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## Views of Kuwait University students who are Snapchat users about his contributions to social and educational aspects and his relationship to some variables

Submitted by:

**Dr. Najlaa Ghasham hamood AlAzmi**

Department of Foundations of Education, College of Education, Kuwait University, Kuwait

### Abstract:

This study sought to know the opinions of "Snap chat" users from Kuwait University students in social, educational, religious, and political aspects and its relationship to some variables, following a descriptive and analytical approach and achieving this goal. A questionnaire was constructed consisting of (40) paragraphs, distributed On four axes: the first axis: the social and it may consist of (10) paragraphs, the second axis: the religious and it may be (10) paragraphs, the third axis: the educational and it may be (10) paragraphs, the fourth axis: the political and it may be of (10) Items, applied to a random sample (n = 671) male and female students at Kuwait University. The results showed that the students' perceptions of the Snapchat program's relationship with the social aspect came with a high degree of appreciation, which indicates the spread of the Snapchat program among them and its impact on the social aspect of the study sample despite the novelty of the program. While the perceptions of the study sample members about the relationship of the Snapchat program to the educational, religious, and political aspect, with a moderate degree of appreciation, this indicates that the impact of the program is moderate on the members of the study sample in the educational, religious and political side.

The results showed statistically significant differences between the sample members according to the gender variable, as females obtained higher scores than males in both the social, educational, and religious aspects. In comparison, the differences between the two groups disappeared on the political side. The results showed fundamental differences between the literary and scientific types in the religious and political aspects, as the primary literary students got higher grades than the scientific specialization students in the religious and political axis. The differences between the two groups on the social and educational side disappeared. The results also showed fundamental differences between age groups in all axes, as students of younger age groups got higher scores than students of older age groups. The results showed significant differences between the study sample's responses to the governorate variable in the political aspect axis in favor of the students of Farwaniya Governorate. In contrast, there are no statistically significant differences between the social status groups. At the end of the study, the researcher recommended the necessity of anticipating the future in education, using the Snapchat application in education to face recent developments, and noting the relationship between Snapchat and scientific and cultural development.

**Keywords:** Snapchat.

### **Introduction:**

In a world bursting with technology at light speed, the simple Snapchat application was able to impose its presence forcefully among the giants of social networking sites, as it displays clips for a short period in an exciting way, as in the commercial offers "Sale" that everyone is eager to obtain during the period of the offer. With those exclusive features, Snapchat was able to attract millions in record time, adopting those imposed on them by globalization the demands of communication via the global air, to turn into a company with a market value of 19 billion dollars, which is a mobile number that changes with the percentage of users estimated at 300 million users (<https://www.sharjah24.ae>).

Chris (2015) indicated that Snapchat, which 70% of college students use and enjoys great popularity with them, is considered the marketing bomb in social media.

(<http://cksyme.com>).

In a survey by Comscore, a company specialized in statistical analyzes, in a study titled (The social network application you use may be an indicator of your age), the study achieved a surprise after Snapchat ranked third in terms of the most popular messaging sites in the world, and Facebook came in the first place and Instagram. In the second place, which was a big move to the site compared to his era's newness among social networks, as Snapchat captured the admiration of 32.9% of the age group between the ages of 18 and 34 years. Twitter received a preference rate of 41%, while Facebook received the lowest preference among the mentioned age group by 38%, and the study showed that those who prefer Facebook had reached 65 years compared to only 1% of them who use Snapchat despite its relative newness (<http://comscore.com>).

### **The study problem and its questions:**

The PEW Center confirmed in two surveys, the first conducted in 2012 and the second in 2013 that individuals prefer to create pictures and videos to be viewed online than to display ready or already existing pictures or clips. When comparing the two studies, it was noticed that the percentage increased between the two years from 46% to reach% 54, which explains the harmony that Snapchat provides and matches the desires and aspirations of individuals.

Another study conducted in the United States of America confirmed that 77% of Snapchat users are college students and sent nearly 400 million clips per day (Harnick & Giannini, 2014)). In an almost strange phenomenon that keeps pace with the times, 6 American universities have created an account. Snapchat continues with the next generation in their language, hoping for more communication and convergence of visions, which leads researchers to the need to reflect on this forward-looking step and adapt this application and benefit from it by universities (Waxman, 2014)).

A study conducted by the American Psychiatric Association indicated that this phenomenon is widespread, especially among young people, indicating a mental disorder among its addicts (Utz & Muscanell & Khalid, 2015).

Here, the problem of the study appears and the need to search for the components of this application and shed light on the philosophical dimension of using this application, which has dominated psychological studies, and it has become necessary to explore it, especially as it captures the most critical group in society, namely the youth, and therefore this study was conducted to identify the opinions Kuwait University students in the application of Snapchat in each of the social, educational, religious and political aspects.

### **This study seeks to answer the following main question:**

What are the views of Snapchat users of Kuwait University students on the social, educational, religious, and political aspects in light of some variables?

To answer this question, the following sub-questions were:

- 1 - To what extent does Snapchat contribute to the social, educational, religious, and political aspects of Kuwait University students?
- 2 - Are there statistically significant differences between the variables of gender, age; Social status; Specialization; residential area?
- 3- What are the most prominent proposals to activate the positive aspects of Snapchat's contributions to overcome the negative aspects?

### **Objectives of the study:**

- 1- Knowing Kuwait University students' opinions, Snapchat, on both the social and educational aspect.
- 2 - Stand on the side most used for this application by Kuwait University students.
- 3 - Determine the degree or extent of the sample members' use of this application and its relationship to some demographic variables.

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4- Highlighting the importance of the Snapchat application and determining how to make optimal use of it through the researcher's recommendations in the social and educational aspects.

