

1

00:00:03.780 --&gt; 00:00:10.080

Researcher1: Alright, welcome everyone, welcome to ParticipantD and ParticipantE , welcome to this Social Media and 2021 focus group.

2

00:00:11.849 --&gt; 00:00:23.010

Researcher1: So, my name is XXXXXXXXXXXX I'm XXXXXXXXXXXX in the XXXXXXXXXXXX department here at XXXXX and I'm joined by XXXXXXXXXXXXXXXXXXXX Researcher2 and Researcher3. They work with me on research.

3

00:00:23.880 --&gt; 00:00:32.820

Researcher1: And so we're glad to have you here as just some recording this zoom session, let me tell you a little bit about the recording and then I'll tell you about the purpose of the project.

4

00:00:34.890 --&gt; 00:00:42.540

Researcher1: So we're recording the zoom session to the cloud basically to get a transcript so zoom automatically creates text transcripts of recorded meetings.

5

00:00:43.200 --&gt; 00:00:51.180

Researcher1: After the focus group is over we'll use the video recording to update the transcript, you know sometimes a transcript it has the wrong word or you know we'll make sure it's.

6

00:00:51.750 --&gt; 00:00:59.280

Researcher1: corrected and as accurate as possible, then we'll go through and give everyone pseudonyms in the transcript, take out your real name, remove any personal information.

7

00:00:59.820 --&gt; 00:01:12.090

Researcher1: And then we will delete the video and the original transcript. So the idea is that we create an anonymous version of what was said today, so that anonymous transcript is what we can use for our research and we'll share it with other researchers as well, through.

8

00:01:13.290 --&gt; 00:01:19.140

Researcher1: On an online repository so that's the reason for recording and what we'll do with materials.

9

00:01:19.890 --&gt; 00:01:25.620

Researcher1: So the purpose of the study is to gain a better understanding of how people are using and making sense of social media right now.

10

00:01:26.040 --> 00:01:35.940

Researcher1: Especially when we have lots of negative events like pandemics, protests, elections, we're particularly interested in how people are getting fixated on bad news and their news feeds.

11

00:01:36.600 --> 00:01:48.570

Researcher1: So the part of the goal of this research is to develop a survey scale based on what we learned in this focus group and other focus groups and then we're going to do some survey research with the scale that we develop.

12

00:01:49.710 --> 00:01:58.260

Researcher1: So today it's pretty informal and you know it's a small group here, so I would encourage you to I'll be asking lots of questions, but you know.

13

00:01:59.340 --> 00:02:10.860

Researcher1: you're welcome to change the subject you're welcome to talk to each other, so we keep it loose you know we basically want to hear from you, because your experts better, I want to experience so I'll get you started with some basic questions, but then we'll dive in from there.

14

00:02:11.820 --> 00:02:12.750

ParticipantD: Okay sounds good.

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00:02:15.810 --> 00:02:26.250

Researcher1: So let's just do sort of introductions sharing a lot of could you tell us about yourself what you, you are what's your major and where's your hometown.

16

00:02:28.350 --> 00:02:37.830

ParticipantD: Yes, so my name is ParticipantD and actually from XXXXX I'm a XXXXXXXXXXXX at the XXXXXXXXXXXXX and I'm studying XXXXXXXX.

17

00:02:42.150 --> 00:02:54.330

ParticipantE: And I'm ParticipantE, I have been away from XXXXX for XXX years, so I um I am actually completing.

18

00:02:55.710 --> 00:03:05.610

ParticipantE: A few credits that I left XXX without completing and I think the pandemic put me in a place to just you know, think about wanting to be.

19

00:03:07.020 --> 00:03:24.060

ParticipantE: more motivated with that, but I actually run a XXXXXXXXXXXXXXXXXX and so I, I work I have clients that I deal with specifically in XXXXXXXXXXXX so.

20

00:03:24.630 --> 00:03:38.880

ParticipantE: This class that I'm taking that so I'm taking like one class a semester, because I'm running from meetings I'm actually in a hotel room in a client's setting so I'm.

21

00:03:39.480 --> 00:03:52.560

ParticipantE: So it's a so it's all so I'm I'm probably not your exact focus group, but I live with this [mobile phone] in my hand so maybe I am.

22

00:03:52.800 --> 00:03:53.880

Researcher1: that's what we're interested in.

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00:03:55.830 --> 00:03:56.940

ParticipantE: Well that's great and I live in.

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00:03:56.940 --> 00:03:58.650

ParticipantE: XXXXXXXXXXXX, by the way, I live in XXXXXXXXXXXX.

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00:03:58.650 --> 00:04:04.800

Researcher1: XXXXXXXXXXXX okay, okay fantastic nice XXXXX and back to us individually introduce yourself really quickly.

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00:04:08.070 --> 00:04:20.910

Researcher2: Sure, hi I've been communicating with XXXXXXXXXXXXXXXXXXXXXXXXXX on email it's nice to finally see you and meet you I'm XXXXXXXXXXXXXXXXXXXX at the XX and.

27

00:04:22.470 --> 00:04:23.460

Researcher2: I'm from XXXXXX.

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00:04:28.440 --> 00:04:34.320

Researcher3: So I'm XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX as well and I major in XXXXXX.

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00:04:35.460 --> 00:04:40.170

Researcher3: And I am from everywhere, I can say that I'm from XXXXXXXXXXXX.

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00:04:42.840 --> 00:04:43.680

Researcher1: Fantastic.

31

00:04:45.270 --> 00:04:51.390

Researcher1: And Researcher2 and Researcher3 will be hanging out taking notes and if I forget something they'll interrupt me and remind me or ask it themselves.

32

00:04:52.980 --> 00:05:04.980

Researcher1: So ParticipantE you had a nice transition you mentioned how your life had been changed in one way by the pandemic COVID-19, I'm curious to hear from both the ParticipantD and ParticipantE sort of in general, how the pandemic affected your life.

33

00:05:07.320 --> 00:05:10.080

ParticipantD: yeah so I'll go ahead first um.

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00:05:11.160 --> 00:05:18.210

ParticipantD: I guess the the biggest way that depends on what kind of like affected my everyday life is just that.

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00:05:19.230 --> 00:05:24.450

ParticipantD: Well before I was like here at the XXXXXXXXXXXX, you know doing everyday school things and then.

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00:05:25.080 --> 00:05:40.830

ParticipantD: I believe the pandemic was hitting somewhere around spring break so everyone was like so excited like we're going to have a super long spring break, so I actually packed up most of like my luggage and everything I went down to my home place in XXXXX.

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00:05:42.060 --> 00:05:49.290

ParticipantD: And, thank God, I didn't lose anybody due to COVID I didn't experience anything like that.

38

00:05:50.310 --> 00:05:57.780

ParticipantD: Or had the most heartbreaking experiences, like other people have so I consider myself very lucky, but I did.

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00:05:58.440 --> 00:06:07.110

ParticipantD: see some side effects of it, of course, from not being able to go outside as much I didn't go to like a mall or out to a restaurant or.

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00:06:07.620 --> 00:06:25.350

ParticipantD: Any kind of convenience store for months at one point and I guess you could say like there was a lot of negativity around that developed in myself like bad eating habits or just bad everyday habits like waking up late, losing drive.

41

00:06:26.610 --> 00:06:33.090

ParticipantD: Not completing homework sometimes like on time, just like some negative things, but there were also some positive things as well that came out of it.

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00:06:34.470 --> 00:06:47.640

ParticipantD: Like I did get a lot closer with my family, since I was pretty much locked up in a whole house with them every single day and yeah I think there's some other stuff but I'm really interested in what ParticipantE would like to say, like about XXXX experience as well.

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00:06:49.530 --> 00:07:02.010

ParticipantE: Yeah so I spent the last several years producing XXXXXXXXXXXXXXXX um and as part of my company and my clients, and so I was.

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00:07:03.180 --> 00:07:12.480

ParticipantE: I was getting ready to have a XXXXXXXXXXXX showcase ready for XXXXXXXXXXXX.

