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A Snapchat Marketing Perspective: Examining the Personality Traits and Motives that Predict Attitudes Toward and Engagement with Non-Sponsored and Sponsored Content in Snapchat.

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A SNAPCHAT MARKETING PERSPECTIVE: EXAMINING THE PERSONALITY TRAITS
AND MOTIVES THAT PREDICT ATTITUDES TOWARD AND ENGAGEMENT WITH
NON-SPONSORED AND SPONSORED CONTENT IN SNAPCHAT.

by

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ABSTRACT

Social networking sites (SNS) have revolutionized the communication between consumers and brands, publishers, and marketers. These platforms have become a way for advertisers to communicate directly and engage users with content that is innovative and less intrusive. The aim of this research is to examine the personality traits and motives (based on the uses and gratifications theory) that predict attitudes toward and engagement with non-sponsored and sponsored content in Snapchat. An online survey with 606 participants showed that the main motives of using Snapchat were social information seeking, entertainment, and impression management. Multiple regression analyses were used to determine what personality traits predict the motives for using Snapchat. Finally, hierarchical multiple regressions were used to examine the models that predict attitudes toward the non-sponsored and sponsored features in Snapchat as well as the engagement with them. Recommendations for practitioners were given to help them develop marketing strategies in Snapchat.

ACKNOWLEDGMENTS

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CHAPTER ONE: INTRODUCTION

Social networking sites (SNS) have become part of our daily lives whether it is to work, entertain, seek information, or any other reason. At the same time, access to social networks through mobile devices has allowed the improvement of personalized advertising and therefore, these platforms have become a greater source of opportunities for marketers. Kaplan (2012) conceptualizes these social networking sites (SNS) as marketing applications that allow the exchange of content created by users but also by marketers and publishers who use these platforms as tools to send messages to a specific target audience (Fingalsson, Palma, & Sheri, 2015).

The rapid evolution of SNS calls for a constant evaluation to understand their marketing potential. Since the number of people using Snapchat is substantial and is potentially growing, advertisers and publishers have taken advantage of this app to develop marketing initiatives (Jacques, 2015). According to Social Media Examiner, only 5% of practitioners are using the app for marketing purposes; however, 16% are planning to implement more Snapchat activities (Stelzner, 2016). This unique SNS has transformed from a simple image and video messaging app into a medium where advertisers and marketers can engage consumers like any other platform has. Snapchat's uniqueness is given due to its distinguished features like the Filters, Lenses and Discover, which serve as way for marketers to advertise differently.

In the second quarter of 2016, Snapchat reported having 150 million daily active users and 10 billion daily video views on mobile devices (Heine, 2016; Richter, 2016; Frier, 2016). Given these remarkable numbers, it is important for practitioners and scholars to understand the

motives for using Snapchat and the psychological factors associated with attitudes and engagement related to this innovative and interactive service.

Researchers have examined social media, specifically investigating the uses and gratifications people associate with these interactive platforms. Findings have given marketers insight into strategies for advertising to different target audiences by classifying them according to how and why they use the different social media platforms. The most common motives for using SNS are entertainment, information seeking, impression management, self-expression and social interaction (Hughes, Rowe, Batey, & Lee, 2012; Asghar, 2015; Gao & Feng, 2016).

A recent study of Snapchat in particular found that people use it mainly to pass time, share personal problems, and improve social knowledge (Phua, Jin and Kim, 2017). Other authors (e.g., Utz, Muscanell, & Khalid, 2015) observed that Snapchat is principally used to send funny pictures, selfies or videos, "snaps" to other people. Phua et al (2017) expanded this idea by suggesting that advertisers should address their target audience based on the gratifications associated with each SNS. Although the uses and gratifications of Snapchat have been studied, there is still more to be learned, particularly to help advertisers and publishers understand how they can communicate more effectively with young target audiences. A different angle that examines the relationships between psychological factors, such as personality traits, and the motives for using a SNS like Snapchat is a valuable extension. Finding new motives for using the app is also essential since those that have been found are very limited. According to Foxall, Goldsmith and Brown (1998), the personality of a consumer is important because it tells marketing managers what the consumer is "really like." The feelings, motives, attitudes and behaviors consumers might have towards brands or ads, provide marketers additional information for developing their strategies.

The purpose of this study is to examine how different psychological factors play a role in the motives for using Snapchat and how those consequently relate to the attitudes toward and engagement involving sponsored and non-sponsored features. More specifically, this research studies how the personality traits like need for cognition (NFC), narcissism, extroversion, and openness to experience relate to the motives for using Snapchat in order to develop a model that predicts the attitudes toward and engagement associated with Snapchat's sponsored and non-sponsored features (Filters, Lenses, Discover and Snap Ads videos).

The results of this study will help understand new trends in communication and provide a more refined view of the motives behind the intensive use of mobile social networks among youth, specifically college students, which accounts for the greatest percentage of Snapchats users (Abono, 2016). This study provides information to marketers about the uses and gratifications associated with Snapchat's features through which they can advertise and communicate. This can help them create better strategies that match their audience's motives across the app. At the same time, marketers will be able to gain a better understanding of the psychological factors that might influence the attitudes toward and engagement with their ads and other marketing content when they are presented in a SNS that offers new ways to interact with brands, as Snapchat does with its features. Practitioners will be able to pitch their brands in a way that matches personality traits associated with a specific target audience, especially teenagers and young adults.

CHAPTER TWO: LITERATURE REVIEW

As technology continues to change the way we communicate, it is important to stay informed about new trends, especially those of young people who easily adopt new technologies. The following literature provides information needed to understand the scope of this study (see Figure 1 for a graphic representation). To start, a description is given about how social media, including Snapchat, has served marketing purposes. Consequently, as the focus of this research is on Snapchat, the app and its features are described in detail. Then, the main uses (engagement) and gratifications (motives) related to social networking sites (SNS) are discussed along with the psychological factors that could be associated with them. Finally, following the objective of obtaining models that predicts attitudes towards and engagement with each Snapchat feature, a brief description of the attitudes toward and engagement (behavior) regarding sponsored and non-sponsored content is presented.
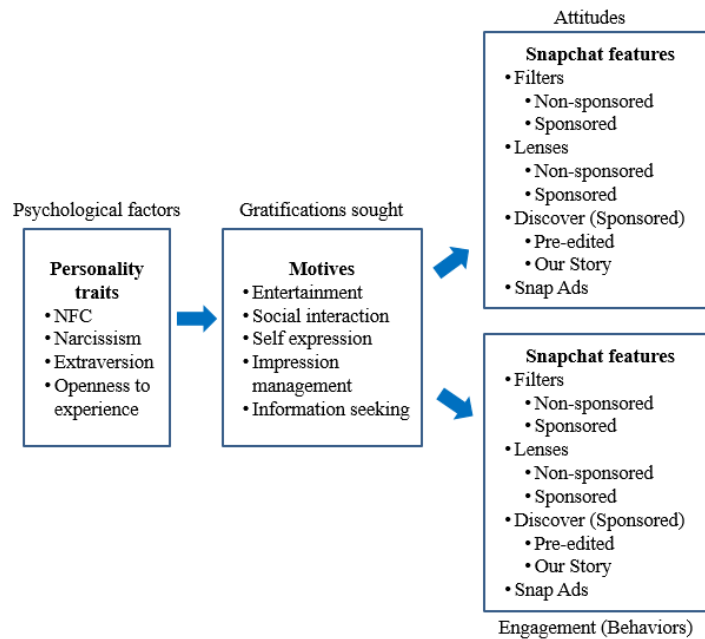
Figure 1. Graphic representation of the scope of the project

Social Media Marketing

Marketing is a process in which individuals and organizations create, offer or exchange products or services in order to obtain what they want or need (Kotler & Armstrong, 2003). This process is considered to be social and managerial since its fundamental goal is the exchange between two parties, which could be individuals or firms that seek to obtain something of value from each other. Likewise, Schiffman and Kanuk (2005) focus on the idea that marketing should focus on the necessities, wishes or wants of target markets in order to satisfy their needs and overcome the competition.

Taking into consideration the concept of marketing, Kotler and Armstrong (2003) discuss a factor that contributes to this process and represents innumerable opportunities for practitioners: technology. The authors explain that the explosive advancements in technology have inspired new and interesting ways to create tailored products, as well as to interact and communicate with clients en masse or individually. To the point, the general area of interest in this research project is technology advancement and the opportunities that emerge with it in mobile applications and social networks.

The digital context, such as smartphones apps and social networking sites, offers the ideal field to accomplish the desired "engagement" that most marketers want from the public in order to increase their purchase expenditures (Phua et al., 2017; Martínez-Sáez, Martín-Núñez, & García-Cubells, 2015). However, what looks like an advantage for marketers might also be a challenge due to the advertising cluster that exists today in these channels. According to Martínez-Sáez et al. (2015), smartphones and tablets are categorized as personal devices; hence, marketing calls or short message services (SMS) advertising could be considered intrusive and rejected by consumers. As a solution and following trends, Martínez-Sáez et al. (2015) proposed

the concept of "Rock&Love", which refers to innovative advertising campaigns in mobile apps. By "Rock&Love" the authors refer to the strategies used by brands to reach their audience in unconventional ways; "rock" refers to creative and attractive ads while love refers to ads that seem to be respectful and honest. The main purpose of these tactics is to be less intrusive and base the communication on relevant, engaging and functional content that people access voluntarily. This proposal is logical and pertinent since a U.S. report published by Quartz showed that smartphone apps accounted for 50% of digital media time spent, compared to desktops, mobile websites and others (Bhattacharya, 2016).

Marketers' confidence that social networking sites (SNS) are important for business, along with consumers' use of these platforms to learn about brands or products, has led to increasing investment in this medium. *Social Media Examiner* reported that in 2016 more than 80% of marketers used social media as part of their marketing strategies (Stelzner, 2016), which represents a substantial number of businesses relying on this type of marketing tactic. Gao and Feng (2016) explain that the ability to have a reciprocal conversation facilitates the creation of an intimate relationship between brands and consumers. In this sense, mobile apps are the an effective way to publish content and give consumers a satisfactory experience with the advertised brand.

Marketing Dive, an online magazine, reported that the popular social media app Snapchat improved its business strategies and caught marketers' attention in 2016 (Kirkpatrick, 2016). The company now offers options for marketers, like being able to target and measure the results of their campaigns, information that was not provided before. Sashittal, DeMar and Jassawalla (2016) state Snapchat enables brands to create a connection with the users and it helps marketers transform unknown brands into acquaintance brands. These results support the suggestions made

by Martínez-Sáez et al. (2015) since they explain that in order to create the desired engagement, ads should generate emotional connections and positive attitudes. However, Phua et al. (2017) found that among the most popular social media platforms (Facebook, Twitter, Instagram and Snapchat) people that use Snapchat to follow brands have the lowest levels of brand community outcomes. In their study, they defined brand community using four factors reflecting different ways a consumer might connect with a brand: identification, engagement, commitment and membership intention. Since Snapchat had the weakest association with brand community, more research is needed to understand the value of using Snapchat as a marketing tool. In fact, the potential of Snapchat for marketing purposes might be tied to the interactive features it offers to advertisers.

Snapchat and its Features

Snapchat is a mobile social media app, created in 2011 by Evan Spiegel and Bobby Murphy, that allows users to capture pictures and videos. This content, commonly called "Snaps" has the characteristic that it self-destructs after a determined period of time. Also, users or Snapchatters, can look for information compiled by publishers, brands, or Snapchat itself. The Chief Executive Officer (CEO), Evan Spiegel, described in the official Snapchat website how the idea emerged:

> With most photo apps on the market advertising ways to make photos prettier or more stylized, we thought there was an opportunity to do something different. We wanted a place to share awkward selfies and funny photos with our friends. (Snapchat, 2012, "Let's Chat", para. 2)

The Silicon Valley venture started as a new way for high school students to communicate during classes (Snap Inc., 2017). Today, Snapchat has 150 million active users every day around the world and 65 million of them are in the United States and Canada (Chaykowski, 2016). The app is mainly used by teenagers and young adults, 61% of the users are between 18 to 34 years old (eMarketer, 2016); more specifically, 34% are between 18 to 24 years old. According to *Business Insider*, 77% of college students use Snapchat daily and 58% of college students would be likely to purchase a brand's product or service if they received a coupon on Snapchat (Abono, 2016); this is beneficial for marketers that want to target this specific audience. Therefore, it is valuable to continue to investigate this social networking app and its marketing applications.

Snapchat has different types of features that allow marketing approaches for those who want to advertise within the app. The app offers features that are non-sponsored (non-financially supported) and others that are sponsored (paid by sponsor), from which Snap Inc. makes its profits and where advertisers take their opportunity. Some examples of the features that Snapchaters can use are the Filters, Lenses, Discover and Snap ads. Filters and Lenses are illustrations and effects added to the images or videos taken by the user that can be sponsored or not, just provided by Snapchat. Discover and Snap Ads are features created and selected by Snapchat or its partners and both are sponsored.

Snap stories. A feature that allows users to publish a compilation of videos and images to share with their followers; whether it is publicly for your followers in "My Story" or shared directly and privately with specific users. Under this feature there are also sub-categories that allow Snapchatters to add effects and information to their content and at the same time are advertising opportunities for marketers that want to communicate in an innovative way.

Filters. A feature offered to add information or value to the content Snapchatters are sharing in their stories (see Figure 2). These can be categorized, for the purpose of this research, as non-sponsored Filters and sponsored-Filters. The first refers to Filters that changes the tone of the photo or video, show the location (community geo-Filters), current time, weather, speed overlays and data Filters (battery life), which do not advertise or promote anything. For example, a geo-filter that appears in the Orlando area with the name of the city, this is a place in the community and it is not financially supported. Sponsored Filters are purchased by individuals or businesses and are called on-demand geo-Filters. These are financially supported and appear to Snapchatters when they take a snap where the sponsor has determined them to appear. Personal geo-Filters promote a personal event or location and are commonly used for weddings, graduations, etc. On the other hand, sponsored geo-Filters purchased for businesses are intended promote a brand, product or service. These are typically used for an upcoming sale, an ad at specific geographical location (area selected by the sponsor) like a restaurant or even a sponsored event. For example, The Walt Disney Company sponsors the geo-filter that appears in the theme park area with their logo and design. According to Snap Inc. (2016), "geo-Filters uniquely allow brands to take part in the hundreds of millions of Snaps sent between friends each day on Snapchat. In the US, a single National Sponsored Geofilter typically reaches 40% to 60% of daily Snapchatters" (Sponsored geoFilters, para. 1), that means more than 75 million users.

Snapchat non-sponsored filter

Snapchat sponsored filter

Figure 2. Filters examples (DeLuca, 2015)

Lenses. A feature offered to add sounds and effects to the images or videos by using a face-recognition technology. In this feature the app recognizes faces and illustrates animated overlays in the screen that you can see in real time (see Figure 3). Non-sponsored Lenses are those created by Snapchat that do not promote or advertise any brand, these are not financially supported. For example, when taking a photo or a video, an animation appears and overlays a crown over your head, glasses on your face or even a totally different scenario that generates a "face-in-hole" where your face is adjusted to the scenario. Alternatively, Snap Inc. created sponsored Lenses as a new way for brands to use these effects for advertising purposes and create an opportunity to interact directly with consumers. A sponsored lense is a paid option that offers more than an impression for the advertised brand, it also generates users' engagement through "play time", in which they can apply different effects. Snapchat indicates that it is a sponsored lense to give a disclosure for the user. For instance, the brand Cheetos advertised a new product with a lense that illustrated Chester's (an animated Cheetah that is part of their brand) face in the screen overlaying the users' face. This effect made the users look like they were Chester eating Cheetos.

The amount of time spent playing with these features is estimated to be 20 seconds and after that, Snapchatters can share their Lenses in "My Story" or directly with other users.

Snapchat non-sponsored lense

Snapchat sponsored lense

Figure 3. Lenses example

Discover. This feature is a collection of channels that appears in the form of scrollable rows of publishers' content; in other words, content that is presented and edited by companies or content generated by other users that you don't know or are not your friends (see Figure 4). The content typically is a mix of videos, images, editorial or any other innovative graphics developed and presented by publishers, media partners, brands or Snapchat itself.