### **The importance of studying:**

The study's importance stems from the fact that it is located in a theoretical, aspect and application side. REGARDING Theoretical level, the importance of the study stems from being one of the first studies that dealt with the attempt to uncover the views of Kuwait University students in the application of Snapchat and in determining the side in which they use this application and which is considered preferred They have, as well as a dam for the quantitative deficiency in this type of research in Arab studies, as this study is considered the first of its kind according to the researcher's knowledge. On the practical level, the researcher expects that by surveying the opinions of Kuwait University students, this study can provide advice to the decision-maker on the possibility of making use of this application in advancing the educational and academic process at Kuwait University, similar to the universities that have already taken this step. This study can also be included in the relatively new field of knowledge that is known as social-informatics or social informatics - if you will - which is research and studies that deal with the impact of the application and use of information and communication technology on the social system, or the changes resulting from the application and use of information and communication technology, and It is one of the studies that delved into the knowledge of various aspects of the uses of this technology.

### **The terminology of study:**

Snapchat application: a fast and fun application to share the experience with friends and the world around us by sending snapshots of pictures or videos via smartphone platforms, and this is made by using and employing the users' data plan in the list of additives in the application and socializing in real-time, whether by pictures, video or Conversation. (Snap Chat App Inc, 2013).

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The researcher defines it as a social networking and chats application based on sharing moments and events simultaneously through a mobile Internet connection, and it depends on the number of guests after they approve of the addition.

### **Study boundaries:**

The study was limited to users of the Snapchat application, male and female students of Kuwait University, in its fifteen faculties of Kuwait University, in the second semester of the 2015-2016 academic year.

### **The theoretical framework of the study:**

The phenomenon of the self-captured image dominated, whether it was moving to exchange messages that were erased after a short while, known as "Snapchat," or fixed as "Selfie" through the new technology, and through the cameras that are equipped with phones or devices connected to networks Social communication for all people. Moreover, it became an obsession for some, in a strange philosophy that carries a lot of exclamation and admiration together. According to a study by the British research company (Global Web index), it showed that the Saudis ranked second in the world in the number of actual users of the Snapchat application, and they are the most Arab users of it. When Emiratis came in sixth place in the rate of use in the world. Furthermore, the Irish were on the throne of the first place for users of this application in the world, and the report indicated that the average age of users ranged between 16 and 20 years, and the report took into account the nature of the population and the infrastructure of each country, in addition to the availability of the Internet for its residents.

### **Snapchat application:**

It is a social networking application, the first version of which was launched on September 26, 2011 AD, mainly based on picture messages, the official owner of it is Snapchat,

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And the application started on the IOS operator only. At the end of 2012, it became available on Android, and the application is available in 19 international languages.

### **Snapchat application idea:**

The idea of this application, which makes its ghost images its slogan, is based on the feature of capturing front photos known as selfies or regular images, recording a video, adding text, graphics, sound effects, or accompanying music, and sending it to the desired person or showing it to all members of the list,

Knowing that it is Snapshots and in front of the addressee from one second to 10 seconds, to watch the pictures or video clip, after which the file is deleted automatically.

(<https://www.Snapchat.com>). Furthermore, the plot in Snapchat is to indicate the time of the transmitted clip, which calls all the attention of the future and forces him to fully attend to watch the clips donated to him (Boyd, 2014).

### **The inventor of the Snapchat application:**

Thanks to the creation of this application to all of "Evan Spiegel," "Bobby Murphy," and "Reggie Brown," who claims the paternity of the idea that he called at the beginning "Peekaboo," brought together by the Stanford University of America, which they were associated with. Evan Spiegel is considered an innovator The application, where this inventor was born in 1990 AD, in Los Angeles, California, in the United States of America, and is one of the pioneers of the Internet and the co-founder and CEO of the application of Snapchat, as he joined Stanford University in 2012 AD, which provided him contact with a group of technology tycoons such as Google CEO, Eric Smith, and Chad Hurley, one of the founders of YouTube. He left the university to focus on Snapchat, and before completing his studies, Evan was studying product design, where he suggested Snapchat as a graduation project. He later co-founded the company with Reggie Brown and Robert Murphy ([www.Techcrunch.com](http://www.Techcrunch.com)).

According to the latest Forbes magazine list, Evan Spiegel, 25, and Bobby Murphy, 27, joined the 400 richest American personalities for 2015, while the marketing value of Snapchat is currently \$ 16 billion ([www.Forbes.com](http://www.Forbes.com)).

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### Snapchat features:

Snapchat is characterized by the ability to send messages that disappear after a few seconds, and the Snapchat application is one of the applications that most seize young age groups. The CEO of the owner company, Evan Spiegel, confirmed that subscribers sent more than 400 million pictures, an increase of 50 million pictures than it is shared daily on the Facebook social network. The application allows the user to take pictures, record video clips, add graphics, and send them in the form of screenshots to a restricted list whose viewing period lasts from 1 to 10 seconds, or for the user to display them diaries for 24 hours via "Story." Then they are removed from the receiving device and removed from the private servers. With Snapchat, and the excitement is that these clips can be sent to one person without the rest of the list, and that is what the rest of the applications such as Instagram and Facebook do not provide, also through this application displays the accounts of many famous commercials, advertising and media companies such as CNN, Dailymail, and others, which she displays the most important events and news in the world through many snapshots of snap - to speak - through her accounts. The application also allows achieving the goal of those aspiring to fame through it, through the philosophy of publishing accounts and requesting additions from celebrities sponsored by Snapchat (Ahmed, 2015). Snapchat has also captured significant marketing companies' interest, which translates into McDonald's joining as the first company to use the app (Brousell, 2015). The application provides a display of competitions among the public when it announces the choice of one of the cities, capitals, or countries to be displayed Live through it, which calls for the individuals affiliated or living in those areas to photograph the clips produced by them for the company, and eagerly so that those in charge of the coordinators choose them, and among the most prominent those clips choose the Hajj season to be broadcast via Snapchat in a clip showing the greatness of the performance of the rituals in the Holy Land. With Snapchat, everyone has his camera and is at his disposal (Kennedy, 2015).

