ИССЛЕДОВАТЕЛЬСКАЯ РАБОТА
«Comparison of using Instagram and Snapchat in the life
of British and Belarusians»

Автор:
Вяльцева Анастасия Ильинична,
учащаяся 11 класса
государственного учреждения
образования «Бабиничская средняя
школа Оршанского района»

Руководители:
Мильто Юлия Петровна,
Горовец Ксения Николаевна,
учителя иностранных языков
государственного учреждения
образования «Бабиничская средняя
школа Оршанского района»

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Content

Introduction

Many people in our world use social networks. Social media includes various types of Internet platforms necessary for the exchange of information between users. First of all, the most famous and, as a rule, the most numerous are social networks (for example, VKontakte, Odnoklassniki, Facebook, etc.), also popular platforms are various blog platforms (the most famous is LiveJournal). In addition, there are the following platforms: microblogging (a prime example is Twitter), Wikipedia, video sharing sites (YouTube, etc.). The most rapidly growing audience of messengers such as WhatsApp, Viber, WeChat and Telegram. These Internet sites gather a multimillion audience of users who spend a large amount of free time there.

Social networks are different in popularity in each country. For example, Instagram and VKontakte are popular in our country. Facebook, Snapchat and Instagram are very widespread in the USA and Great Britain. I will describe Snapchat and the Instagram. I will try to find their pros and cons, compare these two social networks. I have tried to find foreign friends,but they are not on Instagram. Unexpectedly I found out that they prefer to use Snapchat and I really have found foreigners there. Why do they use Snapchat instead of Instagram? Our research is aimed at finding the answers to this question.

The objects of the research are information and possibilities of social networks, pros and cons of Snapchat and Instagram.

The subjects of our work are Belarussian and Britain schools.

The aim of our researchis to find out Snapchat and Instagram's creations history; analyze the differences between the two social networks; identify which app is being used more and for what reason.

In order to reach the aim we have set the objectives;

1. Study the history of social networks: Instagram, Snapchat;

2. Explore the comparison of options in the Instagram and Snapchat;

3. Examine the analysis of the surveys.

Hypothesis:

To prove that hypothesis of the research we used such methods as theoretical analysis to look into the creation's history of Snapchat and Instagram; described the capabilities of networks; systematization of the results of practical surveys.

1. Basic part

1.1. The history of social networks

The appearance of modern blogs, social networks and the Internet was predicted by the Russian writer and philosopher Vladimir FedorovichOdoevsky back in 1835. At this time, he finished writing his utopian novel "4338". The world described by the author is somewhat reminiscent of the XXI century: "...magnetic telegraphs are organised between familiar houses, through which those living at a long distance talk to each other." Odoevsky also talks about "home newspapers" published "in many houses, especially between those who have great acquaintances; they replace ordinary correspondence... The obligation to publish such a magazine once a week or daily is assigned in every house on the canteen butler. This is done very simply: every time he receives an order from the owners, he writes down everything he said, then shoots the right number of copies in the obscular camera and sends them to friends. This newspaper usually contains a notice of the health or illness of the owners and other home news.However, social networks gained real popularity in 1995.Then American Randy Conrads created Classmates.com, the first social network in the modern sense. In it, registered users have access to the catalogue of graduates of various educational institutions. Thus, anyone can find classmates. It is worth noting that Classmates.com immediately turned out to be very popular. By the way, its popularity is not falling today – more than 50 million people use the social network. It is very interesting thatOdnoklassniki is the Russian analogue of Classmates.com. Currently, more than 290 million users are registered in them.

It is worth noting that Vladimir Fedorovich is not far from reality. However, of course, he couldn't know about social networks, blogs and the Internet at that time.

The first social network using computer technology appeared in 1971. It was used by the military to transmit information through the Computer Network, created in 1969 in the United States by the Department of Defence Advanced Research Agency and was a prototype of the Internet. 17 years later, in 1988, Finnish scientist JarkoOikarinen invented the "IRC" protocol - a rebroadcast Internet chat - and software for its implementation. Now it has become possible to communicate with each other in real time. [1]

After that, other social networks began to appear. Nowadays there is a big quantity of social networks, but I want to speak about two of them – Instagram and Snapchat. I think that they are the most popular now.

