



Investigating the relationships among college students' satisfaction, addiction, needs, communication apprehension, motives, and uses & gratifications with Snapchat



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ABSTRACT

Snapchat is a popular communication mode for college students. In this study, 475 college students reported their communication behaviors regarding their Snapchat use and other variables related to Snapchat, such as addiction and needs. Results indicated that college students are satisfied using Snapchat. Findings showed that there was a significant relationship between participant needs (entertainment and functional) with Snapchat addiction, intensity, and exhibitionism. Further, there is a relationship between participant needs (entertainment and functional) with communication apprehension (social media and Snapchat).

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With approximately 73% of all adults utilizing social media of some sort, researchers have indicated a need for additional research to determine the role social media can play in interpersonal relationships (Smith, 2014; Vaterlaus, Barnett, Roche, & Young, 2016). One particular social media application, Snapchat, has gained the attention of many scholars in recent years, yet the greatest understanding of Snapchat still comes from general social media or Facebook/Twitter/Instagram studies. Snapchat has shown an estimated growth of 90 million users from 2012 to 2015 (Macmillan & Rusli, 2014). According to a Business Insider article in early 2017, Snapchat has amassed 158 million users that spend an average of 25–30 min on the app each day (Carson, 2017). Such an accelerated growth and maintenance of this large user base indicates consistent satisfaction of users' needs over time and opens an avenue for research (Quinn, 2016). In addition to the growth in number of users, Snapchat has also made many advances in terms of the interface and features associated with the application. That said, with each update to the application, research data and results,

even from recent years, hold less of a bearing on the communicative practices utilized on Snapchat. Seeing a significant need for more time-appropriate and application-specific research, the present study aims to study the uses sought and gratifications obtained through Snapchat particularly within the framework of gender.

1. Uses and gratifications

Katz, Blumler, and Gurevitch (1973) developed the uses and gratifications theory (UGT) and identified eight types of uses and gratifications: 1) *passing time*, 2) *companionship*, 3) *escape*, 4) *enjoyment*, 5) *social interaction*, 6) *relaxation*, 7) *information*, and 8) *excitement*. A major contribution from UGT is the notion of an active audience that is not simply permeated by media content but rather consumes media with an end-goal in mind (Katz et al., 1973). Although research detailing UGT and social media are somewhat abundant, Snapchat-specific research is much scarcer. Much of the preceding scholarship focuses on observing characteristics of Snapchat usage and applying individual concepts of UGT rather than implementing UGT as a framework. Additionally, little research has been conducted to determine the similarities and/or differences of gratification obtained through the use of Snapchat, especially in terms of gender. In looking at the previous research

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regarding UGT and social media the typologies can be split into four categories: 1) *Passing time, Escape, and Relaxation*; 2) *Enjoyment and Excitement*; 3) *Information*; 4) *Companionship and Social interaction*.

Passing Time, Escape, and Relaxation. Relatively small amounts of research have been done on social media serving as a relaxing entity. However, multiple research studies indicate that Snapchat use, especially in romantic relationships, has revealed high levels of jealousy (Utz, Muscanell, & Khalid, 2015; Vaterlaus et al., 2016). This heightened level of jealousy works in opposition of the idea that social media, particularly Snapchat, would meet the passing time/escape/relaxation needs of a user. Another issue of which Snapchat users have shown concern is deviant behavior. Vaterlaus et al. (2016) stated that “cheating, saving and disseminating incriminating snaps, and cyberbullying” constitute deviant behavior (p. 594). These particular actions have alerted users to the negative impacts of using Snapchat and has played a role in an individual’s decision to participate in Snapchat use. Given that the content seen on Snapchat can lead to heightened levels of jealousy and raises concerns for users, it would stand to reason that users would not seek to pass time, relax, or escape from day-to-day life by using Snapchat.