The company also decided to support video calls to use visual conversations when the user press and hold the blue button for a few seconds, after which the screen will light up in the face of the person the user is talking to with no ringing or acceptance of the invitation, which makes the user feel as if he is present with the person he is talking to in the same place. In its new update, the application "Snapchat" also added innovative features, one of which was called "Lenses," which is characterized by adding funny effects to photos and videos, with the ability to restore hidden shots for \$ 0.99. The lenses allow the application users to enhance the captured selfies with funny dynamic moving effects by setting the front camera to take selfies. Long press on the face's image on the screen until the sound and movement effects appear and are selected with instructions appearing with each effect to make the image Consistent, according to Business Insider.

While the "Replays" restore feature retrieves hidden messages for \$ 0.99 for three messages, \$ 2.99 for ten messages, and \$ 4.99 for 20 messages.

#### **Attempts to acquire the Snapchat application:**

Some companies tried to acquire the Snapchat application, including Google and Facebook. Facebook provided \$ 3 billion, while Google offered 4 billion to acquire Snapchat, but Evan Spiegel ultimately rejected this idea because he is a believer and is confident that his program will raise its price in the future. Moreover, he will not fall into the trap of successive deals because they offered sums are minimal compared to the revenues that the company will generate and that few people around the world can establish a company like Snapchat.

Despite the attempts of the communication giants to imitate the Snapchat application, these attempts were unsuccessful. We find that Facebook tried to borrow the magic wand of Snapchat to introduce new additions or effects to the images through the POKE application, but its failure led to its suspension by the same company within one month only. There is also a Briscop app. However, Snapchat still competes with Facebook, Instagram, Twitter, and WhatsApp,

As the latest figures disclosed by the company indicated that the number of users in the United States of America only exceeded 26 million users and that the clips sent through the same application during one day amounted to 400 million clips Snape (Harnick & Giannini, 2014).

### **Second: Previous Studies:**

The Monitor Center conducted a study entitled (Identification of Emerging Social Networking Networks in Qatar, 2014). The study sample included 1000 individuals, including 500 Qataris and 500 non-Qataris. Data were collected using the computer-assisted telephone interviews (CATI) method. The study was applied from September 1, 2014, until October 16, 2014, and aimed to find out the most used social networks by the population of Qatar and the nature of the sample's use of social networks such as Facebook, Twitter, Instagram, Whatsapp, Bath, BBM, and Snapchat, and showed results. The study showed that Qataris outperform others in their knowledge of networks such as Snapchat, where 77% of Qataris use Snapchat compared to 39% of non-Qataris, and 97% of Qataris use Instagram compared to 65% of non-Qataris.

These networks that share pictures a lot, and they are also a way to see the latest news, and it showed that a third of Qataris use the WhatsApp application to see the news, While the percentage among non-Qataris does not exceed 21%, and that 52% of non-Qataris use Facebook for the same purpose as opposed to only 12% of Qataris. The study confirmed that WhatsApp is the most popular network in Qatar, as it is used by 87% of the total population, while the percentage among Qataris reaches 97% among the previous networks covered by the study.

Pew Research Center, 2015) conducted a study entitled (Most adolescents depend on their mobile phones to travel over the Internet: a pilot study) The study applied to a sample of 1000 adolescents aged 13-17 years, the study aimed to shed light on the use of social media Facebook Instagram, Snapchat, Twitter, Google Plus, the relationship between adolescents, social media, technology, and the link between ethnic groups and family income. The poll ranked first with 71%, while Instagram ranked second with 52%, followed by Snapchat 41%,

and Twitter and Google Plus came in fourth place by 33% each. Moreover, that 90% of teens send at least 30 texts a day online. Furthermore, that black and Latino teenagers are the most used. 34% of black teens and 32% of Latino teens reported that they frequently use the Internet, while 19% of white teens reported them.

The British research company, Global Web index, (2015) conducted a survey study on the use of several countries for chatting and social networking programs, WhatsApp, Snapchat, and WeChat, and the results confirmed that South Africa is the largest market for using the "WhatsApp" program. The ages of its users ranged between 16 and 64 years, Malaysia came in second place, while the Kingdom of Saudi Arabia ranked tenth in the world in terms of using this application, and the ages of users ranged between 16 and 50 years. As for Snapchat, Ireland came to the top of the users of this application in the world, and the report indicated that the average age of Irish users ranged between 16 and 20 years, and Saudi Arabia came in second place with the ages of users of the same application ranged between 16 and 20 years as well. The WeChat application indicated that the Chinese are more used by the average age ranged between 16 and 60 years, while Malaysia came in second place and Saudi Arabia third.

Roesne & Gil & Kohno, (2014) conducted a study entitled (Sex, Lies or Hustle? An Exploratory Study of the Uses of Self-destructing Snapchat Messages). The study aimed to find out how and why individuals use Snapchat.

The study applied to a sample of 127 adults who used Snapchat, who were 18 years of age and over, who were University of Washington students. The questionnaire was used as a study tool, and it consisted of 41 items. The study results showed that 60% of them use Snapchat in the first place to send funny content, while 40% of them said that surprise was the motivation behind this use. 14% of them also explained that they used the application to send sensitive clips, while 1.6 of them said that they send Snapchat clips daily and regularly. Despite the study sample's limited size, the study confirmed that 82% of Snapchat users are 18 and 24 years old.

Moreover, that the mere disappearance of messages from the user's screen appeals to them and encourages them to send what they want since the messages and pictures are not preserved, and when inquiring about their impression when some take their pictures through Snapchat, which is the service provided by the application optionally, 70% of them indicated that they do not care. In comparison, 10% said they find this funny, while 10% feel angry about taking pictures of their clips.

