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Problem/Hypothesis

An issue for social networks is the ability to **retain their audience**, especially if their audience includes children. If children are engaged through online and identity exploration activities, then a social network will be able to retain their audience.

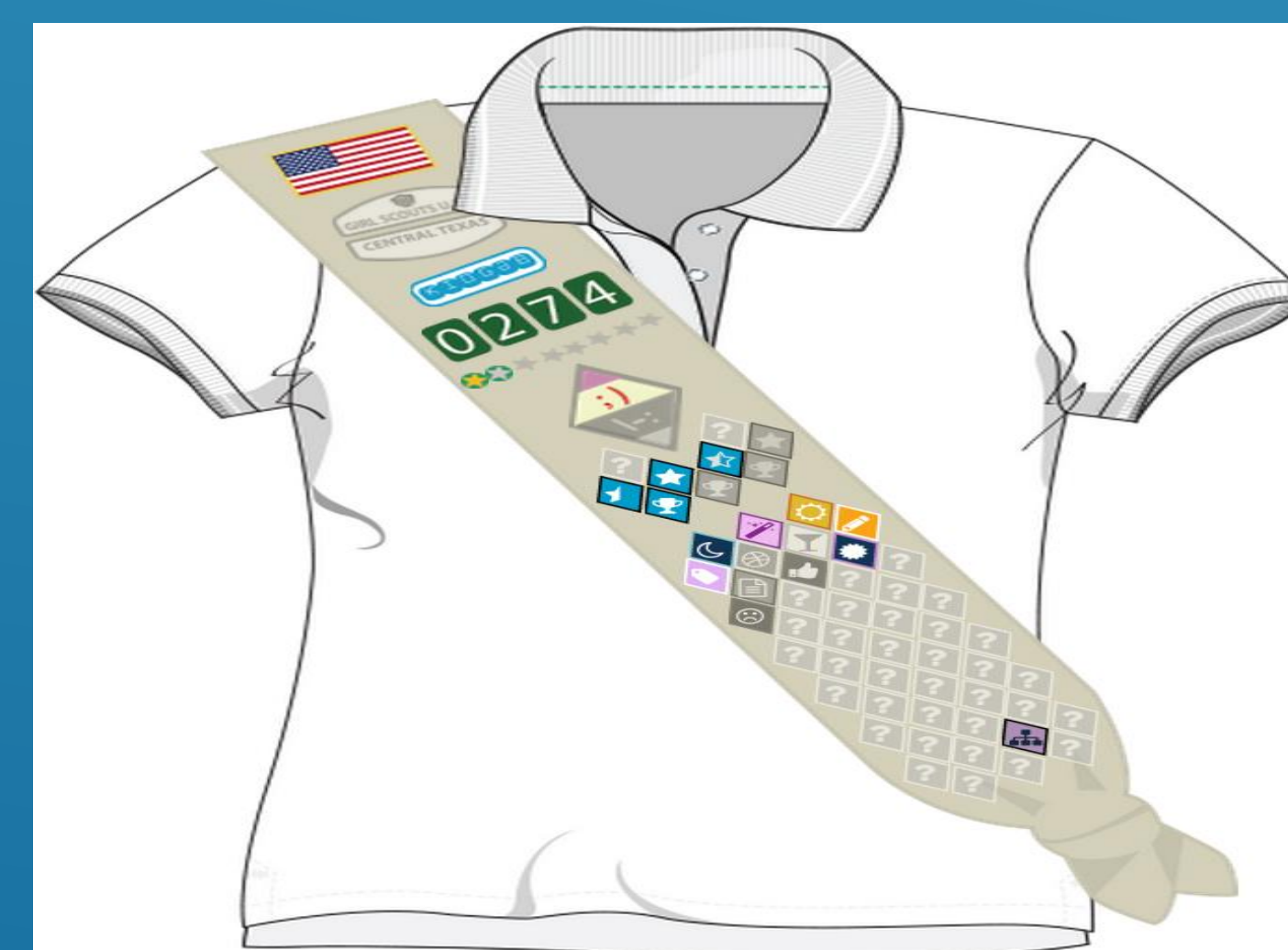
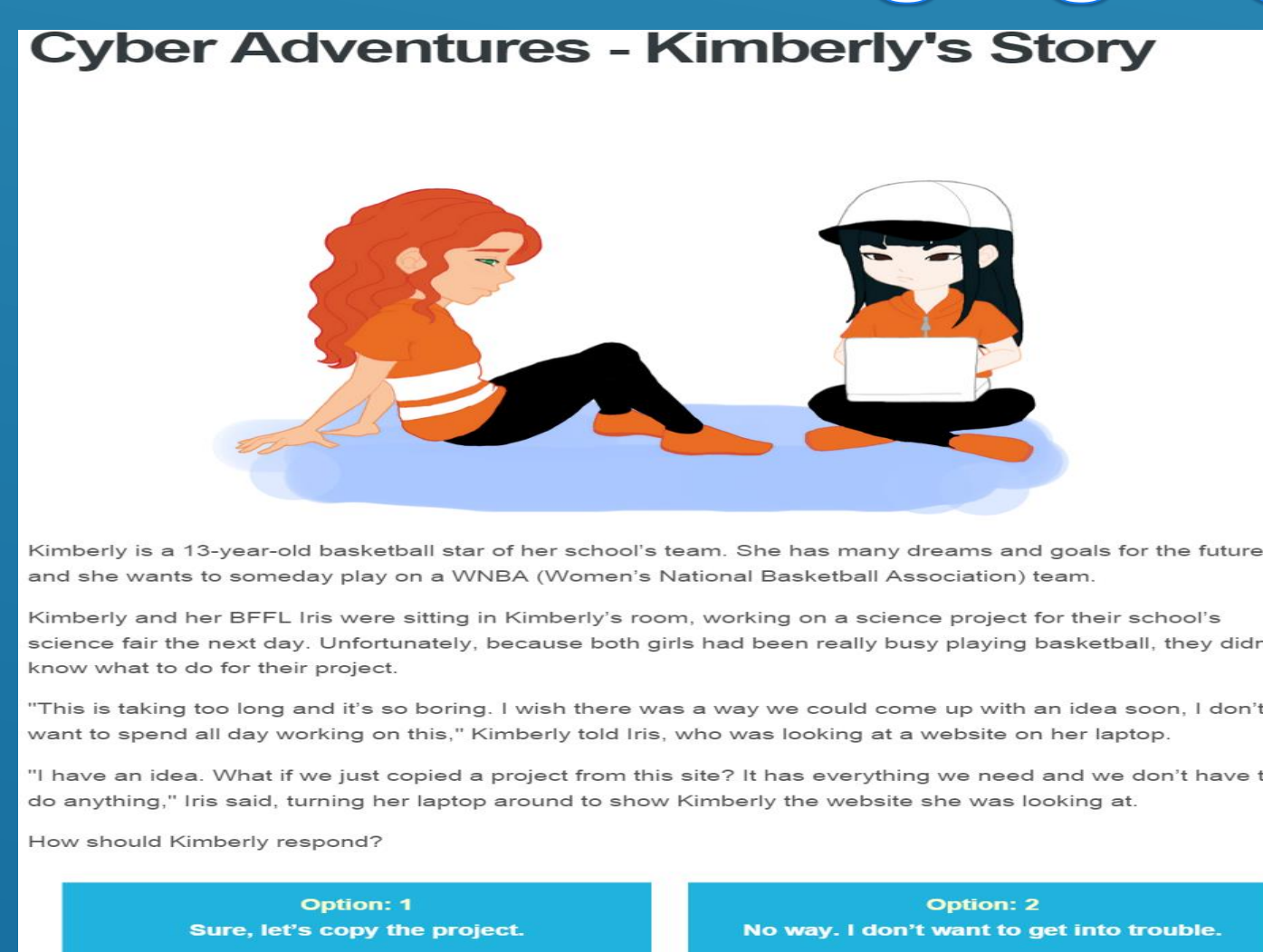
Background