The content available in Discover is updated daily and lasts 24 hours. The content in this feature is classified into two categories that can be considered sponsored: 1) Our Story (featured in Discover) are compilations of live Snaps from Snapchatters at events and locations around the world, selected and managed by Snapchat or its partners. This is usually a compilation of user-generated content that is featured in a determined channel. For example, users at the Super Bowl Parade submitted their videos or images and then, Snapchat managed them to make them appear for the public in its Our Story channel. 2) Pre-edited Discover is the produced and pre-edited

content presented and created by media partners and content publishers like CNN, Cosmopolitan, ESPN and many others. More than 20 recognized publishers and advertisers develop custom content for the Discover feature with the Snapchat team and resources. For instance, MTV and IGN (the video game and entertainment media company) have teams dedicated to developing content especially for Snapchat (Johnson, 2016).

According to Business Insider, media partners and publishers are seeking to reach their readers in platforms like Snapchat instead of doing it in their own sites and apps. Therefore, their power of monetization and the data obtained given by these third-party platforms are typically far from their control (O'Reilly, 2017).
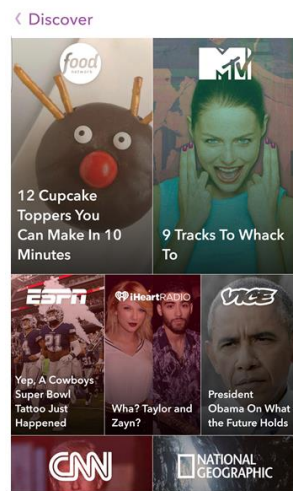
Pre-edited Discover   Our Story

Figure 4. Discover example

Snap Ads. Snap Ads are videos advertisements that appear intermittently in the context of other snaps (the content shared by users or publishers within Snapchat). Snapchatters can "swipe up" with this interactive element and see more about the advertised content. This will reveal a longer video, an article, a link that will take you to install another app, or to a mobile

website. Snap Ads can appear disruptively in the user's Snap Stories or in Discover. However, users can skip the ad as soon as it appears. This literature about marketing through SNS and the features offered by Snap Inc. indicates that it is important for marketers to understand how they could communicate better with the audience. Some marketers consider the uses and gratifications related a SNS to develop their strategies, others think about the target audience's personality. Therefore, the following literature will look at the motives people have when they use this SNS and the personality traits associated with different motives.

Table 1. *Overview of Snapchat's features descriptions*

Feature	Description
Filters	Add information or value to the content Snapchatters are sharing in their stories. Non-sponsored Filters: Show the location (community geo-Filters), current time, weather, etc., and do not advertise anything (non-financially supported). Sponsored Filters: Purchased by businesses and are intended promote a brand, product or service. Used for an upcoming sale, an ad over a specific location like a restaurant or even an event (Paid by sponsor).
Lenses	Add sounds and effects to the images and videos by using face-recognition technology. Non-sponsored Lenses: Featured by Snapchat and do not promote or advertise any brand (non-financially supported) Sponsored Lenses: Refers to those effects that represent and promote a brand (Paid by sponsor).
Discover	Collection of content channels in the form of scrollable rows of non-friend content. Content that is not generated by users that you know or are your friends. Our Story: Compilations of videos or images submitted by Snapchatters at events and locations around the world, selected by Snapchat or its partners (User generated content but sponsored). Pre-edited Discover: The content presented by media partners and publishers like CNN, Cosmopolitan, ESPN, etc. (Paid by sponsor).
Snap Ads	Videos that appear in the context of other snaps and represent an opportunity for publicity.

Media uses and gratifications

Uses and gratifications theory suggests audiences are active users of media and explains why and how people seek and select a specific media (Leung, L., 2013; Katz, Blumler, & Gurevitch, 1973). According to Cortese and Rubin (2010), uses and gratifications theory shows "how antecedent conditions lead to felt needs, motives, attitudes, and behaviors, which produce outcomes" (p. 90). This means that the motives for using media are based on each person's needs, which are the main things that marketers try to satisfy. Marketers' goal is to fulfill consumers' needs and wants, so they insert their brands in media to become part of people's interests. In this sense, we can relate the uses and gratifications theory, to the concept of marketing.

When looking at the gratifications sought, the typical needs that drive these motives for using traditional media are information seeking, entertainment, social interaction, relaxation, habit, passing time, escape, and surveillance (Cortese & Rubin, 2010). More recently, studies have found that similar motives have been linked to social media use. However, other motives have been observed as well: relationship maintenance (showing affection), self-expression (venting negative feelings), and gaining recognition or self-status (Leung, 2013; Phua et al., 2017).

In an effort to develop a model that helps to predict the attitudes and engagement of people with Snapchat, the uses and gratifications associated with this app need to be determined. Phua et al. (2017) and Quan-Haase and Young (2010) recognized that different SNS have distinct features that might align with different motives. Therefore, they looked at the features and functions of Facebook, Twitter, Instagram and Snapchat and how they play a role in the individuals' motives. Indeed, they found that uses and gratifications associated with SNS differ

based on the platform. According to these authors, Snapchat users tend to have the following motives: passing time, entertainment and relaxation, sharing problems, escape, and improving social knowledge. However, more motives could be applicable to this app due to its different features. Gao and Feng (2016) investigated one of the largest social media markets, China, and classified the uses and gratifications in five main categories that complement and overlap the ones found by Phua et al. (2017). They are as follows:

Information seeking. Information seeking is the motivator that embodies the need for resources and helpful information (Ashley & Tuten, 2015); for example, information about a product. Typically, advertisements provide information to consumers that want to learn more about a product or service. However, the way the information is processed and its effects on the individual will depend on two types of sources: internal or external (Rotzoll, Heafner, Hall, 1996). The former refers to the internal conscience of the individual: the recall of past events, personal experience and low involvement. The external source refers to known-related sources (family and friends), neutral sources (official published reports) and experiential source (product trial). Other external factors that provide information to an individual include ads and personal selling tactics that seek to inform.

The importance of informativeness in advertising has been examined in previous research. Lee and Hong (2016) advocate that information given in television, e-commerce, websites or SNS is a key contributor for the formation of consumer attitudes. These authors explain that informative advertising on SNS will generate a positive image of the brand since informative content can get users' attention and motivate them to spread the word. In this sense, Snapchat can be used to seek information since it provides content across its features about news, products/brands or even your friends.

Entertainment. According to Hung (2014), "Media entertainment serves to satisfy diverse consumer needs (p. 158)". In regard to the motives for using social media, entertainment seems to also play an important role. As previously mentioned, "Rock&Love" strategies, which relate to entertaining advertising, has become applicable to social media marketing. These strategies seek to focus in the experience more than in the sense of the receptor, basing on entertaining and interactive resources. Therefore, this restates that one of the uses given to these platforms is entertainment.

Social interaction. As its name says, "social media" allows interaction and the initiation and maintenance of relationships among users who share information, knowledge and resources. In this sense, SNS strengthen users' relationships, whether they are personal, in the community or political. Social media enhances trust, reciprocity (Shipps & Phillips, 2013) and it allows people to know about others (Phua et al., 2017), not only between users but also between the user and brands.

Self-expression. The possibility of sharing opinions is another motive for using social networking sites (Chen, Sin, Theng, & Lee, 2015). These digital platforms allow individuals to express their thoughts freely, to present who they are and what they like. Behaviors that reflect self-expression are necessary to build our own identity, which is important to for gaining social acceptance and support.

Impression management. SNS provide a space to network, communicate, present who we are, and to build an image. Impression management has been a studied in different social media platforms like Facebook, Twitter and LinkedIn. Today, people strategically negotiate how they present themselves to other users in these online spaces. One reason for this is that one's

success might depend on how people manage the impressions they give to others through social media (Cunningham, 2013).

Knowing the most common motives for using SNS, including Snapchat, the following hypothesis is proposed to confirm that those motives are applicable to Snapchat among a young adult target audience:

H1: Entertainment, social interaction, self-expression, impression management and information seeking are relevant motives for using Snapchat.

Additionally, psychological factors have been found to be related to how and why people use social media. According to Eftekhar, Fullwood and Morris (2014), several social and psychological factors come into play when individuals decide what medium they prefer to use to communicate. They studied how different personality traits associate with the features offered in Facebook. Personality factors influence a person's preferences and interaction styles, for example, Eftekhar *et. al (*2014) found that extroverts "gratify their self-presentation and communication needs through intensive projection of Facebook imagery" (p. 167). For this reason, several personality traits will be studied to understand how they relate to the motives of using a SNS and therefore, also to the attitudes and engagement with these media platforms.

Psychological Factors

The psychoanalytic theory of Sigmund Freud is one of the first to refer to personality. The extensive research that has been conducted since Freud is one reason why personality is commonly used in marketing to understand consumers' attitudes and behavior. Freud identified three levels of human psyche that account for personalities and influence our motives (Foxall, 2014). The id (basic lusts and anti-social desires), the ego (rational element that channels the

urge of the id) and the superego (conscience that is constantly in conflict with the id). Marketers have claimed that our motives and thus, our purchasing behaviors are derived from these three levels.

A personality trait is a characteristic of an individual that molds his or her behaviors (Kreitler, & Kreitler, 1990). Now, for marketing, Foxall, Goldsmith and Brown (1998) explain why understanding the personality of the target audience is important:

> Marketing managers need information about their target markets that will help them perform their jobs of market segmentation, product positioning and new product development. Most of what managers know about their consumers can be described as demographic characteristics of target segments. For practical marketing problems, however, this useful information falls short of revealing to the manager what his target consumer is 'really like'. That is, for the needs of those who wish to design products and promote them, additional information describing the feelings, behaviors, motives, and attitudes of consumers is needed to fill out the stark descriptions of consumers revealed by demographic data. (p.156)

Therefore, if marketers can understand relationships between personality traits and motives for social media use, they can be more effective at targeting audiences with their messages. For example, Asghar (2015) suggested that information-seeking motives have relevance to some psychological factors like need for cognition, even opportunities for marketing that would help to understand consumers' behaviors. Leung (2013) also indicated that when considered together both gratifications sought and narcissism traits can contribute in the creation of marketing strategies in SNS. Thus, based on previous research (Andreassen, Pallesen and Griffiths, 2017;

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Correa, Hinsley, Gil de Zuñiga, 2010; Lee, Hansen, and Lee, 2016; Yap and Singh Gaur, 2016) the following personality traits will be studied for the purpose of examining relations between them and attitudes toward and engagement with the Snapchat features:

Need for cognition (NFC). The NFC, as explained by Rubin, Rubin, Graham, Perse and Seibold (2009), is the personality trait that relates to a person's inclination for reasoning and processing messages centrally, which allows for longer-term changes in attitudes and behaviors. It is also defined by Cacioppo and Petty (1982) as the individual's tendency toward engagement and enjoyment of effortful cognitive activities.

The concept of NFC has been applied to social media. Asghar (2015), who developed an information-seeking scale for Facebook, speculates that the level of information seeking might be related to the NFC. Likewise, Yap and Singh Gaur (2016) proposed a model that identified NFC as directly correlated to the participants' information-seeking motives for using social media. They explain that in an online environment where content about different topics is published constantly, users with high NFC are more likely to seek information than those with lower levels. For this reason, it is important to clarify this idea with further research and explore the relationship between NFC and information seeking motives, especially in an app like Snapchat where users can obtain information and news through Discover or Snap Ads. Given the supporting literature, the following hypothesis is proposed relating the NFC and the information-seeking motives for using Snapchat.

H2: The NFC positively predicts the information-seeking motive for using Snapchat.

Narcissism. One of the personality factors that might influence the uses and gratifications of social networks is narcissism. Guzmán (2014) states that social networking sites

are instruments that serve people to self-abstract and can lead users to lose themselves in narcissism. Andreassen, Pallesen and Griffiths (2017) explain that this personality trait can be observed in individual characteristics that people express such as: self-centered grandiosity, arrogance, and manipulativeness. The authors found that addictive use of SNS is related to narcissism. For example, "Facebook, Instagram, Snapchat and other social media applications may serve as ideal social arenas for individuals who appreciate and are attracted to engaging in ego-enhancing activities" (Andreassen et al., 2017, p. 291). Therefore, since users have the power to engage in ego-enhancing activities and decide what they are going to share about themselves in Snapchat; this personality trait might relate to impression management motives. Therefore, the following hypothesis is proposed:

H3: Narcissism positively predicts the impression management motive for using Snapchat.

Extraversion. This personality characteristic refers to being sociable and outgoing (Rubin, Rubin, Graham, Perse and Seibold, 2009). Lee, Hansen, and Lee (2016) found that extroverts tend to use more social networking sites. A study revealed a positive relationship between extraversion and the frequency of using social media (Correa *et. al,* 2010); meaning that if a person is very extraverted he or she would frequently use SNS. This personality trait is associated with the use of social media to communicate with others and the desire to increase personal popularity. On the other hand, people with lower levels of extraversion have been shown to be passive social media users and share the least honest information. These behaviors relating to seeking social support and relations are associated with social interaction motives. Hence, the following hypothesis is proposed:

H4: Extraversion positively predicts the social interaction motive for using Snapchat.

Likewise, since SNS have the potential for sharing opinions and extraverted people like to express themselves; a relationship between this personality trait and self-expression motives is also proposed:

H5: Extraversion positively predicts the self-expression motive for using Snapchat.

Openness to experience. People who have strong openness to experience in their personality are likely to be original, creative, imaginative, daring and having broad interests (McCrae & Costa, 1987). This personality trait, like extraversion, has been thought to be associated with the frequency of usage of social networking sites (Correa et al., 2010).

With regard to the motives that relate to this personality trait, Kalmus, Realo and Siibak (2011) specifically indicated that the level of openness to experience is positively correlated to the use of SNS for entertainment. The higher the level, the more the individual uses SNS for entertainment. Additionally, as many leaders in the advertising industry have said, Snapchat is an app in which users are exposed to innovative entertaining content (Manjoo, 2016); therefore, the following hypothesis is proposed:

H6: Openness to experience positively predicts the entertainment motive for using Snapchat.

Furthermore, the U&G theory involves more than just the intrinsic motives of an individual, it also treats the attitudes and behaviors when selecting specific media channels (Ruggiero, 2000; Ha, Kim, Libaque-Saenz, Chang, & Park, 2015). Since previous studies suggest that some motives of using SNS and some psychological factors predict the attitudes and

engagement (behavior) of an individual in this medium, a brief description of these two dependent variables will be given.

Attitudes toward non-sponsored and sponsored content

Attitudes are learned predispositions and evaluations that determine how much we like or dislike an object, idea or opinion (Fishbein and Ajzen, 1975; Hoyer, MacInnis & Rik Pieters, 2013). Ha, Kim, Libaque-Saenz, Chang, and Park (2015) define attitudes as multi-dimensional psychological states that enclose different attributes such as good, beneficial and pleasant; or on the contrary, attributes like bad, harmful and unpleasant. These will be taken into consideration in this study.

An attitude is an important factor for marketers when they intend to influence consumers' purchase behaviors. According to Izquierdo-Yusta, Olarte-Pascual and Reinares-Lara (2015), the intentions and behaviors of mobile users to accept advertising in these devices is determined by their attitudes. In this sense, the main goal of advertising is to form or change attitudes (Foxall et al., 1998); therefore, it is important to examine the attitudes that Snapchaters have toward each of its features (Discover, Filters, Lenses and Snap Ads), particularly sponsored content. For this reason, in an effort to construct models that predict attitudes toward the non-sponsored and sponsored Snapchat features, the following research questions are proposed.

RQ 1: Which personality traits and motives are significant predictors of attitudes toward each Snapchat non-sponsored feature (Filters and Lenses)?

RQ 2: Which motives and personality traits are significant predictors of attitudes toward each Snapchat sponsored feature (i.e. Discover, Filters, Lenses, and Snap Ads)?