Pielot & Oliver (2014) conducted a study entitled (Snapchat: How to understand the phenomenon of adolescence). The two researchers used the case study approach, and the study aimed to find out the motive of using Snapchat, which has become adopted by adolescents since the study is related to adolescents, who are the group that enjoys high specificity. It is difficult to use the personal interview as a study tool because it needs a base of confidence and clarity for the subjects. The two researchers posed for the personality of two teenagers aged 18 years to enter the world of Snapchat and set up an account through Snapchat for each of them. Their account was published to exchange and receive clips and pictures of different personalities, in an attempt to understand the needs and uses of adolescents and work on designing technology that meets their demands and benefits them and after receiving more From 450 clips and pictures via Snapchat from people whose ages ranged between 16 and 40 years,

And the majority of the clips were from the age group between 16 and 24 years old, the study concluded that the fun and excitement in trying this application is a strong motivation in itself and that the application allows talking with celebrities And strangers in a socially acceptable framework,

The study also concluded many challenges and questions about the ethics and values required to be displayed when an individual uses Snapchat. AVI and correct the bias that researchers fall into during the strong impression they have due to this application's first manual use.

Harnick & Giannini (2014) conducted a study entitled (Promoting Power to Snapchat). During the study, the two researchers reviewed a set of literature, studies, statistics, and case studies that dealt with Snapchat for some Snapchat users. Furthermore, users have explained that they use Snapchat to display the events they attend or do and use it to display their diaries, and about the significant role that Snapchat plays in commercial and media marketing to them, as a result of the services it provides that appeal to users, and that the short moments in which it displays its clips Play a significant role in its success, especially in the era of speed.

Velez (2014) conducted a study entitled (Ephemeral Monologues for the Masses, Snapchat: A Case Study) in which she reviewed some studies about Snapchat in an attempt to understand the reasons for the success of Snapchat application and the aspects in which the application could be used. That 73% of adults use social networks on the Internet, and that Snapchat, unlike the significant and well-established networks, its data is uniquely faded and crossed. The researcher stated that Snapchat is participatory documentation of life by the individual and eyes following him through his account on Snapchat. They are snapshots documenting Collective life documentation. Snapchat achieved the sharing of visual speech and thus achieved deep social immersion. What achieves this social immersion is the failure to save the content and archive of those clips, which was advantageous. Social media such as the ephemeral Snapchat have succeeded, being built on regular contact, and treating snapshots of life as spoils.

The researcher touched on the possibility of using Snapchat in political discourse because of the ability of Snapchat to generate what is known as magnetism or emotional affiliation, as well as Snapchat is a significant challenge for local power structures. Thus it will turn into brief bursts if it is harnessed politically. Contrary to its previous use of social networks, it left records of plans and movements, whereby Snapchat messages are sent en masse and then self-destruct, which indicates its distinction also as a tool of political resistance.

(Bayert, 2015) conducted a study entitled (Sharing Small Moments: Ephemeral Social Interaction in Snapchat). The study aimed to understand university students' social and emotional experiences from Snapchat users, and the study data were collected in two parts. The first section was the first study tool. It is a questionnaire applied to a sample of 154 students, and the second section was the second study tool, which is an in-depth personal interview for a sample of 28 students, and the results showed that users of this application were more positive, more moody and cheerful and that the reasons for users feeling happiness and satisfaction is what it provides. The application is based on interacting with others and how people can think, feel and act moment by moment in their daily life. The study results also showed that when communicating via Snapchat, emotions are more optimistic, as it is done face to face than communication through Facebook, Twitter, or e-mail.

### **Commentary on previous studies:**

Previous studies targeted various social media, and Snapchat had adequate space for research, that rebellious application, which crowded with the power of different applications, and the fact that its audience base was not negligible in a relatively short time, and we find that some studies were exploratory of opinion on the use of those applications such as the (Monitor Center, 2014) study, and the Global Web index study, 2015). While some studies dealt with the use of the application by the adolescent segment as in the study (Pew Research Center, 2015), while other studies focused their research efforts on university students, such as the study conducted by Roesne & Gil & Kohno, 2014 and Bayer, 2015), as it is the segment that this app is interested in.

Some studies also targeted society in general, such as (Pielot & Oliver, 2014, and Harnick & Giannini, 2014), while Velez (2014) focused on reviewing and analyzing the literature and previous studies.

From the above, we find that these translate many signs of astonishment towards this small, extensive application, which - if it may be described - like the magician who grabbed people's attention and did not leave the way for them to blink their eyes.

Thus, it opens the way to several questions and raises researchers' appetite towards making this application in many studies and research so that we can even slightly explore its depths, decipher the magic code for it, and know what flavor it encapsulates the admiration of the public. Accordingly, this study came to investigate the philosophical dimension of Kuwait University students' use of Snapchat, Kuwait University students' use of it, and the aspect that most employs it before them.

### **Method and procedures:**

#### **First: Curriculum of the study:**

The researcher adopted the descriptive approach in the field study, considering that the descriptive approach relies on the study of reality or phenomenon as it exists in reality and is concerned with being an accurate description and expresses it quantitatively (Abidat, Thouqan, and Abdelhak, Kayed and Adas, Abdulrahman, 2003 AD, p. 247).

#### **Second: Study individuals:**

The study population consisted of all Kuwait University students who used the Snapchat application who were regular in the study during the second semester of the 2015/2016 academic year, whose number was 37,234 (Kuwait University, Deanship of Admission and Registration, 2014). According to the random stratified sample method, the study sample was chosen, which gives everyone in the study community equal opportunities to be selected within the study sample. The sample consisted of (n = 671) male and female students, i.e., 1.84% of the original study population.

The study dealt with several independent variables related to the personal and functional characteristics of the study sample represented in (gender, specialization, residential area, age, marital status), as follows:

**Table No. (1)** shows the study population's characteristics according to the study's variables, gender, specialization, residential area, age, and marital status.

Variable	Classes variable	Number	Ratio
Gender	Male	338	50.4%
	Female	333	4.6%
Specialization	Literary	325	49.9%
	Scientific	336	50.1%
The residential area	The capital	136	20.3%
	Al Ahmadi	124	18.5%
	Farwaniya	154	23.0%
	Jahra	110	16.4%
	Hawally	79	11.8%
	Mubarak Al-Kabeer	68	10.1%
Age	18-20 years	177	26.4%
	21 and more	494	73.6%
Marital status	single	550	82.0%
	Married	103	15.4%
	Divorced	18	2.7%
Total		671	100%

It is evident from the previous table that (50.4%) of the study sample are males, while (49.6%) are females. The variable of specialization shows that 49.9% is a literary major, and 50.1% is a scientific specialty. Regarding the governorate variable, the table shows that the highest participation rate was among students in the Farwaniya governorate, at 23.0%.