1.2. Snapchat

Snapchat isn't about capturing the traditional Kodak moment. It's about communicating with the full range of human emotion -- not just what appears to be pretty or perfect." Snapchat CEO and co-founder Evan Spiegel wrote this in the first post on the Snap Inc. -- then Snapchat -- blog back in 2012, when users could only send photos, and only on iOS devices. Since Spiegel's blog post, Snapchat has already had a huge impact on social media and content marketing.

In fact, since Snapchat's arrival to the social media scene, Facebook and Instagram have launched their own versions of some of Snapchat's most popular features. Roughly 150 million people use Snapchat every day, and they consume around 800 hours of video per second.

In addition to its messaging features, Snapchat features Stories (photo or video messages that can be replayed for 24 hours), Memories (saved photos for sharing later), and stickers to embellish messages. The app has been widely adopted, especially among teenagers and Millennials: 26% of people surveyed between the ages of 12 and 24 said they used Snapchat the most, second only to Facebook [2].

Now that we're all up to speed, let's dive into some of Snapchat's major developments and achievements over the last five years -- and what we might expect from five more.

Spiegel and his co-founder, Bobby Murphy wanted to create an app that would send photos that would eventually disappear, and the initial Picaboo app was launched in the iOS App Store in July,2011.

In May 2012, Spiegel wrote Snapchat's first blog post and set the tone for what users could expect from the app in the coming years. "We're building a photo app that doesn't conform to unrealistic notions of beauty or perfection but rather creates a space to be funny, honest or whatever else you might feel like at the moment you take and share a Snap," he wrote.

In October 2013, Snapchat launched Stories -- an ephemeral narrative of snaps that users could post for their friends to view for 24 hours. Brands and users started using Stories to share a fuller picture of what they were up to while still maintaining the hallmark disappearing factor.

In 2014, Snapchat ramped up innovation and launched a slew of new features and updates. First, it introduced Chat in May, the messenger that still featured disappearing messages via text, in addition to the ability to see when your friend was "here" in the chat window so users could start a live video chat. Snapchat rolled out Geofilters in July that let users customize their snaps with filters and embellishments according to what city they were snapping from.

In November, Snapchat worked with Square to create Snapcash, which allowed users to easily send and receive money directly from Snapchat into their bank accounts.

In January 2015, Snapchat started offering many new ways for advertisers to earn money from its huge audience -- then roughly 75 million users.

In September, Snapchat launched the next big thing for avid selfie-takers: Lenses. When users turned their cameras to be self-facing, by holding a finger down on their face, users could choose from a wide variety of Lenses to change their look. From puppy ears to barfing rainbows, selfies got a lot more creative.

Finally, by December 2015, the Financial Times reported that Snapchat users were watching 6 billion videos per day just three years after video recording was launched on the app.

The year 2016 marked a period of tremendous change and explosive growth for Snapchat. In February, Snapchat rolled out on-demand Geofilters for the entire

Snapchat community, allowing users to create filters for parties, weddings, and private events.

I think that ephemeral messaging will continue to grow in popularity.

1.3. Instagram

Instagram is vey similar to snapchat among teenagers. It's American social network for sharing photos and videos founded by Kevin Systrom and Mike Krieger.

In 2009, Kevin Systrom, a 27-year-old Stanford University graduate, was working at Nextstop, a travel recommendations startup. Systrom had previously worked at Google as a corporate development associate and interned at Odeo, a company that would later evolve into Twitter. While Systrom had no formal training in computer science, he learned to code on nights and weekends while working at Nextstop. He eventually built a prototype of a web app called Burbn, which was inspired by his taste for fine whiskeys and bourbons. The Burbn app allowed users to check in, post their plans, and share photos. Although at the time, location-based check-in apps were very popular, the photo-sharing feature of Burbn was very unique. Later he decided to rename his app into Instagram, combining the words instant and telegram. He also began focusing on improving the photo-sharing experience. His intention for the app was that it would be minimalist and require as few actions as possible from the user. After eight weeks of fine-tuning the app, he gave it to friends to beta test and evaluate its performance. After resolving some errors in the software, he brought it to launch.

