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What is wcv in snapchat

Word has that Snap, the company that makes Snapchat, plans to go public. If so, it would be the biggest start-up public offering by tech companies in two years. I don't use Snapchat. And no wonder: Most people who use it are under 25, and the company said in 2013 that 70% of its users were women. I am not. At the same time, I was dead to understand Snapchat. I mean, it's a major cultural force: 150 million people use it every day. The company has yet to turn around profits, but it rejected a Facebook offer of \$3 billion; The worked IPO will value it at \$25 billion. So I decided to dive, to talk to people, to punch on this app until I finally understood it. Here, for the benefit of people who don't understand Snapchat, is what I found. First, you need to know that Snapchat is really three apps that are concluded in one. Function 1: Self-destructive feature (and best known) is that it allows you to send photos of self-deletion to the public. To be more accurate, it allows you to take pictures or record 10-second videos, dress with funny overlaps, types and caption formats, draw them with your fingers if you like, and then send it to the specified friends. Once they see your snap, it disappears forever. Not even the company can get it back. You can also publicly post snaps to all your followers on a timeline (here called your Stories), à la Facebook or Instagram; The difference is that whatever you post on Snapchat vanishes after 24 hours. For non-teenagers, the whole concept is quite strange. Why would you take photos and videos knowing they would disappear after a single view? Isn't the whole purpose of photos and videos to capture memories that are expected to be seen years from now on? Here's my theory: Deep down, Snapchat's appeal has to do with teenage discomfort. Typically, what you post online is there forever. It can be back haunting you. Everything on Facebook, Twitter, Instagram, web, text messages, emails – it will always be there for people to rate you. Your parents might see it. A college admissions officer. Prospective employers. But Snapchat takes pressure. If your snaps goofy or badly framed or embarrassed or unplugged - you don't care! Post anyway. No employer or principal or parent will ever find it and disapprove. Furthermore, there are no comments, no Like buttons, regardless of how many friends you have. No judgment. All this gives Snapchat honesty, authenticity, immediacy apps other social deficiencies - and that millennials love. Screenshot drawbackSIt is true, by the way, that if someone sends you a snap, you can take a screenshot before it disappears, thereof preserves it forever and, perhaps, beats the entire purpose of Snapchat. (To take a screenshot on an iPhone, you press the sleep and Home button at the same time; phone, you press the volume and Home buttons.) The app tells you when an image has been shot screen before it disappears. But that function can be defeated using small hacks that are easily found online. So I can't help wondering: Why does anyone at risk of shipping naughty stuff or at risk, knowing that it can be caught forever? A good answer came from respondents in Quora: If you don't trust someone not to take advantage of you, don't send them that snap; it's really as simple as that. Another coming from the high school I interviewed: Nobody really thought that the point of Snapchat was to send a message that would delete ... unless it's something that's secret or embarrassing, I guess. Anyway, I don't think people care if you screenshot something. Either way, the disadvantages of screenshots don't seem to bother anyone. Another exception: Once a day, you can watch one more snap in case you miss it. In fact, you can also pay to see the snap again (three replays for the dollar). Mostly, nobody bothers. (I don't know that is a feature. Not my cousin - mentioned an admirable Snapchat user, says my high school source.) Function 2: StandardMany teen chat programs using Snapchat constantly. They send a lot, lots of snaps. They live on the app. Snapchat people have been interested in that fire by adding text, voice and video chat capabilities to the app. You can have a conversation by typing, by talking, or with video calls, and you can slap in cute cartoon stickers. This communication, too, disappeared, once both sides had read it. Function 3: News appThe third face of Snapchat personality is incarnation recently as a news app. Online publications can post their own goods for you to read: ESPN, Comedy Central, BuzzFeed, People, National Geographic, CNN, etc. are already on board. What about these publications have to do with chatting with friends or sending self-destructive photos? Beat the heck out of me, but I'll guess it has to do with Snapchat trying to make money. (Most of my teenage sources say they don't see these articles.) Snapchat UnknowableSnapchat has not won an award for ease of use. In fact, it is very difficult to think about, filled with unlauded icons and confusing screens. Many functions do not have a button at all; You get to them by swipe across the screen in various directions (as indicated by the arrows here), which is something you need to stuck in. (Maybe Also, is part of an appeal to teenagers. Every generation of teenagers has secrets, proprietary cultures - slang, music, rituals - are deliberately designed to cover up or polish their parents. Perhaps dominating Snapchat's strange layout makes its fans feel like an insider at an exclusive club.) Over time, Snapchat has become burdened by an almost ridiculous arousal feature. common sense. The impression is that it is popular despite these characteristics, not because of it. How to use SnapchatAll that says, here's a quick guide to get you started:Functions 2 and 3 (chatting and reading articles) are quite simple. To read articles posted by a media organization, tap the bottom right button (labeled Search in the right-hand screenshot above) to see the magazine and website name, and tap your way to start reading. For a chat, you swipe right from the camera screen to see your contact list, and then tap one to start typing or calling. That leaves us with the Big One, the main Snapchat feature, which is really fun: sending pictures and videos erasing itself. When you first open the app, its camera screen appears. It works exactly like your phone's regular camera app. Tap the top-right camera button to use the camera facing the front of the phone to take a selfie (which is usually the point). Touch the large round shutter button to take a photo. (Or hold up to 10 seconds to record a video.) All Snapchat photos and videos are vertical, by the way; no one turns on a 90-degree phone to pick it up or see it in landscape mode. Once you've culped the shot, the real fun begins: Dress that up. Use filters: Swipe hovers across your photos to use filters — to add blue or green colors to the whole thing, for example. If you keep swipe, you'll see some really interesting ones: someone adds to your city name with a cool graphics treatment, another stamp of time or current temperature, yet another stamp speed while you're in a mile per hour (best if you don't do the drive). Stamp some stickers: At the top of the screen, the tilted square icon shown here [below, left] opens the page of the emoji icon. Tap to stamp one on your photos. At that point, you can drag the sticker around to move it, or pinch/spread with two fingers to raise it or shrink it. Type some text: When you tap the T button at the top right of your photo screen, the keyboard opens [below, left]. Type a caption and then Finish. Now you can drag with your finger to slide the caption up or down the photo. Or maybe you prefer a giant letter. To do so, tap T to make big text [below, middle]. Tap the third time into the middle of the text. Once it's large, tap the text itself to open a page with a color slider, so you can change the color [right]. Draw on a photo: Tap the pencil icon to draw or write on a shot with your finger. Again, the sliding appears so you can define the color. Wear a virtual mask: You'll never be in a million years Into this feature without being told about it, but it's funny and fun: Snapchat can turn you into a gorilla or a Viking or a bobblehead, either as still or a video, by rotating animated masks or costumes on your live images. To view this mask software (or Lens, as a Snapchat snapchat call The t way is to hold your finger down on your own face in a live camera view before taking photos. After a while, a grid from a sci-fi movie appears on your face, and an icon for a virtual mask fills the bottom of the screen. Tap one to give it a try. (They change all the time, for various.) Some come with instructions, such as Open your mouth, which triggers funny animations. When you have the look you like, snap it as a photo or video as you usual, by touching or holding your finger down on the round button on the screen. (Snapchat charges \$1 fire to install a new Lens of this type.) (I'll write that this virtual mask is so fair, new, and interesting that it's worth installing Snapchat just to try it – unless MSQRD is a free app that does the same thing, with better animation and smartness, and without all the extra clutter of Snapchat. If you have children and ride the next car, you must download MSQRD.) Finally, you're ready to post your work. For this, you use the icon at the bottom of the screen:A few seconds: The bottom left icon determines how many seconds your recipient needs to see your work before it disappears. (They'll see countdowns.) Save: Your friends shouldn't keep a copy of your photos, but it's OK for you to save them. Tap Save to keep it in your phone's Photo collection. Post to your Story: Again, Stories is the name of Snapchat for your timeline or news. This is a way for you to make your snaps visible to your entire social circle (which you specify in Settings) – for 24 hours. Select a recipient. When everything is ready to go, tap here to see your friends list, so you can decide who's got your work. Now you get it? As you know now, the first Snapchat mystery – How do you use it? — easily solved, once you have a cheat sheet. As for the second mystery – Why do you use it? - it helps to be a teenager. But Snapchat also rocks the ranks because of its convenience, stupidity and excitement. immediacy - and above all, because whatever you do with it, you won't someday regret it. David Pogue, a technology columnist for Yahoo Finance, welcomed the non-toxic comments in comments below. On the Web, he davidpogue.com. On Twitter, he's @pogue. On email, he pogueter@yahoo.com. Here's how to get his columns by email. Email.

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