Previous studies have proposed that advertisements can annoy audiences, which is why TV ads are typically rejected and ignored (Dehghani, Niaki, Ramezani, & Sali, 2016). In the context of social media, irritation toward YouTube ads happens because they interrupt the consumers' goals and cause privacy concerns (Dehghani et al., 2016). Snapchat has a similar feature, Snap Ads, which are those videos that appear sporadically within the context of other Snaps and plays disruptively without users' will. However, other sponsored features like the Filters, Lenses and Discover are more innovative and interactive, allowing users to choose whether they want to use them or not. For this reason, we can predict that the attitudes toward sponsored content and non-sponsored will not be significantly different among those three innovative and interactive features but significantly different in comparison with the Snap Ads which are more similar to traditional ads:

H7: The attitudes toward sponsored content will be more positive for user-initiated features like Discover, Filters and Lenses than for intrusive features like Snap Ads.

Engagement with non-sponsored and sponsored content

Social media behavioral studies have shown that customers' purchase intentions and equity drivers are positively related to the use of SNS. For example, it has been confirmed that a positive attitude toward Facebook ads is associated with stronger purchase intentions (Lin & Kim, 2016). In this sense, a positive attitude toward advertising in a particular context may increase the likelihood of participation and engagement with the advertised brand. The interaction and engagement with the brand can then lead to other factors of interest for marketers such as brand awareness and word of mouth. Marbach, Lages and Nunan (2016) explain that to

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create brand equity it is important to understand why and how engagement between customers and brands occur in online environments.

Users' engagement in Snapchat is another aspect of interest for the theory investigated in this study. In this project, the media uses as reflected in the U&G name are represented by the concept of the engagement that people experience with the features. Gao and Feng (2016) found that the motives for using SNS should be considered by marketers to strategize and develop the advertising content because these motives influence users' behaviors. For example, Gao and Feng (2016) found that people that use SNS to impress others are more likely to follow brands, participate and interact in brand-related activities, and spread the word. Correspondingly, psychological factors like personality traits are also associated with behaviors in social media and further purchasing decisions. For instance, online interaction with a brand and online purchasing decisions correlated with extroverts (Dhar & Jha, 2014). Therefore, it would be useful to continue to study the roots of this behavioral process by looking at the psychological factors and the motives for using these digital interactive platforms.

RQ 3: Which personality traits and motives are significant predictors of engagement with each Snapchat non-sponsored feature (i.e. Filters, and Lenses)?

RQ 4: Which personality traits and motives are significant predictors of engagement with each Snapchat sponsored feature (i.e. Pre-edited Discover, Filters, Lenses, and Snap Ads)?

Table 2. *Summary of hypotheses and research questions*

H1: Entertainment, social interaction, self-expression, impression management and information seeking will be relevant motives for using Snapchat.

H2: The NFC will predict the information-seeking motive for using Snapchat.

H3: Narcissism will predict the impression management motive for using Snapchat.

H4: Extraversion will predict the social interaction motive for using Snapchat.

H5: Extraversion will predict the self-expression motive for using Snapchat.

H6: Openness to experience will predict the entertainment motive for using Snapchat.

RQ 1: Which personality traits and motives are significant predictors of attitude toward each Snapchat non-sponsored feature?

RQ 2: Which motives and personality traits are significant predictors of attitude toward each Snapchat sponsored feature?

H7: The attitudes toward sponsored content will be more positive for Discover, Filters, Lenses than to Snap Ads.

RQ 3: Which personality traits and motives are significant predictors of engagement with each Snapchat non-sponsored feature?

RQ 4: Which personality traits and motives are significant predictors of engagement with each Snapchat sponsored feature?

CHAPTER THREE: METHODOLOGY

Participants

A convenience sample of U. S. college students from the University of Central Florida, participated in this research. As the literature suggests, this sample is highly representative of Snapchat users. Business Insider published in 2016 that 77% of college students use Snapchat daily and 58% would be likely to purchase a brand's product or service if they received a coupon on Snapchat (Abono, 2016). Moreover, according to the social media agency MediaKix (2016), more than 57 million people use Snapchat in the United States and 85% of the monthly users are between 13 to 34 years old. Even though this sample might not allow the generalization of the results to other kind of audiences, it is valuable for marketers who want to target this type of audience.

The survey had a total of 712 participants from which only 606 were taken into consideration for the data analysis (N=606). The reason of this extraction of data was in order to maintain internal validity, first because participants that didn't complete the survey and second because this was a convenient sample of Snapchat users only. Therefore, data from participants who answered that they "never" use Snapchat, representing 7.09% of those who completed the survey, were excluded.

Participants ranged in age from 18 to 31 years old and the average age was 20 ($M =$ 20.20, $SD = 1.98$). The data indicated that 62% of the participants were female and 38% were male. The range of ethnicities included: 55% Caucasian, 21.5% Hispanics/Latino, 12% African American, 5.8% Asian and 5.8% indicating multiracial or other.

Confirming previous literature, the predominant social media platform that the participants used was Snapchat ($M = 6.36$, $SD =1.237$), followed by Instagram ($M = 6.11$, $SD =$

1.536) and YouTube ($M = 6.03$, $SD = 1.435$). Snapchat users that participated in the survey reported being highly familiar with most of the features. Filters ($M=6.01$, $SD=1.61$), Lenses ($M=5.68$, $SD=1.93$), and Discover ($M=4.49$, $SD=2.17$) were the features with which participants had most familiarity. However, participants were not as familiar with Snap Ads ($M=3.44$, $SD=2.22$).

Apparatus and materials

An online survey was used to collect data, it was created in Qualtrics and consisted of 43 questions. Participants were recommended to complete this survey on a computer (see Appendix A).

Procedure

The data were collected through an online survey that was distributed to students in large communication courses at a large state university in southeastern United States. Survey data were collected between March 31st and April 27th, 2017. The average time for completing the survey was 30 minutes. Students that completed the survey received course credit as an incentive.

In order to determine how different psychological factors play a role in the uses and gratifications related to Snapchat and how they affect the attitudes and use of its features, the survey included measures of participants' personality traits and motives for using Snapchat. First, they were randomly asked to indicate their level of agreement with statements that determined the personality traits pertinent for this study (need for cognition, narcissism, extraversion, and openness to experience). Afterward, participants were asked about the

frequency of Snapchat use to determine if they could answer the questions about their motives

for using the app. Participants reporting being Snapchat users, were then asked their level of

familiarity with each of its features. This served as key to apply skip logic that led them to the

attitudes and engagement questions for each feature, depending on their level of familiarity.

Across these questions, exemplars of each feature were given so participants could understand

the studied concepts of Snapchat and its content.

Independent Variables

The primary independent variables being measured are the personality traits: need for

cognition (NFC), openness to experience, extraversion, and narcissism. They were measured

using a combination of techniques adapted from previous studies. Appendix A shows the

specifics statements that measured participant's personality traits

Need for cognition. NFC was measured using an 18-item Need for Cognition Scale

adapted from the literature (Cacioppo, Petty, & Kao, 1984, p. 307). Participants were asked to

indicate their agreement to statements like "I would prefer complex to simple problems" or

"Thinking is not my idea of fun (reverse-coded)." Their responses were reported on a 7-point

Likert-type scale ranging from "strongly disagree" to "strongly agree" (Cronbach's reliability

coefficient $\alpha = 0.80$, $M = 4.49$, $SD = 0.68$).

Extraversion. This personality trait was measured with the 6-item instrument presented

by John and Srivastava (1999) titled NEO PI-R Facets. Participants indicated the level of

agreement with statements like "I consider myself as sociable" or "I consider myself as

outgoing" on a 7-point Likert-type scale ranging from "strongly disagree" to "strongly agree" (Cronbach's reliability coefficient $\alpha = 0.84$, $M = 4.99$, $SD = 1.10$).

Openness to experience. This measure was also derived from the NEO PI-R Facets of the Big Five (John, & Srivastava, 1999). This instrument consists of six items with which participants indicate their agreement in a 7-point Likert scale ranging from "strongly disagree" to "strongly agree" for statements like "I consider I have wide interests" or "I consider myself as curious" (Cronbach's reliability coefficient $\alpha = 0.75$, $M = 5.25$, $SD = 0.94$).

Narcissism. The last personality variable was measured using the short version of Narcissistic Personality Inventory (NPI) developed by Leung (2013). It asks participants to indicate their agreement in a 7-point Likert scale ranging from "strongly disagree" to "strongly agree." Examples of statements included "I am an extraordinary person," "I am more capable than other people" or "I like to look at myself in the mirror" (Cronbach's reliability coefficient $\alpha = 0.87$, $M = 4.44$, $SD = 0.89$).

Motives. In order to determine the motives for using Snapchat, this study included the main uses and gratifications observed in previous research on social media but adapted for Snapchat. The measure included five motives based on Gao and Feng (2016), which each contained the following number of items: 4 representing information seeking, 4 in entertainment, 4 for self-expression, 5 for social interaction, and 4 for impression management. The survey asked "What are the different reasons why you use or would use Snapchat?" and participants reported their level of agreement to statements such as "I can get useful information" and "I can express my feelings." A 7-point Likert scale ranging from "strongly disagree" to "strongly agree" was used and the instrument included a total of 21 items. The items from this construct

are detailed in Appendix A. The means of the studied items were averaged to create three Snapchat's motive factor scales including a *Social Information Seeking Index* (Cronbach's reliability coefficient $\alpha = 0.89$, $M = 4.11$, $SD = 1.38$), *Entertainment Index* (Cronbach's reliability coefficient $\alpha = 0.88$, $M = 5.43$, $SD = 1.13$) and *Impression Management Index* (Cronbach's reliability coefficient $\alpha = 0.81$, $M = 3.56$, $SD = 1.49$). An index was also created for each the original motives: *Social interaction* ($\alpha = 0.80$, $M = 4.8$, $SD = 1.20$), *self-expression* ($\alpha = 0.87$, $M = 4.38$, $SD = 1.47$) and *openness to experience* ($\alpha = 0.75$, $M = 5.25$, $SD = 0,94$). Due to the fact that motives were hypothesized, a complete review of the factor analysis is included in chapter 4 with the results.

Dependent Variables

Attitudes toward Snapchat features. Attitudes toward each Snapchat feature were measured using 8 items that were adapted from a previous social media studies (Taylor, Lewin, & Strutton, 2011; Lin and Kim, 2016; Hausman & Siekpe, 2009). An exception was made for non-sponsored Filters and Lenses with the item that stated that these features "make it easy to build a relationship with a brand", they were omitted making a total of 7 items. These items measured the degree of agreement or disagreement with statements that reflect attitudes towards the content published or featured in: 1) non-sponsored Filters; 2) non-sponsored Lenses; 3) Pre-edited Discover; 4) Our Story; 5) sponsored Filters; 6) sponsored Lenses; and 7) Snap Ads. Likewise, a 7-point Likert-type scale with responses ranging from "strongly disagree" to "strongly agree" was used in this instrument. Some examples of the statements are "I like the content featured in Our Story provided by other user" or "Snap Ads makes it easy for me to build

a relationship with a brand". The reliability (Cronbach's α), means, and standard deviation of the attitudes toward each Snapchat feature are summarized below in Table 3.

Table 3. *Attitudes Toward Snapchat's Features Index*

Snapchat Feature	Cronbach's α	*M*	*SD*
Sponsored Filters	0.94	5.31	1.24
Non-sponsored Filters	0.94	5.57	1.18
Sponsored Lenses	0.96	4.85	1.27
Non-sponsored Lenses	0.94	5.49	1.22
Pre-edited Discover	0.95	4.21	1.38
Our Story	0.95	4.23	1.36
Snap Ads	0.97	2.77	1.53

Engagement (Behaviors). The engagement involving each Snapchat feature were measured based on the scale developed by Smock, Ellison, Lampe and Wohn (2011). Participants were asked to indicate their engagement regarding each feature. Each feature contained four items adapted for Snapchat using a 7-point Likert scale was used to determine participants' engagement. Participants' engagement were measured with statements such as: "I click on the content featured in Our Story provided by other user", "I read content featured in Discover provided by a sponsor company, publisher or brand", "I share in My Story Filters that show my location (community geo-Filters), current time, weather, speed overlays and battery life, those that do not represent a brand", "I play with Lenses that are generic and do not represent a brand", or "I skip the short Snap Ads that appear in the context of other Snaps".

The behavioral responses of the engagement with features ranged from "not at all" to "extremely" with respective engagement for each feature. In the case of Discover, they would indicate behaviors such as clicking, reading, and sharing (privately sending content featured in Discover to a friend through a direct Snap). For Filters, participants had to indicate behaviors

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such as using and sharing (privately or in publicly to all the user's followers through "My Story"). For Lenses, besides examining engagement such as sharing (privately or publicly), the survey examined a more innovative behavior for SNS: playing. Finally, Snap Ads were examined on three types of engagement: watching, skipping and sliding up (to learn more). The reliability (Cronbach's α), means, and standard deviation of the engagement with each Snapchat feature are summarized below in Table 4.

Table 4. *Engagement with Snapchat's Features Index*

Snapchat Feature	Cronbach's α	*M*	*SD*
Sponsored Filters	0.93	4.71	1.74
Non-sponsored Filters	0.93	5.13	1.64
Sponsored Lenses	0.95	4.40	1.80
Non-sponsored Lenses	0.94	5.18	1.57
Pre-edited Discover	0.92	3.40	1.71
Our Story	0.94	3.13	1.71
Snap Ads	0.65	2.87	1.23

CHAPTER FOUR: RESULTS

This analysis is organized in four parts that encompass the hypotheses and research questions. First, a factor analysis was completed to determine the motives for using the Snapchat to address the first hypothesis. Second, regression analyses were used to examine the next five hypotheses regarding the influences of the personality traits on the motives for using Snapchat. Regressions were used based on the assumption that personality traits are inherent to the individual and are not expected to be influenced by a motive. The third part addresses the first two research questions using hierarchical multiple regressions to examine the models that predict attitudes toward the non-sponsored and sponsored features in Snapchat. Finally, the fourth part addresses the final two research question using hierarchical regressions were also used to examine the engagement associated with the features.

Factor Analysis: Motives for using Snapchat

The first hypothesis (H1) stated that entertainment, social interaction, self-expression, impression management and information seeking would be observed as relevant motives for using Snapchat. Sixteen statements reflecting reasons for using Snapchat were factor analyzed using principle component analysis with varimax rotation. To make sure that the correlation matrix was significantly different from the identity matrix, KMO Measure of Sampling Adequacy (KMO = 0.95) and Bartlett's Test of Sphericity ($\chi^2 = 7891.95$, $df = 210$, $p < .001$) were examined and indicated the sample was sufficient for the factor analysis. Three factors exhibited eigenvalues greater than 1.0. Furthermore, items were included in a factor if they had a loading greater than .60 in that factor and below .40 in any other factor. The first factor was named *social information seeking* due to the high loading scores of items that referred to getting information and

interacting with other people. This first factor included 7 items and explained 46.10% of the

variance. The second factor included 5 items and was clearly identified as *entertainment*. It

accounted for 11.58% of the overall variance and was mainly related to enjoyment, fun, and

excitement. The third factor, impression management, consisted of three items and explained

5.15% of the variance. These items were related to being popular, friendly and socially attractive

to others. In total, these three factors explained 62.82% of the variance. Therefore, H1 was

partially supported. Table 5 shows the loading of the three factors obtained.

Table 5. *Factor Loadings for Snapchat's motives*

Item Wording	Social Information Seeking	Entertainment	Impression Management
I can get information that I am interested in.	**0.76**	0.24	0.17
I can get useful information.	**0.75**	0.18	0.17
I can show concern and support to others.	**0.71**	0.24	0.17
I can get information that supports my opinions.	**0.69**	0.09	0.37
I can get information at a low cost.	**0.67**	0.07	0.28
I can get opinions and advice from my friends.	**0.62**	0.34	0.19
I can express my feelings.	**0.62**	0.35	0.29
It's entertaining.	0.14	**0.85**	0.03
I enjoy it.	0.18	**0.84**	0.03
It's fun.	0.14	**0.84**	0.06
I can see people's responses to my Snaps.	0.13	**0.72**	0.01
It's exciting.	0.36	**0.66**	0.24
I can make others think I am socially attractive.	0.23	0.18	**0.81**
I can become more popular.	0.28	0.01	**0.79**
I can make others think I am friendly.	0.28	0.11	**0.74**
Mean	4.11	5.43	3.56
Standard Deviation	1.38	1.13	1.49
Cronbach's α	0.89	0.88	0.81

Personality Traits and Motives

Linear regression was used to test each of the next five hypotheses, which focused on the influence of personality on motives for using Snapchat. In each case, the personality index was loaded as the independent variable and the motive as the dependent.