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00:07:13.500 --> 00:07:28.830

ParticipantE: That I was ready to go to, I had booked XXXXXXXXXXXX that primarily in XXXXXXXXXXXX, and so I was producing a XXXXXXXXXXXXXXXX on a full day event at an you know and on XXXXXXXXXXXXXXXX shut down.

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00:07:29.400 --> 00:07:37.350

ParticipantE: And I spent the last you know, I was cancelling XXXXX, I was doing a lot of stuff, and so did everything else and.

47

00:07:38.610 --> 00:07:49.590

ParticipantE: I used to be the, before I started my company, I was the  
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX, and so I have had a very  
successful career, but a lot of my.

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00:07:50.850 --> 00:07:59.250

ParticipantE: Colleagues have been in the XXXXX space, and so I have spent the pandemic,  
raising awareness, for independent XXXXX.

49

00:07:59.820 --> 00:08:15.060

ParticipantE: And the campaign to XXXXXXXXXX so because I've been very close with so  
many people in the XXXXX space, who lost their jobs, I feel very fortunate that my clients  
kept me busy, and I was able to do marketing consulting work.

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00:08:16.500 --> 00:08:30.870

ParticipantE: And pivot away from events, because nobody's doing events, but I mean the  
last event I did was actually something fun, which was XXXXXXXXXX at the XXXXXXXXXX  
and XXXXXXXXXX and.

51

00:08:32.040 --> 00:08:44.580

ParticipantE: Producing XXXXXXXXXX with XXXXXXXXXXXXXXXXXXXXXXX team on that and  
then everything stopped, and so I was booking XXXXXXXXXX and you know.

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00:08:45.300 --> 00:08:53.250

ParticipantE: XXXXXXXXXX people, and so I have seen like ParticipantD I've been fortunate  
that I don't know, anyone who has been.

53

00:08:53.640 --> 00:09:04.410

ParticipantE: adversely affected health wise from the pandemic, but no really probably  
hundreds of people who have been affected financially with the complete loss of.

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00:09:04.800 --> 00:09:12.150

ParticipantE: Jobs in in the XXXXX space, I'm happy to say that at the end of last year, when  
the second.

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00:09:12.630 --> 00:09:19.020

ParticipantE: stimulus package came out from the government that XXXXXXXXXXXXXXX  
was funded and about XXXXX.

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00:09:19.440 --> 00:09:34.680

ParticipantE: XXXXX was allocated to small venue. So hopefully that money will help keep some of these places, because if you think about places in XXXXXXXXXXXX, small venues that have no revenues and in all around XXXXXXXXXXXXXXXX you name it.

57

00:09:36.090 --> 00:09:48.960

ParticipantE: And so I've been fixated on it I've in some ways, I felt like I was I had this survivor guilt, that I was so able to keep my business going and keep busy now.

58

00:09:49.350 --> 00:09:55.920

ParticipantE: I wasn't traveling and in 2019 I was on the road XXXXX days and then so.

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00:09:56.850 --> 00:10:02.820

ParticipantE: To go into 2020 and be on the road for a couple of months, and then not be on the road, it was a stark.

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00:10:03.060 --> 00:10:12.900

ParticipantE: transition for me and it put me in a place to think about what am I going to do with this time because I've spent you know I would say XXXXX days on zoom calls.

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00:10:13.260 --> 00:10:22.080

ParticipantE: On this, you know, since the pandemic, because this has been my way of communicating I'm now back traveling a little bit and seeing my client and trying.

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00:10:22.380 --> 00:10:30.570

ParticipantE: To us, even though there's nothing normal about travel now and there's nothing really as improved until we can get the vaccine um.

63

00:10:31.110 --> 00:10:42.060

ParticipantE: You know there's nothing that's going to improve going to XXXXX I mean I'm I just had a meeting before this about getting back to XXXXXXXXXXXX events for my clients, because I work with brands and.

64

00:10:42.630 --> 00:10:55.200

ParticipantE: I like to say that I connect brands with XXXXX so brands don't have outlets to talk to consumers anymore, I mean you've seen XXXXXXXXXXXX people are tired of XXXXXXXXXXXX, you know people are tired of you know.

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00:10:55.950 --> 00:11:04.260

ParticipantE: Having an experiential event virtually people are waiting to be able to go back to XXXXX and be able to do go to XXXXXXXXXXXX and go.

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00:11:04.590 --> 00:11:19.080

ParticipantE: To symposiums and conferences and you know trade shows and stuff so um it's it's it's you know I feel like I'm for me I'm much like ParticipantD you know I ate dinner with my XXXXX every night.

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00:11:19.710 --> 00:11:29.700

ParticipantE: which I wasn't doing um you know I I've done, you know built have a new kitchen, you know we're doing all that sort of the things that.

68

00:11:30.930 --> 00:11:33.300

ParticipantE: We do when we're home and...

69

00:11:35.310 --> 00:11:36.810

Researcher1: Have you? What was it like to,

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00:11:36.870 --> 00:11:40.680

Researcher1: Transition to being at home so much compared to what you had been before.

71

00:11:41.310 --> 00:11:57.300

ParticipantE: For me personally, it was I was it felt comfortable finally like towards the you know, on because I was so ready, I mean, I had a suitcase packed I was ready to go my pace was so frenetic.

72

00:11:57.870 --> 00:12:05.190

ParticipantE: That you think about being on the road XXXXX days not sleeping in your own bed been on an airplane and a rental car and then all of a sudden, what.

73

00:12:05.760 --> 00:12:23.790

ParticipantE: And, and on top of that, XXXXXXXXXXXX, so I was doing stuff. So for me I kind of started liking being home a lot I started exercising more you know, I was cooking all the time I was classically watching everybody's posts about their banana breads.

74

00:12:23.790 --> 00:12:37.530

ParticipantE: And their sourdough breads, and all this stuff and I was participating at that level and I loved it but I'm I am a people person, you could probably tell that already so I miss the interaction.



75

00:12:38.340 --&gt; 00:12:54.300

ParticipantE: With my friends um I grew up in XXXXXXXXXXXX I don't get to see my XXXXX you know I miss my family I haven't hugged my XXXXX for a year because XXXXXXXXXXXX and I don't want to you know and XXXXX getting the second vaccine on XXXXX so.

76

00:12:54.330 --&gt; 00:12:54.480

ParticipantE: I can hug XXXXX soon.

77

00:12:57.780 --&gt; 00:13:00.600

Researcher1: ParticipantD What about you? What was it like to be at home so much.

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00:13:01.980 --&gt; 00:13:03.810

ParticipantD: It it was interesting.

79

00:13:05.070 --&gt; 00:13:16.770

ParticipantD: Especially at first, because I guess I had gotten really comfortable here at school, I don't live on campus I guess you could say almost live on campus I live right on XXXXXXXXXXXX.

80

00:13:17.910 --&gt; 00:13:25.890

ParticipantD: So it's just barely off campus like off campus housing and had gotten so used to it and being around only people my age.

81

00:13:26.640 --&gt; 00:13:32.070

ParticipantD: Besides, my advisors and my professors so going back was more like.

82

00:13:32.850 --&gt; 00:13:45.000

ParticipantD: It gave me like kind of like high school sentiments, because you know, like back in high school year with your mom she cooks for you, she does your laundry you know she wakes you up in the morning, sometimes, so it kind of gave me.

83

00:13:46.470 --&gt; 00:13:47.490

ParticipantD: Some I like those high school.

84

00:13:47.490 --&gt; 00:13:59.670

ParticipantD: sentiments that I had back then and I'd say that I'm kind of like mentioned before over just a couple of months I started seeing some bad habits developing and myself.

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00:14:01.290 --> 00:14:10.620

ParticipantD: I'll kind of like repeat them again so sometimes I would stay laid up in bed a lot later than I normally would, if I was in school, I would.

86

00:14:12.510 --> 00:14:15.090

ParticipantD: I would just see some like lazy.

87

00:14:16.770 --> 00:14:21.360

ParticipantD: Some lazy things that I do that, like, I definitely fixed later.

88

00:14:22.140 --> 00:14:23.850

ParticipantD: Towards the end of the pandemic like I.

89

00:14:24.000 --> 00:14:26.340

ParticipantD: pretty much got back into my old self habits.

