

## CS 115 The Socio-Techno Web

Monday, February 10, 2020

### Reading before class

Nov 29, 2017 - Snapchat introduces a redesigned app that separates your friends from brands. *The Verge*.

1. The first article starts by saying that *Snap is under mounting pressure to grow its stagnant user base*. What kind of pressure is this and where does it come from? Isn't Snap free to do whatever it wants on its platform?
2. Consider this quote from the article: "*While blurring the lines between professional content creators and your friends has been an interesting internet experiment, it has also produced some strange side-effects (like fake news) and made us feel like we have to perform for our friends rather than just express ourselves.*" Do you agree with their conclusion? How common is the "performative" aspect in social media? Have you yourself contributed to this culture?
3. The author writes: "*Still, even Snapchat employees had begun to feel like the app's design was confused.*" **How important is design in the success of an app?** What kind of design seems to be preferred by users?

Feb 23, 2018 - Kylie Jenner helps to wipe \$1bn from Snapchat with tweet over redesign woes. *The Guardian*.

1. This article starts with: "*More than \$1bn was wiped off Snap Inc's market value on Thursday, in one of the company's worst trading days since it went public last year – and the rout was led by a bored tweet from a member of the Kardashian clan.*" Why does a "bored tweet" have such devastating power?
2. The author writes: "*A petition from more than 1.2 million users begged the company to reconsider its redesign, eventually forcing a somewhat dismissive response from Snap Inc itself.*" Do you know if this petition changed things? Do you know of petitions for real-world issues (e.g. climate change, or animal cruelty) that are signed by millions of people? How do you explain that an app redesign causes such a reaction?