





















SeeSaw, we found that these features furthermore created a medium that was authentic and conversational.

### CONCLUSION AND FUTURE WORK

Our research identifies a couple different opportunities for creating new video messaging tools. We see design opportunities for reaction video only and in combination with auto reply. During the course of our research, several startup apps were released that also explore this space. For example, Samba (<http://www.samba.me/>) and Dumbstruck (<http://dumbstruck.me/>) capture users' reactions while viewing video messages on their mobile smartphone. Chatwala (<http://chatwala.com/>) captures reactions during and immediately after viewing a message.

Participants' preference for reaction video supports the recent flurry of these reaction messengers introduced in the market, especially for social communication among close ties, which was the context we studied. Beyond reactions for individual messages, which is the focus of the current startup apps, our analysis suggests that connecting those reactions together into threads will support a more conversational and interactive medium. We see an opportunity to use asynchronous messages to create a sense of synchronous conversation, blurring a line that has been used to classify CSCW research for decades. Future work could explore how SeeSaw or these apps are used in situ, exploring longitudinal effects on the relationships among their users and how they use other tools. Although we focused on studying pairs using SeeSaw, it can actually support sharing reactions among a group conversation, which would also be a promising future study topic given the recent popularity of group messaging.

Our understanding of how users perceive those configurations of features enables designers to create the tool that is the right fit for the specific situation. While our studies only looked at social communication among close ties, we see implications for future work that could explore a design space that includes social or workplace contexts involving people along a spectrum of familiarity engaged in a wide range of conversational activity.

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