90

00:14:27.600 --> 00:14:38.580

ParticipantD: To prepare for going back to school, and so I started waking up early again I started working out again, but there is definitely some stuff that, like, I was not part of doing in the middle pandemic.

91

00:14:39.090 --> 00:14:41.430

ParticipantD: Okay, and sorry go ahead.

92

00:14:41.610 --> 00:14:49.680

Researcher1: No that's good, and thank you both for sharing that's really insightful all that and yeah COVID-19 is loomed really large in the past year.

93

00:14:51.060 --> 00:14:57.480

Researcher1: In addition to COVID have there been other big events that have affected your life in the recent year?

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00:14:59.340 --> 00:15:15.990

ParticipantD: I myself cannot think of any like I said, I was very fortunate to not have any family seriously affected by COVID, I did have some friends who had it but they probably they got like a cold and a fever some chills and.

95

00:15:16.530 --&gt; 00:15:28.050

ParticipantD: Like thankfully they made it out of it okay, but I do have a lot of older family members and thank God, none of them has had it yet or not yet, but I should say that they're getting the vaccine right now so hopefully they'll never get it.

96

00:15:29.970 --&gt; 00:15:44.610

ParticipantD: And you know off the top of my head I can't really think of any major events my parents both work they were able to work both virtually so there wasn't a huge financial loss, on our part of the family or anything like that.

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00:15:48.390 --&gt; 00:15:49.320

Researcher1: and ParticipantE, what about you.

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00:15:49.950 --&gt; 00:16:01.320

ParticipantE: Well, you know I am addicted to the news, and so the election, I think this whole year.

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00:16:02.610 --&gt; 00:16:10.680

ParticipantE: I think had you know it's interesting because I live in a split household I have a XXXXX, who has different views than I do politically.

100

00:16:10.770 --&gt; 00:16:29.970

ParticipantE: And that's a very interesting challenge, because it is exactly what you see in society, when there are two different sides XXXXX feels one way, I feel completely the opposite, so we don't really you know it just it's not worth it, to have the conversations.

101

00:16:30.300 --&gt; 00:16:35.520

ParticipantE: But me personally, I was very.

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00:16:38.010 --&gt; 00:16:49.020

ParticipantE: unsettled about what was happening politically in this country um and I was very happy when January 20.

103

00:16:50.190 --&gt; 00:16:57.510

ParticipantE: happened, and there was a transition, albeit not so smooth.

104

00:16:57.750 --&gt; 00:16:58.710

ParticipantE: And I'm not saying.

105

00:16:58.860 --> 00:17:04.560

ParticipantE: from a political standpoint, one way or the other I'm just saying that that saga was over.

106

00:17:04.740 --> 00:17:14.820

ParticipantE: Right everything from you know the you know BLM movement, I mean living in XXXXXXXXXXXX where there were protests and there was.

107

00:17:15.330 --> 00:17:27.870

ParticipantE: You know a lot of devastation to the XXXXX, you know from the protesters and then at the end of 2020 and XXXXXXXXXXXX there was a XXXXXXXXXXXX who XXXXXXXXXXXXXXXXXXXX.

108

00:17:28.620 --> 00:17:34.050

ParticipantE: And so there was a lot of unsettling events happening, we had a XXXXXXXXXXXX that hit right before the.

109

00:17:34.320 --> 00:17:53.730

ParticipantE: right as a pandemic was hitting and half of the XXXXXXXXXXXX locations were blown out from a XXXXXXXXXXXXXXXXXXXX so XXXXXXXXXXXX has gone through a lot on, and I was home to see all of it um, but I think that for me on 2020 you can be marked, not only by the pandemic, but the upheaval in.

110

00:17:54.840 --> 00:17:57.000

ParticipantE: In with the politics became.

111

00:17:57.840 --> 00:17:58.590

Definitely.

112

00:18:00.270 --> 00:18:15.240

Researcher1: So, with all that kind of background, the things have happened, the last year, want to move in sort of talking about some of the things we've mentioned, news social media, let me just ask you both to kind of start with what kinds of smartphones do you have.

113

00:18:16.650 --> 00:18:20.640

ParticipantD: I have an iPhone 11 pro Max.

114

00:18:22.080 --> 00:18:23.970

ParticipantE: And I have iPhone okay.

115

00:18:25.230 --> 00:18:27.510

Researcher1: You both doing better than me then, mine's I think an 8.

116

00:18:29.100 --> 00:18:37.680

ParticipantE: Do you say that it's still working you know they have a tendency to like expire at the two-year mark, just when you're finished paying off the phone.

117

00:18:37.920 --> 00:18:45.420

Researcher1: Yes, I'm sure I need to get a new one, but you I assume you both use social media on your mobile phone on your smartphone.

118

00:18:46.200 --> 00:18:46.830

ParticipantD: Oh yes.

119

00:18:47.550 --> 00:18:50.280

Researcher1: Do you use social media on other devices.

120

00:18:51.870 --> 00:18:51.990

ParticipantD: Like.

121

00:18:52.650 --> 00:18:53.430

Researcher1: Computers.

122

00:18:53.880 --> 00:19:05.280

ParticipantD: I do have a surface it's called a Microsoft surface pro I do use social media, sometimes on there just for professional reasons, though, like if I'm trying to.

123

00:19:05.790 --> 00:19:13.620

ParticipantD: update a resume or I run and see accounts of I'm trying to get some social media stats from there, look at that I'm just like stuff like that.

124

00:19:15.300 --> 00:19:24.600

ParticipantE: I have an iPad and I will occasionally check, but I would say 90% of the time I'm using social media on my phone.

125

00:19:25.200 --> 00:19:26.040

ParticipantD: Yes, the same.

126

00:19:26.400 --> 00:19:29.550

Researcher1: And then, what platforms or apps do you to prefer.

127

00:19:31.620 --> 00:19:42.780

ParticipantD: I use mostly Instagram and well recently now I use mostly Instagram and Pinterest but back then I would say use TikTok and Instagram the most.

128

00:19:46.200 --> 00:19:50.820

ParticipantE: I am would say that I am because I'm a news person Twitter.

129

00:19:52.500 --> 00:19:57.060

ParticipantE: And then Instagram and then, because I'm old, Facebook.

130

00:19:58.170 --> 00:20:09.210

ParticipantE: And then I will say that I do have TikTok app on my phone I have Pinterest app and I would say LinkedIn I'm I'm a I use LinkedIn.

131

00:20:10.860 --> 00:20:15.330

ParticipantE: As as well, but I would say, primarily Twitter's at the top of my list okay.

132

00:20:16.770 --> 00:20:23.880

Researcher1: So just in general, when you use social media what time of day, does that happen and how long are the sessions.

133

00:20:26.250 --> 00:20:35.340

ParticipantD: That is interesting, I feel like I do use Instagram Well now, I use Pinterest the most, but I do that for my business but.

134

00:20:35.730 --> 00:20:45.480

ParticipantD: For Instagram I would say, like it is the app that I definitely tend to like reach out the most to because I want to see what people are up to and I like updating like my stories and whatnot.

135

00:20:46.110 --> 00:20:56.160

ParticipantD: I go on Instagram like I really click on the app maybe 20 times a day but I'm never on it for more than five minutes at a time.

136

00:20:58.320 --> 00:21:03.000

ParticipantD: Def I would say even possibly three I usually just do quick little things and then I leave.

137

00:21:04.440 --> 00:21:05.550

Researcher1: What about Pinterest.

138

00:21:06.390 --> 00:21:08.610

ParticipantD: Pinterest Pinterest is.

139

00:21:09.630 --> 00:21:22.020

ParticipantD: let's see I think I go on it it's almost like the opposite I go on Pinterest I'll click on it, maybe five times a day and I'll be on it for about 20minutes.

140

00:21:23.760 --> 00:21:24.330

Researcher1: and ParticipantE.

141

00:21:25.350 --> 00:21:29.700

ParticipantE: I would say that I'm probably umm did you see The Social Dilemma.

142

00:21:31.860 --> 00:21:45.660

ParticipantE: Okay well I'm that person who is addicted to whatever so there's a scene in that in that documentary where the guy goes, if you take your phone to the bathroom like you're addicted so okay.

