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A Study on preference and adaptability of Social Networking Sites

AUTHOR'S AFFILIATION: Deepanshi Khatreja; M.A. (Media & Communication) Student; School of Communication; Manipal Academy of Higher Education; Manipal – 576104

E-mail: deeps.khatreja@gmail.com

ABSTRACT:

Introduction:

In the times where the personal connections seem occasional and least happening for the day, the social media has taken over as the bridge between people, relations, thoughts, ideas and a platform for expression and voice. While it has taken over the main medium for social interaction, social media has provided a new side to human understanding and interactions. It could be better defined as the web of portals, websites, and applications that allow users to broadcast content publicly or privately with other web users. User-generated content is known as consumer generated media as well (CGM). (Vangie Beal, 2017)

Towards the approach of utilizing the platform, the web is strong armed by social media when it comes to promotions, appeals, broadcasting an issue or trend, sharing insights to one's personal life, in fact the petitions have also found a way to be voiced for the cause through social platforms such as Instagram, Facebook, Twitter, Pinterest, LinkedIn, YouTube, WhatsApp, Google + and Snapchat. However, in the leads of popularity, preference, ease, features and accessibility, platforms such as Facebook, Twitter, Instagram, Snapchat and Pinterest form the fronts. Whereas, **when it comes to competition, Facebook, Instagram and Snapchat hold a direct competition with each other on the**

basis of launching similar features and content creation. Since, the way people create content is changing to be from text to photos and videos day by day, these three mentioned social giants keep competing with each other in order to sustain. A research conducted by Pew Research, the Refuel report finds that Facebook, Instagram and Snapchat are the top three mediums used the by the youth to stay connected and share content. **(PEW Research, April 2015)**

The prevalent heavy competition that exists amongst the three giants, the strategies have always been the basis of distinguishing and letting one lead the market, though not invariably. The core of the strategic approach is mainly formed by the features that are pushed online specifically being stories, private messaging feature, in-app camera, the timeout Snapchat based snaps, the ever-existing Facebook posts, Instagram live video, besides the recent Facebook launched snapchat clone. Most analysts on Wall Street cited the fierce competition from Facebook saying, 'Facebook Is crushing Snapchat' clearly hurting user growth. (Fred Imbert, 2017)

Social Media is a means of communication among people where each one of them gets a chance to generate, share and exchange knowledge, information and their thoughts in virtual communities and networks. (VK Jain, 2017They can further take many diverse forms such as: Forums, Microblogging, Bookmarking, Video Sites, Search Engines and Social Networking

History of Social Media

Facebook. was launched in 2004, Facebook got the attention of the youth through its brilliant features. It also attracted the businesses due to its unique advertisement model. In 2006, when Twitter was born, it soon became an easy place for everyone to rapidly express feelings, communicate to companies and be a part of intellectual debates. Twitter also gave birth to 'hashtags' which soon became a fad amongst the youth. From the year 2007, Facebook and Twitter took social media further. These platforms have changed the lives of each and every person in the present day. The rise of these platforms has today led to the launch of numerous Web and Mobile based platforms. (Drew Hendricks, 2013)

 Facebook has been launching new features to maintain its position in the market since 2007. It allows the users to give gifts, post classified advertisements for free as well as develop their own applications such as Graffiti app which is a game where users can design their own houses for fun. (Sarah Phillips, 2007)

From the beginning, Instagram wanted to set an example of a success story. Having one million users two within months after the launch and that keep growing ever since is a big deal. Continuously striving to improve, launching new photo ideas and coming up with innovative ideas have brought it this far. (Geoff Desremaux, 2014)

After Instagram became available on Android phones, it added the direct messaging feature due to which it secured a special place in the market. Instagram, the photo-sharing platform allows users to take pictures, apply the digital filters, then share on various social networking sites, one of them being Instagram's own. Therefore, it soon became a platform for advertising for many brands soon after it tasted success. (Torlentino, 2012)

In 2012, Snapchat was launched for Android users which made people crazy over the new idea. Snapchat's clone brought Facebook's user base down as all eyes were on the newly launched social media platform. In 2013, when the Snapchat Story was introduced, it took over the market resulting in the birth of various clone apps which did not bother the owners much. The competition started heating up between Instagram and Snapchat as well. Snapchat decided to take over Instagram as soon as it launched Instagram direct. Private messaging, filter and the ability to replay snaps was introduced by Snapchat in response. Presently, Snapchat is worth approximately $10 Billion and is one of the leading social media platforms. (Gary Vaynerchuk, 2017)

Companies like Facebook, Instagram, and Snapchat have started to borrow product ideas from each other. The result being, each platform losing its unique identity in terms of what they provide their users with. All these networks are ad-supported, which means the more time users spend inside their app, the more money the companies can make. (Wagner and Molla, 2017)

Some of the features launched by the all the three platforms:

1) 24-Hour Stories and Live Broadcasting

2) Direct Messaging

3) In-Build Camera

4) Filters

5) Disappearing Messages

Review of literature

I. Internet and the Social Media

The advent of social media has changed people's lifestyle tremendously. Before Social Media came into existence, communication wasn't limited to the sound of fingers and the mechanical keys but had a personal touch. Travel required brochures and wasn't a tap away. Solidarity was shown through marches and protests which later changed to trending hashtags and campaigns. Therefore, Social Media has not only made life easier but has successfully hooked people to it. Social Media is built on former uses of the internet for communicative purposes. But, Social Media is often thought of as the Internet and not as a part of it. Thus, it is important to provide social media its own status and be informed that even though internet and social media share the same space, it is not entirely what it is considered to be. In the present day, Social Media not only fulfills the earlier uses of the internet but also provides a new opening to bring media and communication studies together. Thus, it is more embedded in the everyday social life. (D. Miller. Et al, 2016)

'A brief history of Social Media Trends' an article on Social Media talks about how Bulletin Boards which were the primary way of communicating in Pre-HTML Internet turned out to be not-so-interesting after the launch of Newsgroups which offered diverse categories. Later, Forums came into existence which promoted the personal profile features. Online forums played a significant part in the evolution of the social network. Six Degrees, Black Planet, Live Journal, being some the opening launched social platforms which in 2000's was followed by Friendster, Hi5, LinkedIn, Orkut etc. Later, Facebook's introduction in the market set a whole new standard for the online platforms after which there was no looking back. (Matt Bailey, 2017)

II. Usage and effect of Facebook

The growing use of social networking sites especially Facebook in India is altering newline our lives and day-to-day behavior. Facebook affects the newline communicative virtues that form one's well-being. In the online scenario most of our interactions with others are utility or pleasure based where we enjoy one another's company, knowing about other's life through their pictures, status updates and likes and dislikes. (Vallor, 2012).

It is often noticed on Facebook that many a times people get into prolonged arguments on a social issue like India-Pakistan match, opinion on politics or religion, resulting in unwanted fights between people. As a result, some users get aggressive in their posts, some use abusive language that in turn creates a non-harmonious relationship between the users. A recent real-life example was reported in 2012, where the Mumbai Police arrested two girls as they posted a Facebook comment questioning the bandh in Mumbai following Shiv Sena leader Bal Thackeray's death. Expression of this kind of behavior is a result of intolerance towards others views and opinions. (Zee News Bureau, 2012)

III. Usage and effect of Instagram

The users remain engaged and loyal to the site when they know that the content creation and sharing is on a regular basis. From the site of the founder as well as from other users. The more the users on the platform, the more the interest grows towards the platform. On the other hand, users have diverse motivations to share content on social network sites. The emotional valence and the content creation for knowledge can drive its usage and increase the number of users. For instance, some users share informative content just to appear knowledgeable to the virtual audience. Not only this, but in a recent research study, articles of the famous New York Times were used to analyze the connection flanked by the emotion induced by content, and the result came out to be that they are in a direct relationship (Burke, M., Marlow, C., and Lento, 2009)

The astonishing success of Instagram supported by the recent Pew Research states that pictures and videos have become a thing. These days, more than just the content, text and other mediums, photographs have become a better way to communicate. People find it a lot more interesting and easier to express themselves through photographs without using any words. Not just this, photographs and videos have actually become the key social currencies online. (Rainie, Brenner, and Purcell 2012)

IV. Usage and effect of Snapchat

Snapchat's rise has been one of the most rapid and unexpected among all the Social Networking Platforms. The innovative and the brand-new idea became so popular that most of the youngsters got attracted towards the platform and wanted to become a part of the new Snap family. The estimated Snapchat's base grew from 10 million to over 100 million within a span of three years. (Wall Street Journal evaluation, Macmillan & Rusli, 2014; Wohlsen, 2015) Coming up with the new idea of self-destructive messages came out to be very adaptive among the users. It also successfully removed inhibition out of the users who would not share or exchange content otherwise. It has been reported that the main reason of popularity of snapchat is the self-destructive messages feature which is the main foundation of the platform. It is most popular among the age group of 13-17. (Statista, 2014)

V. When you can't innovate, copy!

Studies finds that teenagers have shifted their favored social media platforms and are now most likely to use Instagram and Snapchat. Studies find that teenagers have shifted their favored social media platforms and competition among the three top platforms are giving an advantage to the users. Day by day, as the online platforms are growing stronger, they've started to look similar. Blame the increasing competition, but in order to provide the combine experience, the platforms have started launching similar features. The ad-supported platforms i.e. the more the time spent by users, the more money companies will be able to make. Features such as in-app camera, stories, self-destructive messages, etc. are launched by all the three platforms after copying from one another which in the end becomes an apathetic race. Each platform is losing its unique identity in the name of competition. (Kurt Wagner And Rani Molla, 2017)

VI. Impact of Social Networking Sites

A report conducted by Royal Society for Public Health (RSPH) and the Young Health Movement (YHM) released in 2017 studied the positive and negative aspects of social media on people's mental and physical health. Based on the data and the responses collected from 1,500 people, the researchers found out that out of 14 health related issues recognized by the experts, YouTube and Twitter

were seen having the most positive impact on people while, Instagram, Facebook and Snapchat having the most negative impact on people's health.

The issues related to mental health being Depression, Anxiety and Loneliness.

"It's thought-provoking to see that Instagram and Snapchat have been ranked as two of the worst social media platforms for mental health and wellbeing – both platforms focus mainly on sharing information and ideas through the help of photographs and it appears that they may be driving feelings of scantiness and anxiety in young people's mind. As the evidence grows that there may be budding harms from hefty use of social media, and as we upgrade the status of mental health within society, it is imperative that we have regular checks and stabilities in place to make social media less of a wild west when it comes to young people's mental health, happiness, security and wellbeing." (Sam Shead, 2017) Therefore, the Internet is changing the social world of youngsters by manipulating the way they communicate, create and sustain relationships and find social sustenance.

Methodology

Objectives

- To examine the popularity of the Social Networking Sites.
- To analyze the preference for Social Networking Sites i.e. Facebook, Instagram and Snapchat, based on the New Features.
- To compare the adaptability of the new features used by the sites.

Method of Data Collection:

. The method of data collection used in this study is Quantitative i.e. through Survey-Questionnaire. It shall be conducted in the form of survey distribution to the samples with the help of Google Forms

Sample:

The samples in this study specifically are the Social Media Users those who adapt and actively take part in the new features launched by the three social media

platforms, Facebook, Instagram, and Snapchat. The sample size of the study will be approximately 150 people of 13 to 25 age group, both male and female.