The second hypothesis (H2) proposed that Need for Cognition (NFC) would positively predict information seeking motive. In this case, NFC was the independent variable and social information seeking was used as the dependent variable. The results suggested that NFC ($\beta = -0.05, p > .005$) was not a predictor of social information seeking motives, $F (1, 604) = 1.81, p > 0.05$. Therefore, H2 was not supported.

The third hypothesis (H3) proposed that narcissism would positively predict the impression management motives. Following the same analysis as above with just the two variables in the model, narcissism ($\beta = 0.26, p < .001$) was found to be a significant predictor of the impression management motive, $F (1, 604) = 44.35, p < .001$. This means that those with higher levels of narcissism are expected to be motivated to use Snapchat to impress others and portrait a positive image of themselves. Therefore, H3 was supported.

The next two hypotheses proposed that extraverted personality positively influences social interaction motives (H4) and self-expression (H5) to use Snapchat. Since these two motives were not evident in the factor analysis, an index was created for each of them based on the items from the survey which stemmed from the literature. The results indicated that extroversion was a significant predictor of both motives: Social interaction [$F (1, 604) = 36.30, p < .001; R^2 = 0.06; (\beta = 0.24, p < .001)$] and self-expression [$F (1, 604) = 42.70, p < .001; R^2 = 0.07; (\beta = 0.26, p < .001)$]. However, to be able to address the motives that were revealed in the factor analysis, extroversion was analyzed as a predictor of two motives revealed in the factor analysis that relate to the initial

hypothesized variables: social information seeking and impression management motives. As a result, extroversion was found to be a predictor of social information seeking motives [F (1, 604) = 35.44, $p < .001$; $R^2 = 0.06$; ($\beta =0.24$, $p < .001$)] and impression management motives [F (1, 604) = 25.11, $p < .001$; $R^2 = 0.04$; ($\beta =0.20$, $p < .001$)]. In this sense, those who are more extroverted would be more likely to use Snapchat to seek social information and express themselves and their feelings through the app. Therefore, H4 and H5 were supported.

The last hypothesis (H6) proposed that openness to experience would positively influence entertainment motive. The analysis suggests that openness to experience is a positive predictor of the entertainment motive, F (1, 604) = 34.83; $p < .001$, $R^2 = 0.06$. Therefore, the personality trait *openness to experience* significantly contributed to the use of Snapchat for entertainment motives ($\beta = 0.23$, $p < .001$). For example, a person that is original, creative and with broad interests, will use Snapchat for entertainment purposes. Therefore, H6 was supported.

Attitudes Toward Snapchat Features

This third section of the results chapter focuses on the variables that influence attitudes toward the sponsored and non-sponsored Snapchat features: Discover, Our Story, Filters, Lenses and Snap Ads. Hierarchical multiple regressions were used to examine the extent to which personality and motives predict attitudes toward sponsored and non-sponsored features in Snapchat. The regressions consisted of three blocks; the first one only included gender, in the second block the personality traits were added and in the third, the motives for using Snapchat were added.

The first research question (RQ1) sought to identify which personality traits and motives predict attitudes toward each Snapchat non-sponsored feature, i.e., Filters and Lenses. Refer to

Table 6 for correlations between each independent variable and the attitudes towards these two features.

Non-sponsored Filters Attitudes. The first non-sponsored feature analyzed is Filters. The first block only included gender as an independent variable and was found to be statistically significant, F (1, 583) = 30.20, p < .001 with R^2 =.05. The gender (β = 0.22, p < .001) was a significant predictor of attitudes toward non-sponsored Filters in Snapchat. More specifically, women reported having more positive attitudes toward Filters than men. The personality traits (NFC, narcissism, extraversion and openness to experience) were added in the second block. The model was significant, F (5,589) = 16.24, p < .001; ΔR^2 = 0.07. In this model, gender (β = 0.24, p < .001), narcissism (β = 0.18, p < .001) and extraversion (β = 0.15, p < .01) were significant predictors of the attitude. For the third block, the motives for using Snapchat (Social information seeking, entertainment, and impression management) were added and the model was statistically significant, F (8,576) = 42.87, p < .001, R^2 = 0.37, adj. R^2 = 0.37, ΔR^2 = 0.25. Entertainment (β = 0.49, p < .001), gender (β = 0.15, p < .001), NFC (β = 0.09, p < .05), and narcissism (β = 0.09, p < .05) were found to predict positive attitudes toward non-sponsored Filters. However, openness to experience (β = -0.09, p < .05) appeared to be a small but negative predictor of attitudes toward Filters (see Table 7). This means that those who have high levels of need for cognition, narcissism and that use Snapchat to entertain are more likely to have positive attitudes towards Snapchat's Filters. On the other hand, those who are more open to experience new things, would have less positive attitudes towards this feature.

Table 6. *Correlations between attitudes toward non-sponsored features in Snapchat and each independent variable*

	Gender	NFC	EXT	NARC	OTE	SIS	ENT	IMP
Filters' Attitudes	0.22***	0.07	0.25***	0.22***	0.14***	0.37***	0.58***	0.26***
Mean	-	4.49	5.01	4.44	5.27	4.12	5.46	3.56
SD	-	0.68	1.10	0.89	0.93	1.37	1.12	1.50
Lenses' Attitudes	0.24***	0.10*	0.21***	0.17***	0.15***	0.27***	0.51***	0.17***
Mean	-	4.49	5.02	4.43	5.26	4.14	5.52	3.56
SD	-	0.68	1.10	0.90	0.94	1.36	1.06	1.50

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Table 7. *Hierarchical Regression Predicting Attitudes toward Non-Sponsored features: Filters* (N = 585)

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	4.69	0.17		0.05	0.05
	Gender	0.55	0.10	0.22***		
2	(Constant)	2.87	0.41			
	Gender	0.58	0.10	0.24***		
	NFC	0.07	0.07	0.04	0.12	0.12
	EXTR	0.16	0.06	0.15**		
	NARC	0.24	0.06	0.18***		
	OTE	-0.08	0.06	-0.06		
3	(Constant)	0.94	0.37			
	Gender	0.36	0.09	0.15***		
	NFC	0.15	0.06	0.09*		
	EXTR	0.05	0.05	0.04		
	NARC	0.12	0.06	0.09*	0.37	0.37
	OTE	-0.11	0.06	-0.09*		
	SIS	0.04	0.04	0.05		
	ENT	0.52	0.04	0.49***		
	IMP	0.05	0.03	0.07		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Non-sponsored Lenses Attitudes. Attitudes toward Snapchat's non-sponsored Lenses were also investigated for RQ1, with the same variables and steps used previously for non-sponsored Filters. The first block including gender, was significant, F (1,552) = 32.74, $p < 0.00$; $R^2 = 0.06$ (refer to Table 8). Gender ($\beta = .24$, $p < .001$) significantly predicted the attitudes toward non-sponsored Lenses, more specifically women like this feature. The second block was composed of gender and personality traits, this one resulted in a statistically significant model, F (5,548) = 13.01, $p < 0.001$; $\Delta R^2 = 0.05$. Only two variables, gender ($\beta = .25$, $p < .001$) and narcissism ($\beta = .13$, $p < .01$) significantly contributed to the attitudes toward non-sponsored Lenses. The third block, with the addition of motives, was statistically significant [F (5,545) = 29.27, $p < 0.001$] and resulted in a significant increase of the proportion of variance accounted for by the model, $R^2 = 0.30$, adj. $R^2 = 0.29$, and $\Delta R^2 = 0.19$. Entertainment motive ($\beta = .46$, $p < .001$), gender ($\beta = .017$, $p < .001$), and NFC ($\beta = .11$, $p < .01$) contribute to positive attitudes toward non-sponsored Lenses.

Table 8. *Hierarchical Regression Predicting Attitudes toward Non-Sponsored features: Lenses* (N = 554)

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	4.50	0.18		0.06	0.05
	Gender	0.60	0.11	0.24***		
2	(Constant)	2.60	0.44			
	Gender	0.63	0.11	0.25***		
	NFC	0.13	0.08	0.07	0.11	0.10
	EXTR	0.11	0.06	0.10		
	NARC	0.18	0.07	0.13**		
	OTE	-0.01	0.07	-0.01		
3	(Constant)	0.76	0.42			
	Gender	0.43	0.10	0.17***		
	NFC	0.19	0.07	0.11**		
	EXTR	0.04	0.06	0.03		
	NARC	0.07	0.06	0.05	0.30	0.29
	OTE	-0.06	0.06	-0.05		
	SIS	-0.01	0.04	-0.01		
	ENT	0.53	0.05	0.46***		
	IMP	0.04	0.04	0.05		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Pre-edited Discover Attitudes. The second research question (RQ2) asked about attitudes toward sponsored features in Snapchat. The correlations between the independent and dependent variables, along with the means and standard deviations of all the independent variables, are available in Table 9. The regression involving attitudes toward pre-edited Discover followed the same structure as with non-sponsored features. The first block, including gender, was found to be statistically significant, $F(1, 516) = 10.28$, $p < .01$; $R^2 = .02$. Gender ($\beta = .14$, $p < .01$) predicted attitudes toward Pre-edited Discover content. Block two of the model, including personality traits, was also found to be statistically significant, $F(5, 512) = 5.30$, $p < .001$, $\Delta R^2 = 0.03$. Only extraversion ($\beta = .14$, $p < .05$) and gender ($\beta = .12$, $p < .01$) predicted attitudes toward Pre-edited Discover. Finally, block three of the model, including Snapchat motives, was also statistically significant, $F(8, 509) = 19.42$; $p < .001$, $R^2 = .23$, adj. $R^2 = 0.22$, $\Delta R^2 = 0.19$. In this last block, only social information seeking ($\beta = .36$, $p < .001$). and entertainment ($\beta = .12$, $p < .05$). were predictors of the attitudes toward Pre-edited Discover (see Table 10). This means that regardless the gender or the personality, the analyzed motives of using Snapchat were the main predictors of attitudes towards pre-edited Discover.

Table 9. *Correlations between attitudes toward sponsored features in Snapchat and each independent variable*

	Gender	NFC	EXT	NARC	OTE	SIS	ENT	IMP
Pre-edited Discover	0.14**	-0.04	0.17***	0.09*	0.11**	0.46***	0.33***	0.30***
Mean	-	4.50	5.03	4.45	5.24	4.19	5.53	3.63
SD	-	0.68	1.09	0.91	0.91	1.33	1.05	1.48
Our Story	0.08*	-0.05	0.21***	0.13**	0.13**	0.42***	0.34***	0.28***
Mean	-	4.50	5.03	4.45	5.24	4.19	5.53	3.63
SD	-	0.68	1.09	0.91	0.91	1.33	1.05	1.48
Filters	0.22***	-0.02	0.32***	0.26***	0.13**	0.41***	0.53***	0.29***
Mean	-	4.49	5.01	4.44	5.27	4.12	5.46	3.56
SD	-	0.68	1.10	0.89	0.93	1.37	1.12	1.50
Lenses	0.13	-0.01***	0.25***	0.21***	0.14***	0.32***	0.38***	0.25***
Mean	-	4.49	5.02	4.43	5.26	4.14	5.52	3.56
SD	-	0.68	1.10	0.90	0.94	1.36	1.06	1.50
Snap Ads	-0.08	-0.09*	0.11*	0.11*	0.03	0.26***	0.02	0.21***
Mean	-	4.48	5.05	4.46	5.25	4.25	5.59	3.64
SD	-	0.68	1.08	0.90	0.93	1.34	1.04	1.49

Note: *$p < .05$, **$p < .01$, ***$p < .001$.

Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Table 10. *Hierarchical Regression Predicting Attitudes toward Sponsored features: Pre-edited Discover*
(N = 518)

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	3.56	0.21		0.02	0.02
	Gender	0.4	0.12	0.14**		
2	(Constant)	2.98	0.53			
	Gender	0.35	0.13	0.12**		
	NFC	-0.14	0.09	-0.07	0.05	0.04
	EXTR	0.18	0.08	0.14*		
	NARC	0.05	0.08	0.03		
	OTE	0.03	0.09	0.02		
3	(Constant)	1.38	0.52			
	Gender	0.2	0.12	0.07		
	NFC	-0.03	0.09	-0.01		
	EXTR	0.07	0.07	0.06		
	NARC	-0.03	0.08	-0.02	0.23	0.22
	OTE	-0.03	0.08	-0.02		
	SIS	0.37	0.06	0.36***		
	ENT	0.16	0.06	0.12*		
	IMP	0.04	0.05	0.04		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Our Story Attitudes. The next hierarchical regression analysis addressing sponsored features in RQ2 investigated the attitudes toward Our Story. The first block, with gender, did not result in a statistically significant model, $F (1, 516) = 3.56$, $p > .05$. The second block, including personality traits, was statistically significant, $F (5, 512) = 6.25$, $p < .001$; $\Delta R^2 = 0.05$. Extraversion ($\beta = 0.19$, $p < .01$) and need for cognition ($\beta = -0.09$, $p < .05$) were the only predictors of attitudes toward the sponsored Our Story feature. Block three, with the motives for using Snapchat was statistically significant, $F (8, 509) = 16.71$, $p < .001$; $R^2 = .21$, adj. $R^2 = 0.20$,

$\Delta R = 0.15$. Social information seeking ($\beta = .30$, $p < .001$) and entertainment ($\beta = .15$, $p < .01$)

emerged again as the only two variables that predict the attitudes.

Table 11. *Hierarchical Regression Predicting Attitudes toward Sponsored features: Our Story* (N = 518)

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	3.85	0.21		0.01	0.01
	Gender	0.23	0.12	0.08*		
2	(Constant)	3.15	0.52			
	Gender	0.17	0.13	0.06		
	NFC	-0.18	0.09	-0.09*	0.06	0.05
	EXTR	0.23	0.08	0.19**		
	NARC	0.05	0.08	0.04		
	OTE	0.04	0.08	0.03		
3	(Constant)	1.65	0.52			
	Gender	0.02	0.12	0.01		
	NFC	-0.09	0.09	-0.05		
	EXTR	0.14	0.07	0.11		
	NARC	-0.01	0.08	-0.01	0.21	0.20
	OTE	-0.03	0.08	-0.02		
	SIS	0.31	0.06	0.30***		
	ENT	0.20	0.06	0.15**		
	IMP	0.024	0.05	0.03		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Sponsored Filters Attitudes. Sponsored Filters was the next feature investigated. The

first block, with gender, was statistically significant, $F (1,583) = 30.35$, $p < .001$, $R^2 = 0.05$; $\beta =$

.22, $p < .001$. Meaning that women were more likely to have positive attitudes. In the second block,

adding the personality traits led to a statistically significant model, $F (5,579) = 23.74$, $p < .001$; ΔR^2

$= 0.12$. In this model, gender ($\beta = 0.26$, $p < .001$) and most of the personality traits studied, except

for need for cognition, significantly predicted attitudes toward sponsored Filters. Extraversion ($\beta =$

0.25, $p < .001$), narcissism ($\beta = 0.20$, $p < .001$), and openness to experience ($\beta = -0.10$, $p < .05$) were all significant contributors to the model. In the third block, the addition of motives for using Snapchat, led to another statistically significant model, $F (8,576) = 41.23$, $p < .001$, $R^2 = 0.36$, adj. $R^2 = 0.36$ and $\Delta R^2 = 0.19$. In this block, the same variables from the previous two blocks predicted attitudes toward sponsored Filters (see Table 12). Entertainment ($\beta = 0.38$, $p < .001$) and gender ($\beta = 0.15$, $p < .001$) were the strongest contributors of the model, followed by extraversion ($\beta = 0.16$, $p < .01$), narcissism ($\beta = 0.12$, $p < .01$), openness to experience ($\beta = -0.12$, $p < .01$), and social information seeking ($\beta = 0.12$, $p < .05$).