143

00:21:46.560 --> 00:22:02.370

ParticipantE: That being TMI, I would say that I am checking I go through literally I will do Twitter, Instagram, Facebook in rotation, and I would say, probably 15 minutes, an hour.

144

00:22:03.120 --> 00:22:05.280

Researcher1: Okay, how frequently.

145

00:22:05.280 --> 00:22:07.380

ParticipantE: from when i get up to when I'm go to sleep.

146

00:22:07.740 --> 00:22:08.130

Researcher1: Okay.

147

00:22:08.310 --> 00:22:18.660

ParticipantE: No I'm I am a super user so if that's 10 hours, then you know it's 15 minutes you know. So what about six hours a day.

148

00:22:19.440 --> 00:22:21.690

Researcher1: Do you feel like you have a similar routine every day?

149

00:22:21.780 --> 00:22:26.400

ParticipantE: Yes, Okay, well, I would say that, let me just say this.

150

00:22:26.820 --> 00:22:33.630

ParticipantE: I have a similar pattern on weekdays my media consumption is super different on the weekends.

151

00:22:34.260 --> 00:22:49.020

ParticipantE: So um I don't feel a need like I don't feel a need to know what's going on all the time on the weekends Okay, and maybe that is and and you know I don't feel like.

152

00:22:51.480 --> 00:22:56.070

ParticipantE: Maybe I may post more on the weekends than I do, during the week.

153

00:22:56.490 --> 00:22:59.610

ParticipantE: Because I'm doing something other than working like.

154

00:23:00.210 --> 00:23:09.000

ParticipantE: going to a restaurant or well that's not a good example that's not what I'm doing but I'm in what garden or whatever it is, but I would say that I.

155

00:23:09.720 --> 00:23:25.680

ParticipantE: My consumption is so different and and probably maybe an hour, you know, a day on on the weekends that's probably opposite of most people, but I I function differently during the week.

156

00:23:28.440 --> 00:23:32.790



Researcher1: ParticipantD what's your routine like you feel like it's similar every day or I.

157

00:23:33.060 --> 00:23:44.400

ParticipantD: I Do I think even on the weekends it's kind of similar I did forget to mention one other Apps that I do use a lot YouTube but that's I would say I spend about.

158

00:23:45.570 --> 00:23:47.520

ParticipantD: 30 minutes, a day on YouTube.

159

00:23:48.780 --> 00:23:59.430

ParticipantD: And I still think I spent more time on Pinterest, but I do spend some time on YouTube as well, my routine is pretty much the same yeah every single day, even on the weekends, I believe.

160

00:24:01.140 --> 00:24:07.110

Researcher1: And then, what kind of accounts, do you tend to follow on your different social media accounts, who do you tend to follow.

161

00:24:07.950 --> 00:24:17.190

ParticipantD: So on Instagram I follow are we talking like bigger social media accounts are we talking just like friends or anything like that.

162

00:24:17.430 --> 00:24:19.110

Researcher1: Yeah all of those and then like.

163

00:24:19.170 --> 00:24:26.340

Researcher1: Maybe is, it is a 20% friends and or 40% friends and what is sort of the composition, I know it's kind of hard to estimate, but how does it feel?

164

00:24:26.370 --> 00:24:41.070

ParticipantD: yeah yeah that's totally fine, I would say it's about 60, 50% friends and the other half, would have to be social media influencers celebrities just people I look up to.

165

00:24:41.100 --> 00:24:41.700

ParticipantD: People and.

166

00:24:42.630 --> 00:24:49.920

ParticipantD: I will just say influencers like people that I want to see their posts every single day I do follow a few.

167

00:24:51.000 --> 00:24:58.050

ParticipantD: gym people like people that show their daily workouts I follow a lot of.

168

00:24:59.970 --> 00:25:10.380

ParticipantD: Different like show accounts I follow a lot of like it's mostly like entertainment and then I do follow a lot of ocean conservatory accounts.

169

00:25:10.860 --> 00:25:22.230

ParticipantD: A lot of wildlife accounts as well and that's mostly what I see on my Instagram and I could say the same for all of I could say the same for TikTok and for Pinterest is mostly.

170

00:25:23.400 --> 00:25:26.850

ParticipantD: Just like more fashion beauty that type of stuff.

171

00:25:28.200 --> 00:25:28.620

Researcher1: Sure.

172

00:25:29.640 --> 00:25:49.020

ParticipantE: um I would say Facebook is mostly friends, I don't really follow brands too much on Facebook, I mean I may I may follow them but I don't really follow them like I would on Instagram on Twitter on following.

173

00:25:51.120 --> 00:26:04.230

ParticipantE: It's interesting I'm following a lot of sports stuff writers, I love Barstool a lot and I, like you know writers have good you know content sports content.

174

00:26:04.740 --> 00:26:15.990

ParticipantE: Like news content so much a lot of journalists um you know, mostly on the political side I'm like to read all a lot of stuff so you know, usually.

175

00:26:16.620 --> 00:26:26.520

ParticipantE: I would see that very few of my friends it's not like I'm following friends on Twitter right, I mean I'm I'm following and getting it for news feed so.

176

00:26:26.850 --> 00:26:41.970

ParticipantE: Lots of local health stuff a lot of the major news channels, you know CNN, Fox, everybody, you know CNBC I follow a lot of new stuff I follow HGTV I follow on Twitter and on Instagram.

177

00:26:43.050 --> 00:26:54.840

ParticipantE: I would say about 40% friends and the rest are personalities and or shows like ParticipantD lot of entertainment stuff you know Chrissy Teigen.

178

00:26:56.100 --> 00:27:06.900

ParticipantE: Following the rock you know I love to see how you know I'm studying those influencers with the most social followers I mean Taylor Swift umm.

179

00:27:07.170 --> 00:27:12.960

ParticipantE: You know just so to to see the engagement that they have what because I I look at it.

180

00:27:13.290 --> 00:27:20.430

ParticipantE: From a business standpoint as well, I love to see what the engagement is with consumers and I love to see the kind of content, you know.

181

00:27:20.790 --> 00:27:33.390

ParticipantE: A lot of these influencers are obviously paid so um you know I like to make sure that their hash tagging partner on their posts, you know I like to kind of do the myself policing on that.

182

00:27:34.470 --> 00:27:45.480

ParticipantE: But um the content is typically compelling I have found myself, especially on Twitter that I have unfollowed a lot of accounts over the year because.

183

00:27:45.990 --> 00:27:47.970

Researcher1:

In the last year specifically.

184

00:27:48.000 --> 00:28:03.570

ParticipantE: Yes, I found myself I'm following a lot of people, because the stuff that was coming out, especially on Twitter was so just did not want to to I just didn't want it in my feed it was just like I'm sorry, maybe I'm being.

185

00:28:04.620 --> 00:28:09.960

ParticipantE: elitist that I only want to read the stuff that makes sense to me.

186

00:28:11.250 --> 00:28:17.310

ParticipantE: And so I started just I just couldn't be barraged anymore by stuff that I just didn't believe in.

187

00:28:18.000 --> 00:28:19.980

Researcher1: So the stuff that was disagreeable.

188

00:28:21.240 --> 00:28:23.370

Researcher1: yeah necessarily that their tone was.

189

00:28:23.430 --> 00:28:29.910

ParticipantE: No, no, no, I wasn't following anyone that I thought his tone was like I wasn't following people that were just.

190

00:28:29.940 --> 00:28:41.100

ParticipantE: off the hook. Okay, I was following people that that at first when I first started following these people on and they're notable you know.

191

00:28:42.060 --> 00:28:51.060

ParticipantE: And they could have been celebrities who had a viewpoint, or something, but when I first started following them it wasn't what it became in 2019 and 2020 me.

192

00:28:51.600 --> 00:29:02.160

ParticipantE: Well, it wasn't that I when I started following was like, oh, this is cool and opposing view or a different view, or they have a different perspective I'd love to see what they have to say, because I wouldn't have a real well rounded.

193

00:29:02.670 --> 00:29:19.140

ParticipantE: view of what of the world, and so I've always done that I've always want wanted to, but over time, those views, for me, maybe my maybe maybe I changed and said, this is offensive to me, but I just didn't want to deal with it anymore and it's weird.