The Instagram app was launched on Oct. 6, 2010, and racked up 25,000 users in one day. At the end of the first week, Instagram had been downloaded 100,000 times, and by mid-December, the number of users had reached one million. The timing of the app's release ended up being fortuitous because the iPhone 4– featuring an improved camera–had launched just a few months earlier, in June 2010.

Instagram's focus on photo sharing and commenting led to a strong degree of user engagement and word-of-mouth marketing as users encouraged their friends and family to join. Its simple interface and popular features also made it widely liked. This combination led users, who notoriously have short attention spans, to scroll through many posts and become addicted, in a sense, to using the app [3].

In April 2012, Facebook Inc. acquired the service for about $1 billion in cash and shares. With hundreds of millions of daily active users, it is the most effective platform for engaging audiences. This high engagement rate makes Instagram a top choice among both ordinary users and influencers. This a free photo and video sharing appavailable on iPhone and Android. People can upload photos or videos to our service and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram.

2. Practical part

2.1. The comparison of options in the Instagram and Snapchat

Both the Instagram and Snapchat are the top platforms when it comes to active users. They are among the most followed platforms all over the world. Snapchat has 332 million active daily users. Whereas, Instagram holds 500 million active users each day. Easy to say that both platforms rule the social media world and the hearts of their followers. (Appendix 1)

Obviously, the use of the Instagram and Snapchat is just a reflection of demand in different countries. There are pros and cons to both platforms. In this paragraph I will compare the platforms for usability and the results of a survey on the frequency of use among students in Belarus and Britain.

For me, the Instagram platform is much more convenient. To begin with, the platform is aimed at the whole world. The profile can be viewed, evaluated by my followers and also by people from other countries. What's more, Instagram has a feature to close the account. In this case, you can control who and when can visit the page.

The platform itself is very convenient and multifunctional. Only some functions were available in the initial formation of the platform as an international communication apparatus. Nowadays Instagram provides opportunities for communication (dialogs have been introduced with the function of sending photos and videos, stickers, geolocation). The dialog window has been developed in recent years into a full-fledged communication device. Let's talk about the posts themselves: there are criteria in the rules of the community which strictly control the content which are being broadcast. As a resultit's extremely difficult to come across anything inappropriate. Instagram detects the style of your publications and interests, broadcasts the posts under the interests of the user. For example, every day for a week I've liked the posts with pictures, film-graphic snippets. I have noticed that all my recommendations were transformed into educational content, adjusted personally for me.

New features have just recently appeared: the ability to rate a story or the ability to make Reels from videos or existing posts. The platform is actively developing for user-friendliness. [4]

Let's look at the practical side of this application. The Instagram has a lot of user-friendly tools. The Instagram users can share their photos and videos on their main feed, for example, complete with filters, geo-tagged content and hashtags. An Instagram Story is available on the user's feed, which can be viewed for 24 hours. Further, the user has the option to save the photo/video data in so-called Highlights. Instagram Live and Instagram TV are very entertaining features that allow users to watch their favorite celebrities, brands and even friends taking videos in real time.

One of my favorite features is Instagram Reels, which are quick videos with music, where you can share short and entertaining videos without a 24-hour shelf period.

My friend leads Instagram for marketing purposes. She does visual marketing, photography. I was curious to know what the platform means to her. Why is it the Instagram and not her own website?

"- The Instagram has a really distinct advantage when it comes to spreading brand messages. The more users I can reach, the more likely my content will get shared and benefit from a wider audience. For me, it's a visual marketing paradise: If your brand is distinguished by visuals, Instagram marketing may be the best option for you. This social media platform is perfect for posting eye-catching photos and interesting videos. It's no secret that your recommendations are tailored to your interests, so for me, as a visual artist/content creator, it's beneficial and convenient. I'm actually not the one who finds customers or collectors, they find me through recommendations and advertising." – she answered.