KidGab is a social network that promotes online safety for girls between ages 7-12. Our goal is to prepare girls for larger social networks, like Facebook. We had 166 children registered on the site, but experienced a low retention rate of returning users.

Project Overview

Our solution for low retention is to produce different activities in an attempt to engage, as well as to encourage, exploration of the self and of technology. These activities include: Choose Your Own Adventure Stories, Badges, and Personality Quizzes.

Engaging Activities



Choose Your Own Adventure Stories

- short stories written to educate about internet safety and etiquette, while letting girls choose their own path
- variety of situations occur
- sense of "what are the consequences of this decision?"

Badges

- award system for performing a specific task
- tasks asked to 'Draw something, write a sentence, use #something, and post it'
- allows to explore opinions and viewpoints on subjects

Personality Quizzes

Quiz Results: What HARRY POTTER HOUSE do you belong to? You belong to house **Ravenclaw!!!!**



You belong to house Ravenclaw!
You are wise, creative, and original. You love learning new things and you often enjoy solitude. You like to observe and make theories about things. Your Founder is Rowena Ravenclaw and your House Ghost is the Grey Lady. Your mascot is the Eagle and your colors are blue and bronze.

Share These Results With Your Friends!!!!

Quiz Results: Which GIRL SCOUT COOKIE are you? You are a **ThinMint!!!!**



You are a Thin Mint!

You are bold and brave and your fearlessness has paid off! You dare to be different and you are confident about who you are. You are extremely well-liked and popular due to your personality. You are willing to take risks, speak your mind and live life to the fullest!

Share These Results With Your Friends!!!!

Personality quizzes are fun quizzes that ask general questions about a person's personality.

- Currently 21 personality quizzes.
- Subjects on: fashion, sports, anime, animals, etc.
- Option to share results with friends.
- Contains at least 4 answers and 5 questions.