Stratified Random Sampling involves splitting subjects into mutually exclusive sets and later using the simple random sampling to choose the members from groups. In this study, the students of age group 17-26, studying in Manipal were divided according to their different college sections which included Bachelor students of Engineering, Masters students of Media and Communication as well as, Bachelor students of Commerce. The three sections were divided according to the age difference as well as different fields of study and mindsets. The students were asked to fill the questionnaire which included multiple choice questions as well as open ended questions, sent through Google forms.

Analysis and Interpretation

The survey was conducted on 150 respondents between the age group of 17-26 years, both male and female.In the questionnaire, the definition of Social Networking Sites was clearly mentioned.
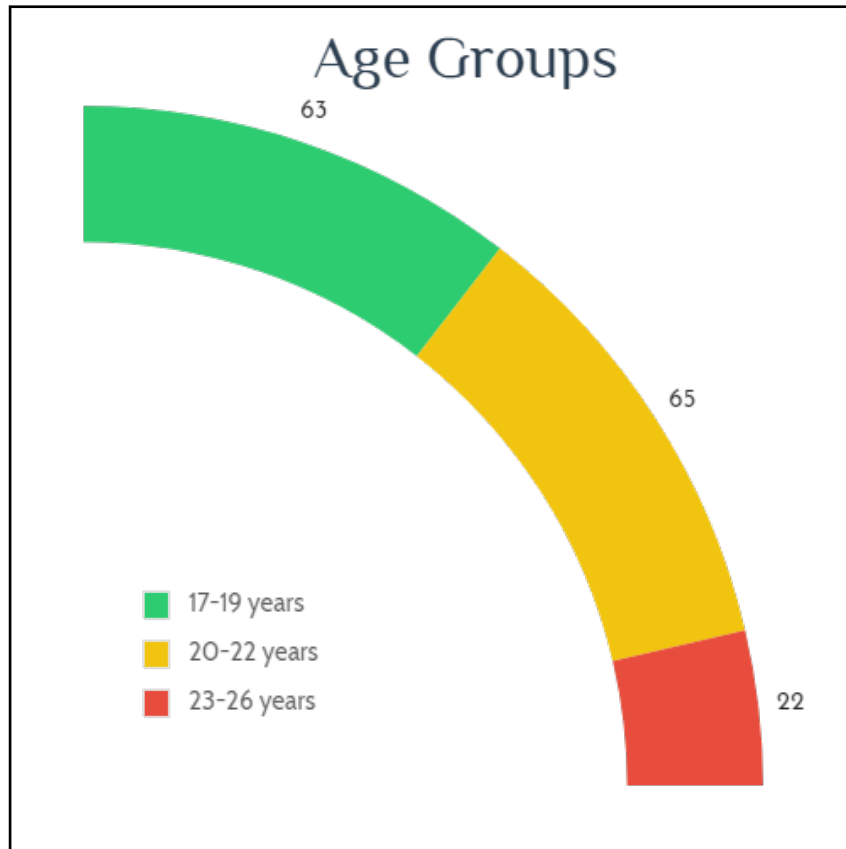
❖ **Age Groups:**

Figure 1: Age group categorization

Fig 1 shows the graphical representation of the count on age groups of those who were targeted respondents. The age group has been divided into 3 parts, taking into consideration the age group of college going students. The age group was kept between 17-26 years, keeping in mind the college going students. Most of the respondents who have participated in the survey happen to be users of all three chosen social media platforms. Among 150 respondents, the age group of 17 to 19 has 63 respondents that constitutes 42% of the total respondents. It is followed by the age group category of 20 to 22 years, which has 65 respondents that constitutes 43% of the total respondents. Continued, age group 23-26 has 22 respondents that constitutes 14% of the total 150 respondents. The least number of internet (social media) users, according to this survey fall between the age of 23-26 that is 14%.
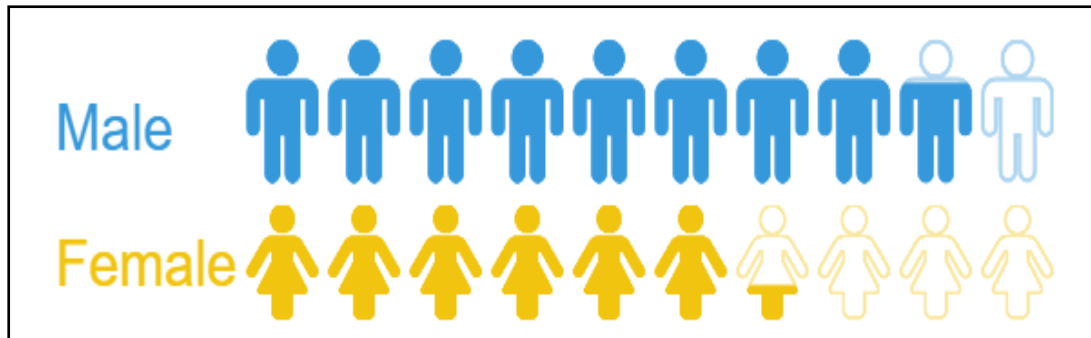
❖ **Gender:**

Figure 2: Gender categorization

In this survey of 150 total respondents, 86 which forms 57.3% of the total respondents were Male. The remaining 63 were Female with 42% of the total. Therefore, it can be concluded from the sample that majority of the social media users of the sample are male. An objective of this study is to understand which social media platform do the people use and does their preference and adaptivity change with the launch of new features on other two competing social media platforms.
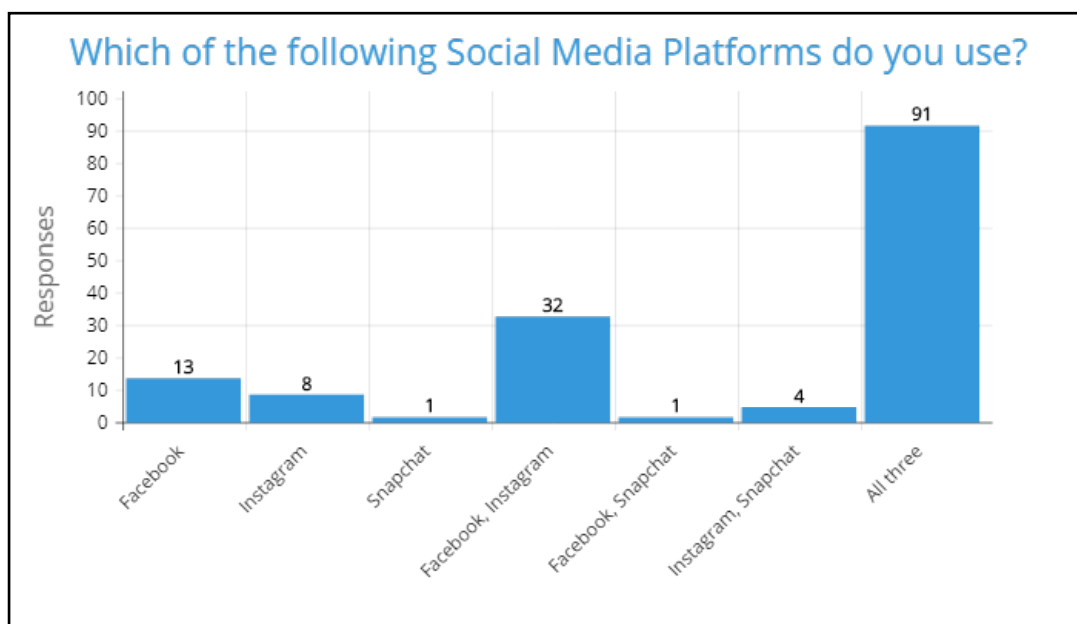
❖ **Social Media Platforms Usage**

Figure 3. Chart representing Social Media Platforms usage

The above graphical representation, Figure 3 shows the platforms used by the respondents. Out of the total 150 respondents, 13 people use only Facebook out of the three mentioned platforms which comprises of 8.6% of the total respondents. Similarly, 8 people use only Instagram which comprises of 5.3% of the total respondents. Only one individual uses Snapchat out of the three social media platforms which comprises of 0.6% of the total respondents. The option of tick as many as applicable was kept in order to understand if the social media operators use all the three competing platforms and to find out the most as well as the least used social media site. The results came out to be as follows; 32 people out of the total respondents use only two platforms i.e. Facebook and Instagram, which comes up to 21.3% of the total respondents; 1 person uses Facebook and Snapchat which comes up to 0.6% of the total respondents; and 4 people use Instagram and Snapchat which comprises of 2.6% of the total respondents. 91 out of the total 150 respondents i.e. 60% people use all the three social media platforms which clearly justifies the competition among the three.

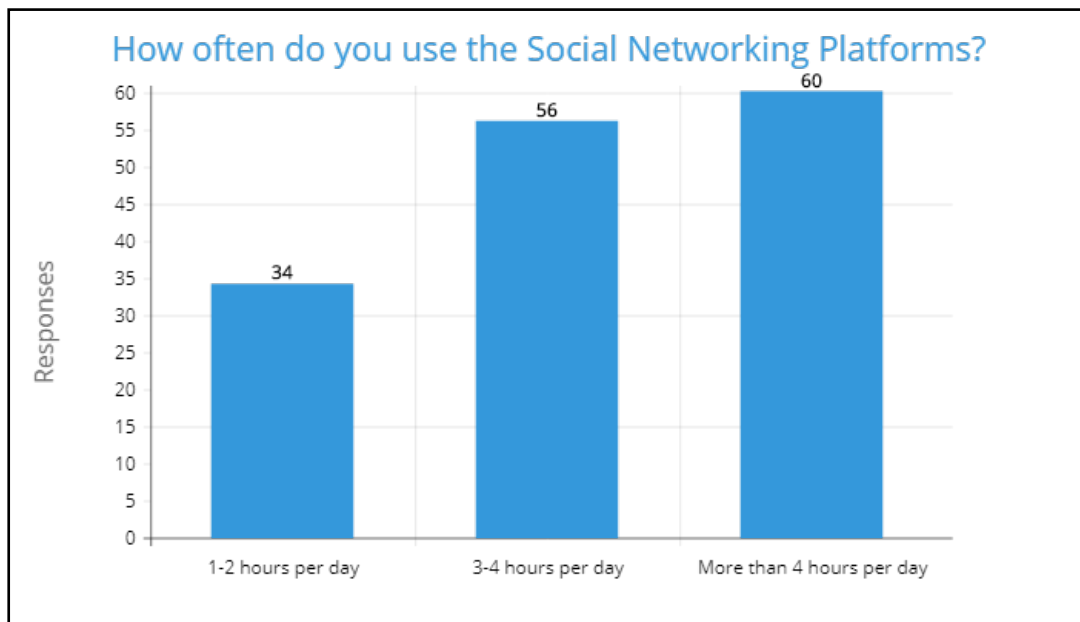❖ **Frequency of Social Networking Platforms Usage**

Figure 4: Chart representing the frequency of Social Networking Platforms usage

The above graphical representation shows the average amount of hours, an individual spends on Social Networking platforms. Out of 150 respondents, 34 people use Social Networking sites for 1 to 2 hours every day which comprises of 22.6% of the total data; 56 people use Social Networking for 3 to 4 hours every day which comes up to 37.3% of the total respondents; 40% of the respondents use social media for more than 4 hours every day. The findings show interesting results and clearly show that most of the student respondents of age 16 to 26 use social media for 3 or more hours every day. The time spent on Social Networking sites can be on any platform but the benefit that arises out of it increases the competition among the Social Networking platforms which eventually forces them to keep launching new features in order to persuade the social media operators to use the particular platform.