I can summarize that the Instagram is infinite possibilities where the only limitation is your own imagination. From educational information to collaborations, case studies and even outsourcing user and influencer content. The possibilities are endless.

The basics and purpose of the Instagram are clear, but what is Snapchat for? Snapchat is primarily a direct messaging platform where images and videos are available to recipients for a short period of time. Snapchat users can post these short videos for their friends and followers to watch before they are no longer available.

The main focus of Snapchat is to share content between people, but there are additional elements that users like. A Snapchat story can be posted to any user's profile for all their followers to view. The Discovery page displays short-term content from other accounts and brands, from news to food videos. If you're a fan of BBC news content but have missed all the episodes, you can find other news-related videos on the "Discovery" page along with other brands.

The Snapchat user can not only send fun photos with filters to friends (have you ever wanted to know what you would look like with a rainbow coming out of your mouth?) and direct messages, but also play augmented reality Snapchat games with friends or even with your own face. (Appendix 2)

This app offers a myriad of features, from sending disappearing photos to viewing the location of your friends around the world and tracking Snaps posted in certain areas.

Effects are an integral part of the application. To tweak a photo or video just swipe to the left. Filters change depending on the location of the user. To use them, you need to give the app access to geolocation, and then activate the filters in the settings. It is allowed to impose more than one effect on one snap. Snapchat offers four types of filters: Geofilters. They allow you to put the name of the city where the user is located on top of the photo. In addition, you can place images of artwork approved by the Snapchat admins.

To use video filters, you need to change the Snapchat video playback speed or activate rewind, including the audio track.

Data Filter help you to displays battery, date and time, air temperature, and user speed information on top of Snapchat.

Changing the color scheme of photos and videos are so easy! Lens One of the most popular snapchat features. With this technology, you can change his appearance on the screen in real time beyond recognition. Animal masks, zombie masks, etc. are available. About a dozen free effects are released every day. Face swap is a lens option that allows you to use a friend's face as a mask on the screen. This can be done on a single photo or take a "donor" from an image stored in your smartphone's gallery. To activate the feature, hold your finger on the face image for a few seconds until a list of lenses appears. Scroll to the end of the list and select the yellow icon.

Moreover, you can overlay a text message on top of a video or photo. How do I add one? Click on the media file, use the on-screen keyboard to write your message, and hit.

Snapchat emoticons and stickers are an essential part of any social network. There are an unlimited number of these effects per photo. To add a face to your picture, click the bent-leaf icon. In the window that opens, select the smiley or scroll left and right to see other categories. You can add an arbitrary picture to a photo or video snapshot. Click on the pencil button, choose the color you like, and draw whatever you like. When you're done, click the same icon again. To cancel the drawing, tap on the green curved arrow.

As you can notice, snapchat is very convenient for editing photos and videos and communicating with friends. I would like to mention one of the important factors of using the application - disappearing photos and videos. This is currently a very tempting feature to purchase this application.

I would like to note that Snapchat's functionality and platform is not as diverse and unlimited as the Instagram's. In conclusion, snapchat cannot fully stand on the same level as Instagram at this stage. At least for now. [5], (Appendix 3), (Appendix 4).

2.2. The analysis of the survey

I conducted a survey with my friend Masha from Britain and asked people what they would choose: Snapchat or Instagram. The survey was conducted among students of British and Belarussian schools.

I also conducted a small survey among teachers and students of my Belorussian school: only one person chose Snapchat, and everyone else chose Instagram.

The result of the survey was surprising to us. In Belarus students prefer Instagram, in Britain students use snapchat. We were curious to ask the students. After communication, we were able to identify the main criteria by which students choose their preferred social network.

Privacy and personal space are important for British students. Snapchat's messaging function is more private than Instagram's, which is may appeal to students who value privacy. This is the main reason British students use this social network, everything else is less important, but it is worth mentioning. Snapchat has a more casual and authentic vibe than Instagram, which might resonate more with some British users who prefer a less curated and polished social media experience. Snapchat's unique features, such as filters and lenses, make it a fun and interactive way to communicate with friends.

