

Interviewer: Scott

Interviewee: Carol Lindley – 51 years old – Owns a dog breeding business

Time of Interview: 11/19/16 7:30PM

Q: Tell me about your social media habits.

A: My social media habits... I use it for advertising a great deal for my business. Facebook is the main one I use for my business. And I use it a lot to connect with other breeders for my business. And I use it for gaining new customers.

Q: Which social media sites/apps do you prefer and why?

A: Facebook because it's best for my business.

Q: How many social media sites/apps do you use?

A: Um, I use Instagram, too. I use that one for connecting with my existing customers. Facebook is more for maybe potential customers. I don't put my Instagram posts on Facebook, though.

Q: Which social media features do you use most and why?

A: Private groups. I can find a lot of private groups for breeders other where I can talk with other business owners who are maybe dealing with the same problems as me. Or sometimes we just complain about customers in a space that they don't have access to.

Q: How interested are you in trending social media topics and why?

A: Ehhhhh.... not so much. I think with this election I definitely followed more trending topics. When I'd see things about the election I'd look at them.

Q: Is social media your primary source for news?

A: No.

Q: What is then?

A: Gosh, anything from CNN news. And I have the CNN news app. Or the drudge app, or the local news apps. More reading stuff.

Q: Why don't you use social media as a news source?

A: I don't think they're legitimate or factual. So, no.

Q: Is there an aspect of social media that you dislike?

A: Um... well I don't know about social media but more about the people that use it... it opens up too many doors that invite inappropriate responses for things that maybe you put out. I don't like that people share maybe their opinions that they otherwise wouldn't have shared to your face but they do it here on social media.

Q: Why did you choose to join social media (eg. FB, Twitter, Reddit, etc)?

A: Because it is great news for my business. Connecting with friends and what they're up to, for sure. But yeah I think it's all mostly business-related and then I end up being drawn to other posts from there.

Q: If you could change social media in one way - big or small - what would that change be and why?

A: I actually know there are ways to block certain people from seeing your stuff, but I'd like a little bit more control over who can respond to each and every post of mine. You know, if it is business stuff then there are certain people that I don't want to be able to respond to that, because one negative response could be very bad news. And you have to monitor that, a lot as a business owner.

Q: Can you summarize for me, what social media means to you?

A: For me it means I have been able to save a lot of money on advertising. I used to, years and years ago, have to pay for this advertising group to get my name out there. And I no longer have to do that. Social media is a great place to advertise and it lets me find and market to the people I actually want to be marketing to.

Notes:

Carol sees social media as more of a tool than an entertainment source. Which is intriguing, as she doesn't get any of her news from social media. Bottom line is that she finds the 'news' to be illegitimate. So instead she reaches for more traditional news media. Maybe that's because they actually are more legitimate or maybe it's because it's what she's used to using. News from social media is a pretty new idea, one that someone in her age demographic may not be quick to adopt.

Carol may not fall within our target audience, but it's worth noting that she might feel more comfortable with a separation between her news, and others' comments on the news.