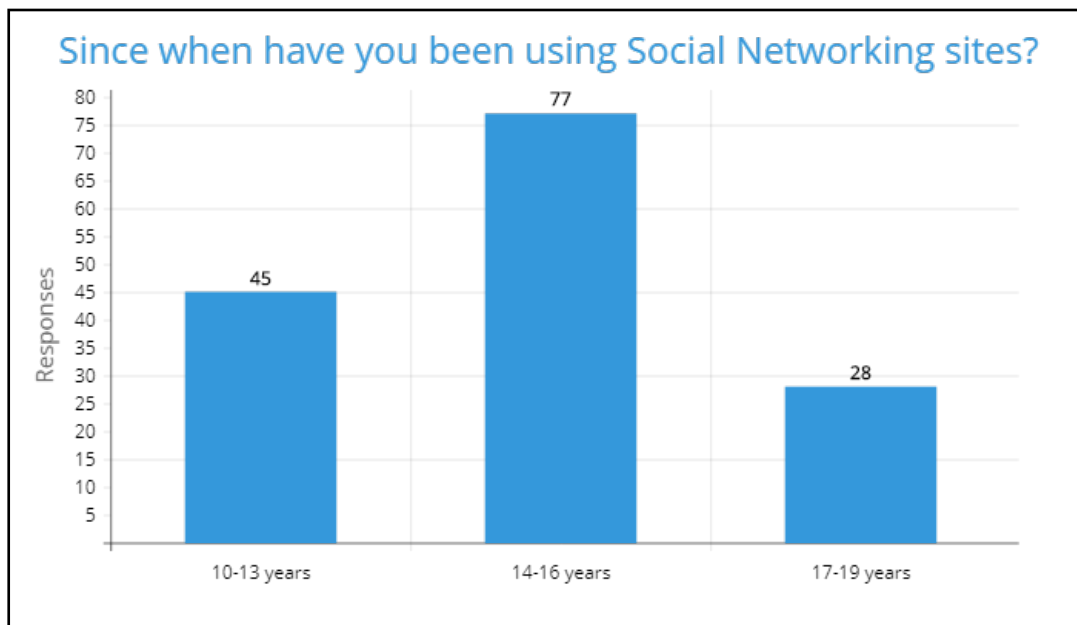❖ **Age when they started using Social Networking sites**

Figure 5: Chart representing the age when the respondents started using Social Networking Sites

The above graph shows the age of the respondents when they started using Social Networking sites. The findings show interesting results. Even though the minimum age to open an account on Social Networking sites such as Facebook, Instagram and Snapchat is 13 years, many people start using these platform before the permitted age. 30% people which comes up to 45 respondents accepted that they started using social media at the age of 10 to 13 years; 77 respondents i.e. 51.3% people started using Social Networking sites at the age of 14 to 16 years; whereas, 18.6% people i.e. 28

respondents made their accounts on Social Networking sites at the age of 17 to 19 years. The findings show that even though the legalized age for using Social Networking platforms is 13 by the Children's Online Privacy Protection Act (COPPA) which was passed in 1998 because the children's personal information will be at stake due to immaturity, people still manage to make accounts and use Social Networking sites before the right age. The data also concludes that most of the respondents belonging to the age group of 16 to 26 years have been using Social Networking platforms and have been active users for more than years now.

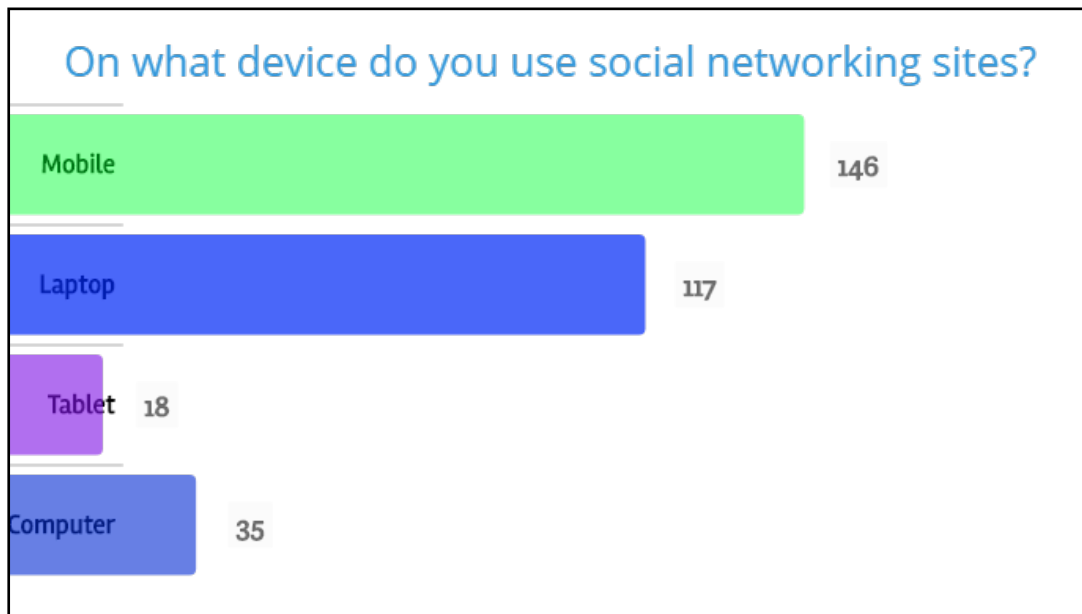❖ **Device used for Social Networking sites**

Figure 6: Chart representing the devices used for Social Networking Sites by the respondents

The respondents were asked to choose the device they use social media on. They were allowed to tick as many options as applicable. The above graphical representation shows the devices they use Social Networking sites on. 146 respondents i.e. 97.3% of the students use Social Networking platforms on their mobile phones. 117 respondents which comprises of 78% of the total data use Social Networking sites on laptops. Similarly, 18 respondents i.e. 12% of the total data use tablets; 35 respondents which comprises of 23.3% of the total 150 respondents use personal computer for using Social Networking sites. With the collected data, we found out that most of the respondents use mobile phones and laptops for operating Social Networking sites. While, when it comes to tablets, personal computers, 35.3% of the respondents use these devices to operate

Social Networking sites. To leave the question open and to find out if there are other mediums which respondents use, the option of 'other' was mentioned which none of the respondents chose. Therefore, the medium used by all the 150 respondents are mobile phones, laptops, tablets, or personal computers.

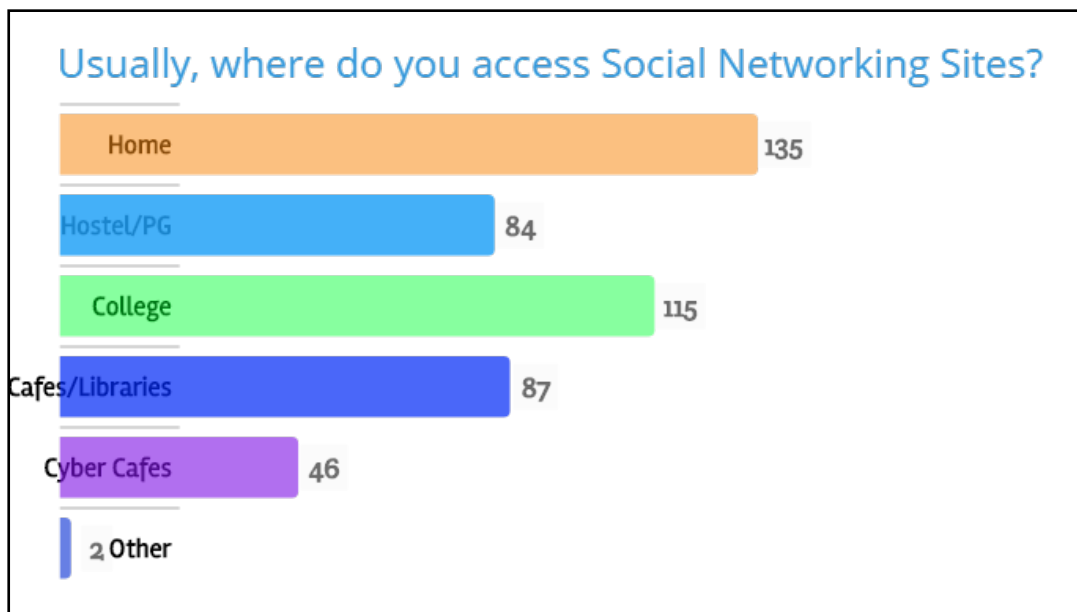❖ **Location from where Social Networking Sites is accessed**

Figure 7: Chart representing the locations from where Social Networking Sites are accessed by the respondents

The graphical representation shows the responses given by the targeted group on where do they access Social Networking sites. The respondents were allowed to tick as many options as applicable. From the total of 150 respondents, 135 i.e. 90% of the students, which constitutes the highest number of students access social media at their homes. 84 respondents use Social Networking sites at their hostels/PG, which constitutes 56% of the total data. 115 respondents i.e. 76.6% of the total students access Social Networking sites in college. Similarly, 87 respondents i.e. 58% of the total students, use Social Networking sites from café/libraries; 46 (30.6) respondents

which constitutes the least number of students access social media at cyber cafes. To find out whether respondents access Social Networking sites from some other locations, the 'other' open ended option was kept. Apart from the mentioned options, 2 respondents said that they use Social Networking sites while 'travelling' Therefore, from this acquired data it can be concluded that most of the students access Social Networking sites from their homes.