Table 12. *Hierarchical Regression Predicting Attitudes toward Sponsored features: Filters (N = 585)*

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	4.37	0.18		0.05	0.05
	Gender	0.57	0.10	0.22***		
2	(Constant)	2.83	0.42			
	Gender	0.58	0.10	0.26***		
	NFC	-0.09	0.07	-0.05	0.17	0.16
	EXTR	0.28	0.06	0.25***		
	NARC	0.28	0.07	0.20***		
	OTE	-0.14	0.07	-0.10*		
3	(Constant)	1.08	0.40			
	Gender	0.39	0.09	0.15***		
	NFC	-0.01	0.07	-0.01		
	EXTR	0.18	0.05	0.16**		
	NARC	0.17	0.06	0.12**	0.36	0.36
	OTE	-0.16	0.06	-0.12**		
	SIS	0.11	0.04	0.12*		
	ENT	0.43	0.05	0.38***		
	IMP	0.03	0.04	0.041		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Sponsored Lenses Attitudes. The fourth sponsored feature investigated in RQ2 was Snapchat Lenses. In the first block, gender ($\beta = 0.13$, $p < .01$) resulted in a statistically significant model, which means that women were more likely to have positive attitudes toward Lenses, F (1,552) = 9.72, $p < .01$, $R^2 = 0.02$. The second block, including gender and personality, led to a statistically significant model, F (5,548) = 10.53, $p < .001$, $\Delta R^2 = 0.07$. Extraversion ($\beta = 0.18$, $p < .01$), narcissism ($\beta = 0.13$, $p < .01$) and gender ($\beta = 0.13$, $p < .01$) combined to predict attitudes toward sponsored Lenses. Finally, the third block, including the motives for using Snapchat, was statistically significant, F (8,545) = 16.85, $p < .001$; $R^2 = 0.20$, adj. $R^2 = 0.19$, $\Delta R^2 = 0.11$. Entertainment ($\beta = .26$, $p < .001$) and extraversion ($\beta = .13$, $p < .05$) were significant predictors of attitudes toward sponsored Lenses (See Table 13).

Table 13. *Hierarchical Regression Predicting Attitudes toward Sponsored features: Lenses* (N = 554)

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	4.18	0.22		0.02	0.02
	Gender	0.40	0.13	0.13**		
2	(Constant)	2.62	0.53			
	Gender	0.40	0.13	0.13**		
	NFC	-0.11	0.10	-0.05	0.09	0.08
	EXTR	0.24	0.08	0.18**		
	NARC	0.22	0.08	0.13**		
	OTE	-0.03	0.09	-0.02		
3	(Constant)	0.89	0.54			
	Gender	0.24	0.12	0.08		
	NFC	-0.03	0.09	-0.01		
	EXTR	0.17	0.07	0.13*		
	NARC	0.09	0.08	0.06	0.20	0.19
	OTE	-0.05	0.08	-0.03		
	SIS	0.10	0.06	0.10		
	ENT	0.36	0.06	0.26***		
	IMP	0.08	0.05	0.08		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Snap Ads Attitudes. Finally, the attitudes toward Snap Ads were examined as a function of personality traits and motives for using Snapchat. In block one of the model, gender was not found to be statistically significant, $F (1, 415) = 2.78$, $p > .05$. Block two was statistically significant, $F (5, 411) = 3.10$, $p < .01$; $\Delta R^2 = 0.03$. Need for cognition ($\beta = -0.12$, $p < .05$) was a negative predictor of attitudes toward the advertising feature. Block three was statistically significant, $F (8, 408) = 6.30$, $p < .001$; $R^2 = 0.11$, adj. $R^2 = 0.09$ and $\Delta R^2 = 0.07$. Two motives, social information seeking ($\beta = .29$, $p < .001$) was a positive influence and entertainment ($\beta = -0.15$, $p < .01$) was a negative predictor of attitudes toward Snap Ads.

Table 14. *Hierarchical Regression Predicting Attitudes toward Sponsored features: Snap Ads* (N = 417)

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	3.20	0.27		0.01	0.00
	Gender	-0.26	0.16	-0.08		
2	(Constant)	3.34	0.66			
	Gender	-0.28	0.16	-0.09		
	NFC	-0.28	0.12	-0.12*	0.04	0.02
	EXTR	0.16	0.10	0.12		
	NARC	0.09	0.10	0.05		
	OTE	-0.02	0.11	-0.01		
3	(Constant)	2.96	0.69			
	Gender	-0.30	0.16	-0.09		
	NFC	-0.21	0.12	-0.09		
	EXTR	0.14	0.09	0.10		
	NARC	0.05	0.10	0.03	0.11	0.09
	OTE	0.00	0.10	0.00		
	SIS	0.34	0.07	0.29***		
	ENT	-0.22	0.08	-.15**		
	IMP	0.03	0.06	0.03		

Note: *p < .05, **p < .01, ***p < .001.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Engagement associated with Snapchat Features

The third research question (RQ3) asked if personality traits and motives are predictors of engagement with non-sponsored features. The same type of hierarchical regressions used for the attitudes were used for engagement. The correlations between the independent and the dependent variables, as well as the means and standard deviations of each independent variable, are in Table 15.

Non-sponsored Filters Engagement. The non-sponsored Filters model was found to be statistically significant in block one, $F(1,583) = 27.56$, $p < .001$. Gender ($\beta = 0.24$, $p < .001$), explained 5% of the engagement associated with this feature, $R^2 = 0.05$ (see Table 16). Meaning that women are more likely to engage with Filters. Block two was significant, $F(5, 579) = 18.90$, $p < .001$; $\Delta R^2 = 0.09$. Gender ($\beta = 0.24$, $p < .001$), narcissism ($\beta = 0.24$, $p < .001$), openness to experience ($\beta = -0.19$, $p < .001$), and extraversion ($\beta = 0.17$, $p < .01$) contributed to the engagement associated with non-sponsored Filters. Lastly, the third block of this model was statistically significant, $F(8, 576) = 43.15$, $p < .001$; $R^2 = 0.38$, adj. $R^2 = 0.37$. $\Delta R^2 = 0.23$. In this last block, entertainment ($\beta = 0.41$, $p < .001$) and openness to experience ($\beta = -0.21$, $p < .001$) were the two largest factors that contributed to the engagement. Gender ($\beta = 0.16$, $p < .001$), narcissism ($\beta = 0.15$, $p < .001$), social information seeking ($\beta = 0.12$, $p < .05$), and impression management ($\beta = 0.09$, $p < .05$), were also significant.

Table 15. *Correlations between the engagement with non-sponsored features in Snapchat and each independent variable*

	Gender	NFC	EXT	NARC	OTE	SIS	ENT	IMP
Filters	0.21***	0.04	0.22***	0.24***	0.05	0.42***	0.54***	0.31***
Mean	-	4.49	5.01	4.44	5.27	4.12	5.46	3.56
SD	-	0.68	1.10	0.89	0.93	1.37	1.12	1.50
Lenses	0.27***	0.03	0.16***	0.15***	0.09**	0.35***	0.51***	0.25***
Mean	-	4.49	5.02	4.43	5.26	4.14	5.52	3.56
SD	-	0.68	1.10	0.90	0.94	1.36	1.06	1.50

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Table 16. *Hierarchical Regression Predicting Engagement with Non-Sponsored features:*
Filters
(N = 585)

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	3.96	0.23		0.05	0.04
	Gender	0.72	0.14	0.21***		
2	(Constant)	1.86	0.56			
	Gender	0.83	0.14	0.24***		
	NFC	0.11	0.10	0.04	0.14	0.13
	EXTR	0.25	0.08	0.17**		
	NARC	0.45	0.09	0.24***		
	OTE	-0.33	0.09	-0.19***		
3	(Constant)	-0.74	0.52			
	Gender	0.56	0.12	0.16***		
	NFC	0.23	0.09	0.10**		
	EXTR	0.09	0.07	0.06		
	NARC	0.27	0.08	0.15***	0.37	0.37
	OTE	-0.37	0.08	-0.21***		
	SIS	0.14	0.06	0.12*		
	ENT	0.60	0.06	0.41***		
	IMP	0.10	0.05	0.09*		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC),
openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Non-sponsored Lenses Engagement. The next analysis for RQ3 involved the use of

non-sponsored Lenses. The first block was statistically significant, $F (1, 552) = 43.99$, $p < .001$;

$R^2 = .07$. Gender ($\beta = 0.27$, $p < .001$), contributed to the engagement with non-sponsored Lenses,

which means that females are more likely to engage with non-sponsored Lenses. Block two, was

also statistically significant, $F (5, 548) = 13.61$, $p < .001$; $\Delta R^2 = .04$. In this model, only two

variables contributed to the engagement, gender ($\beta = 0.29$, $p < .001$) and narcissism ($\beta = 0.16$, p

$< .001$). Finally, block three was also statistically significant, $F (8, 545) = 32.02$, $p < .001$ and a

greater proportion of the variance in the engagement was explained ($R^2 = .0.32$, adj. $R^2 = .31$, and

$\Delta R^2 = 0.21$). Entertainment ($\beta = 0.42$, $p < .001$) and impression management motive ($\beta = 0.10$, $p < .05$), as well as gender ($\beta = 0.21$, $p < .001$), contributed to the final model.

Table 17. *Hierarchical Regression Predicting Engagement toward Non-Sponsored features: Lenses (N = 554)*

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	3.71	0.23		0.07	0.07
	Gender	0.89	0.13	0.27***		
2	(Constant)	2.06	0.56			
	Gender	0.96	0.14	0.29***		
	NFC	0.06	0.10	0.03	0.11	0.10
	EXTR	0.10	0.08	0.07		
	NARC	0.28	0.09	0.16***		
	OTE	-0.10	0.09	-0.06		
3	(Constant)	-0.51	0.54			
	Gender	0.70	0.12	0.21***		
	NFC	0.17	0.09	0.08		
	EXTR	0.00	0.07	0.00		
	NARC	0.10	0.08	0.06	0.32	0.31
	OTE	-0.15	0.08	-0.09		
	SIS	0.07	0.06	0.06		
	ENT	0.62	0.06	0.42***		
	IMP	0.10	0.05	0.10*		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

The last research question (RQ4) asked about the personality traits and motives that led to specific engagement with sponsored features (see Table 23 for correlations between the engagement and each independent variable, along with the means and standard deviations of each intendent variable).

Pre-edited Discover Engagement. The first feature analyzed was pre-edited Discover. Block one, with gender, did not result in a statistically significant model, $F(1, 516) = 1.21$, $p >$

.05. Block two, with the inclusion of personality traits was significant, $F (5, 512) = 2.41$, $p < .05$, $\Delta R^2 = 0.02$. Extraversion ($\beta = 0.14$, $p < .05$) was the only variable that significantly contributed to this model. Block three, resulted in a statistically significant model, $F (8, 509) = 12.77$, $p < .001$; $R^2 = 0.17$, adj. $R^2 = 0.15$ and $\Delta R^2 = 0.14$. In this case, social information seeking ($\beta = 0.36$, $p < .001$) was the only contributor to the resulted engagement with pre-edited Discover.

Table 18. *Hierarchical Regression Predicting Engagement with Sponsored features: Pre-edited Discover*
($N = 518$)

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	3.12	0.27		0.002	0.00
	Gender	0.17	0.16	0.05		
2	(Constant)	3.31	0.67			
	Gender	0.16	0.16	0.04		
	NFC	-0.17	0.12	-0.07	0.02	0.01
	EXTR	0.21	0.10	0.14*		
	NARC	0.06	0.10	0.03		
	OTE	-0.15	0.11	-0.08		
3	(Constant)	1.89	0.67			
	Gender	0.05	0.15	0.01		
	NFC	-0.04	0.11	-0.01		
	EXTR	0.12	0.09	0.08		
	NARC	-0.03	0.10	-0.01	0.17	0.15
	OTE	-0.19	0.10	-0.10		
	SIS	0.46	0.07	0.36***		
	ENT	-0.02	0.08	-0.01		
	IMP	0.08	0.06	0.07		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Our Story Engagement. Behavior with the feature Our Story was also studied to answer RQ 4. Block one did not yield a statistically significant model, $F (1, 516) = 0.32$ $p > .05$. On the other hand, block two, was statistically significant, $F (5, 512) = 3.61$, $p < .01$; $\Delta R^2 = 0.03$. The only personality trait that contributed to the engagement with this feature was extraversion ($\beta = 0.17$, $p < .01$). In the last block, with the inclusion of the motives for using Snapchat, the model was statistically significant, $F (8, 509) = 11.53$, p $< .001$; $R^2 = 0.15$, adj. $R^2 = 0.14$, and $\Delta R^2 = 0.12$. In this case, extraversion ($\beta = 0.12$, $p < .05$) and the social information seeking motive ($\beta = 0.34$, $p < .001$) were the predictors of participants' use of Our Story (see Table 19).

Table 19. *Hierarchical Regression Predicting Engagement with Sponsored features: Our Story* (N = 518)

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	3.27	0.27		0.001	-0.001
	Gender	-0.09	0.16	-0.02		
2	(Constant)	2.89	0.66			
	Gender	-0.11	0.16	-0.03		
	NFC	-0.16	0.12	-0.06	0.03	0.02
	EXTR	0.27	0.10	0.17**		
	NARC	0.11	0.10	0.06		
	OTE	-0.14	0.11	-0.07		
3	(Constant)	1.65	0.67			
	Gender	-0.21	0.15	-0.06		
	NFC	-0.05	0.11	-0.02		
	EXTR	0.19	0.09	0.12*		
	NARC	0.03	0.10	0.02	0.15	0.14
	OTE	-0.18	0.10	-0.09		
	SIS	0.44	0.07	0.34***		
	ENT	-0.03	0.08	-0.02		
	IMP	0.05	0.06	0.04		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Sponsored Filters Engagement. Engagement with sponsored Filters was also analyzed

to determine the personality traits and motives that predict them. Block one of the model, with

only gender ($\beta = 0.18$, $p < .001$), resulted to be statistically significant, $F(1, 583) = 18.52$, $p <$

.001, $R^2 = 0.03$ (see Table 21). This indicates that females are more likely to engage with

sponsored Filters. Block two was also statistically significant, $F(5, 579) = 21.27$, $p < .001$, and

$\Delta R^2 = 0.12$. In this model, extraversion ($\beta = 0.25$, $p < .001$) was the main predictor of the

engagement with this feature, followed by narcissism ($\beta = 0.23$, $p < .001$), gender ($\beta = 0.20$, $p <$

.001) and openness to experience ($\beta = -0.21$, $p < .001$). The third block was also statistically

significant $F(8, 576) = 42.31$, $p < .001$, and $R^2 = 0.37$, adj. $R^2 = 0.36$ and $\Delta R^2 = 0.22$. In this

model, all the independent variables were significant predictors: entertainment ($\beta = 0.32$, $p <$

.001), openness to experience ($\beta = -0.22$, $p < .001$), social information seeking ($\beta = 0.19$, $p <$

.001), extraversion ($\beta = 0.15$, $p < .01$), narcissism ($\beta = 0.14$, $p < .01$), gender ($\beta = 0.13$, $p < .001$),

need for cognition ($\beta = 0.07$, $p < .01$) and impression management ($\beta = 0.09$, $p < .01$) (see Table

20).

