snapchat to name a few. Why reinvent the wheel? It can take up to a year just to build an Social Media MVP or Minimally Viable Product, and even then there's no guarantee it will be successful (Georgiou, 2020). With that being said, here's the argument:

P1: If users becomes familiar with a social media app(s), they build up expectations based on that app(s)
P2: When an app is familiar, it's easier to use

C: To promote ease of use, we should build apps that are familiar in design to existing apps

Justification:
To justify both Premise 1 (P1) and Premise 2 (P2), I'll be citing Jakob's Law, which states that "[u]sers spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know" (Yablonski, 2022).

For P1, the takeaway we are seeing from Jakob's law is that when users build up familiarity and, consequently, expectations in using individual or multiple social media apps, these expectations are imposed or transferred to apps of the same category (Yablonski, 2022). This rule is applicable to everything an individual becomes familiar with simply by reiterating a task: from getting a new phone to moving to a new city, everyone becomes more familiar with executing complex activities over time. So, becoming familiar with a new app is no exception.

With P2, the takeaway from Jakob's law is that familiarity with a product minimizes discord (Yablonski, 2022). To give an example, suppose you start working for a new company and the new building you will be working in has the layout of a maze with confusing hallways and multiple floors. As a new employee, your level of confusion is pretty high. But over time, as you become more familiar and create these expectations (P1), the building becomes super easy to navigate (P2). To tie all this back together, as users utilize social media apps over time and build up that familiarity, ease of use increases as confusion and discord decrease.

Therefore, if we leverage the existing designs of current social media apps within our new one, we can create a product that has a sense of familiarity right out of the gate. This sense of familiarity promotes increasing ease of use and overall, more users that are willing to stick around and put in the effort to learn how to use a new app.

Objections:
Some might object to P1 due to the very reason that web usability guidelines are constantly changing, meaning that the only expectation to be build up is the expectation of the unexpected, leaving no room for gaining familiarity with any existing social media apps. However, the guidelines aren't changing as fast as one might think. Technology continues to advance at a rapid pace, and smartphone technology has increased exponentially, leaving the capabilities of apps to also skyrocket. Although this may be true, the average everyday human does not adapt as fast as technology advances. Research from the Nielsen Norman Group has shown that 80% of Web usability studies from the 1990s still held true in 2007 (Nielsen,

2007). So, although technological improvements are constantly being made, that doesn't necessarily mean they are being implemented since UX Research is very aware of the capabilities of human behavioral adaptations.

References:

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