❖ **Reasons for use of Facebook**

If you use FACEBOOK, tick the reasons for the usage of the preferred medium

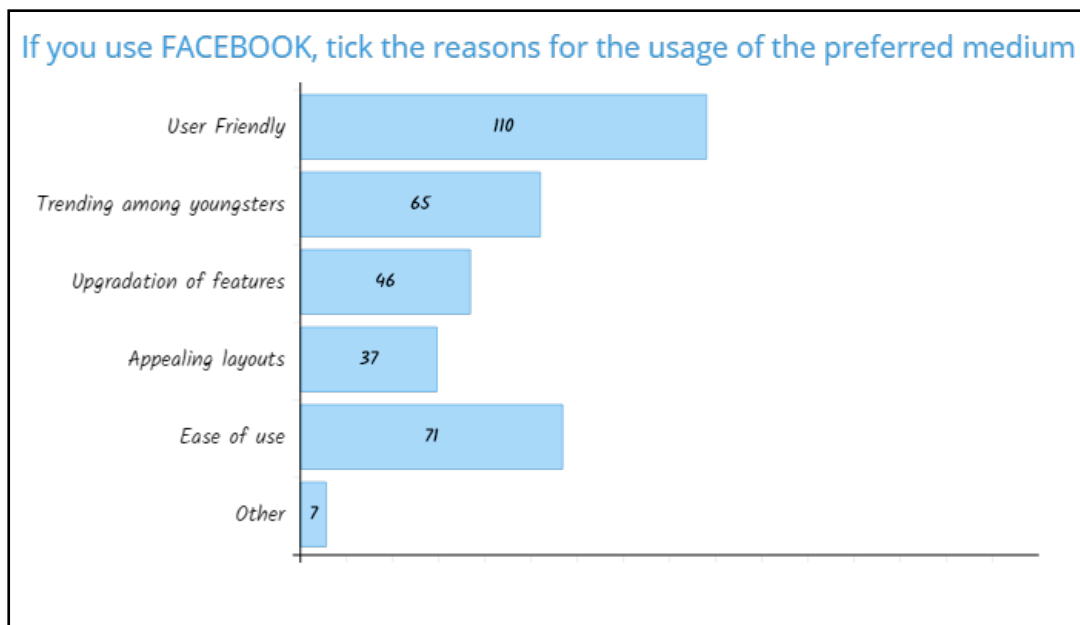|	
User Friendly	110
Trending among youngsters	65
Upgradation of features	46
Appealing layouts	37
Ease of use	71
Other	7

Figure 8: Chart representing the reasons for the usage of Facebook

The above graph illustrates the responses for the reasons of usage of Facebook among the targeted groups. The respondents were allowed to tick as many options as applicable. The options given were user friendly, trending among youngsters, upgradation of features, appealing layouts, ease of use and the last option was kept open ended to find out the other reasons, if any, for choosing Facebook as the respondents' preferred medium. Findings show that out of the 150 respondents 110

respondents choose Facebook because it is User-Friendly. These 73.3% of the respondents found out to be the highest number. 65 respondents that constitutes 43.3% of the total respondents use Facebook because it is trending among the youngsters. 46 respondents that constitutes 30.6% of the total respondents choose Facebook because of its frequent upgradation of features. 37 respondents i.e. the least number of respondents, that comes up to 24.6% of the total respondents use Facebook because of its appealing layouts. 71 respondents which constitutes of 47.3% of the total respondents choose Facebook as their preferred medium because of its ease of use. Findings show that most of the respondents use Facebook, because of the reason that it is user-friendly and easy to use. The open-ended option gave interesting results as to why respondents use Facebook apart from the mentioned options. 7 respondents out of the total respondents who use Facebook put forward some more reasons. The reasons came out to be:

- To follow different teams and societies of my college.
- Connectivity with old and distant friends without having to exchange phone numbers.
- Memes.
- Easy connectivity with distant friends.
- Personalized contents and user control features.
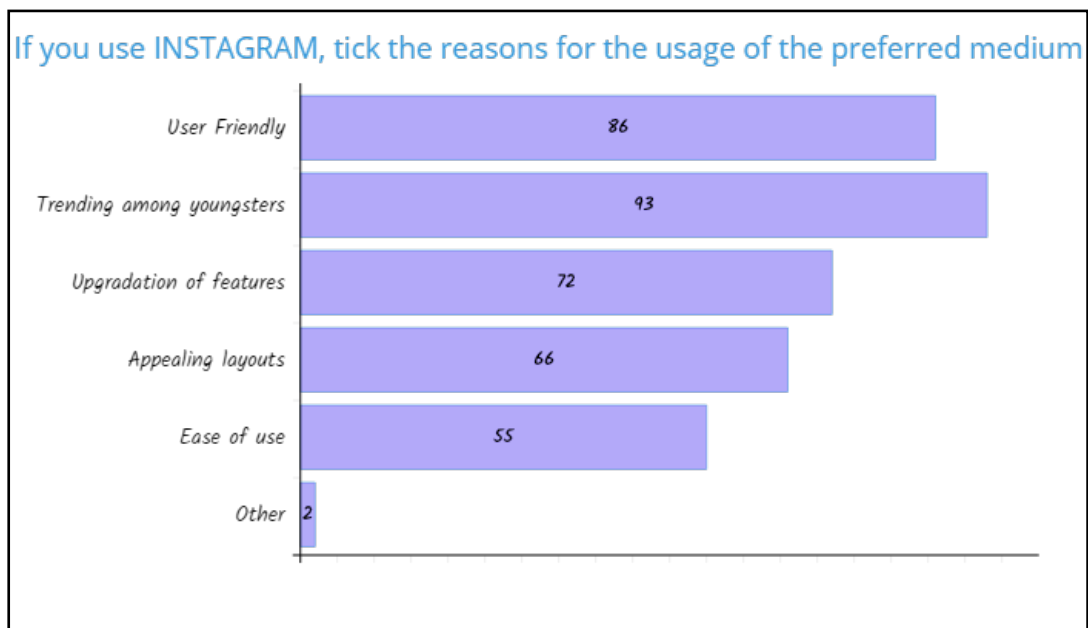
❖ **Reasons for use of Instagram**

Figure 9: Chart representing the reasons for the usage of Instagram

The above graphical representation displays the responses for the reasons of the usage of the Social Networking platform, Instagram among the targeted groups. The respondents were allowed to tick as many options as applicable. The options given were user friendly, trending among youngsters, upgradation of features, appealing layouts, ease of use and the last option was kept open ended to find out the other reasons, if any, for choosing Instagram as the respondents' ideal medium. Findings show that out of the 150 respondents 86 respondents which comprises of 57.3% of the total respondents choose Instagram because it is User-Friendly. 93 respondents that constitutes 63% of the total respondents, found out to be the highest number, use Instagram because it is trending among the youngsters. 72 respondents that constitutes 48% of the total respondents choose Instagram because of its frequent upgradation of features. 66 respondents that comes up to 44% of the total respondents use Instagram because of its appealing layouts. 55 respondents i.e. the least number of respondents, which constitutes of 36.6 % of the total respondents choose Instagram as their chosen medium because of its ease of use. Findings show that there is a close competition among the reason of why most of the respondents use Instagram. The main reasons came out to be because it is trending among the youngsters, user friendly and also because of its frequent upgradation of features. Apart from this, the open-ended option gave some results as to why respondents use Instagram as their preferred medium. 2 respondents out of the total respondents who use Instagram put forward some more reasons. The reasons received were:

- For entertainment and because pictures speak louder than words.
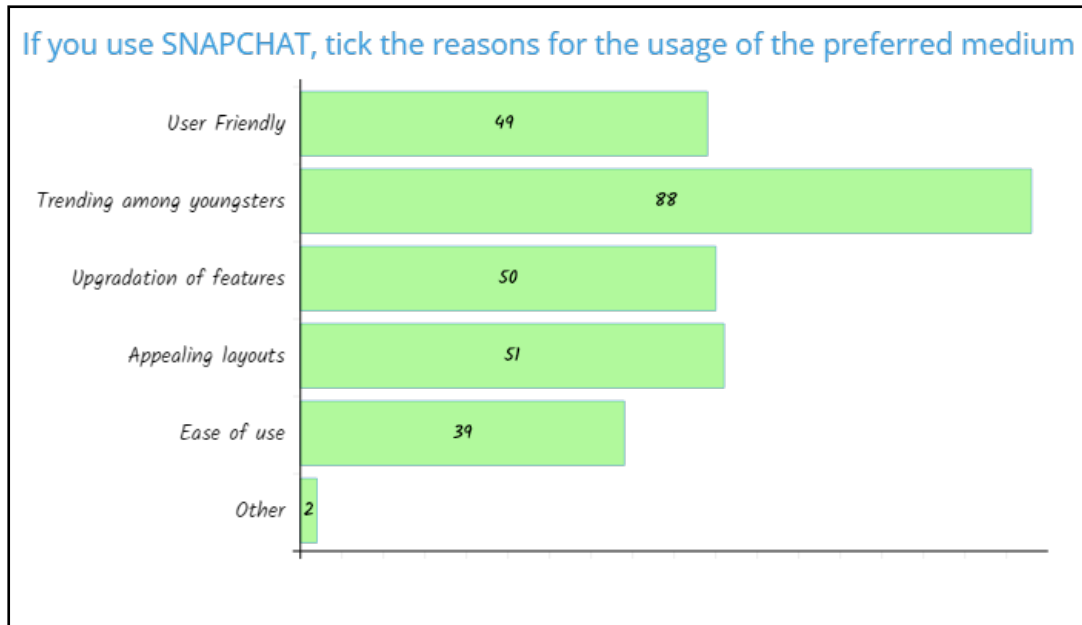- It is the best way to kill time.

❖ **Reasons for use of Snapchat**

Figure 10: Chart representing the reasons for the usage of Snapchat

The graph demonstrates the responses for the ins and outs of the usage of the Social Networking platform, Snapchat amongst the targeted groups. The respondents were allowed to tick as many options as appropriate. The options given were user friendly, trending among youngsters, upgradation of features, appealing layouts, ease of use and the last option was kept open ended to find out the other reasons, if any, for choosing Snapchat as the respondents' chosen medium. Findings show that out of the 150 respondents 49 respondents which comprises of 32.6% of the total respondents choose Snapchat because it is User-Friendly. 88 respondents that constitutes 58.6% of the total respondents, found out to be the highest number, use Snapchat because it is trending among the youngsters. 50 respondents that constitutes 33.3% of the total respondents choose Snapchat because of its frequent upgradation of features. 51 respondents that comes up to 34% of the total respondents use Snapchat because of its appealing layouts. 39 respondents i.e. the least number of respondents, which constitutes of 26% of the total respondents choose Snapchat as their chosen medium because of its ease of use. Findings show that most of the respondents use Snapchat for the reason that it trending among the youth. Apart from this, the open-ended option gave some results as to why respondents use Snapchat as their preferred medium. 2 respondents out of the total respondents who use Snapchat laid out some more reasons. The reason received were:

- It is the initiator of some innovative content.
- Creative features

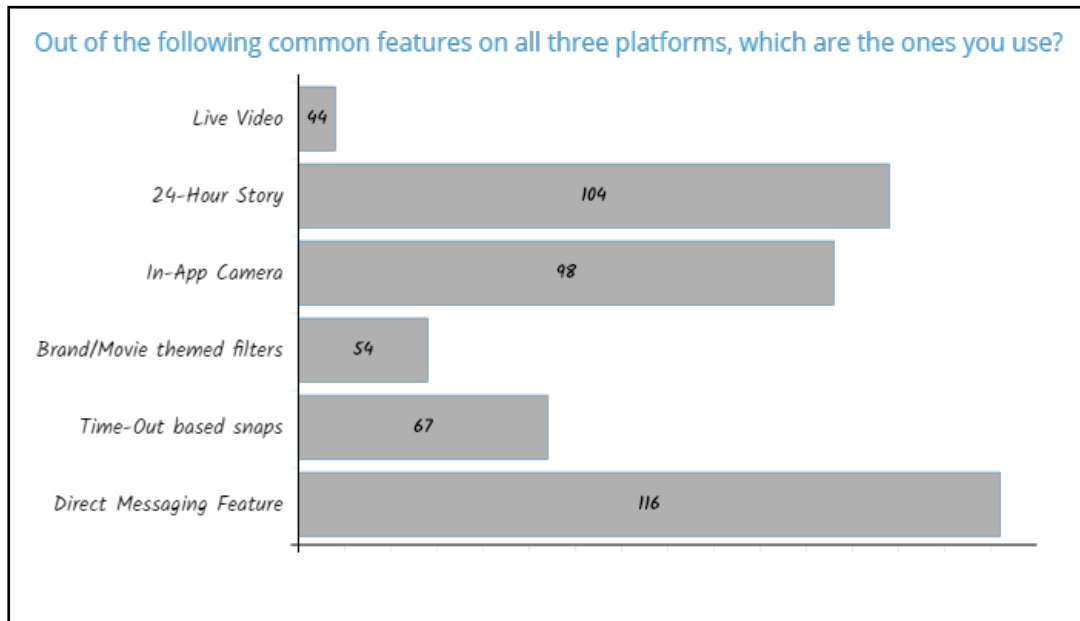## ❖ Usage of common features on all three platforms