The lowest percentage came in Mubarak Al-Kabeer, at 10.1%, while students' participation rates in other regions ranged between (10-18%).

Regarding the variable of marital status, the table shows that the single group's prevailing rate was 82.0%, compared to 15.4% for the married group, while the rate for the divorced group was 2.7%.

The mean ages of the total sample came to 21.99 with a standard deviation of 2.87, and within the male sample, 22.65, with a standard deviation of 3.03, within the female sample, 21.32 and a standard deviation of 2.53.

### **Third: the study tool:**

A questionnaire was prepared on "the opinions of the users of Snapchat from Kuwait University students in every aspect of the social, educational, religious and political aspects." The questionnaire was used to collect data from the study sample members for the ease of answering and analyzing it by the respondents.

The study questionnaire consisted of two parts. The first part includes general information about the study sample members represented in the following personal variables (gender, marital status, specialization, age, and residential area). The second part of the questionnaire included four main axes:

The social aspect, the educational aspect, the religious aspect, the political aspect, and the response to the study tool was designed according to the Likert scale, and it falls into five categories, which are: Strongly agree (5), Agree (4), Neutral (3), Disagree (2), and strongly disagree (1). To analyze and determine the sample responses' estimates, and after reviewing the previous studies, the students' rating was determined, with three levels high, medium, and low.

The highest value of answer alternatives in the study tool - the minimum value of answer alternatives in the study tool divided by the number of three levels (high, medium, and low), i.e.:

(1-5) - 3 = 1.33, and this value is equal to the class's length between the three levels (high, medium, and low).

Therefore, the arithmetic mean values of the degree of availability ranging from:

- (from 1.00 - 2.33) low values,
- (from 2.34 - 3.66) average values.
- (from 3.67 - 5.00) high scores.

Calculating the Validity and reliability of the questionnaire:

1- Apparent honesty (the veracity of arbitrators):

To ensure the validity of the questionnaire, it was presented to a group of arbitrators, all of whom are academics at Kuwait University, to judge the degree of appropriateness of the paragraphs in terms of their wording, suitability to the field, and the degree of their achievement of the goal for which they were set.

2 - Construct Validity

**Table (2)** It shows the correlation coefficient between the degree of each axis and the total degree of the resolution.

	The sub-axis of the questionnaire	Number of indicators	The coefficient of correlation of the sub-axis with the total degree of the questionnaire
1	Social aspect	10	0.576
2	The educational aspect	10	0.719
3	The religious aspect	10	0.827
4	Political Aspect	10	0.714

\*\* Signal at 0.01

The correlation coefficients in Table No. (2) show an upbeat, positive correlation between each axis and the resolution's total degree at 0.01.

The most powerful of them came with the religious side. And less with the social aspect.

#### Firming Actions: Reliability Coefficient

The stability of the instrument was verified by extracting the stability parameter using the internal consistency method according to the "Alpha Cronbach" equation. The questionnaire was applied to a random sample of college students at the university, where the total number reached 40 students.

The value of the stability coefficient of the resolution as a whole was (0.877), while the value of the stability factor of the resolution for the first axis is (0.820), for the second axis it is (0.775), for the third axis it is (0.841),

And for the fourth axis it is (0.798) which are relatively high values and reflect the stability of the tool. It was considered acceptable and appropriate for use as a tool for gathering information to answer study questions.

**Table (3)** shows the value of the reliability coefficient for the study tool's dimensions and fields, the reliability calculation, and the questionnaire on a sample of 40 male and female students at Kuwait University.

	Axes	Number of indicators	Cronbach alpha coefficient
1	Social aspect	10	0.820
2	The educational aspect	10	0.775
3	The religious aspect	10	0.841
4	Political Aspect	10	0.798

5	The total value of the questionnaire	40	0877
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### Study results and discussion:

**The first question:** What are the views of the users of the Snapchat program among Kuwait University students about its relationship in the social, educational, religious, and political aspects?

The arithmetic means, standard deviations, and the degree of estimation was extracted to answer this question, as shown in Tables (4) to (8).

Table (4) shows the arithmetic averages, standard deviations, the rank, and the grade of the study sample perceptions of the Snapchat program and its relationship in each aspect (social, educational, religious, political).

**Table (4)** It shows the arithmetic averages, standard deviations, the rank and the grade of the study sample perceptions of the Snapchat program and its relationship in each of the aspects (social, educational, religious, political)

Axes	Arithmetic mean	Standard deviation	Rank	Grade score
Social aspect	3.71	0.66	1	high
The educational aspect	2.84	0.60	4	medium
The religious aspect	2.93	0.66	3	medium
Political Aspect	3.13	0.68	2	medium
The total value of the questionnaire	3.14	0.48		medium

**Table (5)** Arithmetic averages, standard deviations, and the degree of appreciation for the perceptions of the study sample individuals in terms of the social aspect

	Phrase	Standard deviation	Standard deviation	Relative weight	Degree of appreciation	Order
1	Snapchat helps me communicate with my parents.	3.29	1.27	65.84	Medium	9
2	Snapchat can communicate with my friends.	4.08	0.90	81.64	High	2
3	Snapchat helps me follow my friends' news without having to come in direct contact with them often	3.76	1.08	75.16	High	6
4	Snapchat brings me close to my hosts' social events.	3.94	0.96	78.78	High	3
5	Snapchat changes many customs and traditions in society	3.48	1.15	69.54	Medium	8
6	Snapchat lets me see most of the places my friends visit	4.09	0.88	81.71	High	1
7	Snapchat helps me live with the events of most of my hosts	3.78	1.00	75.67	High	5
8	Snapchat likes me to follow social news for others.	3.27	1.15	65.37	medium	10
9	Send out Snapchat clips for the hosts to share the event with.	3.56	1.11	71.25	Medium	7

10	Enjoy following the various clips of my hosts.	3.87	1.00	77.34	High	4
	Aesthetic is the focus of the social aspect	3.71	0.66	74.20	High	

The results mentioned in Table (5), the following can be seen:

The students' perceptions of the study sample about the relationship of the Snapchat program to the social aspect came with a high degree of appreciation, with an overall arithmetic mean of (3.71), a standard deviation of (0.55), and a relative weight of the axis as a whole (74.2%). This is an indication of the spread of the Snapchat program among students and its impact on the study sample's social side, despite the novelty of the program.

