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**
  - 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.

**Results Cont.**

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

**Total Quizzes Taken**

- 320

**Min Times a Quiz was taken**

- 5

**Max Times a Quiz was taken**

- 29

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

**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

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.