Figure 11: Chart representing the usage of common features on all the three platforms

The respondents were asked to tick the number of features they use. The six features were selected keeping in mind the features are used on all the three Social Networking platforms and are common in all three i.e. Facebook, Instagram, Snapchat. This gave some interesting results. The respondents chose the Direct Messaging feature as the most used feature with 116 respondents that constitutes 77.3% of the total respondents. While, the least used feature among all the six came out to be the Live Video Feature with a minimum selection of 4respondents which constitutes 29.3% of the total respondents. The respondents chose 24-Hour Story as the second most used feature after the live video with 104 respondents that comes up to 69.3% of the total respondents. In-app camera got 98 selections from the users which constitutes 65.3% of the total respondents. Brand/Movie themed Filters which use to be the most popular feature at the time of their launch, now got the second least number of selections. 54 respondents which constitutes 36% of the total respondents use Brand/Movie themed Filters. 67 respondents use Time-Out based snaps which constitutes 44.6% of the total respondents. Findings of the data show that the respondents still use Direct Messaging feature the most when it comes to Social Networking sites. 24-Hour Story and in-app camera are also being used by most of the respondents. While, live video is the least used feature by the respondents, among the rest.
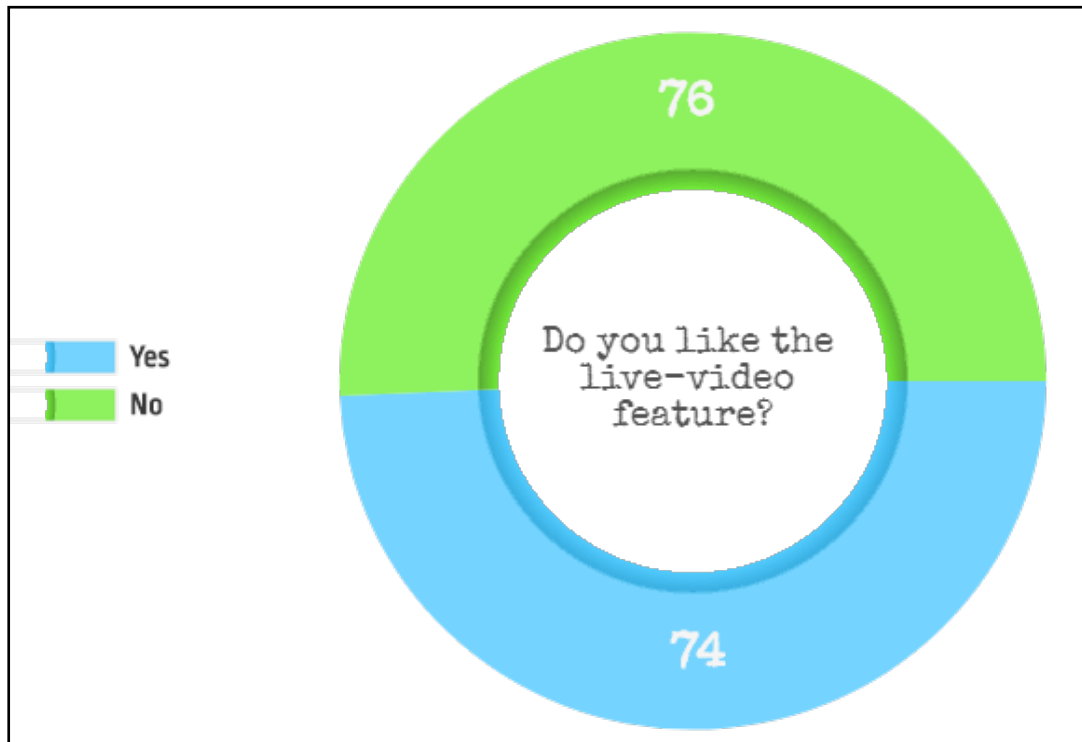
❖ **Opinion on live-video feature**

Figure 12: Chart representing the opinion of the respondents on the live-video feature

The above pie chart shows the graphical representation of the respondents who like/dislike the Live Video Feature. 74 respondents which constitutes 49.3% of the total respondents said that they like the Live Video Feature. 76 respondents which constitutes 50.6% of the total respondents said that they do not like the Live Video Feature. The next subsequent question asked about the reasons of their chosen answer. Findings show that even though the respondents don't use the Live Video Feature as much as the other features, they have formed their particular opinion about the feature. While analyzing the responses of the respondents who like the feature, most of the respondents said gave the reason of the feature being viable and helps in keeping people connected. Some of the respondents said that it is easy to update everyone about your life and is easy to stay updated with theirs. The interesting part was, some of the respondents use the Social Networking Site's Live Video Feature to stay updated with the news and the happenings at various places around the globe, which shows that Social Networking sites are not only used for the sole purpose of entertainment and staying connected with friends, the youngsters of age 16-26 also use it to stay updated with the news, latest happenings, and work. Since, the respondents also said that the feature is useful for the people who use it as a touchpoint with their audience such as the people in media. This signifies the importance of the Social Networking sites and their features. On the other hand, the respondents who disliked the Live Video Feature put forward some of the fact about the feature being data consuming. Apart from the facts, the respondents also said that the feature is misused by many people. The Live Video Feature invades people's privacy was another reason for the respondents to dislike the feature. There is approximately a 50:50 ratio among the likes and dislikes of the people towards the feature. The results were as follows:

Yes, I like the Live Video Feature:

- Real-time communication.
- You can easily update everyone using the feature.
- Because we can stay updated with the current events.
- Find it useful when it comes to News Channels.
- It's very appealing, user friendly and videos are of high quality.
- You get to know what is going on in other places or in other people's lives at a particular time.

- Viable, convenient, and easy to use.
- Innovative feature and something better and fun to do.
- Helps you in knowing people better and connecting with your audience if you use social media for work purposes, especially when it comes to media.

No, I don't like the Live Video Feature:

- It is annoying and consumes a lot of data at a time.
- Don't like going live and it is a waste of time and personal space.
- Don't believe it to be useful at all for any purpose.
- It invades yours and another people's privacy.
- It creates controversies.
- Because people tend to misuse the feature for wrong or unnecessary purposes.
- It is just a variant of the story feature.
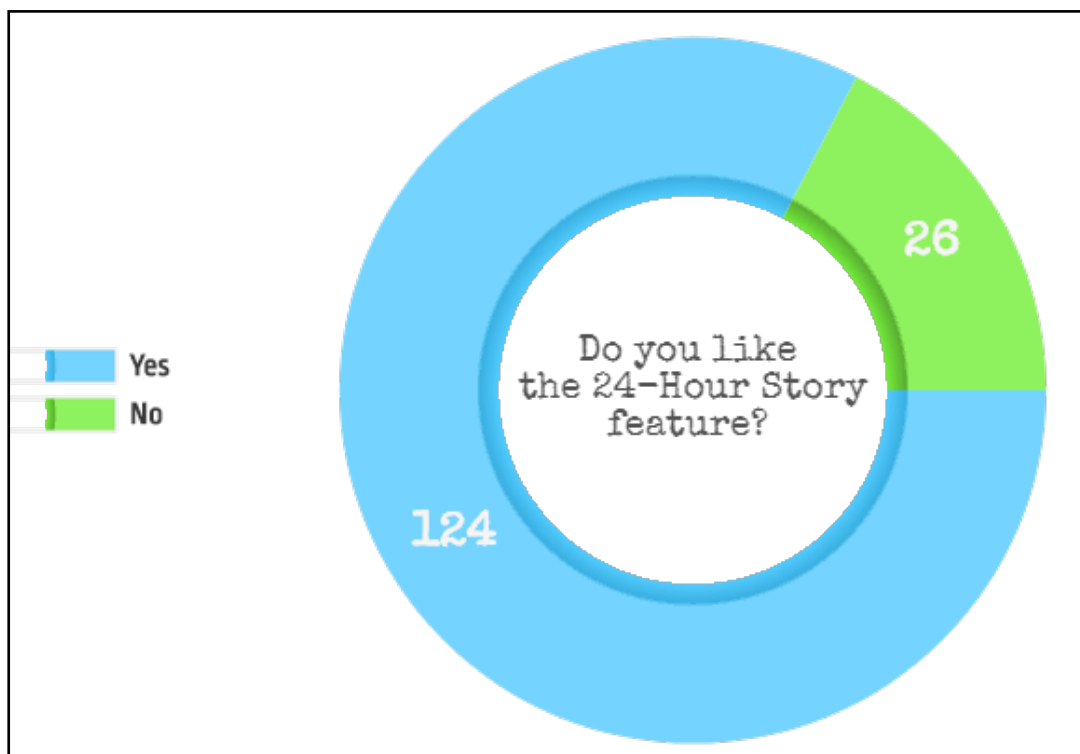- ❖ **Opinion on 24-Hour Story feature**

Figure 13: Chart representing the opinion of the respondents on the 24-Hour Story feature

The above pie chart shows the graphical representation of the respondents who like/dislike the 24-Hour Story feature. 124 respondents which constitutes 82.6% of the total respondents said that they like the 24-Hour Story feature. 26 respondents which constitutes 17.3% of the total respondents said that they do not like the 24-Hour Story feature. The next subsequent question asked about the reasons of their chosen answer. Findings show that, 24-Hour Story was the second most used feature among the respondents, therefore the liking towards the feature is more than the disliking towards it. While analyzing the results, some of the key aspects which came out were that most of the people use not just the Social Networking sites but also the 24-Hour Story feature because they like to have a sneak peek in other people's lives. Some of the respondents use the feature because it is innovative and catchy while some use it to stay updated and connected with their friends. The interesting fact to be observed was that many respondents got to like the 24-Hour Story feature because of its disappearing quality. Some of the respondents said that they use the feature to hide the content they upload and make it visible to the specific audience. On the other hand, the respondents who dislike the feature have no particular reason of disliking it. The reason that the feature does not allow to save the pictures on other user's stories is the sole reason for some of the respondents. The results, when asked about the reasons were as follows:

Yes, I like the 24-Hour Story feature:

- Fun to watch people's stories and helps to catch up with everyone.
- It's entertaining and provides a sneak peek into the lives of people.
- People can see what we want them to see and it goes in a span of 24 hours. Few things are supposed to disappear after while!
- Best feature when you don't want some of your posts to stay on your timeline for a longer period.
- Its trendy and catchy.
- Because even the minute things tell people how interesting our life is for that day (even if it is not)
- Gives me latest updates and helps me keep informed.
- Not everyone can see it since it gives you the option to hide from certain people.
- One can upload any number of pictures or videos and it does not fill your main page.

- Because it makes the platform a little more interesting to use.

No, I don't like the 24-Hour Story feature:

- Because we can't save the pictures.
- No particular reason, just don't understand the purpose of it.