Moreover, through what was stated in some terms of his relationship with the social aspect that it allows its users to see most of the places that their friends visit, it obtained the highest averages and appreciation, statement (6) with an average of 4.09, followed by enabling Snapchat users to always communicate with friends Phrase No. (2) with an average My Account 4.08.

As for the lowest items in terms of averages, and got an average rating, Snapchat helps them follow social news for others, statement No. (8) with an average of 3.27, and this may be due to the program's advantage in providing this service in a simplified way, or that the individual is the one who offers What he likes or what he wants to present in terms of news or diaries related to him. He is also the one who has the right to present it briefly or at length, and most of the items (6 phrases) have obtained arithmetic averages with high grades. Simultaneously, the rest of the expressions got arithmetic averages between (3.56 - 3.94).

**Table (6)** Arithmetic means, standard deviations, and grade of the study sample perceptions of the relationship to the educational aspect

	phrase	Standard deviation	standard deviation	Relative weight	Degree of appreciation	order
1	Snapchat is a great source of learning	2.57	1.17	51.33	Medium	7
2	Snapchat enables me to communicate with my colleagues in the same moment	3.64	0.96	72.88	Medium	1
3	I trust the information and events sent to me via Snapchat.	2.55	1.09	51.09	Medium	8
4	Snapchat alters the intellectual cultures of individuals	3.39	1.11	67.75	Medium	3
5	Snapchat distracts me from following my lessons.	3.40	1.31	68.08	Medium	2
6	Snapchat during my exams distracts me from studying	3.26	1.35	65.26	Medium	4
7	Contact the university administration via Snapchat.	1.90	1.10	38.00	Medium	10
8	The university transfers the most important events and activities through Snapchat.	2.70	1.29	54.07	Medium	6
9	My colleagues convey to me the atmosphere of the lectures on Snapchat	2.28	1.25	45.51	low	9

	in the event of my absence.					
10	The educational accounts on the Snapchat app like National Geo and others enhance my learning	2.74	1.16	54.80	low	5
	Total axis of the educational aspect	2.84	0.60	56.80	Medium	

By reading the results mentioned in Table (6), the following becomes clear:

The students' perceptions of the study sample about the relationship of the Snapchat program to the educational aspect were rated average, with an overall average of (2.84), a standard deviation of (0.60), and a relative weight for the axis as a whole (56.80%). This indicates that Snapchat has a moderate impact on the study sample in the educational aspect.

Moreover, through what was stated in some terms of his relationship with the educational aspect that it allows its users to communicate with colleagues at the same moment, phrase No. (2), it obtained the highest averages and the estimate with an arithmetic average of 3.64, followed by the statement that the Snapchat program distracts them from following their lessons, phrase No. (5) With a mean of 3.40. As for the items with the lowest averages, and we got a low rating, they were about using Snapchat to communicate with the university, which is statement No. (7) with a mean of 1.90, and this may be due to the novelty of the program, while most of the statements (8 phrases) got arithmetic averages with a medium rating. The rest of the phrases are at a weak estimate.

**Table (7)** Arithmetic means standard deviations and grade of the study sample perceptions of the relationship to the religious aspect.

	phrase	Standard deviation	standard deviation	Relative weight	Degree of appreciation	order
1	The religious advice and fatwas on Snapchat are more self-evident.	2.91	1.12	58.29	Medium	6
2	Snapchat encourages you to participate in good deeds.	3.53	1.01	70.54	Medium	1
3	Snapchat is suitable for live transmission of religious rituals such as Hajj and others at the same moment.	3.12	1.22	62.41	Medium	3
4	Snapchat facilitates communication with clerics and sheikhs.	2.83	1.16	56.57	Medium	8
5	Snapchat promotes the spread of religious values and constants.	2.95	1.12	58.91	Medium	5
6	Snapchat contributes to the transmission of clips from the religious lectures.	3.18	1.11	63.53	Medium	2
7	Snapchat is a convenient way to learn about the Sharia ruling on	2.66	1.17	53.18	Medium	9

	religious matters by communicating with muftis.					
8	Snapchat makes me lose faith in the credibility of so many religious figures.	2.89	1.07	57.89	Medium	7
9	Snapchat contributes to spreading false religious fatwas and prophetic hadiths.	3.04	1.05	60.81	Medium	4
10	Snapchat distracts me from performing religious duties.	2.32	1.20	46.36	Medium	10
Total religious aspect axis		2.93	0.68	58.60	Medium	

From Table (7), we note that the students' perceptions of the study sample about the relationship of the Snapchat program with the religious aspect, the grade of appreciation were moderate, with overall arithmetic mean of (2.93) and a standard deviation of (0.68). Furthermore, the relative weight of the axis as a whole was (58.60%), which indicates that the Snapchat program has a moderate impact on the religious side of the sample.

Furthermore, through what was stated in some of its relationship with the religious side that it allows its users to participate in charitable work, it obtained the highest average rating with an arithmetic average of 3.53, followed by a phrase that Snapchat contributes to transferring clips from religious lectures with an average of 3.18. As for the statements with the lowest averages, which received a low rating, statement No. (10) was about using Snapchat to distract them from religious assumptions, as the phrase received a weak rating with an arithmetic mean of 2.32, and the rest of the items received arithmetic averages with a medium rating.