Table 20. *Hierarchical Regression Predicting Engagement with Sponsored features: Filters* (N = 585)

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	3.68	0.25		0.031	0.029
	Gender	0.63	0.15	0.18***		
2	(Constant)	1.44	0.59		0.16	0.15
	Gender	0.71	0.14	0.20***		
	NFC	0.04	0.11	0.02		
	EXTR	0.40	0.08	0.25***		
	NARC	0.44	0.09	0.23***		
	OTE	-0.39	0.09	-0.21***		
3	(Constant)	-1.13	0.55		0.37	0.36
	Gender	0.45	0.13	0.13***		
	NFC	0.19	0.09	0.07*		
	EXTR	0.24	0.07	0.15**		
	NARC	0.26	0.08	0.14**		
	OTE	-0.42	0.08	-0.22***		
	SIS	0.25	0.06	0.19***		
	ENT	0.50	0.06	0.32***		
	IMP	0.10	0.05	0.09*		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Sponsored Lenses Engagement. Lenses was another sponsored element studied in relation to RQ4. Block one, including gender, was statistically significant, $F (1, 552) = 9.95$, $p <$ .01; $R^2 = 0.02$. Gender ($\beta = 0.13$, $p < .01$) made a significant contribution to the engagement with Snapchat's sponsored Lenses, meaning that females are more likely to use them. The second block including personality traits and gender, was statistically significant, $F (5, 548) = 9.20$, $p <$ .01, $\Delta R^2 = 0.06$. The predictors of engagement in block two were extraversion ($\beta = 0.19$, $p <$ .01), gender ($\beta = 0.14$, $p < .01$) and narcissism ($\beta = 0.13$, $p < .05$). Block three, with the motives for using Snapchat, was statistically significant as well, $F (8, 545) = 17.97$, $p < .001$; $R^2 = 0.21$,

adj. $R^2 = 0.20$, and $\Delta R^2 = 0.13$. Considering the motives for using Snapchat, the main motives

that contributed to the engagement were entertainment ($\beta = 0.25$, $p < .001$), social information

seeking ($\beta = 0.14$, $p < .01$) and impression management ($\beta = 0.13$, $p < .01$). Additionally, the

independent variables, extraversion ($\beta = 0.13$, $p < .01$) and gender ($\beta = 0.09$, $p < .01$),

contributed to the model.

Table 21. *Hierarchical Regression Predicting Engagement with Sponsored features: Lenses*
(N = 554)

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	3.57	0.27		0.02	0.02
	Gender	0.50	0.16	0.13**		
2	(Constant)	1.89	0.65			
	Gender	0.53	0.16	0.14**		
	NFC	-0.04	0.12	-0.02	0.08	0.07
	EXTR	0.32	0.09	0.19**		
	NARC	0.26	0.10	0.13*		
	OTE	-0.17	0.10	-0.09		
3	(Constant)	-0.36	0.66			
	Gender	0.34	0.15	0.09*		
	NFC	0.09	0.11	0.03		
	EXTR	0.22	0.09	0.13*		
	NARC	0.08	0.10	0.04	0.21	0.20
	OTE	-0.18	0.10	-0.09		
	SIS	0.19	0.07	0.14**		
	ENT	0.36	0.08	0.21***		
	IMP	0.16	0.06	0.13**		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC),
openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Snap Ads Engagement. The last feature addressed in the fourth research question

(RQ4), involving the engagement with Snap Ads. The first and the second blocks did not result

in statistically significant models [F_1 (1,415) = 1.82, $p > .05$; F_2 (5,411) = 1.36, $p > .05$]. Block

three was statistically significant, F (8, 408) = 4.26, $p < .001$, and the motives of using Snapchat

explained 8% of the engagement, R^2 = 0.08, adj. R^2 = 0.06 and ΔR^2 = 0.06. Social information

seeking (β = 0.21, $p < .01$) motive directly contributed to the engagement, while entertainment (β

= -0.15, $p < .01$) motive inversely predicted them (see Table 22).

Table 22. *Hierarchical Regression Predicting Engagement with Sponsored features: Snap Ads*
(N = 554)

Block	Variable	B	Std. Error	β	R^2	Adj. R^2
1	(Constant)	3.14	0.22		0.004	0.002
	Gender	-0.17	0.13	-0.07		
2	(Constant)	3.38	0.54			
	Gender	-0.16	0.13	-0.06		
	NFC	-0.18	0.10	-0.10	0.02	0.004
	EXTR	-0.04	0.08	-0.04		
	NARC	0.11	0.08	0.08		
	OTE	0.05	0.09	0.04		
3	(Constant)	3.09	0.56			
	Gender	-0.15	0.13	-0.06		
	NFC	-0.11	0.10	-0.06		
	EXTR	-0.06	0.08	-0.05		
	NARC	0.06	0.08	0.04	0.08	0.06
	OTE	0.08	0.08	0.06		
	SIS	0.20	0.06	0.21**		
	ENT	-0.18	0.07	-0.15**		
	IMP	0.08	0.05	0.10		

Note: *$p < .05$, **$p < .01$, ***$p < .001$.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC),
openness to experience (OTE), entertainment (ENT), and impression management (IMP).

Table 23. *Correlations between engagement with sponsored features in Snapchat and each independent variable*

	Gender	NFC	EXT	NARC	OTE	SIS	ENT	IMP
Discover	0.05	-0.07	0.10**	0.06	0.00	0.39***	0.18***	0.29***
Mean	-	4.50	5.03	4.45	5.24	4.19	5.53	3.63
SD	-	0.68	1.09	0.91	0.91	1.33	1.05	1.48
Our Story	-0.02	-0.05	0.15**	0.12	0.03	0.37***	0.17***	0.28***
Mean	-	4.50	5.03	4.45	5.24	4.19	5.53	3.63
SD	-	0.68	1.09	0.91	0.91	1.33	1.05	1.48
Filters	0.18***	0.02	0.28***	0.27***	0.06	0.46***	0.50***	0.35***
Mean	-	4.49	5.01	4.44	5.27	4.12	5.46	3.56
SD	-	0.68	1.10	0.89	0.93	1.37	1.12	1.50
Lenses	0.13***	0.00	0.22***	0.18***	0.09*	0.36***	0.36***	0.30***
Mean	-	4.49	5.02	4.43	5.26	4.14	5.52	3.56
SD	-	0.68	1.10	0.90	0.94	1.36	1.06	1.50
Snap Ads	-0.07	-0.07	0.01	0.06	0.01	0.20***	-0.03	0.20***
Mean	-	4.48	5.05	4.46	5.25	4.25	5.59	3.64
SD	-	0.68	1.08	0.90	0.93	1.34	1.04	1.49

Note: *p* < .05, **p* < .01, ***p* < .001.
Independent variables: Need for cognition (NFC), extraversion (EXT), narcissism (NARC), openness to experience (OTE), entertainment (ENT), and impression management (IMP).

CHAPTER FIVE: DISCUSSION

In business, knowing consumer personality characteristics can help guide the development of marketing strategies because personality is a factor that can be used to identify different segments of a market (Alwitt, 1991). Altogether, personality traits have been found to contribute to the reasons behind certain actions such as media selection (Eftekhar et al., 2014). At the same time, people's motives for engaging in behaviors are also useful to guide marketing (Foxall et al., 1998). Multiple studies have investigated how motives for using social media (which is commonly used by marketers to reach consumers) relate to the attitudes toward and behaviors associated with a product. Nevertheless, due to the constant evolution of these digital platforms, it is important to keep investigating what motives drive people to use SNS, how these affect attitudes toward the content that appears in them and how people use these platforms. Consequently, this study was oriented toward improving our understanding of how to market through the unique features of Snapchat. In order to provide insight into marketing through social media, this study focused on how personality traits and motives for using Snapchat combine to predict attitudes and engagement associated with the sponsored and non-sponsored features offered in the app.

In the first place, this study revealed that the main motives for using Snapchat are social information seeking, entertainment, and impression management. Second, the most popular Snapchat features, Filters and Lenses, were mainly predicted by the entertainment motive. Three distinguishing factors of sponsored Filters and Lenses were disclosed: 1) the personality trait extroversion was a relevant predictor of positive attitudes and engagement, 2) the impression management motive for using Snapchat was relevant to engaging with the features, and 3)

females are more likely to engage with these features. In this sense, extrovert women willing to portray a positive image of themselves are more likely to appreciate sponsored Filters or Lenses, which might lead to brand loyalty or word of mouth promotion (WOM). On the other hand, attitudes toward and engagement with Discover and Snap Ads were mainly predicted by the social information seeking motive. This means that people seek information within the content published in Discover. In addition, there is a social factor driving the attitudes and engagement in Our Story that should be considered when creating marketing strategies in Snapchat. It is important to mention that Snap Ads were found to be the feature that generated the least appreciation and engagement. One explanation for this result is that the entertainment motive was an inverse predictor of attitudes and engagement with this feature. Therefore, if an advertiser's goal is to generate positive attitudes and engagement with consumers, it would be better to market their products or brands through Filters, Lenses or Discover.

A more detailed discussion about the results obtained in this study is provided below. The first outcome obtained from this research was the determination of the main motives for using Snapchat and how they are predicted by specific personality traits.

Motives for Using Snapchat

Previous research has reported that the main motives for using social networking sites are social interaction, self-expression, and gaining self-status (Leung, 2013; Phua et al. 2017). However, each social media platform has been found to have different motives for using them. For example, Phua et al. (2017) mention that Snapchat is mainly used to pass time, entertain, share problems and improve social knowledge.

The factor analysis in this project revealed that from the five main motives for using SNS, three applied to Snapchat. These results reflect some similarities to previous literature by specifically noticing that the principal motive for using Snapchat is a combination of seeking information and interacting with friends. According to this study, people look for useful information that resonates with their interests. This information could be provided by publishers or by friends; according to the results, people like to get advice, give opinions, express their feelings, and support others. These findings somehow extend current research from Phua et al. (2017).

The other two motives for using Snapchat were entertainment, which suggests that people use the app for their enjoyment and to have fun, and impression management, which suggest that people use Snapchat to project a positive image of themselves. Impression management was previously studied for other social networking sites like Facebook, Twitter and LinkedIn (Cunningham, 2013). Now, based on these results, we might need to consider impression management among the list of motives for using Snapchat; especially taking into consideration features like Filters and Lenses that can be used to enhance photos or videos, and consequently to impress others.

Personality Traits Predicting Motives

The main three motives for using Snapchat were studied to determine the influence that personality traits such as need for cognition, extraversion, narcissism and openness to experience had on them. Contrary to expectations, need for cognition did not contribute to the information seeking motive. This lack of finding could have happened because Snapchat users´ demographic is different from that of more prevalent SNS like Facebook and Twitter, and where the content is

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more likely to be centrally processed. All of the other motives for using Snapchat were predicted as expected by their respective personality trait. Narcissism predicted the impression management motive, which means that the more self-centered, arrogant and manipulative a person is, the more likely they are to use Snapchat to project a positive image of themselves to others. Extraversion predicted social information seeking and self-expression (even though self-expression was not one of the motives observed for using Snapchat). This means that the more outgoing and sociable a person is, the more likely they are to use Snapchat to seek information and interact with others. At the same time, extraversion tends to be predictive of using Snapchat to share self-opinions and to self-express. Finally, openness to experience predicted entertainment motive for using Snapchat. Meaning that the more a person has a wide range of interests, is insightful, creative and curious, the more likely they would be to use Snapchat for enjoyment and have fun. Another outcome that can help in the implementation of marketing strategies involving Snapchat is how the personality traits and motives for using the app relate to the attitudes toward and engagement with the Snapchat features that are available to advertisers. The findings suggest which motives and personality traits contribute to the attitudes toward and the users' engagement with each feature.

Next, each Snapchat feature will be discussed starting with the most popular among participants and ending with the least. The discussion will include a description associated with the overall results regarding the personality traits and motives that predict attitudes toward and engagement with each feature (keeping in mind the differences between the sponsored and non-sponsored features). See Figure 5 for a visual comparison between the means of attitudes toward and engagement associated with each Snapchat feature.
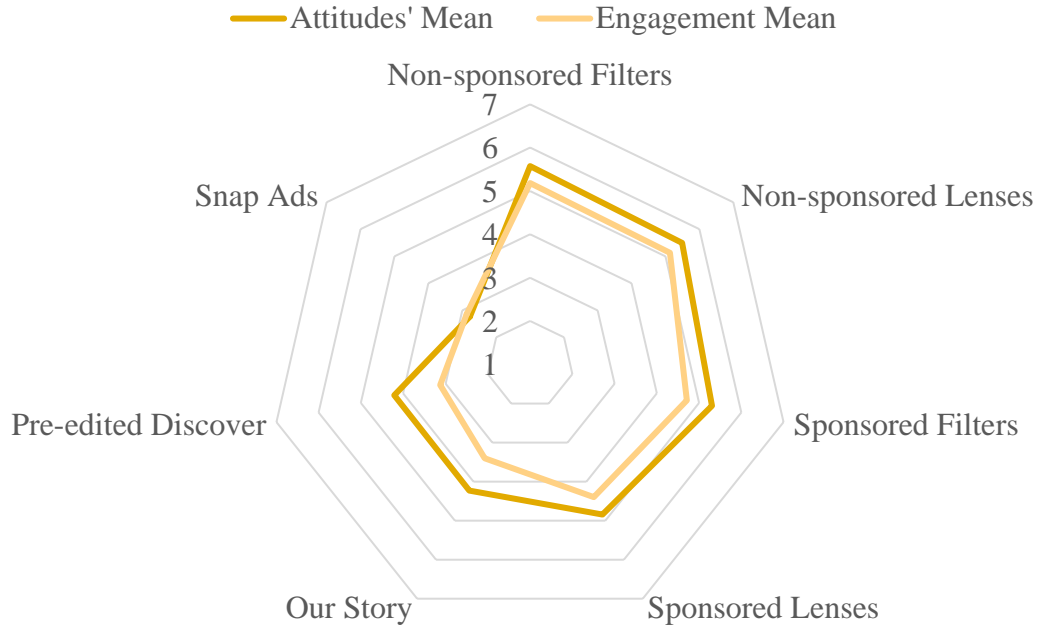
Figure 5. *Attitudes toward and engagement associated with Snapchat features*

Filters

Filters are a type of Snap Story that allows users to add pre-designed graphics to the images and videos they share as Snap Stories. Gender, personality traits and Snapchat motives combined to explain about a third of the variance for attitudes and engagement associated with this feature. Most of the variables considered played at least a small role in in predicting the attitudes and engagement revealing a few distinguishing characteristics. The first one is that while the impression management motive does not predict positive attitudes toward Filters, this motive does predict engagement. Therefore, using sponsored Filters to reach consumers that use Snapchat to impress others could be beneficial for a brand, if the Filter is perceived by the users as potentially portraying them in a positive light. More likely a brand with a symbolic concept that can lead to an ego-enhancing association because this audience is likely to engage with

them. Second, sponsored Filters differed from non-sponsored in that extraversion was a predictor of sponsored Filters but not of non-sponsored Filters. Therefore, extroverts would be more likely to use sponsored Filters and have positive attitudes toward them. One explanation for the difference is that the extraverts are outgoing and like to project their personality. Perhaps sponsored Filters allow extroverts to connect with a brand and reflect that identification using the Filter. This kind of engagement from extroverts might even lead to further purchase loyalty (Kurt, Sonja, and Sonja, 2006). Third, openness to experience inversely predicted the attitudes toward and engagement with Snapchat Filters. In other words, higher levels of openness to experience were associated with less positive attitudes toward them and less engagement. This measure contained 6 items that reflected the extent to which a person had a wide range of interests and was curious, imaginative, artistic, excitable and unconventional. It was expected that people who are open to experiences would use Filters because it is one of Snapchat's entertaining features, and the entertainment motive was the main positive predictor of this engagement. In this sense, since marketers are using entertainment in social media as a tool for advertising, it is important to note that these types of people do not necessarily like and use sponsored Filters. Filters have become a trend in social media and usually they are just to change the tone of the image or a design that shows the location of the user. Hence, it would make sense to obtain this result since they have become very common.

