

TABLE 2.2 Anonymous and Ephemeral Apps Informational Chart

APP	DATE FOUNDED	SIGN-UP PROCESS	MINIMUM AGE TO USE	FEATURES	POPULARITY	PERCENTAGE OF USERS UNDER AGE 18
After School	2014 ¹	Each school creates the account, which is a closed community; students log in via Facebook with their school name and age verification. ¹	13 ²	Can be used anonymously or with names attached; all users are held to After School's community guidelines and are not permitted to post harmful or inappropriate content to their school's feed. ¹	Over 80% of high schools use this app, making it the largest social network for teens ¹ ; between 2 and 10 million users. ³	N/A
Ask.fm	2010; bought by Ask.com in 2014 ⁴	Download free app; name and birthdate required. ⁴	13 ⁴	Anonymous Q&A website; syncs to Twitter and Facebook. ⁴	Largest Q&A website in world, with 150 million users in 150 countries. ⁵	42% (under 17) ⁶
Instagram	2010 ⁷	Download app; create profile with name and email address. ⁸	13 ⁹	Can edit and use special "filters" on posted photos and can tag other users in photos and use your location ⁷ ; many teens create Finstagram or fake Instagram accounts (fake = more candid, private profiles shared only with select friends, a "real" version of their lives) ¹⁰ ; Instagram Stories (est. 2016) are collections of photos or videos posted to show your friends what you've been up to in the last day. They exist for 24 hours and can be replayed as many times as the user wants. ¹¹	300 million active monthly users; considered most important social network by 32% of American teens. ⁸	52% of Internet users age 13–17 ¹²

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APP	DATE FOUNDED	SIGN-UP PROCESS	MINIMUM AGE TO USE	FEATURES	POPULARITY	PERCENTAGE OF USERS UNDER AGE 18
Kik Messenger	2009 ¹³	Download free app and create profile; email and birthdate required (data use charges may apply). ¹³	13 ¹³	Free messenger app, simple alternative to email or SMS messaging; password-protected, username-based setup; can be used anonymously. ¹⁴	200 million users; over 40% of U.S. teens and young adults use Kik; biggest cross-app messenger in the U.S. market. ¹⁵	27% (age 13–18) ¹⁴
Periscope	2014; bought by Twitter in 2015 ¹⁶	Download app and create profile with phone number; can use existing Twitter profile to create account. ¹⁷	13 ¹⁸	Live video-streaming app that allows users to broadcast themselves to users who join the broadcast; can be replayed many times; taken down after 24 hours. ¹⁹	10 million total users; 1.85 million daily users. ²⁰	N/A
Snapchat	2011 ²¹	Download app; create profile with name, email address, and birthday. ²²	13 ²³	Place to post images with commentary; posts “disappear” within seconds, but they can still be retrieved ²³ ; 9,000 photos are shared per second ²¹ ; Snapchat Stories (est. 2013) are collections of photos or videos posted to show your friends what you’ve been up to in the last day. They exist for 24 hours and can be replayed as many times as the user wants. ²²	More than 60% of U.S. 13- to 34 year-old smartphone users are Snapchatters ²⁴ ; 100 million active daily users ²¹ ; on average, at 500 million Snapchat Stories per day (calculated at 10 seconds each), it would take over 158 years to watch an entire day of Snapchat Stories. ²⁵	45% of Snapchat’s users are 18–24 years old (under 18 N/A) ²⁶

APP	DATE FOUNDED	SIGN-UP PROCESS	MINIMUM AGE TO USE	FEATURES	POPULARITY	PERCENTAGE OF USERS UNDER AGE 18
Spotafriend	2015 ²⁷	Download app, register, and use. ²⁸	17; but marketed to 13–19 demographic. ²⁹	Functions as a “Teen Tinder” designed for teens ages 13–19, although advertised as a way to meet friends in your local area and build community; integrated chat feature. ³⁰	#1 free teen swiping app in the United States, Australia, United Kingdom, and Canada; has more than 1 million members. ²⁶	Not reported, but nearly all, based on its marketing campaign. ²⁸
Tumblr	2007 ³¹	Register with email and username. ³²	13 ³³	Microblogging platform that allows users to post text, photos, quotes, links, music, and videos from browsers, phone, desktop, or email; users can customize everything, from colors to theme’s HTML. ³¹	288 million blogs; 132 billion posts. ³¹	15% ³³
Twitter	2006 ³⁴	Download free app; sign up with full name and phone number or email. ³⁵	13 ³⁶	Users send short 140-character messages to their followers; can “retweet” others’ messages and direct message other users. ³⁷	305 million active daily users; consistently named one of the most popular social media apps for teenagers. ³⁷	50% of teens who go online use Twitter ³⁸
Whisper	2012 ³⁹	Download app and create profile; requires no personal information, not linked to other social networks, and requires 4-digit pin every time you log on. ⁴⁰	13–18 with parental permission ⁴¹ ; must be 17 to download app. ⁴²	Lets users anonymously share their secrets with millions of others in acts of contrition, catharsis, and some degree of nameless performance. ⁴³	45% of users post something every day ⁴³ ; 10 million users per day. ⁴⁴	4% ⁴⁵

Note: N/A = not available.

Sources: See table notes on p. 198.