Enjoyment and Excitement. In describing enjoyment and excitement, much of the previously mentioned research can be applied as well. Excitation of emotions, such as jealousy and a slight sense of fear and concern, has been observed with the use of Snapchat and other social media. In addition to the negative emotional impacts presented, Snapchat also serves as a platform to exchange photos as a form of communication. Photos as forms of communication “increase our capacity for emotion and feel ‘together’” (Rivière, 2005). This indicates that the communication taking place on Snapchat can serve to activate and increase the perceived closeness between the individuals communicating. While Snapchat can lead to the excitation of certain negative emotions, “Snapchat interactions were viewed as more enjoyable and were associated with more positive mood than other common communication platforms (e.g. Facebook, texting, email, calling)” (Bayer, Ellison, Schoenebeck, & Falk, 2016, p. 957). Ultimately, enjoyment and excitement, particularly of positive emotions, can be seen as a significant area of interest to further uses and gratifications research.

Information. Within the scholarship of social media/Snapchat and UGT, there was evidence to support that information plays an integral role in the uses and gratifications process. Information took two forms in the research: information-seeking and self-disclosure of information. Although little evidence was brought to the forefront regarding information-seeking, Barker (2009) found that male adolescents utilized social media to gather information to obtain entry into positively-viewed in-groups online. This was information of interest because, as will be discussed in the next section, Snapchat is used by young adults “to communicate in their existing relationships, Snapchat is not used to initiate new relationships” (Vaterlaus et al., 2016, p. 959). This evidence indicates that new relationships do not fall within the activities users participate in on Snapchat. As such, males, who seek to gain entry to new social groups, may not have their need for information-seeking met and therefore limit the gratification obtained from Snapchat use. The second aspect of information was self-disclosure. Self-disclosure on Snapchat was an area of significant interest for previous researchers. Business Insider reports that “2.8 billion snaps are created every day” (Carson, 2017, para. 4). All of this communication is taking place and no trace is left aside from a timestamp. This ephemerality has been shown to “afford greater privacy for users” and “also seemed to influence the kinds of photos participants decided to share” (Bayer et al., 2016, p. 596). Due to this “privacy,” “young people often employ a higher level of self-

disclosure and have reduced self-presentational concerns compared to other social media platforms” (Kofeod & Larsen, 2016, p. 1). This is also a result of the content being shared on Snapchat being viewed as less persistent than on other social media (e.g. Facebook, Twitter, Instagram, etc.). Users are more likely to share content and information that is more personal and representative of the “true” self. The reason for this is information that is seen as more private and less permanent will receive less judgment from the audience and allows for more intimate information to be disseminated. Building on this idea, another factor at play is the audience for which this content is catered. Research has noted that Snapchat, and the respective content, is “reserved for their [Snapchat users’] closest interpersonal relationships” (Vaterlaus et al., 2016, p. 956). The significance of the audience stems from the content/information that is shared. Since Snapchat is geared toward already-solidified interpersonal relationships, the resulting shared content/information will rate higher in intimacy. Another characteristic of information that was disclosed is the lack of novelty. Bayer et al. (2016) revealed just that, “content shared via Snapchat was typically mundane, quotidian ‘little snippets’ of everyday life” (p. 956). The reason for this lies, again, in the audience. With the audience being comprised of close friends and/or family, information, regardless of how mundane, will generate some interest in the audience members. Additionally, the lack of persistence and potential judgment that would accompany a similar post on other social media (e.g. Facebook, Twitter, Instagram, etc.) contributes to the idea that the “true” self can be represented rather than the “best” self as is the norm with other social media sites. With all of this in mind, research should seek to gain a clearer understanding of what information needs are sought and gratified through the use of Snapchat.