194

00:29:19.140 --> 00:29:19.650

Because.

195

00:29:20.700 --> 00:29:37.440

ParticipantE: I noticed that there is a vacuum I've felt that I've missed that content in some ways, because it's almost like I have you know purged my Twitter feed in a way that is now somebody would look at it and go, "I know how she believes".

196

00:29:41.010 --> 00:29:44.910

Researcher1: ParticipantD I'm curious do you ever get news on social media.

197

00:29:46.080 --> 00:29:58.290

ParticipantD: I do, and the only news that I tend to hear from is actually word of mouth. I try not to look at news on social media.

198

00:29:59.160 --> 00:30:07.860

ParticipantD: Just because it's always had typically a negative impact on my life and I'm not much to talk about politics that much.

199

00:30:08.550 --> 00:30:25.710

ParticipantD: Even with my friends it tends to just bring up some negativity sometimes, and so I try to stay away from that on social media, but most of the news that I do here is word of mouth, or I read about it on Google or from newspapers or anything like that.

200

00:30:28.560 --> 00:30:32.430

Researcher1: And ParticipantE how much do you feel that the news comes to you versus you go looking for it?

201

00:30:33.270 --> 00:30:33.930

ParticipantE: When.

202

00:30:34.950 --> 00:30:37.710

ParticipantE: I'm as often as I checked my phone.

203

00:30:39.240 --> 00:30:53.640

ParticipantE: It you know it's right there but I'm I subscribed to newspapers on you know, so I know I'm a dinosaur but you know I I enjoy reading and.

204

00:30:54.660 --> 00:30:59.460

ParticipantE: So I say, I would say that arm, I see.

205

00:31:00.720 --> 00:31:11.490

ParticipantE: I seek the news more than the news is you know right there for me now because of my habits, it tends to be all up in my feeds so.

206

00:31:13.590 --> 00:31:24.030

Researcher1: Well, and so I think you both have slightly different or or different approaches to news in social media or news online, but I'm curious from both of you.

207

00:31:25.110 --> 00:31:28.530

Researcher1: What do you think about the balance of good news and bad news in the last year.

208

00:31:30.090 --> 00:31:34.740

Researcher1: Do you think it's changed or how do you feel about that balance.

209

00:31:36.390 --> 00:31:39.090

ParticipantD: I think I think news has.

210

00:31:40.740 --> 00:31:47.970

ParticipantD: Honestly, it's a really tough question, and especially because I try to kind of like that previous question you're asked to share like does a news find me.

211

00:31:48.330 --> 00:31:56.190

ParticipantD: I, I would have to go search for news to find out what's going on, and since I tried to like not do that um.

212

00:31:57.000 --> 00:32:06.540

ParticipantD: It would be tough to answer that question just because I I wouldn't have a great say because I don't see all the news I wouldn't be able to have like a great input on that.

213

00:32:07.080 --> 00:32:16.680

ParticipantD: But from what I see from my friends posting from what people from the social media influencers that I follow posted stuff I'd say that most of it is good, on my end.

214

00:32:17.610 --> 00:32:27.300

ParticipantD: I will, I would say, most of it, some of it can be negative, of course, you know everyone has their own opinions, but from from what I had been seeing, I think that.

215

00:32:28.950 --> 00:32:30.900

ParticipantD: Some news has been good.

216

00:32:31.200 --> 00:32:31.650

Researcher1: Which.

217

00:32:31.680 --> 00:32:37.410

Researcher1: Which topics have you seen a lot in the last year, like what what do friends tend to really emphasize in terms of topics?

218

00:32:37.860 --> 00:32:47.190

ParticipantD: Oh 100% the election has been the number one topic, especially with like Trump and Biden and people saying like I did this Trump did this.

219

00:32:47.610 --> 00:32:56.070

ParticipantD: I did watch the debates with my friends and just and it was really interesting just because I, I, since I have refrained from the news like getting back into.

220

00:32:57.300 --> 00:32:59.850

ParticipantD: Like what's going on right now in our country has been.

221

00:33:00.900 --> 00:33:04.650

ParticipantD: A bit interesting for me, but I would say that.

222

00:33:06.630 --> 00:33:08.190

ParticipantD: I'm sorry, what was the last question?

223

00:33:08.790 --> 00:33:12.090

Researcher1: You just like what topics are you seeing sounds like the election is the big one?

224

00:33:12.390 --> 00:33:15.120

ParticipantD: yeah yeah no definitely election was definitely the.

225

00:33:15.120 --> 00:33:15.930

ParticipantD: biggest one.

226

00:33:16.920 --> 00:33:26.610

ParticipantD: The second one that I have seen and I don't know if this is because I follow a lot of global warming accounts like people turn stuff for warming and.

227

00:33:27.570 --> 00:33:46.920

ParticipantD: advocacy for the ocean and everything like pollution and eco lifestyles, I think that has been the second most topic that I see but I'm pretty sure that's just because of all the different accounts that I follow and that's typically the news that I do would reach out for.

228

00:33:48.060 --> 00:33:49.830

ParticipantD: Yeah those are the two biggest topics for me.

229

00:33:50.430 --> 00:33:54.330

Researcher1: Okay ParticipantE, how do you feel about the balance of good news and bad news in the last year.

230

00:33:54.870 --> 00:34:10.140

ParticipantE: Personally, there hasn't been a lot of good news, I mean it's it's been it was a crappy year you know I mean how there's not much that you can say was good about 2020 when 400,000 people died from a from a pandemic right.

231

00:34:10.890 --> 00:34:21.510

ParticipantE: People new people it changed our lives people lost their jobs, I mean there's not a whole lot, so I think news tried to have find a silver lining.

232

00:34:21.660 --> 00:34:34.950

ParticipantE: find that person that helped that tried to pay it forward, but it was there was a very loud voice of bad stuff that was drowning out even the small operations now I've noticed in.

233

00:34:36.780 --> 00:34:45.240

ParticipantE: That there it's almost like the page turned and that outlets are trying to see the light and you know.

234

00:34:46.020 --> 00:34:58.950

ParticipantE: And that they're talking about ways that people are making the best out of a situation or being more neighborly or um you know getting to know their families, better or finding other.

235



00:34:59.400 --> 00:35:13.650

ParticipantE: connection points or you know what's happening in schools and how you know kids are going back to school and how they're making the best out of it, and so, for some reason, maybe it's the presidential change I don't know but.

236

00:35:14.190 --> 00:35:29.550

ParticipantE: I sense that what's that there is a more of an effort to focus on something more positive I thought last year, you know there wasn't a lot of good news to talk about from George Floyd, to the pandemic, to.

237

00:35:30.270 --> 00:35:50.490

ParticipantE: The election, there were to deaths to you all the images that were everywhere and the divisiveness that was happening, to me there was, it was impossible for a news outlet to actually have traction with a good piece of news.

238

00:35:50.820 --> 00:35:51.780

ParticipantE: um you know.

239

00:35:51.810 --> 00:36:04.440

ParticipantE: Some of the things that I watch on TV where you know I mean there's a lot of escapism going on, no wonder that HGTV was having record ratings, because people needed to escape from.

240

00:36:05.340 --> 00:36:16.860

ParticipantE: The bad news, and I think that's when I started following people and started following more things and I mean I'm pretty much at the end of Netflix you know of having watched.

241

00:36:17.280 --> 00:36:33.390

ParticipantE: All the shows that you know that I wanted to to escape the news in that regard, because I don't think that there was a whole lot of good stuff to talk about I wish there were was, but when you're surrounded by people out of work and you're surrounded by.

242

00:36:34.500 --> 00:36:35.010

ParticipantE: You know.

243

00:36:36.540 --> 00:36:49.800

ParticipantE: You know you can't go to the grocery everyone's wearing a mask on you know hand sanitizer you know I told my XXXXX, I will never be in a situation where I'm out of toilet paper again okay to me that was like mortifying.

244

00:36:50.190 --&gt; 00:37:05.220

ParticipantE: that we were going they went, where you know United States of America and people, you know you would go to Publix and there would be nothing on the shelves, and so I just think that last year just needs to be you know, we need to move on, and there has to be.

