



FÓLKASKÚLIN

FRAMSETING

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Mikudagur 27. maí 2015

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Mynd: Gulakur Zachariasen

Loyvt er at nýta hjálparmiðlar

A Snapchat: the Self-Destructing Message App that's Becoming a Phenomenon

A messaging app that makes photos and videos disappear moments after being sent or received is valued at \$800m – and could boost the popularity of sexting.



Now you see it, now you don't: the app that instantly deletes photos after you have sent them. Photograph: Michael Melia/Alamy

In any other messaging app, you'd think it was a bug in the software. Moments after you send or receive a photograph or video clip on Snapchat, it disappears – permanently. Yet this simple twist on picture-messaging has made Snapchat a phenomenon.

Some years ago, Evan Spiegel was presenting the idea of a self-destructing message service to his classmates at Stanford University. They hated it, but in September 2011 he dropped out to launch it as an iPhone app with a fellow student, Bobby Murphy. Now more than 200m snaps are being sent every day around the world, compared with 40m on Instagram. In February, Snapchat raised a chunk of investment that valued the company at around \$60m. Now, it has raised a chunk more, valuing it at \$800m. Most flattering, the service has been ripped off – but not replaced – by Facebook.

Why would so many people, mostly teenagers, want to be able to send one another photos and videos that nobody else will ever see? I think you know why. The exchange of sexually explicit messages has been popular for as long as it's been possible, but sadly so has humiliating people later with the evidence. Snapchat at last provides sexting with a prophylactic.

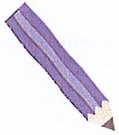
The company denies this. "I'm not convinced that the whole sexting thing is as big as the media makes it out to be," Spiegel has said. "I just don't know people who do that." He may be right. It is the nature of the app that no one knows how it is generally being used.

Although of course Snapchat's guarantee of privacy isn't quite a guarantee. The recipient can photograph the screen with a different camera – or use the smartphone itself to take a screenshot, but then the sender is told they have done so. And if you're determined enough, old images can often be recovered anyway. This may support Spiegel's point, in fact. If teenagers know about this, which they surely do, would millions of them really be using Snapchat for sex? Perhaps most of it is merely embarrassing, rather than explicit.

The app's true appeal may be something more fundamental. Smartphone and social media users know the addictive buzz of a fresh message. Making it ephemeral and secretive intensifies the buzz. Dennis Phelps of IVP, one of Snapchat's new investors, said: "The temporary nature of the

photo or video often creates a sense of excitement and an urgency of consumption that is rare in this era of information overload.” After the mild era of texts and ‘Likes’, perhaps Snapchat is the hard stuff.

<http://www.theguardian.com/technology/shortcuts/2013/jun/26/snapchat-self-destructing-message-app-phenomenon>



What you have to write:

Answer 1 or 2:

1. Write an essay about Snapchat.
What do you think about Snapchat. Include some convincing arguments.
Discuss disadvantages and advantages.

Essay title: **Snapchat**

2. Write a story about someone’s Snapchat photo. It may be true or imaginary. Mind the Title.

Essay title: **Think Twice**

B Disabled

Read what these young people say about having a disabled brother or sister.

Not being able to do school work

Sometimes if I'm on the computer doing homework, he wants to be on and I have to let him so he doesn't kick off. It's not fair, especially with homework because I might get detention.

Ann (15)

Doing too much care

It can be quite hard because we always have to keep an eye on him and stop him doing things.

Michael (16)

Being teased or bullied

I'm worried that I'll get bullied at my new school because my sister is different.

Sarah (16)

If a brother or sister has a short time to live

Sometimes I worry about him. I am thinking, he might be so poorly, he might die. When he was two he got referred to the hospital. I wanted him to get cured of it. I was upset about what happened to him. I didn't understand so I tried to find out more.

Jennifer (15)

Thinking about the future

In the future, I wonder about what's going to happen to her. Is she going to get a job?

Peter (16)



What you have to write:

Answer 1 or 2:

1. Give your own views on the pleasures and frustrations of having a brother or sister who is disabled.

Essay title: **Having a Disabled Brother or Sister**

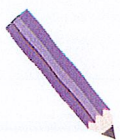
2. Write an essay in which you discuss how it is to be young and disabled.

Essay title: **Young and Disabled**

C If



Kelda: CD cover for the 2008 album by the group Mindless Self Indulgence



What you have to write:

Answer 1 or 2:

1. Write a story inspired by the picture.

Essay title: **If**

2. Write an essay about the best crime story you have read or seen in a movie.

Essay title: **My Favourite Crime Story**