Companionship and Social Interaction. Social interaction and companionship needs being satisfied through use of Snapchat, a social media application, is fairly obvious. A great deal of scholarly research has provided insight into the ways in which social media, including but not limited to Snapchat, meet the needs of the social media users. Beginning with the most basic attribute to the social interaction gratification, Snapchat, and more specifically the use of pictures as a communicative means, provides additional cues that alleviate miscommunication (Vaterlaus et al., 2016). These cues include nonverbal cues, hints to physical setting, and text overlays (e.g. basic text, emoticons, emojis, etc.) that give additional meaning to the photo. Again, this benefit comes from Snapchat’s use of photos as a communicative means. As mentioned earlier, photos “increase our capacity for emotion and to feel ‘together’” (Rivière, 2005). This finding is indicative of an emotional connectedness that comes from using photos to communicate with others. Vaterlaus et al.’s (2016) research revealed support for the previous statement and suggest that “Snapchat is reserved for their [Snapchat user] closest interpersonal relationships.” In using photos to communicate, users are able to create and maintain a virtual emotional connection with whom they are ‘snapping’. The creation and maintenance of this virtual bond allows users to build intimacy within previously existing relationships which is, again, supported by Vaterlaus et al.’s (2016) findings. In addition to photos as a means of communication, relational intimacy is garnered through the significantly high levels of self-disclosure typical of Snapchat users. Another indication of an interpersonal relationship reaching deeper levels of intimacy is trust, which is present in the communication practices of Snapchat users. Bayer et al.’s (2016) study revealed “Participants reported sharing selfies, especially ‘ugly’ selfies, with close ties with whom they trusted with the content of the snap” (p. 956). The article went on to give an explanation, stating “an ‘ugly’ or expressive selfie is more meaningful to a close friend, who is given an opportunity to view the unflattering,

quotidian aspects of daily life” (p. 957). According to these quotations, individuals who share “ugly” selfies, in addition to the day-to-day content mentioned previously, only do so with individuals he or she deems to be incredibly trustworthy. As mentioned when discussing information disclosure, Snapchat reduces the amount of potential judgment when content is posted for the audience. Maintaining an audience that majorly consists of close friends and family members allows for this level of trust to be achieved as opposed to other social media that may reveal content to more distant acquaintances. In the case of “ugly” selfies, “users are generally aware that snaps might be screenshot and saved on the receiver’s phone, which often creates an even closer bond of intimacy and trust between users” (Kofoed & Larsen, 2016, p. 3). This provides support for scholarship advocating for the presence of trust within audiences on Snapchat. Considering the significant role of Snapchat, and photos as communicative entities, in maintaining highly intimate interpersonal relationships, it is critical to further research in order to obtain a deeper understanding of the complex system of gratification of companionship/social interaction needs through Snapchat.

1.1. Communication apprehension and motives

Another body of literature that helps explain why some people utilize specific forms of social media is the research in communication apprehension (CA) and communication motives. McCroskey and Sheahan (1978) suggested that individuals of high and low CAs hold the same need and desire to have social relationships. Research has also demonstrated that individuals with high apprehension are less likely to initiate conversations or interactions with strangers (McCroskey & Sheahan, 1978). Wrench and Punyanunt-Carter (2007) found computer-mediated communication (CMC) apprehension negatively related to CMC skills and perceptions of CMC presence. This research helps affirm that CA impacts how people perceive and use CMC technologies. Research in communication motives, as discussed by Papacharissi and Rubin (2000), noted the advantages of the internet including the anonymity and use of primarily text-based communication that might appeal to individuals who experience communication apprehension. Papacharissi and Rubin (2000) revealed that the internet serves as an alternative forum to meet the need for interpersonal interaction. Apprehensive individuals deem the internet as a more valuable place for interaction because it allows for their needs to be met without triggering or exacerbating the individual’s apprehension (Papacharissi & Rubin, 2000). Aside from the interaction need, other needs have been shown to have a relationship with communication apprehension, but the literature is not as abundant. Passing time was also associated with higher communication apprehension and information-seeking was associated with lower levels of apprehension (Papacharissi & Rubin, 2000). This reveals the necessity for research that can delve deeper into the relationship between apprehension, motives, and UGT to determine how social media, Snapchat in this particular study, are being used to meet needs.