245

00:37:06.630 --&gt; 00:37:08.700

ParticipantE: Help help on the way so.

246

00:37:10.830 --&gt; 00:37:19.530

Researcher1: This is a question for both of you um, how do you feel physically mentally, how do you feel when you see bad news, especially on social media.

247

00:37:21.150 --&gt; 00:37:32.700

ParticipantD: When I see bad news on social media, I would say physically I don't think it is I get any physical effects, I mean when I see some really bad news I do.

248

00:37:33.960 --&gt; 00:37:42.150

ParticipantD: It depends on the subject, but sometimes I will get angry if I disagree with what the news is saying, if I disagree with what other people are saying.

249

00:37:42.630 --&gt; 00:37:55.320

ParticipantD: I do, I am pretty stubborn in my views so sometimes they'll get a little angry and I don't know if that has any physical side effects, but maybe I'll be in a bad mood for a couple minutes.

250

00:37:56.700 --&gt; 00:37:58.710

ParticipantD: mentally I would say.

251

00:38:00.780 --&gt; 00:38:11.010

ParticipantD: mentally I would say it's not exactly a good I my mentality kind of shifts a bit more I start to think of it more negatively, if I see negative news.

252

00:38:12.120 --&gt; 00:38:21.840

ParticipantD: And I feel like that mostly happens for most people, but then I usually have to take a couple minutes to step back, breathe and kind of like regain.

253

00:38:23.550 --> 00:38:26.940

ParticipantD: regain that positive energy that I just lost.

254

00:38:36.930 --> 00:38:39.510

Researcher1: ParticipantE, how do you feel when you see bad news on social media?

255

00:38:40.080 --> 00:38:40.800

ParticipantE: um.

256

00:38:41.850 --> 00:38:47.070

ParticipantE: I tried to well, it depends on what bad news is you know.

257

00:38:48.180 --> 00:38:51.930

ParticipantE: It bad news is oh my God.

258

00:38:53.190 --> 00:39:03.870

ParticipantE: Cloris Leachman died or a you know or oh my God, you know Screech died, you know is that bad news, or is.

259

00:39:05.190 --> 00:39:08.910

ParticipantE: The whole side of XXXXXXXXXXXX was destroyed by a XXXXX.

260

00:39:09.930 --> 00:39:11.910

ParticipantE: And so, and.

261

00:39:13.080 --> 00:39:22.170

ParticipantE: I am scrambling for every single person's pictures and views of what happened right so um you know.

262

00:39:23.580 --> 00:39:41.190

ParticipantE: I don't want to say I scroll past it I don't I mean I I feel like I'm somewhat addicted to finding out what happened and as many resources as I can find to get a different perspective on what that bad news is, but after a while if it's the same subject, like the pandemic, you know.

263

00:39:42.750 --> 00:39:59.880

ParticipantE: I tend to move on, if it's you know I think I've worn out on that topic I'm now back into the vaccine let's get that going and let's let's talk about vaccine so but bad news last year.

264

00:40:01.410 --> 00:40:25.200

ParticipantE: was one of the most most unsettling years of my life I I felt no sense of comfort at all and I've never felt that I'm a pretty in control person on and I'm pretty fortunate and and I did not feel I just felt like it was crazy and you just I it's some in some cases, I just wanted to.

265

00:40:27.000 --> 00:40:40.440

ParticipantE: The more than bad news, the the more unsettled I felt um I don't know that I was ever depressed I was just sad, I mean it was just very sad for everything that was happening and.

266

00:40:41.250 --> 00:40:49.380

Researcher1: ParticipantE you mentioned feeling worn out what is sort of the threshold for you what what gets you to feel worn out on a topic later I'm done with that.

267

00:40:50.190 --> 00:40:51.390

ParticipantE: um.

268

00:40:53.460 --> 00:40:57.240

ParticipantE: it's a good question I'm not sure I know what that threshold is um.

269

00:40:58.350 --> 00:40:58.770

ParticipantE: I.

270

00:41:00.840 --> 00:41:01.110

ParticipantE: It.

271

00:41:02.190 --> 00:41:06.300

ParticipantE: It may just be somebodies you know it just.

272

00:41:07.860 --> 00:41:16.950

ParticipantE: It may be when, when the topic has gotten so over written about or talked about or posted about and.

273

00:41:17.670 --> 00:41:26.280

ParticipantE: Now people are just making up stuff to just or to create a different view of the same stuff story I get tired, it probably.

274

00:41:26.970 --> 00:41:36.840

ParticipantE: is more of a timing thing like how long you know I'm still fascinated by the pandemic news and I'm still fascinated that there's new strains or that.

275

00:41:37.320 --> 00:41:55.650

ParticipantE: what's Europe doing with it versus, what are we doing with it, and we know what happens, but it's at some point I think there's just a trigger and I don't know exactly what it was that that where that threshold hit it just sometimes it's just done.

276

00:42:02.040 --> 00:42:11.040

Researcher1: I'm sure. You mentioned control and control that we have in our lives but I'm curious from both of you how much control, do you think you have over your social media use.

277

00:42:13.350 --> 00:42:14.700

ParticipantD: I think I have.

278

00:42:16.020 --> 00:42:26.010

ParticipantD: I think I think recently have had a lot more control of my social media use before I used to not care about who was following me who I was following.

279

00:42:27.150 --> 00:42:33.150

ParticipantD: And if there was anything I didn't like I guess we're just like scroll through it and not really care about what I just saw.

280

00:42:33.870 --> 00:42:40.140

ParticipantD: But now I recently unfollow like a lot of people that I didn't want to see content from anymore.

281

00:42:40.620 --> 00:42:48.960

ParticipantD: And now, when I do up in my social media I'm seeing things that I do want to look at seeing things that I look forward to seeing.

282

00:42:49.350 --> 00:43:04.680

ParticipantD: So I would now I I I'd say I do have control over my social media, of course, that's not always the case you have ads and people who post things that you don't want to see, sometimes it happens, but for the most part, I think I do have more control now.

283

00:43:06.420 --> 00:43:08.550

Researcher1: Do you feel like you have control over how much you use it.

284

00:43:10.320 --> 00:43:28.320

ParticipantD: That, I would say I I'd say anybody has control over what they can and can't do but I'd be lying if I said that I don't enjoy being on social media or on my phone I don't know if I call myself and take did, but you know it just.

285

00:43:29.550 --> 00:43:35.790

ParticipantD: I'd say no, I don't have most control over using my phone like sometimes I'll be.

286

00:43:36.330 --> 00:43:43.620

ParticipantD: Telling myself, okay, I can get through this two-hour lecture without touching my phone and I'll just like put my phone in another room or whatever.

287

00:43:44.010 --> 00:43:56.700

ParticipantD: And, but I know that there's a part of me that just kind of tells XXXXX you don't need to do that it's not a big deal, you can have your phone right next to you and you'll be fine um so I guess, I know I have a lot of control over that.

288

00:43:57.540 --> 00:44:04.080

Researcher1: And you mentioned earlier that when the pandemic started, you often stayed up late like you stayed up late at night is that right.

289

00:44:04.740 --> 00:44:05.760

ParticipantD: Yes, that's correct I.

290

00:44:06.180 --> 00:44:07.380

ParticipantD: stay up later hours.

291

00:44:07.620 --> 00:44:09.480

Researcher1: With social media involved with it.

292

00:44:10.260 --> 00:44:19.830

ParticipantD: Oh yeah yeah definitely social media and just kind of well, I would say, mostly netflix and TV shows.

293

00:44:19.860 --> 00:44:20.100

Researcher1: Like?

294

00:44:20.340 --> 00:44:36.480

ParticipantD: All that extra time of having a watch like movies and stuff I do love, like, I am a movie buff so having all that extra time, maybe you want to watch all this new stuff, and so I wouldn't say was mostly social media was actually mostly just conflicts and YouTube entertainment stuff.

295

00:44:38.160 --> 00:44:41.340

Researcher1: ParticipantE, what about your control over your social media use?

296

00:44:42.450 --> 00:44:44.640

Researcher1: I know you call yourself a social media addict, but...

