

Actual quotes or comments they've made about using hashtags

Consider their thoughts, goals, and motivations when using hashtags



Hashtag Generation

Describe the actions or behaviors related to hashtag use, such as posting, searching, or avoiding certain hashtags

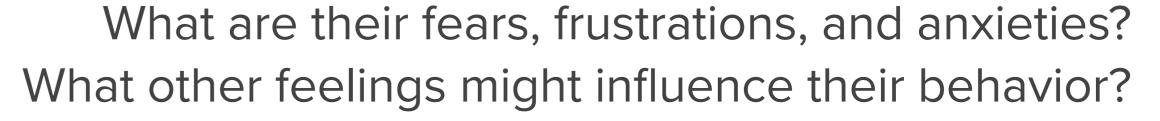
Explore how they feel when using hashtags, e.g., excited, frustrated, empowered

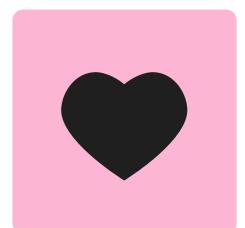


Does

What behavior have we observed? What can we imagine them doing?







Feels