Hunt, Atkin, and Krishnan (2012) conducted a study to determine the role communication apprehension plays in the use of Facebook. In support of the notion that the internet serves as a forum that affords apprehensive individuals freedom to communicate more comfortably (Papacharissi & Rubin, 2000), evidence shows that communication using social networking sites is motivated by apprehension as well as entertainment and self-expression (Hunt et al., 2012). Self-expression was not explained in-depth and a call was made to increase the research on self-expression as a motivation for using social networking sites (Hunt et al., 2012). Previous research indicated that self-disclosure,

and thus self-expression, is a common use for Snapchat (Kofoed & Larsen, 2016). Based on this evidence, the motivation of self-expression on Snapchat may be an avenue of interest, especially within the framework of UGT. Additionally, essentially all the available literature focuses on the internet in general or specific social networking sites (Facebook and Twitter). Hunt et al., (2012) made significant progress in the research for communication motives, but indicated limitations of generalizability since information was specific to Facebook. That said, the need for research regarding motives for communicating via Snapchat is becoming imperative.

Hence, the following hypotheses were posited:

- H1.** There is a relationship would exist between participant needs (entertainment and functional) with communication apprehension (social media and Snapchat).
- H2.** There is a relationship would exist between participant needs (entertainment and functional) with Snapchat addiction, intensity, and exhibitionism.
- H3.** There is a relationship would exist between participant needs (entertainment and functional) with optimism/pessimism and Snapchat satisfaction.

2. Methods

2.1. Participants

Participants in this study were recruited via a listserv at a southwestern university. The sample consisted of 347 females (73.1%), 121 males (25.5%), and 7 who did not identify (1.5%). The mean age for the same was 20.59 ($SD = 1.95$). All but 4 of the 475 participants had Snapchat accounts. Most of the participants are active Snapchat users only 18 (3.8%) said that they average 0 Snapchats per day, but 84 (17%) sent 1 to 3 per day, 123 (25.9%) sent 3 to 10 per day, and 250 (52.6%) sent 10 plus messages per day. Based on data presented by *The Wall Street Journal*, women account for approximately 70% of Snapchat’s users (MacMillan, 2013). Additionally, a *Forbes* article revealed 70% of U.S. Snapchat users fall within the age range of 18–24 (Chaykowski, 2017). While the age range of the studied sample is rather narrow, the data collected is generalizable to the largest audience of Snapchat users in the United States. Furthermore, the ratio of men and women is typical of that found in the Snapchat user population, therefore increasing the validity of the sample group’s representation of the larger population.

2.2. Instrumentation

Needs Satisfaction. As a measure of uses and gratification, Flanagin and Metzger’s (2001) Internet Needs Satisfaction measure was created to examine a range of possible needs someone can have for using the internet. The original list of needs contained 21 items, but this list was broadened to 26 items by Flanagin (2005) and then 28 by (Grellhesl & Punyanunt-Carter, 2012). A Likert scale ranging from 1 (*strongly agree*) to 5 (*strongly disagree*) was used examine the items across different media. For the purposes of this study, we started by conducting an exploratory and the scree plot clearly indicated a two-factor solution. However, seven of the initial items overlapped between the two factors and were clear enough to distinctly measure different concepts. These items were dropped from the analysis. This study utilized 21 items using an exploratory factor analysis with a varimax rotation. Kaiser’s measure of sampling adequacy was 0.92, and the two-factor solution accounted for 55.86% of the variance. The two factors were labeled

entertainment (8 items) and functional (13 items). Alpha reliability for the entertainment factor was 0.88 ($M = 13.91, SD = 5.61$), and alpha reliability for the functional factor was 0.92 ($M = 52.92, SD = 16.61$).

Communication Apprehension. The Computer-Mediated Communication Apprehension (CMCA) scale was originally created by Wrench and Punyanunt-Carter (2007) to examine people's level of anxiety while interacting with others cross a number of computer-mediated mediums: chatting, e-mail, and instant messaging. Each medium was measured using a series of five Likert-type items using a range of 1 (*strongly agree*) to 5 (*strongly disagree*). For the purposes of this study, we used the five items to create two new scales examining communication apprehension (CA) while using social media (generally) and Snapchat (specifically). Alpha reliability for social media CA was 0.82 ($M = 18.91, SD = 3.88$), and the alpha reliability for Snapchat CA was 0.79 ($M = 22.40, SD = 5.23$).