297

00:44:44.700 --> 00:44:49.500

ParticipantE: I would say that my XXXXX would tell you that it's out of control.

298

00:44:50.790 --> 00:45:03.990

ParticipantE: um I would say that I have some control, I mean I'm completely in control, I know exactly I mean, but I am I would say that I am I I love um I love.

299

00:45:05.070 --> 00:45:18.600

ParticipantE: I love the instantaneous connection, you know it has replaced in many cases, my connections with I mean I'm friends with you know people and I.

300

00:45:19.290 --> 00:45:31.410

ParticipantE: You know I've caught, it has replaced the personal connections with people that I haven't seen in a year on, and so I'm so for that from, from that standpoint there's a lot more.

301

00:45:33.090 --> 00:45:36.750

ParticipantE: damning and a lot more um you know.

302

00:45:37.890 --> 00:45:54.690

ParticipantE: retweet not retweets but but I'm sharing of post with friends and stuff um but but in terms of you know, being in control arm if I lost my phone, it would be a bad thing so um.

303

00:45:55.980 --> 00:45:56.490

ParticipantE: I am.

304

00:45:56.730 --> 00:45:59.880

Researcher1: Your and your friends share and forward a lot of content with each other?

305

00:46:00.210 --> 00:46:01.650

ParticipantE: about losing my phone so.

306

00:46:02.310 --> 00:46:06.510

ParticipantE: that's that's addictive behavior so I copped to that.

307

00:46:07.200 --> 00:46:09.570

Researcher1: You said you share a lot of content on social media.

308

00:46:10.560 --> 00:46:19.950

ParticipantE: yeah what do, but not to my stories or as much as I do just will share it in a.

309

00:46:21.540 --> 00:46:21.960

ParticipantE: In a.

310

00:46:23.700 --> 00:46:28.770

Researcher1: text message, or something do you do a lot of likes, retweets and things like that.

311

00:46:28.860 --> 00:46:30.930

ParticipantE: um so.

312

00:46:32.490 --> 00:46:44.970

ParticipantE: Because I have a business right, I am very cognizant of anything I like or dislike for fear of what you know, like, I have a reputation from a business standpoint.

313



00:46:45.390 --> 00:47:06.120

ParticipantE: So I I'm I'm and careful to you know I like friends stuff okay I very rarely will like anyone's any person any any blue checkmark person, you know or any you know verified, you know, on Instagram you know person.

314

00:47:08.010 --> 00:47:17.370

ParticipantE: there's a few people that I might like on that aren't my friends, but very few because I just try to be agnostic because I have another.

315

00:47:19.230 --> 00:47:20.070

ParticipantE: life as a.

316

00:47:20.220 --> 00:47:21.000

Business owner.

317

00:47:22.440 --> 00:47:25.140

Researcher1: ParticipantD do you like and share content a lot?

318

00:47:26.970 --> 00:47:32.640

ParticipantD: Like ParticipantE I don't tend to like or comment on blue checkmark people.

319

00:47:33.270 --> 00:47:46.620

ParticipantD: I don't know what it is, I don't know if I just feel like, oh, they already have enough comments or likes already, but I usually don't feel the need to engage with them, except just kind of look at their posts which I do enjoy it I just don't for some reason tend to like them.

320

00:47:47.670 --> 00:47:55.560

ParticipantD: opposed to one of my friends that I see, I want to give them that engagement, because you know they're my friends, I think it's more personal to me.

321

00:47:58.200 --> 00:47:58.530

ParticipantD: Yeah.

322

00:48:00.960 --> 00:48:11.610

Researcher1: Have there ever been times in the last year, when you just really spent a lot of time looking at bad news like you may be kind of get fixated or stuck on all the bad stuff on social media?

323

00:48:13.080 --> 00:48:14.610

ParticipantD: I personally did not.

324

00:48:15.720 --> 00:48:23.220

ParticipantD: I think there was, I think there was a time where I was seeing so much bad news that I kind of said, like okay like that's enough like I just.

325

00:48:23.550 --> 00:48:40.410

ParticipantD: I want to break and I don't want to see this stuff anymore and that's around the time where my habits were getting better around the pandemic, where I would stop using my phone as much or it stopped staying up as late as much my eating habits were better my exercising habits as well.

326

00:48:41.430 --> 00:48:46.740

Researcher1: Did you find that there were particular techniques you're using this like in your browsing and your session?

327

00:48:48.600 --> 00:49:03.810

ParticipantD: And I know not specifically I know some people use timers I know some people check like their usage and and stuff like that, but I never checked myself I just remember kind of telling myself.

328

00:49:05.220 --> 00:49:13.710

ParticipantD: You know, when you wake up, maybe staying away from your phone and I would I would do that and I just remember trying to find other things, to keep me busy.

329

00:49:14.760 --> 00:49:17.730

ParticipantD: And then I kind of felt better after that okay.

330

00:49:18.480 --> 00:49:21.330

Researcher1: Sure, you did you have moments, where you got fixated on bad news.

331

00:49:22.680 --> 00:49:25.020

ParticipantE: um yes um.

332

00:49:26.280 --> 00:49:26.820

ParticipantE: yeah.

333

00:49:28.860 --&gt; 00:49:34.950

ParticipantE: I, and I, but I was able to I had to disengage because.

334

00:49:36.960 --&gt; 00:49:48.510

ParticipantE: It was just an overabundance is just like I said there's a lot of bad news last year, and so, and then you know I'm I don't think fixated is the right word for me on that.

335

00:49:48.630 --&gt; 00:49:50.250

Researcher1: What word, would you use.

336

00:49:50.580 --&gt; 00:49:51.270

ParticipantE: um.

337

00:49:52.830 --&gt; 00:50:01.920

ParticipantE: I would say um, I was interested in the topic, and so I would delve deeper but, like, for example.

338

00:50:05.130 --&gt; 00:50:12.930

ParticipantE: The George Floyd killing, which was pretty much one of the worst things that had that was on everywhere.

339

00:50:13.920 --&gt; 00:50:25.380

ParticipantE: I mean that was I couldn't I mean like one video of that was enough for me, you know, like I'm in every outlet was showing it every everybody was sharing.

340

00:50:25.650 --&gt; 00:50:40.320

ParticipantE: It every outlet on sharing it and it was you know, so I wasn't sitting there fixated on watching every single time that that happened, and so, those are things that I mean I'm not a masochist I'm not interested in seeing.

341

00:50:41.340 --&gt; 00:50:58.890

ParticipantE: You know, bad news, all the time, so I would say that um I wanted to hear what I wanted to read or feel or see the story, but I don't think that I was fixated on the bad news to the point where I was in the vortex.

342

00:51:00.210 --&gt; 00:51:02.340

Researcher1: Are you familiar with the term doomscrolling?

343

00:51:02.850 --> 00:51:03.480

ParticipantE: I'm not.

344

00:51:04.080 --> 00:51:05.070

ParticipantE: I saw that on.

345

00:51:05.940 --> 00:51:06.990

Researcher1: Have you heard that ParticipantD?

346

00:51:07.800 --> 00:51:09.540

ParticipantD: No I've never heard of that actually.

347

00:51:11.040 --> 00:51:11.970

ParticipantE: Is that what it is.

348

00:51:12.540 --> 00:51:17.220

Researcher1: Is this idea that yeah people just keep reading the bad news and just keep looking for more and more bad.

349

00:51:17.220 --> 00:51:26.100

ParticipantE: News, those are people that like that those are the people that I think you know  
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX so yeah.

350

00:51:26.970 --> 00:51:28.380

Researcher1: Do you have friends who

351

00:51:29.910 --> 00:51:32.490

Researcher1: read a lot of bad news and just sort of get stuck in bad news?

352

00:51:34.140 --> 00:51:34.710

ParticipantE: Me?

353

00:51:35.490 --> 00:51:36.210

Researcher1: Yeah.

354

00:51:37.560 --> 00:51:41.790

Researcher1: I don't know that they're that not that they're that angry, or they just.

355

00:51:42.300 --> 00:51:47.880

ParticipantE: I don't know people I don't know people who do that I'd never heard that term before so today I learned.