**Table (8)** Arithmetic averages, standard deviations, and the degree of appreciation for the study sample's perceptions on the relationship to the political aspect.

	phrase	Standard deviation	standard deviation	Relative weight	Degree of appreciation	order
1	Lee Snapchat brings political news to the world.	3.21	1.06	64.18	Medium	3
2	Snapchat can follow political events at the same moment.	3.18	1.03	63.69	Medium	6
3	Snapchat helps expand the following base for politicians.	3.20	1.05	63.99	Medium	4
4	Snapchat spreads the band in the community when used by politicians.	3.19	1.00	63.75	Medium	5
5	I can Snapchat to see the election campaigns at the university.	3.37	1.03	67.31	Medium	1
6	Snapchat is a convenient way to send clips to political seminars that you attend or participate in.	3.21	1.02	64.29	Medium	2
7	Snapchat gives me an opportunity to express political opinion.	3.09	1.13	61.80	Medium	8
8	Snapchat increases sectarian strife.	3.14	1.12	62.83	Medium	7
9	Snapchat contributes to an individual's political upbringing.	2.92	1.06	58.35	Medium	9
10	Snapchat provides privacy in communication for political purposes.	2.80	1.14	56.04	Medium	10
Total axis of the political aspect		3.13	0.68	62.60	Medium	

By reading the results mentioned in Table (8), the following becomes clear:

The students' perceptions of the relationship of the Snapchat program with the political aspect were of moderate degree, with an overall arithmetic mean of (3.13), a standard

deviation of (0.68), and a relative weight of the axis as a whole (62.60%). This indicates that the Snapchat program has a moderate impact on the political side of the sample members.

Furthermore, through what was stated in some of the terms of his relationship with the political side that it allows its users to send clips of political seminars that are attended or participated in, we got the highest rating No. (3.37), followed by the phrase No. (6) considering Snapchat an appropriate way to send clips to political seminars Attended or participated in with a mean of 3.21. Phrase No. (1),

which states (Snapchat achieves a window for political news on the world), was equal to 3.21, as I got an average of 3.21. As for the items with the lowest averages, and we got an average rating, statement No. (10) states that the use of Snapchat provides privacy in communication for political goals with an arithmetic average of 2.80, and the rest of the items obtained arithmetic averages with an average rating as well.

Table (4) presents the four axes of the study in terms of their order in descending order in light of the values of the arithmetic averages, and through it, the arrangement of the study axes is clear from the following:

- 1- The first axis: (the social aspect) was the most available, as most of his statements were of high esteem. This indicates that Snapchat has a profound and clear impact on the social side.
- 2- The fourth axis (the political aspect) came in second place.
- 3- The third axis (the religious aspect) came in third place.
- 4- The second axis (the educational aspect) ranked fourth and last.

The results showed that the students' use of the Snapchat application was on the social side, as the sample members employed it to share videos and pictures with others, with the aim of social communication, in line with the study (Roesne & Gil & Kohno, 2014) and the study (Pielot & Oliver, 2014). Harnick & Giannini study (2014) and Velez study 2014) and (Bayern study, 2015).

Bearing in mind that the Snapchat application allows the individual to select what he displays from pictures and choose the videos he wants others to see.

Moreover, the Snapchat application excites the individual to see what is sent to him in terms of pictures and video clips, allowing the speed of the individual's response to this particular application.

The second question - Are there statistically significant differences between the sex variables? Age, specialty, residential area?

The second question aims to identify the existence of any statistically significant differences in the opinions of Snapchat users of Kuwait University students in each of the social, educational, religious, and political aspects of the following variables (gender, age, specialization, marital status, residential area) at a significant level of (0.05). ). To answer this question, we used:

Arithmetic means and standard deviations.

T-test for independent samples.

An analysis of single-factor variance (ANOVA).

To identify the indications of the differences between the averages in the responses of the study sample, according to the study variables, the statistical analysis as follows:

First: According to the gender variable:

Table (9) shows the arithmetic averages, standard deviations, "T" test results, the level of significance for the study sample's perceptions, and the relationship of the Snapchat program to the four aspects according to the gender variable.

**Table (9)** Arithmetic means standard deviations, "T" test results, the level of significance for the study sample's perceptions, and the relationship of the Snapchat program to the four aspects according to the gender variable.

Axes	gender	number	SMA	standard deviation	Value "t"	Indication level
Social aspect	Males	338	35.17	7.04	7.80	0.000
	Female	333	38.98	5.54		
The educational aspect	Males	338	27.16	6.18	5.45	0.000
	Female	331	29.64	5.58		
The religious aspect	Males	336	28.65	6.86	2.65	0.008
	Female	331	30.04	6.66		
Political Aspect	Males	336	30.85	6.85	1.57	0.117
	Female	331	31.67	6.73		
Total axes	Males	338	121.47	19.74	5.70	0.000
	Female	333	129.78	7.04		

The results presented in Table (9) show that there are fundamental differences between sex (males/females) in aspects (social, educational, religious, and total degree).

Females got higher scores than males. At a lower level of significance ( $\alpha = 0.01$ ). In comparison, the differences between the two groups disappeared on the socio-political aspect.

Second: According to the variable of specialization:

**Table (10)** Refers to the arithmetic averages, standard deviations, "T" test results, and the level of significance for the study sample's perceptions of the Snapchat program's relationship to the four aspects according to the specialty variable.

Axes	gender	number	SMA	standard deviation	Value "t"	Indication level
Social aspect	literary	335	36.84	6.65	0.86	0.388
	scientific	336	37.28	6.58		
The educational aspect	literary	335	28.13	5.72	1.10	0.272
	scientific	336	28.64	6.29		
The religious aspect	literary	335	30.23	6.81	3.40	0.001
	scientific	336	28.46	6.67		
Political Aspect	literary	335	32.03	6.98	2.95	0.003
	scientific	336	30.49	6.53		
Total axes	literary	335	126.51	20.09	1.22	0.223
	scientific	336	124.96	18.49		

The results in Table (10) show that there are fundamental differences between the type of specialization (literary/scientific) on both sides (religious and political), as students of the significant (literary) obtained higher grades than students of a scientific specialization with the two axes. At a lower level of significance ( $\alpha = 0.01$ ). In contrast, the differences between the two groups disappeared in terms of social, educational, and total degree.