However, there could be several reasons why students in Belarus use more Instagram than Snapchat. Instagram is more popular worldwide compared to Snapchat. Belarussian students may be using Instagram more because it is more widely accepted and offers a greater reach and influence. It has more diverse features, including photo editing, video sharing, and the capability to follow and interact with influential people from all over the world. Instagram has also integrated features like Reels, IGTV, and Instagram Live to keep up with the competition. One of the common pros is language barrier: Snapchat doesn't have full language support in Belarus and doesn't offer in-app translations for our local language. Overall, both Instagram and Snapchat have their unique features and appeal to different audiences. Instagram appeals to those who enjoy visual storytelling, while Snapchat caters to a younger, more playful audience that enjoys sharing real-time moments with their friends.

Conclusion

Instagram is one of the amazing applications to share your point and views with the audience. It is one of the easiest ways o interact with multiple at the same time. Snapchat is an awesome application if you want to chat privately with your friend or loved ones. In, you will find quite a difference between both Instagram and Snapchat.

Also after the survey, we concluded that in Britain 90 % of schoolchildren choose snapchat and only 10 % of Instagram. When everything is the opposite in the Belorussian school. You can see more accurate results in the diagram below.

The purpose of Instagram and Snapchat varies. Instagram is more popular for showcasing photos and short videos that appeal to the masses, while Snapchat is known for its ephemeral messaging and more private content.

In the first paragraph we have studied the history of these social networks, their original objectives and how they were implemented.
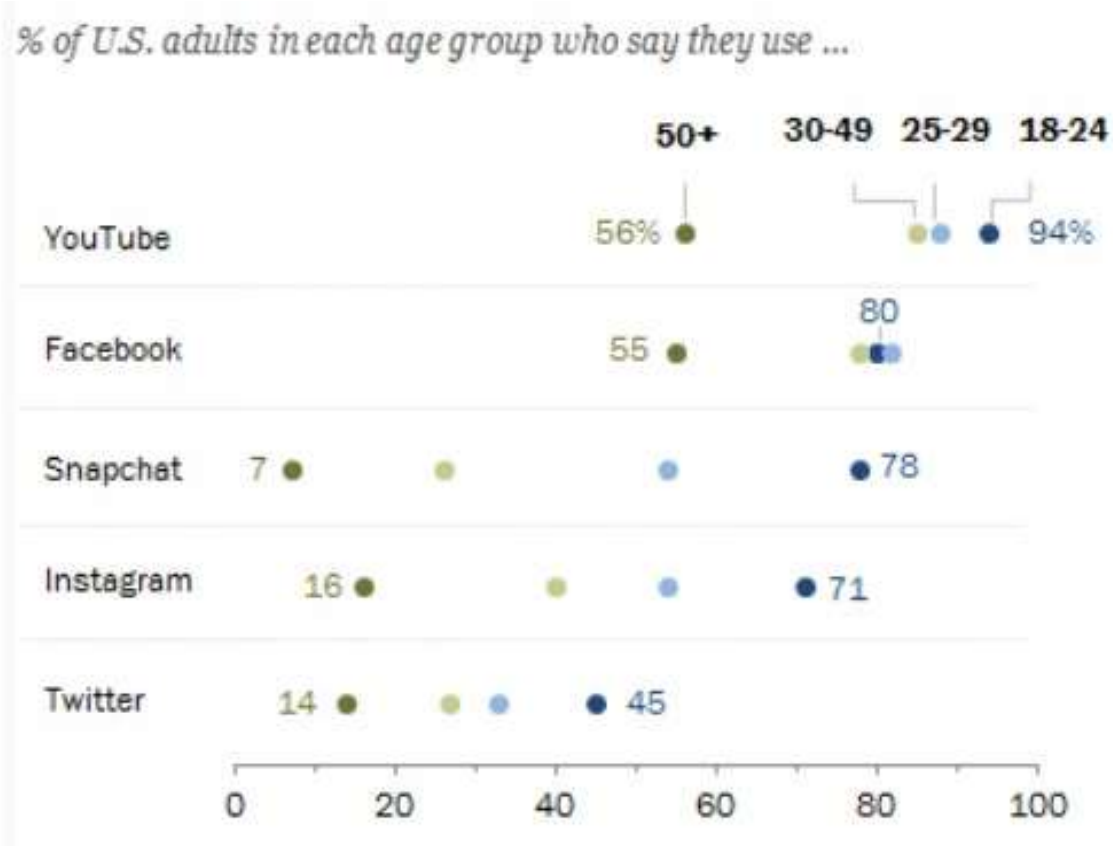
Identified the differences between the functionality and features of Instagram and Snapchat: described the results in a practical part.