Lenses

Lenses are a type of Snap Story that add sound and visual effects to the images and videos through face-recognition technology. Lenses were the second most popular feature among participants. In this case, extraversion was a predictor worth noting since it contributed to the

attitudes toward and the engagement with sponsored Lenses. This is key for marketing practitioners since it indicates that Lenses are more attractive to extroverts and they are more likely to use it. As is was mentioned for Filters, extraverted people might feel comfortable sharing sponsored content and engaging with it because they identify with the advertised brand, while those that are less extraverted would have less interest in brand community identification. This type of identification can influence the loyalty with the brand (Matzler, Pichler, Fuller, Mooradian, 2011). Therefore, it is important from a marketing perspective since brand loyalty might lead to word of mouth promotion or even purchase intentions, which coincide with a previous study about SNS that suggests that extroverts are more likely to share their content, such as photos, with other people (Eftekhar et al., 2014).

It is worth noting that the use of sponsored and non-sponsored Lenses was mainly predicted by the entertainment and impression management motives, as well as gender. This type of feature is most likely used by females, who are also more likely to take selfies (Dhir, Pallesen, Torsheim, and Andreassen, 2016). This expands previous literature that suggests that Snapchat is used to share selfies (Piwek and Joinson, 2016). Therefore, sponsored Lenses targeted to women that are fun, playful, and engaging are more likely to be effective. The Lenses should give the user the opportunity to enhance the way they present themselves to others. Brands that focus on ego-enhancing activities and should be attractive to women because they are more likely to appreciate and engage with this type of advertising. For example, a make-up brand can advertise with Lenses that enhance the users' look by overlaying make-up.

The effects of gender, personality traits, and motives on attitudes toward and engagement associated with pre-edited Discover, Our Story and Snap Ads were different than what was observed for sponsored and non-sponsored Filters and Lenses.

Discover (Pre-edited and Our Story)

Discover is a collection of channels that offer content from publishers such as media companies like CNN or *Cosmopolitan* (pre-edited Discover) or Snapchatters that are not your friends (Our Story). The attitudes and engagement associated with these two features was similar. Attitudes toward and engagement associated with pre-edited Discover and Our Story were mainly predicted by the social information seeking motive. Also, the entertaining characteristic of this feature might play a role in how much people like them. This suggests that the main reason why people engage with the content from pre-edited Discover and Our Story is to get information that is useful and reflects their personal interests.

It was noted that extraversion contributed to the engagement with Our Story but not to the use of pre-edited Discover. A reasonable explanation for this is that Our Story allows users around the world to submit their Snaps to specific Live Stories that appear in the feature. This means that there is a social component behind Our Story that resonates more with extroverts, allowing users to feel part of an event or conversation. On the other hand, the content in pre-edited Discover is provided by media outlets or publishers and represents a one-way communication to the user.

Snap Ads

Attitudes toward and engagement associated with Snap Ads, the short video advertisements that appear in the context of other Snaps, were mainly predicted by social information seeking. This implies that the probability of people liking or being interested in the advertised brand or product would depend in their motivation to seek information. However,

even though the social information seeking motive was the most important factor in the use of Snapchat, the attitudes toward and engagement with this feature were the lowest of the Snapchat features. Maybe it has to do with the fact that this feature is the most disruptive and similar to traditional advertising (e.g. radio and TV commercials).

Additionally, it was apparent that people who are motivated to use Snapchat for entertainment purposes, tend to have more negative attitudes toward Snap Ads and be less engaged with them. This observation might be viewed as confirming the idea that when the user's goal is interrupted by an advertisement, people are more likely to reject that ad (Dehghani *et. al,* 2016). One explanation is the idea that Snap Ads interrupt the entertaining experience. In this sense, it was confirmed that attitudes toward sponsored content were more positive for user-initiated features like Discover, Filters and Lenses than for intrusive features like Snap Ads.

Limitations

The present research has a number of limitations worth noting. First, even though the sample was useful for the current research because college students are the most common users of Snapchat, this might have biased the results. Therefore, it remains unclear if the general public with broader demographics would exhibit the same personality traits, report the same motives for using Snapchat and predict the same attitudes toward and engagement associated with its features. Regarding the survey, the length of the instrument may also have influenced the results. Some participants might have grown tired and dropped out of the survey or lost concentration while providing responses to various statements regarding their attitudes and engagement.

Finally, ensuring participants understood and interpreted the definitions of each Snapchat feature was challenging. In spite of the effort to use effective descriptions and visual references,

some participants may still have been confused about differences between features like Filters and Lenses.

Recommendations for Future Research

Considering the attitudes toward and engagement associated with Snapchat features obtained in this research, it would be useful from a marketing perspective to a narrower study of the sponsored Filters and Lenses (the most popular features) to examine whether there is evidence of an increase awareness and/or effects on purchasing behaviors.

This study focused on only four personality traits that the literature has identified with social media and appeared applicable for the motives of using Snapchat. However, there are other personality traits that are important for marketing that might be worth to investigate in the context of using Snapchat. Future research might also examine if the information seeking motivation is related to content that is published by media outlets, friends, unknown Snapchat users (like in Our Story) or some combination of all. It would be interesting to investigate the specific types of information is users are seeking across all features and make comparisons among them. For example, if the information sought in Discover is only news, or maybe also about politics, celebrities and health tips. That way publishers and media outlets would know if their communications are being effective and accommodate them accordingly to consumers' insights. Also, it would be useful for advertisers to differentiate what type of products or services are best to advertise in each Snapchat feature.

Finally, performing the same study with a sample that has different demographics, specifically different average age, would be helpful to learn more about how Snapchat and advertisers can gain potential users.

Practical Implications

Marketing practitioners that use SNS like Snapchat as part of their strategy should take into consideration the following: 1) Snapchat is mainly used to socialize with friends, seek useful information, entertain and impress others, portray a positive image of one's self. Therefore, the communication strategy should be based on those three factors; it should be entertaining, sharable and should provide an opportunity for the users to showcase themselves in a positive way. 2) Features such as Filters and Lenses are the most effective types of advertising since they generate the more positive attitudes and more engagement, as compared to Discover and Snap Ads. 3) Extroverted people are more likely to have positive attitudes toward and engage with Filters and Lenses. This implies that those who identify with an advertised brand are more likely to share the Filter or Lense, creating WOM and reinforce brand loyalty. 4) Discover should be an informative and entertaining feature. Pre-edited Discover is an option to communicate in a one-way direction with consumers, while Our Story might generate a sense of social connection among consumers with the brand at the center of the communication. 5) Snap Ads might be useful for providing information; however, the attitudes toward them and the engagement with this content might not be the desired.

Conclusion

Research addressing the use of social networking sites has given insights to their application in marketing. The present study provides an extension to previous research in relation to the popular social media app, Snapchat. However, this marketing perspective of Snapchat is still young and shall continue to grow and adapt as we develop a greater understanding of the constantly evolving world of SNS. This study contributes to the marketing application of the U&G theory and some psychological factors. The personality traits predicted gratifications sought and the uses of Snapchat. Similar to previous studies, extraversion and motives for using SNS, such as social interaction, information seeking and impression management, predicted engagement in Snapchat. Meaning that this research advances knowledge of how personality traits and motives predict the attitudes and behaviors in SNS.

Snapchat has an opportunity to expand the scope of its mission as a social networking site and as a tool for marketers. The app is mainly used for social interaction and entertainment. However, Snapchat has the potential to also be used as a social media app that provides further informative content via features like Discover. If Snapchat is used by a more diverse audience, with different motives, the app would provide marketers an even more attractive space to advertise.

Social networking sites have become vital for businesses, especially to develop more effective marketing strategies. Consequently, is it important to continue to understand how and why people use these media outlets. Sashittal et al. (2016) suggested that Snapchat was going to be a lasting app because it was created by people that understand this media. This idea seems to be supported by the results obtained in this study, where only 7% of the people that participated had never used Snapchat. Therefore, the way in which advertising is integrated into the app and

the users' perceptions of it will contribute to its longevity. In conclussion, this research

contributes to current literature regarding the marketing applications of the uses and

gratifications theory, in an effort to understand the new trends of SNS, specifically Snapchat.

APPENDIX A: SURVEY

Informed Consent

Researchers at the University of Central Florida (UCF) study many topics. To do this we need the help of people who agree to take part in a research study. You are being invited to take part in a research study. Whether you participate is up to you.

This research project is being conducted by a graduate student for her Master's Degree at the University of Central Florida. The purpose of this research is to determine motives of using social networking sites and its outcomes. To accomplish this goal, you are being asked to complete an Internet-based survey. Participation is completely voluntary and you may opt out of the survey at any time. The survey may be completed at any time on any computer for the duration of the data collection period. This survey will take approximately 30 minutes to complete.

You must be 18 years of age or older to take part in this research study. If your professor is offering credit for participation and you are under the age of 18 or you do not wish to participate in the research project, you may speak with your professor about an alternative assignment for credit.   Your responses will be analyzed and reported anonymously to protect your privacy. By starting the questionnaire, you are indicating that you agree with the conditions as stated above. Identifying information that is needed to provide credit will be deleted after credit is awarded.

Study contact for questions about the study: If you have questions, contact Dr. William Kinnally, Faculty Supervisor, Nicholson School of Communication, College of Sciences, (407) 823-2839, or by email at william.kinnally@ucf.edu.

IRB contact about your rights in the study or to report a complaint: Research at the University of Central Florida involving human participants is carried out under the oversight of the Institutional Review Board (UCF IRB). This research has been reviewed and approved by the IRB. For information about the rights of people who take part in research, please contact: Institutional Review Board, University of Central Florida, Office of Research & Commercialization, 12201 Research Parkway, Suite 501, Orlando, FL 32826-3246 or by telephone at (407) 823-2901.

By starting this survey, you are confirming that you are at least 18 years old.   Please select "Yes" to begin the survey.
❍ Yes, I am at least 18 years old

Please indicate your gender
❍ Male
❍ Female

Please select how would you consider yourself
❍ Asian
❍ African American
❍ Caucasian
❍ Hispanic/Latino
❍ Multiracial/Other

Please indicate your age in years

Please indicate your level of agreement with the following statements

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I prefer complex to simple problems.	❍	❍	❍	❍	❍	❍	❍
I like to have the responsibility of handling a situation that requires a lot of thinking.	❍	❍	❍	❍	❍	❍	❍
Thinking is not my idea of fun.	❍	❍	❍	❍	❍	❍	❍
I would rather do something that requires little thought than something that will challenge my thinking abilities.	❍	❍	❍	❍	❍	❍	❍
I try to avoid situations where there is a chance I will have to think in depth about something.	❍	❍	❍	❍	❍	❍	❍
I find satisfaction in deliberating hard and for long hours.	❍	❍	❍	❍	❍	❍	❍
I only think as hard as I have to.	❍	❍	❍	❍	❍	❍	❍

I prefer to think about small, daily projects than long-term ones.	❍	❍	❍	❍	❍	❍	❍
I like tasks that require little thought once I've learned them.	❍	❍	❍	❍	❍	❍	❍
The idea of relying on thought to make my way to the top appeals to me.	❍	❍	❍	❍	❍	❍	❍
I really enjoy a task that involves coming up with new solutions to problems.	❍	❍	❍	❍	❍	❍	❍
Learning new ways to think doesn't excite me very much.	❍	❍	❍	❍	❍	❍	❍
I prefer my life to be filled with puzzles that I must solve.	❍	❍	❍	❍	❍	❍	❍
The notion of thinking abstractly is appealing to me.	❍	❍	❍	❍	❍	❍	❍
I would prefer a task that is intellectual, difficult, and important to one that is somewhat important but does not require much thought.	❍	❍	❍	❍	❍	❍	❍
I feel relieved rather than satisfied after completing a task that requires a lot of mental effort.	❍	❍	❍	❍	❍	❍	❍
It's enough for me that something gets the job done; I don't care how or why it works.	❍	❍	❍	❍	❍	❍	❍
I usually end up deliberating about issues even when they	❍	❍	❍	❍	❍	❍	❍

do not affect me personally.							
I am an extraordinary person.	○	○	○	○	○	○	○
I can usually talk my way out of anything.	○	○	○	○	○	○	○
I see myself as a good leader.	○	○	○	○	○	○	○
I am more capable than other people.	○	○	○	○	○	○	○
I know that I am good because everybody keeps telling me so.	○	○	○	○	○	○	○
I have a natural talent for influencing people.	○	○	○	○	○	○	○
I would prefer to be a leader.	○	○	○	○	○	○	○
I like to be complimented.	○	○	○	○	○	○	○
I insist on getting the respect that is due me.	○	○	○	○	○	○	○
I like to be the center of attention.	○	○	○	○	○	○	○
I find it easy to manipulate people.	○	○	○	○	○	○	○
I will never be satisfied until I get all that I deserve.	○	○	○	○	○	○	○
I can make anybody believe anything I want.	○	○	○	○	○	○	○
I like to look at my body.	○	○	○	○	○	○	○
I like to look at myself in the mirror.	○	○	○	○	○	○	○

Please indicate your level of agreement with the following statements.I consider myself as...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
enthusiastic	○	○	○	○	○	○	○
adventurous	○	○	○	○	○	○	○
energetic	○	○	○	○	○	○	○
forceful	○	○	○	○	○	○	○
sociable	○	○	○	○	○	○	○
outgoing	○	○	○	○	○	○	○
curious	○	○	○	○	○	○	○
imaginative	○	○	○	○	○	○	○
artistic	○	○	○	○	○	○	○
a person that has a wide range of interests	○	○	○	○	○	○	○
excitable	○	○	○	○	○	○	○
unconventional	○	○	○	○	○	○	○

Please indicate how familiar you are with the following social media sites, where 1 is "Not at all familiar" and 7 is "Extremely familiar."

	1 Not at all	2	3	4	5	6	7 Extremely
Facebook	○	○	○	○	○	○	○
Twitter	○	○	○	○	○	○	○
Pintrest	○	○	○	○	○	○	○
Google plus	○	○	○	○	○	○	○
Tumblr	○	○	○	○	○	○	○
Instagram	○	○	○	○	○	○	○
Snapchat	○	○	○	○	○	○	○
YouTube	○	○	○	○	○	○	○

How often do you use Snapchat?
- O Never
- O Rarely
- O A few times
- O Sometimes
- O Usually
- O Very usually
- O Always

We would like to get a better sense of your Snapchat use. Please indicate how many times you posted to Snapchat during the following time periods. Indicate from 1 to 20 the times you posted:
During the hour before taking this survey.
During a typical hour in your day.
Yesterday morning (6am-noon)
Yesterday afternoon (noon-6pm)
Yesterday night (6pm-12mid)
Overnight (12mid-6am)

What are the different reasons why you use or would use Snapchat?Please indicate your level of agreement with the following statements:I use Snapchat because...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I can get useful information.	O	O	O	O	O	O	O
I can get information at a low cost.	O	O	O	O	O	O	O
I can get information that I am interested in.	O	O	O	O	O	O	O
I can get information that supports my opinions.	O	O	O	O	O	O	O
It's entertaining.	O	O	O	O	O	O	O
It's fun.	O	O	O	O	O	O	O
It's exciting.	O	O	O	O	O	O	O

I enjoy it.	○	○	○	○	○	○	○
I can express my personal interests or preferences.	○	○	○	○	○	○	○
I can express my feelings.	○	○	○	○	○	○	○
I can post information about myself to let others know about me.	○	○	○	○	○	○	○
I can express my ideas and opinions.	○	○	○	○	○	○	○
I can interact with my friends.	○	○	○	○	○	○	○
I can show concern and support to others.	○	○	○	○	○	○	○
I can get opinions and advice from my friends.	○	○	○	○	○	○	○
I can see people's responses to my Snaps.	○	○	○	○	○	○	○
I can feel connected.	○	○	○	○	○	○	○
I can become more popular.	○	○	○	○	○	○	○
I can make others think I am friendly.	○	○	○	○	○	○	○
I can make others think I am socially attractive.	○	○	○	○	○	○	○

it lets me craft my identity.	○	○	○	○	○	○	○
it helps me pass time.	○	○	○	○	○	○	○
it is a pleasant rest.	○	○	○	○	○	○	○
I can kill time.	○	○	○	○	○	○	○
it helps when I'm bored.	○	○	○	○	○	○	○
to get away from pressures and responsibilities.	○	○	○	○	○	○	○
to get away from what I am doing.	○	○	○	○	○	○	○
I can forget about my problems for a while.	○	○	○	○	○	○	○
to put off something I should be doing.	○	○	○	○	○	○	○
to thank people.	○	○	○	○	○	○	○
to let people know I care about them.	○	○	○	○	○	○	○
to show others encouragement.	○	○	○	○	○	○	○
to help others.	○	○	○	○	○	○	○
to show others that I am concerned about them.	○	○	○	○	○	○	○
to not look old-fashioned.	○	○	○	○	○	○	○
to look stylish.	○	○	○	○	○	○	○

it helps me look fashionable.	○	○	○	○	○	○	○
everybody's using it.	○	○	○	○	○	○	○
I need someone to talk to or be with.	○	○	○	○	○	○	○
I can talk about my problems.	○	○	○	○	○	○	○
it makes me feel less lonely.	○	○	○	○	○	○	○
when there's no one around to talk or be with.	○	○	○	○	○	○	○
so I don't have to be alone	○	○	○	○	○	○	○
to be in touch with what my friends are up to.	○	○	○	○	○	○	○
to know what is going on in my family.	○	○	○	○	○	○	○
to have a feeling for what is happening in the world.	○	○	○	○	○	○	○
to be aware of the things people are doing.	○	○	○	○	○	○	○

Snapchat offers a feature they call "Discover"(see below). The content in this feature is classified into two categories: Pre-edited Discover is the pre-edited content presented and created by media partners and publishers like CNN, Cosmopolitan, ESPN and many others.   Our Story (Featured in Discover) are compilations of Snaps from Snapchatters at events and locations around the world, selected and managed by Snapchat or its partners. For example, a collection of posts by users at an NBA game.