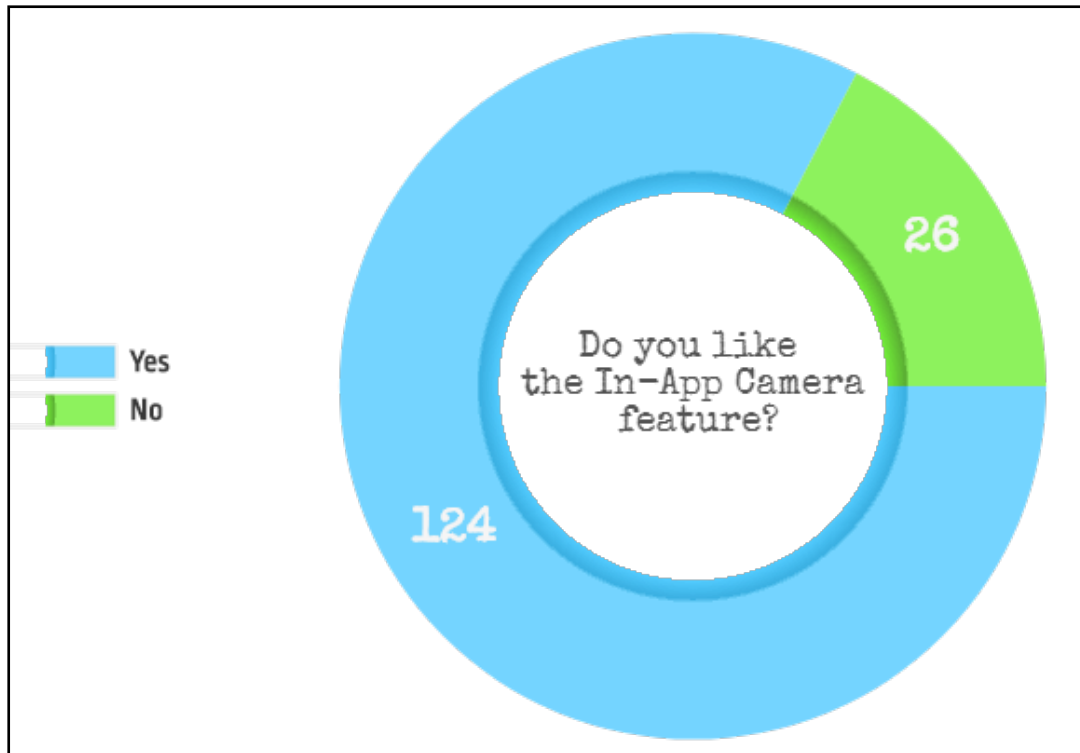❖ **Opinion on the In-App Camera feature**

Figure 14: Chart representing the opinion of the respondents on the In-App Camera feature

The above pie chart shows the graphical representation of the respondents who like/dislike the In-App Camera feature. 124 respondents which constitutes 82.6% of the total respondents said that they like the In-App Camera feature. 26 respondents which constitutes 17.3% of the total respondents said that they do not like the In-App Camera feature. The next subsequent question asked about the reasons of their chosen answer. Findings show that, In-App Camera was the one of the most used feature among the respondents, therefore most of the respondents liked using the feature than the ones who did not. While analyzing the responses, most of the respondents said that the reason behind liking the In-App Camera feature starts with the ease and convenience it provides to the users. It allows the users to click and upload right away and saves time and space of using various other editing apps, is what appeals the respondents and makes them want to use the feature. Also, most of the respondents said that the camera quality that the In-App Camera provides is better than their normal camera, therefore it gives all the more reason to use it. The fact that the Camera has in built filters in it makes it better and connects it to the next available feature i.e. the usage of filters on the applications. On the other hand, respondents who do not like the In-App Camera feature are very few in number and the reason for

their disliking the feature is the bad clarity and lack of comfort while using the feature. The results, when asked about the reasons were as follows:

Yes, I like the In-App Camera Feature:

- Filters are also available with the feature.
- Easy to use and saves time while uploading.
- Quality is better than the normal phone camera
- Saves time from opening the camera separately, comes with a lot of filters and better quality.
- It becomes easier to edit and post pictures without using 100 other apps

No, I don't like the In-App Camera Feature:

- Not comfortable using it, don't like the quality.
- Unnecessary and the clarity is bad.

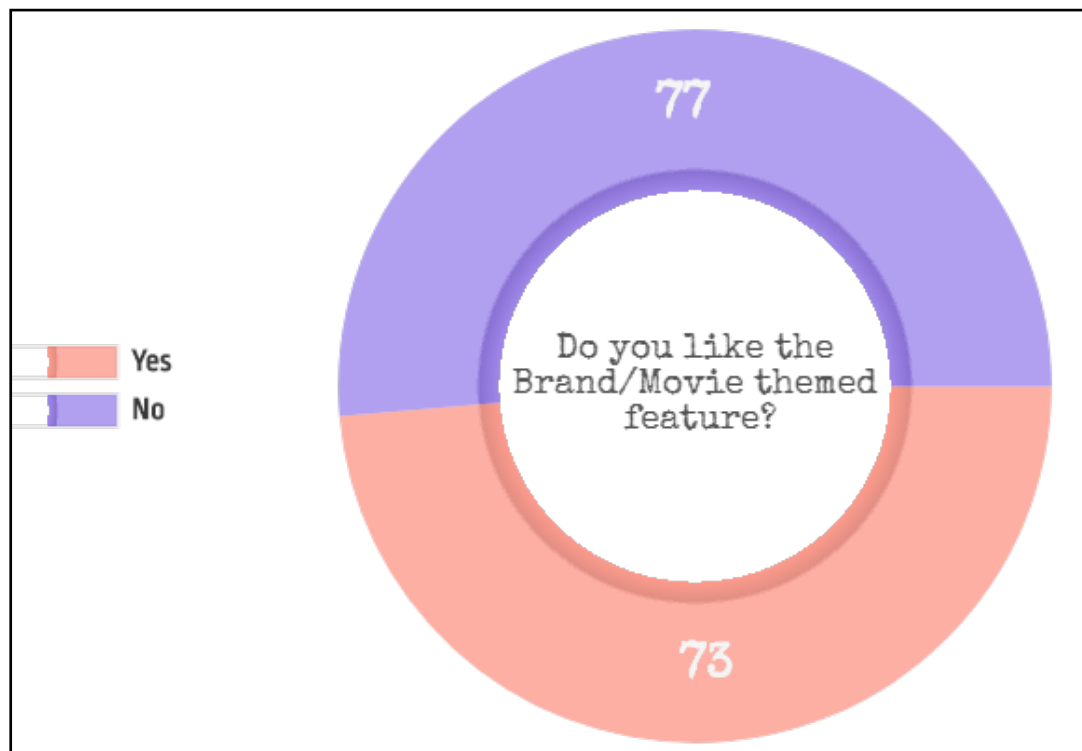❖ **Opinion on the Brand/Movie themed feature**

Figure 15: Chart representing the opinion of the respondents on the Brand/Movie themed feature

The above pie chart shows the graphical representation of the respondents who like/dislike the Brand/Movie themed feature. 73 respondents which constitutes 48.6% of the total respondents said that they like the Brand/Movie themed feature. 76 respondents which constitutes 51.3% of the total respondents said that they do not like the Brand/Movie themed feature. The next subsequent question asked about the reasons of their chosen answer. Findings show that the ratio of likes and dislikes did not have much difference and came up to be approximately equal. While analyzing the responses, the reasons which came forward for the respondents who like the feature included its quality to transform the ordinary pictures into funny, goofy and attractive. Some of the respondents also wrote that the feature gives movie like experience and makes it look trendy while most of the respondents said that it lets you know about the latest movies and brand since the brands use Social Networking sites as a tool to endorse and promote their brand. On the other hand, the respondents who dislike the Brand/Movie themed Filters told that the feature is too cliché and is out of fashion now. Originality and the filters being senseless were another reason to dislike the feature. The main reasons for the respondents were as follows:

Yes, I like the Brand/Movie themed:

- They are pretty hip and trendy.
- Makes us look better and funny in pictures
- Makes the pictures fun and attractive
- It gives a movie like experience and it feels real and lovely
- Another reason to use social media and because we all love being goofy at times
- Let's you know about more brands and movies

No, I don't like the Brand/Movie themed feature:

- It is out of fashion

- Originality is always better
- The filters are annoying and senseless
- Too childish and Cliché

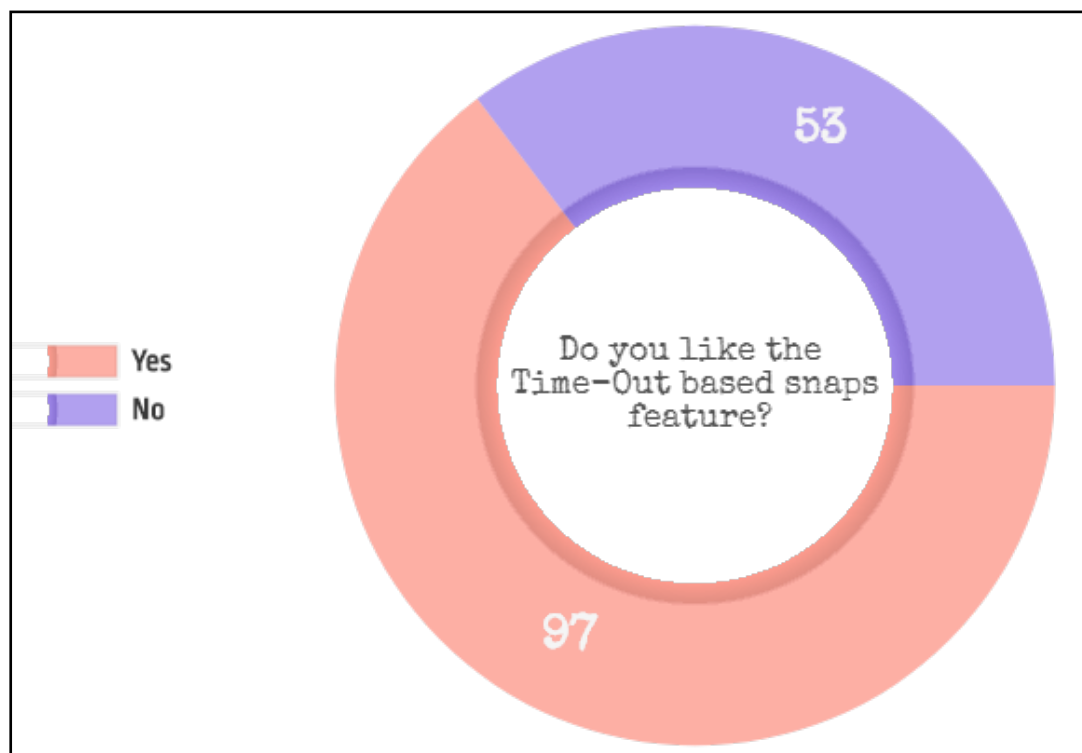❖ **Opinion on the Time-Out based snaps feature**

Figure 16: Chart representing the opinion of the respondents on the Time-Out based snaps feature

The above pie chart shows the graphical representation of the respondents who like/dislike the Time-Out based snaps feature. 97 respondents which constitutes 64.6% of the total respondents said that they like the Time-Out based snaps feature.

