

Interviewer: Jay

Subject: Karen Hiza | 32 | Syracuse, NY | Financial Services Sales & Network Marketing Entrepreneur

Interview Time: 6:30pm EST

1.) Tell me about your social media habits.

I post to Twitter Monday through Friday, multiple times throughout the day, and I try to post to Facebook daily as well in order to gain exposure and promote myself. My main social media outlet is LinkedIn though, because it puts me in contact with potential clients and partners.

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

I prefer LinkedIn for the reasons I just mentioned, but I hate the app because it isn't as comprehensive as the website, and I end up missing some of the important features.

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

Four – Twitter, Facebook, LinkedIn, and Snapchat.

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

I use the Facebook features for professionals a lot, because the app is almost a direct translation of the website. I can't use the LinkedIn app at all really, because the features I need just aren't there. On Twitter I use hashtags and trending topics a lot, to help me cast the widest net and reach the widest audience.

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

I'm very interested... Especially in local trending topics. I want to know what the people in my town or region are talking about, so I can interact with them in a way that helps me attract their business.

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

Not really. I mean, I don't like how much people share. They get too personal sometimes, or just use it to complain about situations.

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

Yes, absolutely. I find it more convenient than having to sit and watch or read the mainstream news. I hate how biased the news media has become though.

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

Because it was the cool thing to do. If you weren't on social media, you just didn't communicate with other people. As soon as it became a thing, people stopped calling and hanging out with each other, and started replacing actual relationships with whatever the online equivalent is. As far as things like LinkedIn though – I joined that for professional networking, marketing, and communication reasons.

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

Communication, plain and simple. Unless you know someone personally – like very well – social media has become the number one mode of communication.

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

I'd make it actually bring people together. Social media actually takes people away from each other, and puts them behind computer or phone screen. I would want a way to engage with people online, and then actually meet them, and I think a locally trending feature would allow people to do that.

Notes:

She found question 8 to be “the worst question ever”. Hyperbolic for sure, but I think it's worth revisiting. If this question is raising eyebrows amongst the majority of our interview subjects, it might be worth rewriting or simply replacing.

Conversely, she found the last question to be the best of the bunch. I feel that's because the question enables the subject to feel like they have some semblance of control. This concept may be worth exploring – do users want to control their own experience (ie. “Choose their own adventure”), and if so, how can we give them that power? Simply through shared preferences, or is there something deeper we can do?