How familiar are you with the Discover feature in Snapchat?
❍ 1 Not at all - 7 Extremely

Please indicate your level of agreement with the following statements about Pre-edited Discover. Think about the content that is pre-edited and provided by a publisher, media source or any other brand such as those that appear in the example below.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like the content featured in the Pre-edited Discover provided by a sponsor company, publisher or brand.	❍	❍	❍	❍	❍	❍	❍
I think the content featured in the Pre-edited Discover provided by a sponsor company, publisher or brand is useful.	❍	❍	❍	❍	❍	❍	❍
I think the content featured in Pre-edited Discover provided by a sponsor company, publisher or brand is fun.	❍	❍	❍	❍	❍	❍	❍
Pre-edited Discover makes it easy for me to build a relationship with a brand.	❍	❍	❍	❍	❍	❍	❍
I am satisfied with the Pre-edited Discover.	❍	❍	❍	❍	❍	❍	❍
I feel comfortable surfing through the snaps on the Pre-edited Discover.	❍	❍	❍	❍	❍	❍	❍

Watching Snapchat's Pre-edited Discover is a good way to spend my time.	❍	❍	❍	❍	❍	❍	❍
Compared with other social media features, I would rate the Pre-edited Discover as one of the best.	❍	❍	❍	❍	❍	❍	❍

Please indicate your level of agreement with the following statements

	1 Not at all	2	3	4	5	6	7 Extremely
I click on the content featured in the Pre-edited Discover provided by a sponsor company, publisher or brand.	❍	❍	❍	❍	❍	❍	❍
I pay attention to the content featured in the Pre-edited Discover.	❍	❍	❍	❍	❍	❍	❍
I read the stories featured in Discover.	❍	❍	❍	❍	❍	❍	❍
I share content featured in Discover.	❍	❍	❍	❍	❍	❍	❍

Please indicate your level of agreement with the following statements about "Our Story" featured in Discover. Think about these compilations of Snaps from Snapchatters at events and locations around the world, usually user-generated content.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like the content featured in Our Story provided by other users.	❍	❍	❍	❍	❍	❍	❍
I think the content featured in Our Story provided by other users is useful.	❍	❍	❍	❍	❍	❍	❍
I think the content featured in Our Story provided by other users is fun.	❍	❍	❍	❍	❍	❍	❍
The Snapchat Feature "Our Story" makes it easy for me to build a relationship with a brand.	❍	❍	❍	❍	❍	❍	❍
I am satisfied with the "Our Story" feature.	❍	❍	❍	❍	❍	❍	❍
I feel comfortable in surfing "Our Story."	❍	❍	❍	❍	❍	❍	❍
I feel watching "Our Story" is a good way to spend my time.	❍	❍	❍	❍	❍	❍	❍
Compared with other social media features, I would rate "Our Story" as one of the best.	❍	❍	❍	❍	❍	❍	❍

Please indicate your level of agreement with the following statements

	1 Not at all	2	3	4	5	6	7 Extremely
I pay attention to the content featured in Our Story provided by other user.	❍	❍	❍	❍	❍	❍	❍
I click on the content featured in Our Story.	❍	❍	❍	❍	❍	❍	❍
I watch the content featured in Our Story.	❍	❍	❍	❍	❍	❍	❍
I share content featured in Our Story.	❍	❍	❍	❍	❍	❍	❍

What type of Discover content do you watch/read the most?

Snapchat has a feature they call "Filters", which allows Snapchatters to add information or images and logos to the stories they are sharing. There are two kinds of Filters: Non-sponsored: Show the location (community geo-Filters), current time, weather, speed overlays and data Filters (battery life), which do not advertise or promote anything.   Sponsored Filters: Appear to Snapchatters when they take a snap in the locations the sponsor has determined them to appear.

How familiar are you with Snapchat's Filters?
❍ 1 Not at all - 7 Extremely

Please indicate your level of agreement with the statements below about Snapchat's Filters. Refer to the concept and example below to answer. Sponsored Filters: Those that are purchased by businesses and are intended promote a brand, product or service. Typically used for an upcoming sale, an ad over a specific location (geo-location) like a restaurant or even a sponsored event.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like Filters that promote a specific sponsored event or a venue location.	❍	❍	❍	❍	❍	❍	❍
I think the Filters that promote a specific sponsored event or a venue location are useful.	❍	❍	❍	❍	❍	❍	❍
I think the Filters that promote a specific sponsored event or a venue location are fun.	❍	❍	❍	❍	❍	❍	❍
Sponsored Filters makes it easy for me to build a relationship with a brand.	❍	❍	❍	❍	❍	❍	❍
I am satisfied with sponsored Filters.	❍	❍	❍	❍	❍	❍	❍
I feel comfortable using sponsored Filters.	❍	❍	❍	❍	❍	❍	❍
I feel using sponsored Filters is a good way to spend my time.	❍	❍	❍	❍	❍	❍	❍
Compared with other social media features, I would rate sponsored Filters as one of the best.	❍	❍	❍	❍	❍	❍	❍

Please indicate your level of agreement with the following statements about Sponsored Filters:

	1 Not at all	2	3	4	5	6	7 Extremely
I pay attention to Filters that promote a specific sponsored event or a venue's location.	○	○	○	○	○	○	○
I use Filters that promote a specific sponsored event or a venue's location.	○	○	○	○	○	○	○
I share through direct messages Filters promote a specific sponsored event or a venue's location	○	○	○	○	○	○	○
I share in My Story Filters that promote a specific sponsored event or a venue's location.	○	○	○	○	○	○	○

Please indicate your level of agreement with the following statements about Snapchat's Filters. Non-sponsored Filters: Those that show the location (community geo-Filters), current time, weather, speed overlays and data Filters (battery life), which do not advertise or promote anything (not paid).

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like the non-sponsored Filters.	○	○	○	○	○	○	○
I think the non-sponsored Filters are useful.	○	○	○	○	○	○	○
I think the non-sponsored Filters are fun.	○	○	○	○	○	○	○
I am satisfied with non-sponsored Filters	○	○	○	○	○	○	○
I feel comfortable using non-sponsored Filters	○	○	○	○	○	○	○
I feel using non-sponsored Filters is a good way to spend my time	○	○	○	○	○	○	○
Compared with other social media features, I would rate non-sponsored Filters as one of the best	○	○	○	○	○	○	○

Please indicate your level of agreement with the following statements

	1 Not at all	2	3	4	5	6	7 Extremely
I pay attention to non-sponsored Filters that show my location (community geo-Filters), current time, weather, speed overlays and battery life.	❍	❍	❍	❍	❍	❍	❍
I use non-sponsored Filters that show my location (community geo-Filters), current time, weather, speed overlays and battery life.	❍	❍	❍	❍	❍	❍	❍
I share through direct messages non-sponsored Filters that show my location (community geo-Filters), current time, weather, speed overlays and battery life.	❍	❍	❍	❍	❍	❍	❍
I use My Story Filters that show my location (community geo-Filters), current time, weather, speed overlays and batery life.	❍	❍	❍	❍	❍	❍	❍

What Filters (sponsored and non-sponsored) have you used? Give descriptive examples.

Snapchat offers a feature they call "Lenses". A feature based on face-recognition technology offered to add sound and visual effects to the images and videos taken by Snapchatters. There are two kinds: Non-sponsored Lenses: Lenses that do not promote or advertise any brand, these are generic and not financially supported. Sponsored Lenses: Lenses that are financially supported and intended to promote and advertise a brand

How familiar are you with Snapchat's Lenses?
1 Not at all - 7 Extremely

Please indicate your level of agreement with the following statements. Refer to the concepts and examples below to answer. Sponsored Lenses: A feature based on face-recognition technology offered to add sound and visual effects to the images and videos that represent and promote a brand (paid by the sponsor). These usually have a disclosure that indicates they are "SPONSORED"

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like Lenses that are sponsored and are representing a brand.	○	○	○	○	○	○	○
I think the Lenses that are sponsored and are representing a brand are useful	○	○	○	○	○	○	○
I think the Lenses that are sponsored and are representing a brand are fun.	○	○	○	○	○	○	○
Sponsored Lenses makes it easy for me to build a relationship with a brand.	○	○	○	○	○	○	○
I am satisfied with sponsored Lenses.	○	○	○	○	○	○	○
I feel comfortable	○	○	○	○	○	○	○

using sponsored Lenses.							
I feel using sponsored Lenses is a good way to spend my time.	○	○	○	○	○	○	○
Compared with other social media features, I would rate sponsored Lenses as one of the best.	○	○	○	○	○	○	○

Please indicate your level of agreement with the following statements

	1 Not at all	2	3	4	5	6	7 Extremely
I pay attention to Lenses that are sponsored and represents a brand.	○	○	○	○	○	○	○
I play with Lenses that are sponsored and represents a brand.	○	○	○	○	○	○	○
I share through direct message Lenses that are sponsored and represents a brand.	○	○	○	○	○	○	○
I share in My Story Lenses that are sponsored and represents a brand.	○	○	○	○	○	○	○

Please indicate your level of agreement with the following statements. Refer to the concept and example below to answer. Non-sponsored Lenses: Featured by Snapchat and do not promote or advertise any brand.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like the Lenses that are generic and are NOT representing a brand.	❍	❍	❍	❍	❍	❍	❍
I think the Lenses that are generic and are NOT representing a brand are fun.	❍	❍	❍	❍	❍	❍	❍
I think the Lenses that are generic and are NOT representing a brand are useful.	❍	❍	❍	❍	❍	❍	❍
I am satisfied with the non-sponsored Lenses.	❍	❍	❍	❍	❍	❍	❍
I feel comfortable using non-sponsored Lenses.	❍	❍	❍	❍	❍	❍	❍
I feel using non-sponsored Lenses is a good way to spend my time.	❍	❍	❍	❍	❍	❍	❍
Compared with other social media features, I would rate non-sponsored Lenses as one of the best.	❍	❍	❍	❍	❍	❍	❍

Please indicate your level of agreement with the following statements

	1 Not at all	2	3	4	5	6	7 Extremely
I pay attention to Lenses that are generic and do not represent a brand.	○	○	○	○	○	○	○
I play with Lenses that are generic and do not represent a brand.	○	○	○	○	○	○	○
I share through direct messages Lenses that are generic and do not represent a brand.	○	○	○	○	○	○	○
I share in My Story Lenses that are generic and do not represent a brand.	○	○	○	○	○	○	○

What types of Lenses (sponsored and non-sponsored) have you used? Give descriptive examples.

Snapchat has another feature called "Snap Ads". These are video ads that appear periodically while you are looking at other snaps. Snapchatters can "swipe up" on the videos and see more about the advertised product. This will reveal a longer video, an article, a link that will take you to another app or to a mobile website.

How familiar are you with the Snap Ads?
○ 1 Not at all - 7 Extremely

Please indicate your level of agreement with the following statements keeping in mind that Snap Ads are the videos that appear periodically across Snapchat.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like the short Snap Ads that appear when I'm using Snapchat.	○	○	○	○	○	○	○
I think the short Snap Ads are useful.	○	○	○	○	○	○	○
I think the short Snap Ads are fun.	○	○	○	○	○	○	○
Snap Ads makes it easy for me to build a relationship with a brand.	○	○	○	○	○	○	○
I am satisfied with Snap Ads.	○	○	○	○	○	○	○
I feel comfortable watching Snap Ads.	○	○	○	○	○	○	○
I feel watching Snap Ads is a good way to spend my time.	○	○	○	○	○	○	○
Compared with other social media features, I would rate Snap Ads as one of the best.	○	○	○	○	○	○	○

Please indicate your level of agreement with the following statements

	1 Not at all	2	3	4	5	6	7 Extremely
I pay attention to the short Snap Ads.	○	○	○	○	○	○	○
I watch the short Snap Ads.	○	○	○	○	○	○	○
I skip the short Snap Ads.	○	○	○	○	○	○	○
I slide up to learn more about the Snap Ads.	○	○	○	○	○	○	○

Mention an example of a SnapAd that you remember seen.

Think about how you use Snapchat. Indicate the best estimate of the times you use each of the following features in a typical day. Indicate from 1 to 20 for each Snapchat feature:
Pre-Edited Discover (like MTV, CNN, etc.)
Our Story Discover
Sponsored Lenses (like Cheetos, etc.)
Non-sponsored Lenses (like dog face)
Sponsored Filters (like Disney, etc.)
Non-sponsored Filters
Snap Ads

How long have you been using Snapchat?
0 months, 6 mos., 1 year, 1.5 yrs, 2 yrs, 2.5 yrs,3 yrs, 3.5 yrs, 4 yrs, 4.5 yrs, 5 yrs, 5.5 yrs, 6 yrs

Approximately how many people do YOU FOLLOW on Snapchat?

Approximately how many people FOLLOW YOU on Snapchat?

Thank you for taking the time to answer these questions. Your participation is greatly appreciated. In order to give professors, the names of all the people who participated in the survey, we are asking you to provide your name and course information below. Keep in mind that the identifying information will be deleted after credit is awarded. All your responses will be analyzed and reported anonymously to protect your privacy.

For the purpose of assigning credit, please write your First Name in the box below.
For the purpose of assigning credit, please write your Last Name in the box below.
Write the name of the Professor whose Communication course should you receive credit in.
Write the course name and number.

APPENDIX B: IRB APPROVAL

Approval of Exempt Human Research

From: **UCF Institutional Review Board #1**
           FWA00000351, IRB00001138

To: **Tiany A. Sousa Garnica** and Co-PIs: **William Kinnally**

Date: **March 24, 2017**

Dear Researcher:

On 03/24/2017, the IRB approved the following activity as human participant research that is exempt from regulation:

Type of Review:	Exempt Determination
Project Title:	A Snapchat marketing perspective: Examining the psychological factors and the motives of using social networking sites that predict positive attitudes towards and behaviors with non-sponsored and sponsored content.
Investigator:	Tiany A. Sousa Garnica
IRB Number:	SBE-17-12887
Funding Agency:	
Grant Title:	
Research ID:	N/A

This determination applies only to the activities described in the IRB submission and does not apply should any changes be made. If changes are made and there are questions about whether these changes affect the exempt status of the human research, please contact the IRB. When you have completed your research, please submit a Study Closure request in iRIS so that IRB records will be accurate.

In the conduct of this research, you are responsible to follow the requirements of the Investigator Manual.

On behalf of Sophia Dziegielewski, Ph.D., L.C.S.W., UCF IRB Chair, this letter is signed by:

Signature applied by Gillian Amy Mary Morien on 03/24/2017 10:29:45 AM EDT

IRB Coordinator

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