Snapchat Addiction. To measure Snapchat addiction, a retooled version of Armstrong, Phillips, and Sailing's (2000) Internet Addiction Scale was used. The Internet Addiction Scale consists of 11 Likert-type items with a range of 1 (*strongly agree*) to 5 (*strongly disagree*). Alpha reliability for Snapchat addiction was 0.82 ($M = 38.17, SD = 8.13$).

Life Orientation. The Life Orientation Test-Revised (LOT-R) was created by Scheier, Carver, and Bridges (1994) to measure generalized optimism vs. pessimism. The LOT-R consists of 10 Likert-type items with a range of 1 (*I agree a lot*) to 5 (*I disagree a lot*). Higher scores indicate greater degrees of pessimism. Of the ten items, four are dropped for analysis, so the scoreable measure consists of 6 items. Alpha reliability for the LOT-R was 0.78 ($M = 15.57, SD = 4.54$).

Snapchat Intensity. Snapchat intensity was measured using Ellison, Steinfield, and Lampe's (2007) Facebook Intensity measure. For the purposes of this study, the measure was retooled from Facebook to Snapchat. The measure consists of six Likert-type items with a range of 1 (*strongly agree*) to 5 (*strongly disagree*). Alpha reliability for Snapchat Intensity was 0.88 ($M = 19.36, SD = 7.84$).

Exhibitionism. Exhibitionism was measured using four Likert-type items (I am narcissistic; I love to show off my body; I am a voyeur; and I am exhibitionist). The four items were measured using a range of 1 (*strongly agree*) to 5 (*strongly disagree*). A principle component analysis found that the 4-items consisted of a

single-factor solution that accounted for 55.58% of the variance. Alpha reliability for Snapchat Intensity was 0.73 ($M = 18.46, SD = 4.78$).

Communication Motives. Papacharissi and Rubin (2000) created the Internet Motives scale to examine the motivations people have when interacting with others using the internet. The Internet Motives scale consists of six distinct factors: pleasure (8 items), affection (5 items), inclusion (4 items), escape (4 items), relaxation (4 items), and control (3 items). Each factor is measured using a range of 1 (*exactly*) to 5 (*not at all*). Alpha reliabilities for the six factors are: pleasure ($\alpha = 0.83, M = 19.36, SD = 7.84$), affection ($\alpha = 0.73, M = 19.36, SD = 7.84$), inclusion ($\alpha = 0.72, M = 19.36, SD = 7.84$), escape ($\alpha = , M = 19.36, SD = 7.84$), relaxation ($\alpha = , M = 19.36, SD = 7.84$), and control ($\alpha = , M = 19.36, SD = 7.84$).

Snapchat Satisfaction. Snapchat satisfaction was measured using Beatty and Dobos' (1992) relationship satisfaction measure. The measure consists of five pairs of oppositely worded adjectives related to satisfaction (satisfying/unsatisfying, fulfilling/disapproving, positive/negative, rewarding/punishing, and good/bad) with seven steps between the pairs. For the purposes of this study, we measured participant levels of satisfaction with Snapchat. Alpha reliability for Snapchat Satisfaction was 0.91 ($M = 12.00, SD = 4.87$) (see Table 1).

3. Results

Hypothesis one predicted a relationship would exist between participant needs (entertainment and functional) with communication apprehension (social media and Snapchat). A canonical correlation was calculated using entertainment and functional as the independent variables and social media CA and Snapchat CA as the dependent variables. Using Wilks' Λ , the overall model was significant, Wilks' $\Lambda = 0.88, F(4, 844) = 14.40, p < 0.005$, which indicates that the two variates are significantly associated by the canonical correlation. Only the first canonical correlation was found to be significant in this study. The first variate accounted for approximately 12.14 percent ($r_c = 0.35$) of the variance in the dependent variable. The variate loadings can be found in Table 2.

Hypothesis two predicted a relationship would exist between participant needs (entertainment and functional) with Snapchat addiction, intensity, and exhibitionism. A canonical correlation was

Table 1
Factor analysis of needs satisfaction.