Third: According to the age variable:

**Table (11)** shows the arithmetic averages, standard deviations, "T" test results, and the level of significance for the study sample's perceptions, the relationship of the Snapchat program to the four aspects according to the age variable.

Axes	gender	number	SMA	standard deviation	Value "t"	Indication level
Social aspect	20 -18	177	38.15	6.13	2.58	0.010
	21 and more	494	36.66	6.74		
The educational aspect	20 -18	177	29.32	5.24	2.60	0.010
	21 and more	494	28.06	6.24		
The religious aspect	20 -18	177	30.43	7.04	2.49	0.013
	21 and more	494	28.95	6.67		
Political Aspect	20 -18	177	32.54	6.19	2.96	0.003
	21and more	494	30.79	6.95		
Total axes	20 -18	177	130.11	18.58	3.72	0.000
	21 and more	494	123.98	19.34		

The results presented in Table (11) show that there are substantial differences between age groups (18-20 years / 21 years and over) in all axes and the overall score, as students of the younger age groups (18-20 years) obtained higher grades than students of the categories Age (21 years and over). At a lower level of significance ( $\alpha = 0.01$ ).

Fourth: According to the residential area variable:

**Table (12)** the results of the one-way analysis of variance (ANOVA) and the level of significance for the study sample's perceptions. The Snapchat program's relationship with the four aspects is due to the variable of the residential area.

Axes	The source of the contrast	Sum of squares	Degree of freedom	Average of squares	P value	Indication level
Social aspect	Between groups	392.83	5	78.57	1.81	0.109
	Within groups	28919.02	665	43.49		
The educational aspect	Between groups	357.31	5	71.46	1.99	0.078
	Within groups	23803.65	663	35.90		
The religious aspect	Between groups	472.48	5	94.50	2.06	0.068
	Within groups	30261.90	661	45.78		
Political Aspect	Between groups	779.82	5	155.96	3.44	0.004
	Within groups	29996.85	661	45.38		
Total axes	Between groups	3121.85	5	624.37	1.68	0.137
	Within groups	246883.51	665	371.25		

It is clear from Table (12) that the value of (P) is statistically significant for the axis of the political side only, at a level of less significance ( $\alpha = 0.05$ ), while the differences disappeared in the other axes and the full degree, which indicates the existence of significant differences between the responses of the study sample to the variable of the governorate,

And by using Scheffe's test to search for the direction of differences in the functional axes, the researcher found the following:

**Table (13)** the differences in the axis of influence on (the political side)

Axes	Region Residential	the number	SMA	standard deviation	T	indication
Influencing the political side	Al Farwaniyah	153	32.56	6.47	2.78	0.024
	Capital	135	29.69	6.86		

It is evident from Table (13) that there is a statistically significant difference at a level less than ( $\alpha = 0.05$ ) between students in (Farwaniya) and students in (Al-Asimah) region in favor of students in (Farwaniya) area.

Fifth, differences according to the variable of marital status:

**Table (14):** Arithmetic averages, standard deviations, "T" test results, and the level of significance for the perceptions of the study sample. The relationship of the Snapchat program to the four aspects according to the marital status variable.

Axes	Gender	Number	SMA	standard deviation	Value "t"	Indication level
Social aspect	single	568	37.07	6.55	0.09	0.925
	Married	103	37.00	6.99		
The educational aspect	single	567	28.29	6.04	1.03	0.305
	Married	102	28.95	5.84		
The religious aspect	single	565	29.31	6.89	0.28	0.776
	Married	102	29.52	6.24		
Political Aspect	single	566	31.21	6.95	0.43	0.665

	Married	101	31.52	5.89		
Total axes	single	568	125.56	19.23	0.12	0.901
	Married	103	125.82	19.86		

The results in Table (14) show that there are no statistically significant differences between the social status groups (single/married) in the axes and the overall degree, so the value of (t) for them came at a level of significance more significant than ( $\alpha = 0.05$ ).

Based on the results of the current study, and because the communication applications are related to individuals and their profound and deep impact on all humankind, and the consequent impact of changing values, beliefs, human behavior, and human relations. Communication programs are considered weathering factors for many of the customs, traditions, and convictions of individuals, making it necessary to work consciously to select what is offered to us through them.

### Recommendations and proposals:

In light of the results of the study, the researcher recommends the following:

1. Using the application and employing it more in the departments of Kuwait University and in the academic services provided to students, so that students are addressed in the language they like, with the aim of further communication, coinciding with traffic congestion and high student density, similar to other international universities, where it is possible through the application to access For the largest possible number of individuals without adhering to specific timing.
2. The necessity of having a particular Snapchat account for Kuwait University, through which the most prominent events such as conferences, discussion of theses, graduation projects, and honoring ceremonies are presented.

3. Use the application to guide male and female students and follow up on developments in various disciplines.
4. Communicate with students on vacations and holidays.
5. Participation of learners and faculty members in communicating and speaking about the most important developments, duties, costs, or alerts.

### **Recommendations:**

- 1- The effective use of communicating with the public in general and with the technology generation.
- 2- Foreseeing the future in education, the possibility of using the Snapchat application in education to face recent developments, and noting the relationship between Snapchat and scientific and cultural development.
- 3- Conducting similar studies looking at the impact of Snapchat on students' educational level and academic performance.
- 4- Holding enlightening meetings to demonstrate the importance of this application, the correct way to use it for adolescent students, its advantages or disadvantages, and the problems or consequences that this use may entail that can be avoided.
- 5- Using the application to motivate study, establish values, and prioritize positive use over harmful use.
- 6- Using the application in university elections by the university administration to guide students

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