The results of the student survey are summarized in the last paragraph of the practical part. The main preferences in the use of Instagram and Snapchat among students in Belarusian schools and schools in Britainwere described.
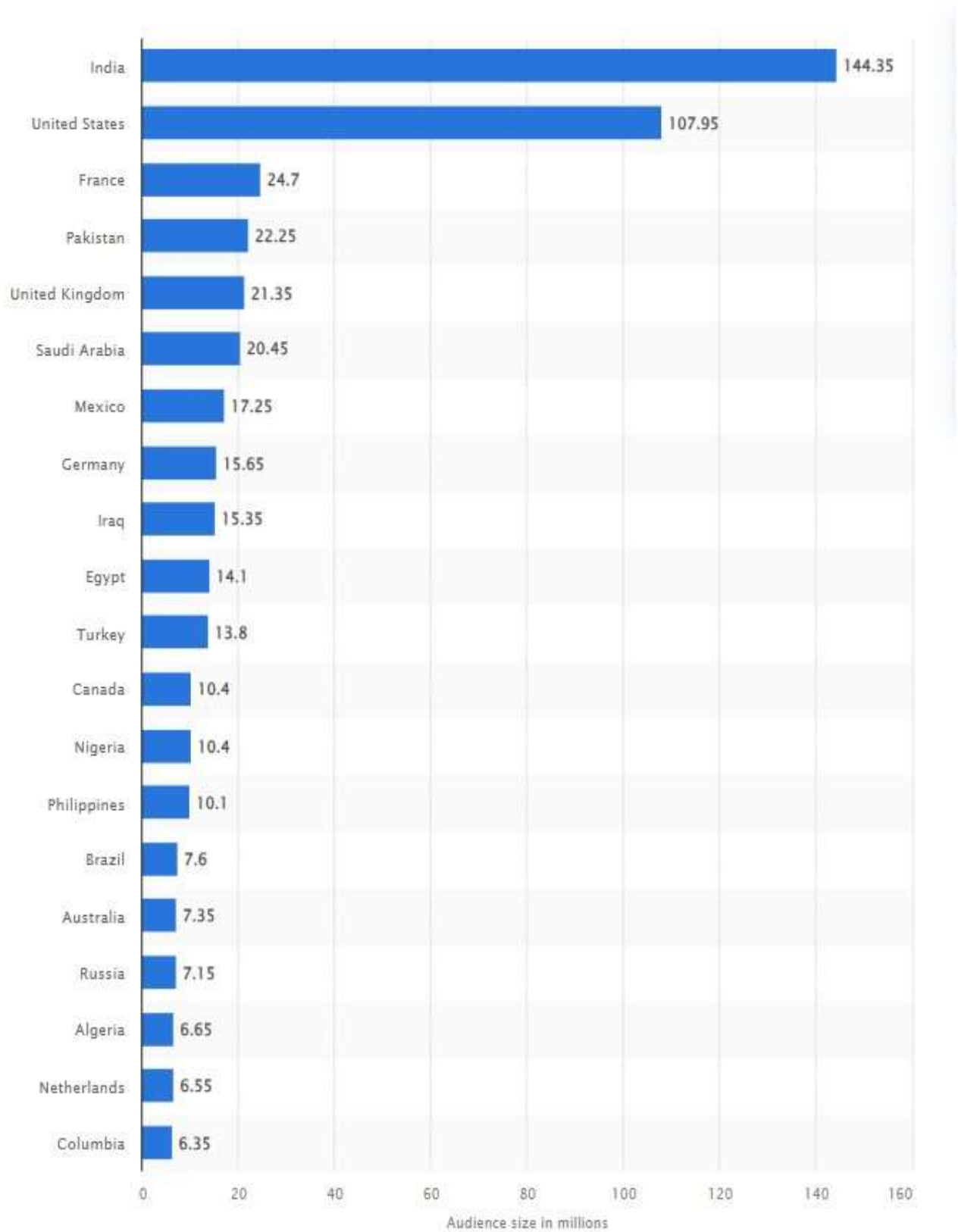
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Popular platforms among students

% of U.S. adults in each age group who say they use ...

