Between- an app for couples
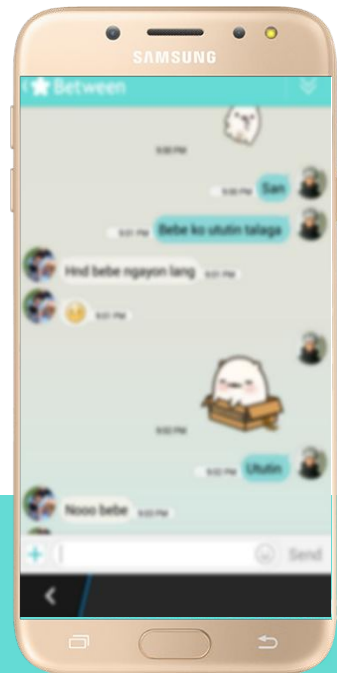
Guess I'm sticking to you forever.

Mochi Couple

Mochi Couple

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★ Between iOS Android

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SIP BACKGROUND INFORMATION

Social Information Processing Theory, was first established by Joseph Walther in 1992. (Walther, 1992).

Computer mediated communication (CMC) was first deemed to be an unsuitable medium for relationship initiation. However, in 1996, Joseph Walther added the hyperpersonal model into the SIP theory. (Walther, 1996).

The hyperpersonal model depicts **CMC relationships to be more intimate as compared to face-to-face (FtF) communication** (Walther, 1996).
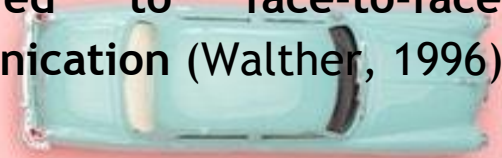
Given enough time, **CMC has the ability to build relationships** just like FtF communication (Griffin, Ledbetter & Sparks , 2015). Hence, the SIP theory states that people are able to form relationship online, but at **a longer period of time**.

New Media Choice- Between

According to (Between, N.D), *Between* is an mobile application that is **catered solely for romantic partners** to communicate with each other. It enables couples to communicate via text and voice messages as well as share photos and videos with each other.

Between aims to increase the intimacy of couples while maintaining their relationship. In recent times, CMC has moved beyond being merely a medium for relationship initiation, but **also for relationship maintenance.** Hence, this chosen medium **plays a role in relationship maintenance** between couples who have already initiated a relationship.

Verbal communicative functions

Between affords **verbal communication** through its **text-based chatting platform.**
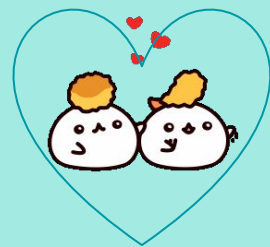
This creates **asynchronicity** where couples can send and reply each other messages on their own time. This is particularly useful for couples in **long-distance relationships** as many of them r**ely on verbal communication** as a means to **maintain their relationship.**

Milk

Merry

Nonverbal communicative functions

Between has a video and GIF selfie function that allows users to take videos and GIFs of themselves. As they are able to send each other these videos and GIFs, it provides **facial expressions and nonverbal kinesics** to the other party.

It also has a phone call function that allows users to initiate a voice chat. This provides **nonverbal vocalic cues** for each other and **synchronous communication** as the phone call is done in real time.

Between's video and voice chat function provides nonverbal kinesics and vocalic cues that makes it a **richer communication medium** to increase effectiveness in communication and **relationship maintenance**.

TIME CONSIDERATIONS

Couples often spend long duration on the *between* app to keep their conversations going.

Vocalics are present due to its voice message function. Besides that, there are little nonverbal cues present for both parties as the app relies heavily on a text based communication.

The exchanging of information is slower through a text based communication as compared to FtF communication.

With this, we predict that it would take 40 minutes of texting in the *between* app for the couples to replace 10 minutes of FtF interaction. (Hypothesis)

Hyperpersonal Perspective

Sender Perspective: Selective Self-Presentation

Due to the text-based communication nature of *Between*, asynchronicity allows users to think of ways to present themselves in the process of replying or initiating a conversation.

In this case, couples are able to take their time to craft messages in such a way to portray what they desire. For example, Ben might choose to tell his girlfriend that he is busy working on his assignments. Whereas in reality, he is playing his video games and does not want to chat with his girlfriend.

Hyperpersonal Perspective

Robin Egg

Receiver Perspective: Over-Attribution of Similarity

This aspect of the Hyperpersonal model is less prominent. According to Griffin (2015), Computer Mediated Communication (CMC) creates a psychological image whereby an individual would first gain Social information through CMC, subsequently form an impression, which would eventually lead to relationship development. However, users of *Between have* already developed romantic relationship prior to the usage of the application. Furthermore, the main purpose of *Between* is used for relationship maintenance. Hence, the over-attribution of similarity is not as applicable for *Between*.

Hyperpersonal Perspective

Nothing can ever break us apart.
★ Between

Channel: Communicating On Your Own Time

Due to the text based function of the app, *Between* has the ability to allow users to communicate asynchronously. Couples are free to read and send messages to each other according to their schedule. Correspondingly, users are able to communicate with each other despite geographical location difference. This allows couples that are in long distance relationships to communicate without the immediacy of a FtF interaction.

For example, Tammy and her boyfriend are in a long-distance relationship and they live in different time zones. When Tammy is sleeping, her boyfriend would be sending her messages about his day so that she can read and reply to it when she wakes up.

Hyperpersonal Perspective

FeedBack: Self-Fulfilling Prophecy

Self-fulfilling prophecy is not applicable to *Between*, as the users of Between are couples that have developed a relationship prior to *Between*. Hence, there is no need for couples to seek information to confirm the expectations of the other party.

Users of Between are usually at the affective stage of the Social Penetration stages. Users are looking to share intimate details through *Between* instead of information seeking. Hence, self-fulfilling prophecy does not apply.

Warranting Value of Information

Between users have low warranting value information. This is because the information that is in the user's profile can be manipulated by the user himself/herself. There are no other-generated information present. Low warranting value information are information that can be managed by the profile owner, hence making *Between* a low warranting value medium.

11:14pm

HYPOTHESIS

1. **(Channel Hypothesis)** According to Goh (2014), *Between* users spend about 17 minutes daily on the app. Hence, we hypothesize that couples communicating through *Between* via text-based messaging may take four times longer than FtF communication.

2. **(Receiver Perspective Hypothesis)** We hypothesize that how partners communicate offline would be similar to how they communicate online through *Between,* as they have already developed relationships and their own personalised communication style prior to using *Between* as an application.

3. **(Channel Hypothesis)** We hypothesize that couples may spend twice as more time communicating through texts in *Between* on weekdays as opposed to weekends because couples usually spend more time apart during weekdays.

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