You and your friend are in a fight. What do you do? *

- Apologize. Even if it's not my fault, I just want to be friends again.
- I know I'm right and I'll keep trying to convince her.
- I won't give in, but in time we'll both get over it.
- I'll just wait until she apologizes to me.

How do you feel about parties with lots of people? *

- the more friends, the better!!!
- they're okay, as long as I'm the one planning the party!
- as long as my BFF is with me, it's all good.
- no, thank you.

Results Cont.

Quizzes led to discussions amongst the children about their results, as well as in some cases, had the children doubt their responses.

Conclusion

By adding personality quizzes, girls became motivated to come back onto KidGab, increasing retention rates on the site. We plan to continue posting new quizzes and study their effects on retention in greater detail.

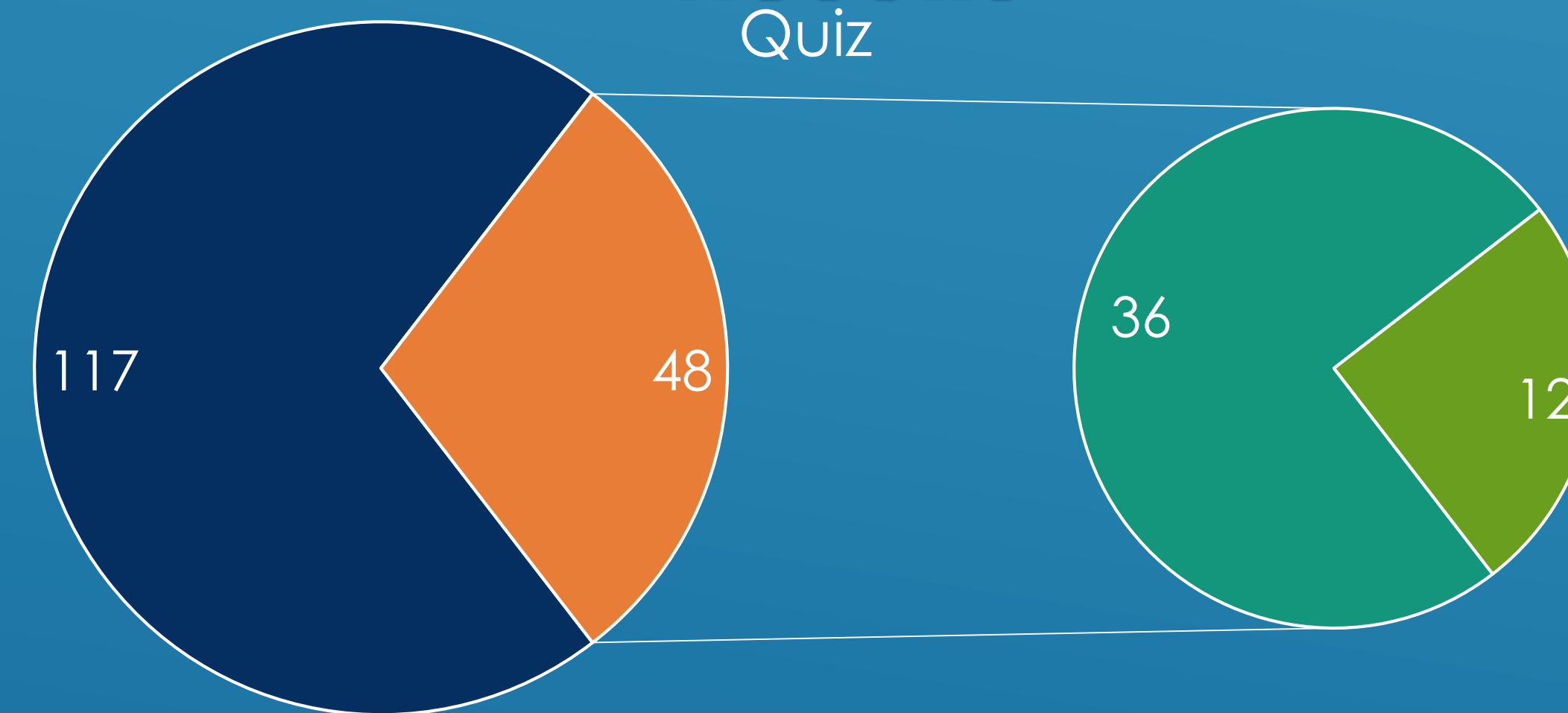
Notes

All information is relevant as of July 29, 2015. As of October 7, 2015, 26 personality quizzes exist, with a total of 210 children on the site.

References

1. Valentine, S. KidGab: A Social Network for Kids Designed to Encourage Expression, Identity Exploration, & Digital Development
2. Valentine, S. The Digital Sash: A Sketch-Based Badge System in a Social Network for Children

Results Quiz



Users who did not take a quiz
 Users who took quiz
 Users who took quiz more than once

Total Quizzes Taken	Min Times a Quiz was taken	Max Times a Quiz was taken
320	5	29

In cases where a child took a quiz multiple times, they only posted the result they may have felt best represented themselves.