Key features of Snapchat

The statistic of using Snapchat in different countries

Country	Audience size in millions
India	144.35
United States	107.95
France	24.7
Pakistan	22.25
United Kingdom	21.35
Saudi Arabia	20.45
Mexico	17.25
Germany	15.65
Iraq	15.35
Egypt	14.1
Turkey	13.8
Canada	10.4
Nigeria	10.4
Philippines	10.1
Brazil	7.6
Australia	7.35
Russia	7.15
Algeria	6.65
Netherlands	6.55
Columbia	6.35

Audience size in millions

Statistics on the popularity of using stories on social media
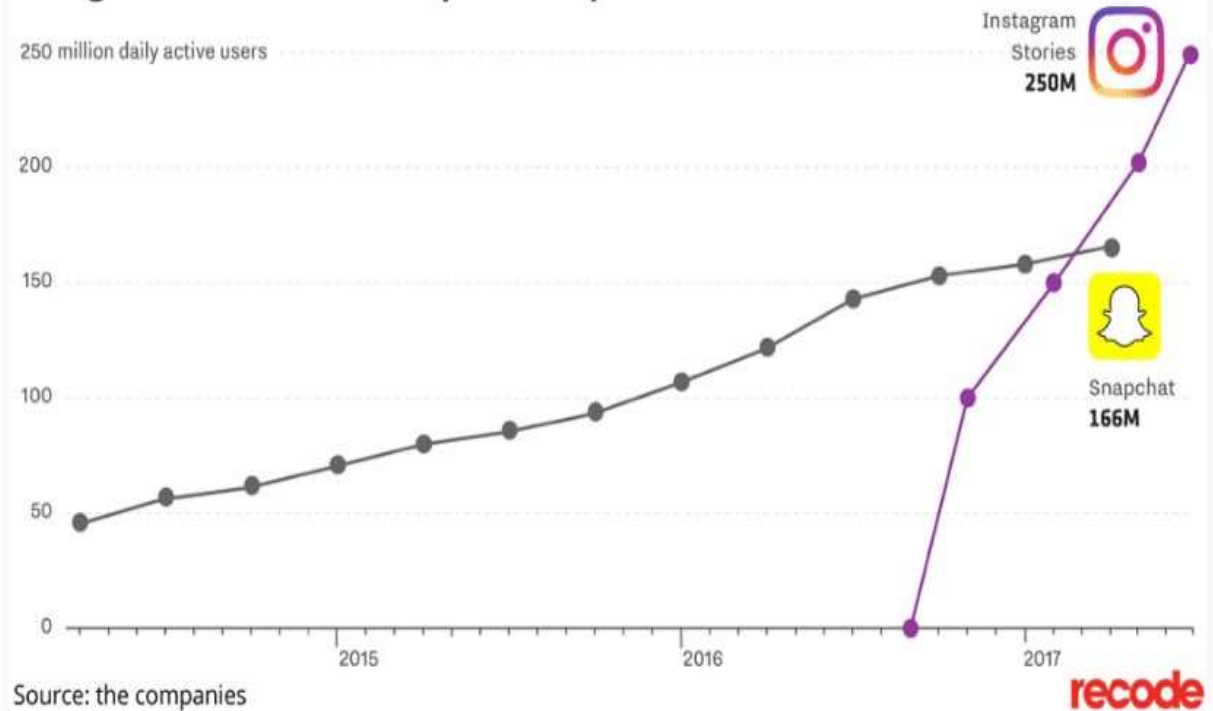
— Instagram vs Snapchat (Image source: Recode)