	Functional	Entertainment
1. Snapchat allows me to communicate easily.		0.800
2. Snapchat allows me to stay in touch.		0.795
3. Snapchat allows me to do something convenient.		0.740
4. Snapchat allows me to do something fun.		0.830
5. Snapchat allows me to pass the time when I am bored.		0.787
6. Snapchat allows me to be entertained.		0.847
7. I find out interesting things when Snapchattting.		0.643
8. Snapchat is exciting.		0.717
9. I use Snapchat to help me feel less lonely.	0.711	
10. I use Snapchat to get people to do things for me.	0.797	
11. Snapchat allows me to solve problems.	0.822	
12. Snapchat others helps me make decisions.	0.808	
13. I learn how to do things through Snapchat.	0.703	
14. I use Snapchat to bargain or negotiate.	0.773	
15. I gain insight to myself through Snapchat.	0.825	
16. I gain insight to others through Snapchat.	0.545	
17. I meet new people through Snapchat.	0.598	
18. I feel important when I Snapchat others.	0.769	
19. I feel important when I receive Snapchats from others.	0.622	
20. I talk to people around the world through Snapchat.	0.558	
21. I use Snapchat to impress people.	0.661	

No item had a secondary loading greater than 0.30.

Table 2
Canonical correlation for needs with communication apprehension.

Variables	Canonical Loadings
Needs	
Entertainment	−0.40
Functional	0.76
Dependent Variables	
Social Media CA	0.79
Snapchat CA	1.0
Canonical Correlation	0.35

Table 3
Canonical correlation for needs with addiction, intensity, & exhibitionism.

	Variate 1	Variate 2
Needs		
Entertainment	0.68	−0.73
Functional	0.90	0.44
Dependent Variables		
Addiction	0.81	0.50
Intensity	0.95	−0.31
Exhibitionism	0.51	0.46
Canonical Correlation	0.62	0.33

Source Credibility Canonical Loadings.

Table 4
Canonical correlation for needs with life oriented test & Snapchat satisfaction.

	Variate 1	Variate 2
Needs		
Entertainment	1.0	0.06
Functional	0.35	−0.94
Dependent Variables		
Life Oriented Test	0.16	0.99
Snapchat Satisfaction	1.0	0.02
Canonical Correlation	0.62	0.33

Source Credibility Canonical Loadings.

calculated using entertainment and functional as the independent variables and Snapchat addiction, intensity, and exhibitionism as the dependent variables. The first canonical correlation generated an $r_c = 0.62$, and accounted for 39% percent of the variance in the dependent variable. Wilks' $\Lambda = 0.55$, $F(6, 782) = 45.87$, $p < 0.005$. The second canonical correlation generated an $r_c = 0.33$ and accounted for 10.61 percent of the variance in the dependent variable. Wilks' $\Lambda = 0.89$, $F(2, 392) = 23.27$, $p < 0.005$. The variate loadings can be found in Table 3.

Hypothesis three predicted a relationship would exist between participant needs (entertainment and functional) with optimism/pessimism and Snapchat satisfaction. A canonical correlation was calculated using entertainment and functional as the independent variables and optimism/pessimism and Snapchat satisfaction as the dependent variables. The first canonical correlation generated an $r_c = 0.45$, and accounted for 20.66% percent of the variance in the dependent variable. Wilks' $\Lambda = 0.77$, $F(4, 834) = 28.98$, $p < 0.005$. The second canonical correlation generated an $r_c = 0.17$ and accounted for 2.8 percent of the variance in the dependent variable. Wilks' $\Lambda = 0.97$, $F(1, 418) = 12.26$, $p < 0.005$. The variate loadings can be found in Table 4.