53 respondents which constitutes 35.3% of the total respondents said that they do not like the Time-Out based snaps feature. The next subsequent question asked about the reasons of their chosen answer. Findings show that Time-Out based snaps feature, even though the usage of the feature is less compared to other features, the inclination or liking towards the feature is still high. While analyzing the responses, the respondents like the feature because it enables to explore and know more rather than going through the news feed. Since the pictures are a good way to connect people, the liking towards the feature is also because of the connection. The interesting part about the responses was that people, even though while using Social Networking sites, want to leave no proofs behind. Many respondents said that they like the Time-Out based snaps feature because it is self-destructive and it leaves no proofs. For some of the respondents this was a positive way and a reason to like while for some it was pointless sending the messages which disappear without giving you enough time to view them and are not there when you need to look back at them again. The results when asked about the reasons were as follows:

Yes, I like the Time-Out based snaps feature:

- Enables the user to explore more. Rather than seeing one for the whole day in the news feed.

- Connects us with people through pictures

- It's with people for a limited time and because it vanishes

- Because it leaves no proofs of your messages and is self-destructive

No, I don't like the Time-Out based snaps feature:

- It's pointless because you can't see it if you need it again.
- Not enough time to view the snap properly so it is pointless.

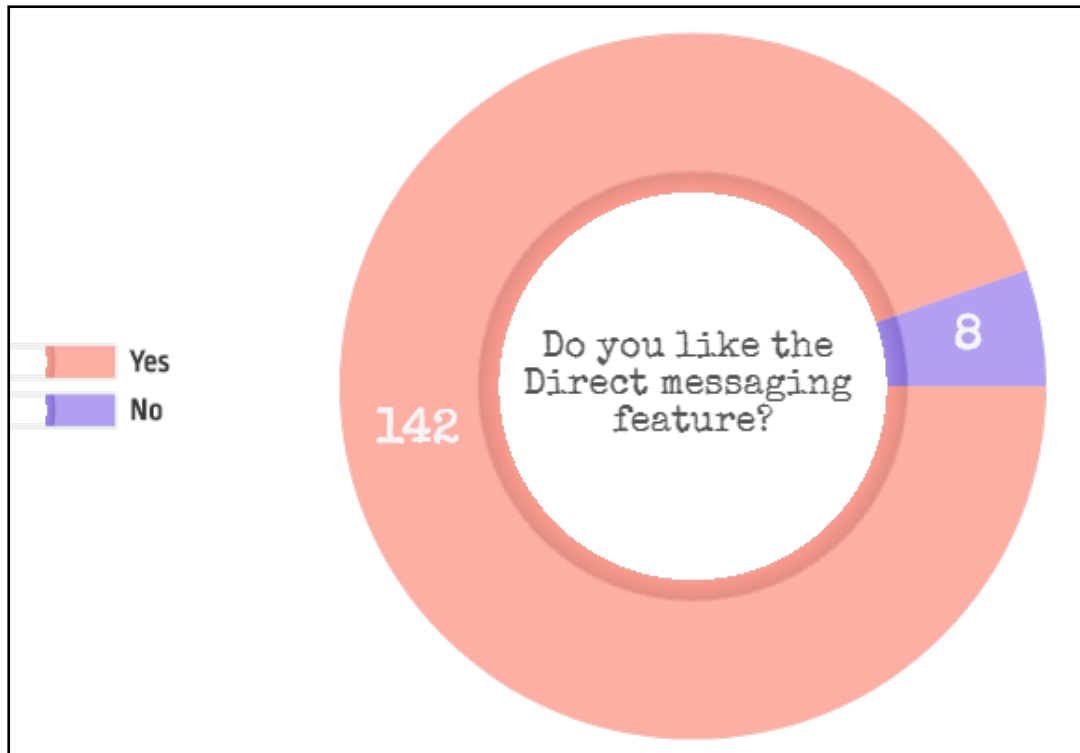❖ **Opinion on the Direct Messaging feature**

Figure 17: Chart representing the opinion of the respondents on the Direct Messaging feature

The above pie chart shows the graphical representation of the respondents who like/dislike the Direct Messaging feature. 142 respondents which constitutes 94.6% of the total respondents said that they like the Direct Messaging feature. 8 respondents which constitutes 5.3% of the total respondents said that they do not like the Direct Messaging feature. The next subsequent question asked about the reasons of their chosen answer. Findings show that Direct Messaging feature, is the most used as well as liked feature out of the other common features on the three Social Networking platforms. While analyzing the responses, the main reason which came out to be for the most used feature was that it maintains privacy. The respondents also wrote about the ease, safely and convenience that the feature provides. Another reason being that it allows to attach files and documents as well as is the traditional and the old school way to communicate. On the other hand, only 8 out of 150 respondents disliked the feature with no particular reason in general. The results of the respondents were as follows:

Yes, I like the Direct Messaging feature:

- Maintains the privacy of the user.
- Allows you to have one on one conversation which makes the life easier
- It is safe and convenient and helps you socialize.

- The reason to use Social Networking sites
- Traditional way to chat and lets you stay connected with important people.
- It allows you to attach files and send directly

No, I don't like the Direct Messaging feature:
- No particular reason.

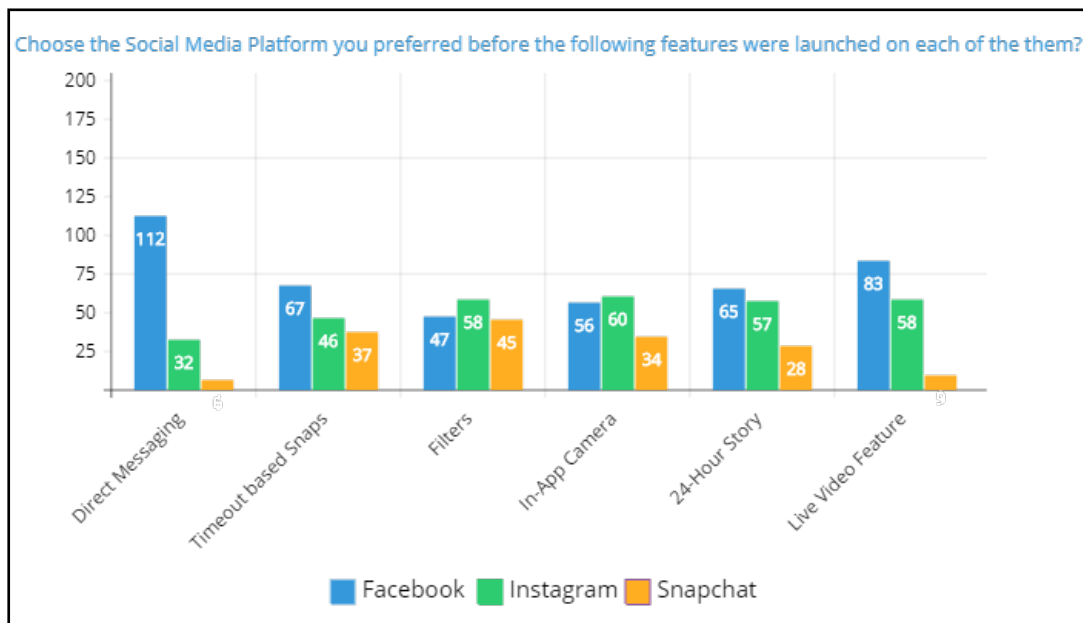❖ **Preferred Social Media Platform before the launch of new features**

Figure 18: Chart representing the preferred Social Media Platform before the launch of new features

The graphical representation above, shows the responses of the students when asked their preferred medium individually before each of the common features were introduced on all the three social media platforms i.e. Facebook, Instagram, and Snapchat. Starting with the Direct Messaging feature, before the Direct Messaging feature was launched on each of the Social Networking platforms, 112 respondents out of the total 150 respondents chose Facebook as their preferred medium. 32 respondents chose Instagram as their preferred medium while only 6 respondents chose Snapchat as their preferred medium before the Direct Messaging feature was launched. Time-Out based snaps, which were launched much later after the three platforms were invented, 67 respondents out of the total 150 respondents chose Facebook as their preferred medium. 46 respondents out of the 150 total respondents chose Instagram as their preferred medium before Tim-Out snaps were launched on the three platforms. While, only 37 respondents out of the total 150 respondents chose Snapchat as their preferred medium. For Brand/Movie themed Filters 47 respondents out of the total 150 respondents chose Facebook as their preferred medium. 58 respondents chose Instagram as their preferred medium while 45 respondents chose Snapchat as their preferred medium before the Brand/Movie themed Filters were launched. For the In-App Camera feature, 56 respondents out of the total 150 respondents chose Facebook as their preferred medium. 60 respondents chose Instagram as their preferred medium while 34 respondents chose Snapchat as their preferred medium before the In-App Camera was launched. For the 24-Hour Story feature, 65 respondents out of the total 150 respondents chose Facebook as their preferred medium. 57 respondents chose Instagram as their preferred medium while 28 respondents chose Snapchat as their preferred medium before the 24-Hour Story feature was launched. For the Live Video Feature, 83 respondents out of the total 150 respondents chose Facebook as their preferred medium. 58 respondents chose Instagram as their preferred medium while only 9 respondents chose Snapchat as their preferred medium before the Live Video Feature was launched. Therefore, the findings show that before all the features were launched on each of the three platforms, Facebook was the most preferred medium as compared to the rest of the two Social Networking sites. Whereas, Snapchat being the least preferred medium before the launch of the features on all the three platforms.

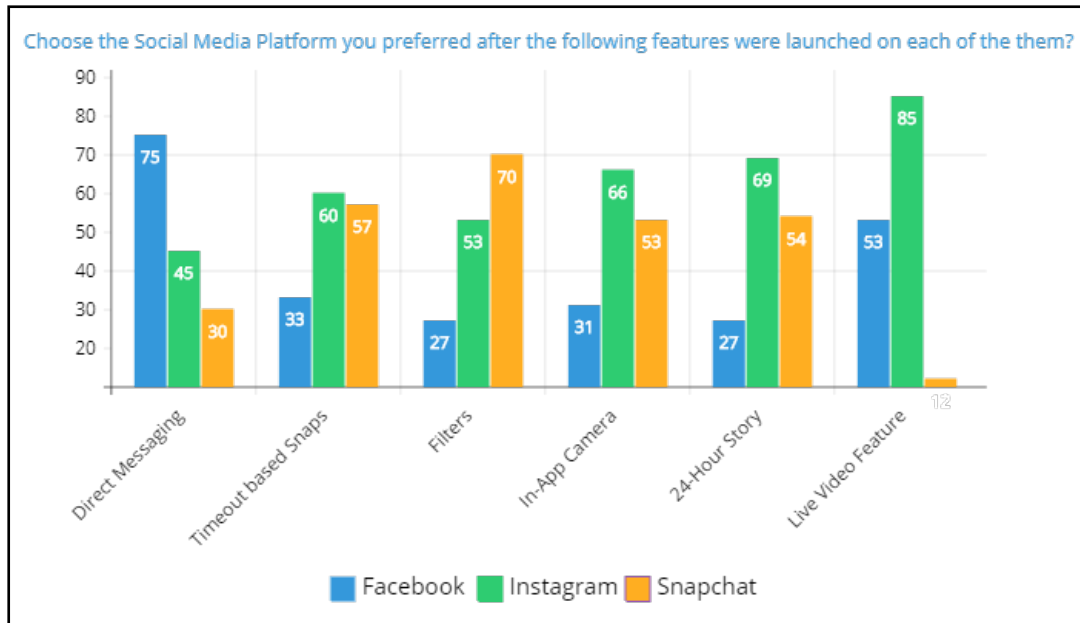❖ **Preference of Social Media Platform after the launch of new features**

