

Interviewer: Jay

Subject: Aya Hafez | 27 | Bayonne, NJ | Freelance Interior Architect

Interview Time: 5:00pm EST

1.) Tell me about your social media habits.

I mainly go to social media to look for recent news and to see what out-of-country family members are up to.

2.) Which social media site/apps do you prefer and why ?

Facebook gives more detail (content) like full videos, news, links to interesting articles, etc. People just seem to put more information there.

3.) How many social networking sites/apps do you use ?

Five – Facebook, Google+, Snapchat, BuzzFeed, and Instagram

4.) Which social media features do you use most and why ?

Personally, I like the double-click to 'like' feature in Instagram. It's intuitive and convenient.

5.) How interested are you in trending social media topics and why ?

On a scale of 1 to 5, I'm about a 3. I just like to see what's new.

6.) Is there an aspect of social media that you dislike ?

I hate the repetition – Meaning that I hate how my Facebook feed is constantly showing me the same things, despite the fact that I keep scrolling, looking for new content.

7.) Is social media your primary source for news ?

Yes

8.) Why did you choose to join social media (eg. Twitter, Facebook, Reddit, etc) ?

It was the cool thing to do at the time. Without it, you're kind of out of the loop... People don't even ask for real contact information (ie. phone numbers) any more. They just ask for your Facebook information.

9.) Can you summarize for me, what social media means to you ?

Staying in the loop, staying in contact, and staying connected.

10.) If you could change social media in one way – big or small – what would that change be and why?

I'd change everything it's become really. Right now, it's time-consuming, not personal at all, and actually takes people away from each other instead of bringing them closer together.

Notes:

She actually uses BuzzFeed quite a bit, and from our conversation I gleaned that she likes it because it's not repetitive, always has fresh content, and is easy to navigate. She would like it more if she had the option to turn quizzes on and off, and also if she had the ability to sign in with an account (Facebook maybe) and post things to her timeline from within the app. She also mentioned that she would love to have one app to handle all aspects of social media, meaning that she'd like to be able to share an article, and have it posted to her Facebook and Instagram feeds. This might be a feature to look into.