4. Discussion

First, findings from this study revealed that there is a relationship between participant needs (entertainment and functional) with communication apprehension (social media and Snapchat). Specifically, there were functional needs for a person who has a

high level of communication apprehension to use Snapchat more than someone who has a low level of communication apprehension. As suggested by Papacharissi and Rubin (2000), the Internet and social media, like Snapchat serves as an alternative forum to communicate, especially for individuals, who are fearful of speaking in public settings. This is consistent with evidence indicating pictures serve a communicative purpose that allows for needs of companionship and social interaction to be met (Rivière, 2005). As far as functionality goes, the findings are supportive of Vaterlaus et al.'s (2016) claim that additional cues are present and help limit misunderstanding when communicating via Snapchat. These findings showcase how certain characteristics of social media allow individuals with high CA to overcome the barrier and gratify needs. When applying these findings to realistic situations, it is clear that in many interpersonal settings incorporating Snapchat, or a medium similar to Snapchat, can be beneficial to high CA individuals.

Second, the results revealed that there is a relationship between participant needs (entertainment and functional) with Snapchat addiction, intensity, and exhibitionism. In other words, Snapchat users reported using this medium because they think it is fun and practical. At the same time, Snapchat users are more likely to be addicted to this medium, and post frequently. Smith (2014) noted that social media can provide several interpersonal needs. It is evident that Snapchat provides several needs for Snapchat users. This particular finding neither affirms nor negates the assumptions in 'Passing Time, Escape, and Relaxation' section of this paper made based on Utz et al. (2015) and Vaterlaus et al.'s (2016) findings. As a result, future research could delve deeper into the relaxing capabilities of Snapchat. Findings from the study do support Bayer et al.'s (2016) evidence of positive mood being associated to Snapchating experiences. For practical purposes, understanding the positive excitation present in Snapchat use may give a glimpse into the addictive practices employed by Snapchat users. When counseling an addicted Snapchat user, one might suggest an individual turn to a different outlet, mediated or not, to seek social interaction, entertainment, and so on.

Third, the results indicated that there is a small relationship between participant needs (entertainment and functional) with optimism/pessimism and Snapchat satisfaction. Snapchat users are satisfied with this medium. Moreover, Snapchat users' optimism/pessimism is related to their needs for using this platform. Carson (2017) noted that Snapchat fulfills several needs for individuals, especially the need to connect and communicate with others. Again, these findings provide support for claims by Bayer et al. (2016) and Vaterlaus et al. (2016) that Snapchat allows for interpersonal interaction that is positive. Additionally, this supports the use of UGT as a guiding theory for the study—as needs are gratified, user satisfaction will increase.

5. Limitations and conclusion

As with all research, the current study is not without limitations. First, our measures of Snapchat were embedded into a larger survey that averaged about half an hour to complete, because qualitative questions were asked as well. Therefore, the length of the questionnaire invites the possibility of fatigue. Second, the sample was predominantly female, and composed primarily of college students. Future research should ascertain the generality of our findings using samples of other demographic makeups. Third, even though participants were told that the study was confidential and anonymous, participants could have been providing socially desirable answers about Snapchat, because they like this social media outlet more than others.

Further, drawing conclusions about relationship behavior likely

requires the measurement of actual behavior. Future researchers should gather the Snapchat messages that are exchanged between the sender and the receiver of the message(s). What specifically do people communicate to their Snapchat friends? How do motives and apprehension appear when we account for actual behavior? These are interesting questions and a logical next step for Snapchat research. In addition, to access the impact of the technology device on how people communicate via Snapchat, researchers should explore the difference between personal computers and mobile devices. Users are not always aware of how the specifics characteristics and architecture of an app or site affect them or why it appeals to them (Finkel, Eastwick, Karney, Reis, & Sprecher, 2012).

In sum, our findings show that Snapchat influences addiction, needs, and satisfaction. Snapchat provides a new way to communicate with others. It is important to understand how Snapchat differs from other social media apps, and how these differences may affect relationships and specifically, interpersonal communication. By understanding how people use Snapchat, we can make better predictions about why and what ways people communicate on this new medium. In turn, we can learn how to be more competent and effective users of Snapchat.

Notes

1. A paired-samples *t*-test was calculated to test for a difference between social media and Snapchat communication apprehension, $t(458) = -0.2120$, $p < 0.005$. This finding demonstrates that participants had greater levels of CA with Snapchat than with social media in general.

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