Figure 19: Chart representing the preferred Social Media Platform after the launch of new features

The above graphical representation, shows the responses of the students when asked their preferred medium individually after each of the common features were introduced on all the three social media platforms i.e. Facebook, Instagram, and Snapchat. Starting with the Direct Messaging feature, after the Direct Messaging feature was launched on each of the Social Networking platforms, 75 respondents i.e. the highest number of respondents out of the total 150 respondents chose Facebook as their preferred medium. 45 respondents chose Instagram as their preferred medium. While, 30 respondents chose Snapchat as their preferred medium after the Direct Messaging feature was launched on all the three platforms. This shows that a large chunk of respondents still chooses Facebook even after the same feature being available on all the three Social Networking platforms. Time-Out based snaps, which were launched much later after the three platforms were invented, the number of selections for Facebook dropped down to 33 respondents out of the total 150 respondents who chose Facebook as their preferred medium. 60 respondents out of the 150 total respondents chose Instagram as their preferred medium after Time-Out snaps were launched on the three platforms. While, only 57 respondents out of the total 150 respondents chose Snapchat as their preferred medium. The Time-Out based snaps, which was invented by Snapchat itself was later copied by Instagram and Facebook. Findings show that even after being the initiator, the respondents chose Instagram over Snapchat for the Time-Out based snaps feature. Even though the competition was very close. On the other hand, Facebook's preference dropped after the launch of the new feature. For Brand/Movie themed Filters only 27 respondents out of the total 150 respondents chose Facebook as their preferred medium. 53

respondents chose Instagram as their preferred medium. While 70 respondents chose Snapchat as their preferred medium after the Brand/Movie themed Filters were launched. This shows that after the new features were launched, Facebook's preference dropped and people switched to Instagram and Snapchat for better features. The filters were launched by Snapchat which gave it the initiator advantage of being the most preferred medium for the fun of using Brand/Movie themed Filters, which not only gave it more users but also gave brands the chance to endorse on their platform. For the In-App Camera feature, 31 respondents out of the total 150 respondents chose Facebook as their preferred medium. 66 respondents chose Instagram as their preferred medium while 53 respondents chose Snapchat as their preferred medium after the In-App Camera was launched. Findings show that the respondents prefer Instagram for the Camera quality over Facebook and Snapchat. Facebook having the least number of preferred users. For the 24-Hour Story feature, only 27 respondents out of the total 150 respondents chose Facebook as their preferred medium. 69 respondents chose Instagram as their preferred medium while 54 respondents chose Snapchat as their preferred medium after the 24-Hour Story feature was launched on all the three platforms. This shows that followed by the In-App Camera, the respondents prefer to upload the 24-Hour Story on Instagram more than the other two platforms. The initiator advantage of Snapchat did not work for some of its features, since the respondents chose to switch to other platforms to use the same feature in a better manner. For the Live Video Feature, 53 respondents out of the total 150 respondents chose Facebook as their preferred medium. 85 respondents chose Instagram as their preferred medium while only 12 respondents chose Snapchat as their preferred medium after the Live Video Feature was launched. This shows that even though the usage of the Live Video Feature on all the three platforms is less, the preferred medium for doing so chosen by most of the respondents is Instagram. Snapchat, having the lowest number to preferred users to use the Live Video Feature. Therefore, the findings show that after the six common features among the three Social Networking platforms were introduced, the statistics of the data changed completely. The choices of respondents changed completely. For Direct Messaging, the respondents still prefer Facebook. While, after the launch of other features, the preference of the respondents changed entirely from Facebook leading to its fall. For In-App Camera, 24-Hour Story, Time-Out based snaps and Live Video Feature, Instagram stood way ahead from the other two platforms. Even though the In-App Camera, Time-Out based snaps as well as 24-Hour Story were launched by Snapchat, the respondents switched to the other platform for the same feature. Whereas, for Brand/Movie themed Filters, Snapchat still is ahead of Instagram and Facebook. Therefore, the competition among the three platforms depend on how the people switch from time to time as the new features are launched and on which platform the same feature works better.

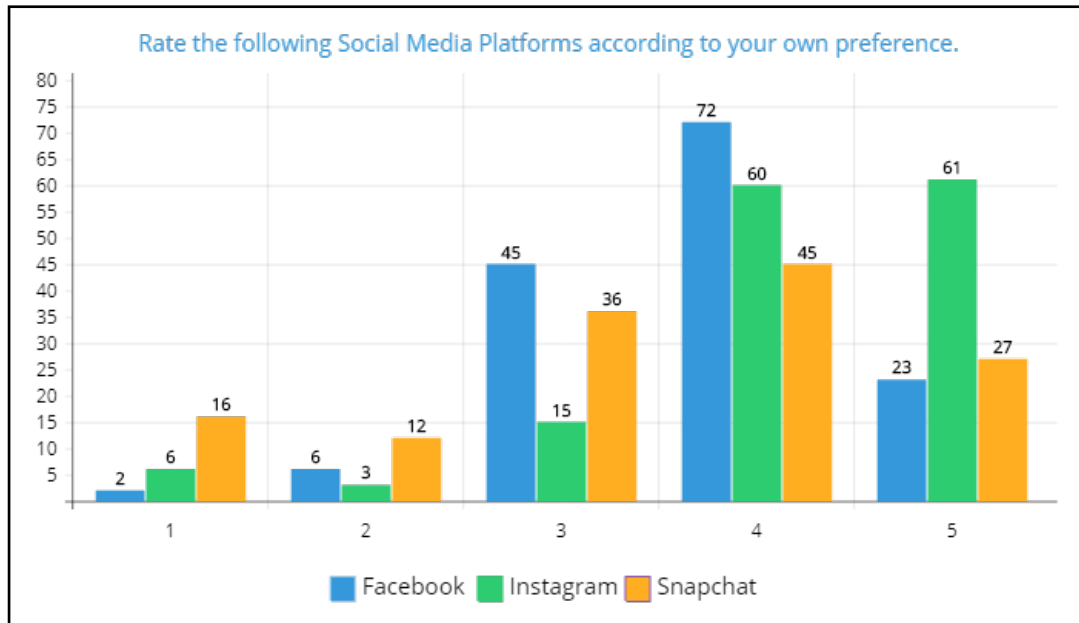❖ **Rating of the Social Media Platforms**

Figure 20: Chart representing the rating of the Social Media Platforms by the respondents

The respondents were asked to rate the three Social Networking platforms according to their preference on the scale of five. The results in the above graphical representation show that Facebook was rated number four by 72 i.e. the highest number of people. Followed by number three, which was the second highest by 45 people. Facebook was rated five by 23 respondents and was rated two and one by 6 respondents and 2 respondents respectively. When it comes to Instagram, 61 respondents i.e. the highest number of respondents rated Instagram as number five. Followed by 60 respondents, who rated Instagram as four. Instagram was rated three and two, by 45 respondents and three respondents, respectively. It was rated the lowest i.e. one by only 2 respondents. Moving to Snapchat, it was rated number four by 45 i.e. the highest number of people. Followed by number three, which was the second highest by 36 people. Snapchat was rated five by 27 respondents and was rated two and one by 12 respondents and 16 respondents respectively. Snapchat was rated the lowest i.e. one by 16 respondents. When it comes to rating the three Social Networking Platforms, the Instagram is rated the highest i.e. five by maximum number of respondents. Followed by Facebook, which is rated the second highest i.e. four by maximum number of respondents. Whereas, when speaking about Snapchat, it was rated four by the maximum number of respondents, though lesser than the ones who preferred Instagram and Facebook. But, Snapchat was also rated the least by a larger chunk of respondents when compared to Instagram and Snapchat. The highest views on Instagram make it the most preferred medium among the users. Facebook being rated the second highest shows that even though the other two platforms are coming up with various new features, overall Facebook is still a preferred choice

among the users. On the other hand, Snapchat, having mixed reviews, is preferred by many respondents but is also rated the lowest by others.

Conclusion

The study indicates that Instagram followed by Facebook followed by Snapchat are preferred by the respondents but as the new features are introduced by the platforms, the preference of the platform keeps changing as the users don't stay loyal to one platform but switch to another as soon as the platforms come up with something new and innovative.

The sample in this study specifically were the Social Media Users those who adapt and actively take part in the new features launched by the three social media platforms, Facebook, Instagram, and Snapchat.

The least number of internet (social media) users, according to this survey fall between the age of 23-26 that is 14% and the most number of Social Media Users fall between, 17 to 19 has 63 respondents that constitutes 42% of the total respondents. Majority of the social media users of the sample are male. 60% people use all the three social media platforms which clearly justifies the competition among the three. Most of the student respondents of age 16 to 26 use social media for 3 or more hours every day. The time spent on Social Networking sites can be on any platform but the benefit that arises out of it increases the competition among the Social Networking platforms which eventually forces them to keep launching new features in order to persuade the social media operators to use the particular platform. The data also concludes that most of the respondents belonging to the age group of 16 to 26 years have been using Social Networking platforms and have been active users for more than years now. Most of the respondents use Social Media on Mobiles and Laptops. Out of all the similar features, direct messaging feature received the highest number of responses followed by the 24-Hour story and the In-App Camera. For Direct Messaging, the respondents still prefer Facebook. While, after the launch of other features, the preference of the respondents changed entirely from Facebook leading to its fall. For In-App Camera, 24-Hour Story, Time-Out based snaps and Live Video Feature, Instagram stood way ahead from the other two platforms. Even though the In-App Camera, Time-Out based snaps as well as 24-Hour Story were launched by Snapchat, the respondents switched to the other platform for the same feature. Whereas, for Brand/Movie themed Filters, Snapchat still is ahead of Instagram and Facebook. Therefore, the competition among the three platforms depend on how the people switch from time to time as the new features are launched and on which platform the same feature works better.

Facebook is the only Social Networking Site that is growing at a very remarkable rate with over 6 million people already on the social networking sites, one of the

most common and favorite social networking site being Facebook. It was known as a unique platform that was used by the people to share information about themselves through their very own personalized webpage and also interact with people in their social circle.

The findings of this research study also found out that the results of the previous studies in the past conducted on Facebook, Snapchat and Instagram's competition are similar to the results attained by this study. After each of the features are launched on all the three platforms, the users, without seeing the initiator, use and switch to the platform which offers the same feature in a better manner.

So, the never-ending competition might have been very useful to the users up till now due to new innovations on a constant basis. But further, Facebook might not need to keep closing in on Snapchat & all its features as Snapchat might naturally move away itself to focus more on a new type of discover, supposing 'mobile tv' leaving Instagram with a stronghold over ephemeral stories. Whereas, the prediction by many researchers articulates that competition will not come down, instead will increase with passing time among the Snapchat and other Social Networking Platforms as the battle of staying ahead of one another by launching different new features goes on.

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