356

00:51:49.890 --> 00:51:56.100

Researcher1: A lot to do you have any friends who, you would think my doomscroll they just get sort of obsessed with bad news?

357

00:51:57.480 --> 00:52:14.850

ParticipantD: I think uh no I don't have any friends now, but I do believe I used to I mean years ago, this was maybe middle school young high school that I did have some friends like that, and for multiple reasons and like kind of that trait I wasn't friends with them anymore.

358

00:52:15.630 --> 00:52:16.650

Researcher1: Because they

359

00:52:16.650 --> 00:52:17.700

ParticipantD: That, sorry?

360

00:52:17.940 --> 00:52:19.950

Researcher1: Because they read lots of negative news?

361

00:52:20.370 --> 00:52:25.350

ParticipantD: Yeah I mean they I wouldn't say I guess they read it, but they would also just dwell on a lot of.

362

00:52:25.770 --> 00:52:38.100

ParticipantD: bad news, and like it just I wouldn't even say they were mostly like friends just people like you probably sit with that lunch, you know just like commoners like that, but no, I am I don't have any friends like that today.

363

00:52:42.030 --> 00:52:46.290

Researcher1: Are there big generational differences that either you see in social media?

364

00:52:48.090 --> 00:52:49.440

ParticipantD: Generational differences?

365

00:52:49.650 --> 00:52:50.280

Researcher1: Yeah.

366

00:52:51.840 --> 00:52:52.800

ParticipantD: Could you elaborate on that.

367

00:52:52.980 --> 00:52:59.190

Researcher1: Yeah so do you see people of different ages of people in different generations do you see them using social media differently?

368

00:53:00.690 --> 00:53:16.380

ParticipantD: Oh yes, I could well, the first thing that comes to mind is, I have a pretty big family, so a lot of cousins of all ages and I have maybe about six cousins right now that are under the age of 10 between ages of five and seven and there.

369

00:53:17.910 --> 00:53:21.840

ParticipantD: I mean between me and them it's at least a 10-year difference and.

370

00:53:22.800 --> 00:53:32.460

ParticipantD: There, so I wouldn't I mean I would use the word addicted even though sometimes it can be negative word I would use that word on them, of how addicted they are to.

371

00:53:32.970 --> 00:53:43.650

ParticipantD: I would say, social media but definitely just like technology in general, and they do see a lot of like negative stuff on there and I'm sure they see all the things going on in the news if they're if they have access to.

372

00:53:44.430 --> 00:53:52.020

ParticipantD: let's say like iPads, for instance, and people have about 10 years older than me so people around.

373

00:53:52.500 --> 00:53:54.120

ParticipantD: Almost near the age of 30.

374

00:53:56.370 --> 00:54:07.230

ParticipantD: I don't know too many people around I mean I do know a lot of people around that age, but I just not super close to them, so I wouldn't be able to tell what their habits are or what their social media habits are.

375

00:54:08.160 --> 00:54:20.250

ParticipantD: But I would say that people like you know they tend to they tend to do read like a lot of a lot of news, they tend to look at a lot of news, a lot more than I do.

376

00:54:22.080 --> 00:54:25.290

Researcher1: Thanks ParticipantE, what about you? Generational differences.

377

00:54:25.440 --> 00:54:42.900

ParticipantE: Well there's one on this call here right like I'm older than XXXXXXXXXXXX um but I behave like a child um so but I would say that my media habits are very different than my people my age I'm.

378

00:54:43.920 --> 00:54:46.650

ParticipantE: it's been a it's been a and I have.

379

00:54:47.850 --> 00:54:56.760

ParticipantE: You know, I have a XXXXX who's you know XXXXXXXXXXXX older than ParticipantD so he is, and I would say that my habits are like his.

380

00:54:57.450 --> 00:55:12.810

ParticipantE: My friends, my that are you know around my age are not near as a you know involved in social media, I think, part of the reason that I am as I may skew this study, a little bit is that you know I work in it.

381

00:55:12.900 --> 00:55:24.180

ParticipantE: Okay, and so it is you know I've learned what you can yield I totally get the game, and I appreciate it from a brand perspective, how to build followers how to.

382

00:55:24.750 --> 00:55:33.210

ParticipantE: push out content and I've actually bought into the platform I mean it when I first started my career, I was in traditional advertising.

383

00:55:33.540 --> 00:55:45.030

ParticipantE: And there weren't any other ways to measure so to me I'm fascinated by social media I, so I consume it differently, so I would say that there is a generational difference um.

384

00:55:45.570 --> 00:55:58.530

ParticipantE: I think it comes from honestly not aware of how much information, you can get now they may be much more conservative and what they want, what kind of information they get you know.

385

00:55:58.590 --> 00:56:00.270

Researcher1: Are you talking about younger or older people?

386

00:56:00.330 --> 00:56:09.210

ParticipantE: Older no I mean when I say you know um you know people 50 plus okay um.

387

00:56:09.780 --> 00:56:26.700

ParticipantE: There's there's one thing that's like oh I'm going to be on Facebook okay well to me that's not being active in social media that's different okay um there's very few friends of mine, you know just not business friends, but friends, friends that are.

388

00:56:28.140 --> 00:56:30.780

ParticipantE: That wake up and check their social media feeds.

389

00:56:32.250 --> 00:56:39.180

ParticipantE: And so I think, but I do think that, so I do think it's a generational thing, because I think we find.

390

00:56:40.170 --> 00:56:55.950

ParticipantE: out different outlets that social media provides for a younger demographic than an older, so you know I just am skewing the audience because I behave, I think, like a younger demographic when it comes to social media usage.

391

00:56:57.210 --> 00:57:02.310

Researcher1: that's good we're looking for all kinds of experiences so we've been hearing lots of helpful things.

392

00:57:04.080 --> 00:57:09.540

Researcher1: To help us make sense of social media sort of in the past year in our world now.

393

00:57:11.220 --> 00:57:18.240



Researcher1: What are some things that you what's your wish list, what would you like social media to do to make it better for you, what would improve your experience?

394

00:57:20.250 --> 00:57:25.500

ParticipantD: I would, I would say, I like to learn more.

395

00:57:27.330 --> 00:57:33.330

ParticipantD: But nothing, in particular, I think I just want to see more authentic.

396

00:57:34.110 --> 00:57:42.150

ParticipantD: content from everyone that pretty much I follow. Of course there are like people who are pretty honest, you know they post how they feel and whatnot.

397

00:57:42.750 --> 00:58:00.120

ParticipantD: But you can also just tell when there's a lot of people who post stuff that's just not authentic at all and that tends to be the negative impact that social media has and I guess, I would just say that, like, I just want to learn more about people, I want to learn more about.

398

00:58:01.830 --> 00:58:09.960

ParticipantD: I just actually transfer my major to advertising so I'm very new to the communications world and something that I've been doing a lot recently is following.

399

00:58:10.350 --> 00:58:20.790

ParticipantD: A lot of people involved in the industry so something I'd like to see a bit more is just getting familiar with the advertising world and how I can help it and what I can learn from it.

400

00:58:22.890 --> 00:58:28.170

ParticipantD: So a lot of my social media now is actually it can be a bit educational for me.

401

00:58:36.780 --> 00:58:40.230

Researcher1: ParticipantE, what's your wish list, what would you what would improve your experience on social media?

402

00:58:41.220 --> 00:58:47.400

ParticipantE: um I think a lot of make some really good points um you know, I think.

403

00:58:48.960 --> 00:59:11.220

ParticipantE: social media has become very formulaic because it's because it's a business, and so I do think that there are you know, and I think to a lot of point and ParticipantD is a really good example of this, consumers are super smart and they see stuff that's on they see in authentic posts.

404

00:59:12.330 --> 00:59:25.620

ParticipantE: And I think we're going to see you know, and I think that emanates from the influencer if that person is believable or the brand or if you're looking at ocean, you know you know.

405

00:59:26.310 --> 00:59:49.860

ParticipantE: If you're looking at things for the environment or any of the stuff that ParticipantD follows, for example, trustworthy resources, I think, if you know if you could kind of look at that and realize that that's just bonus content that isn't sort of paid for, or you know.

406

00:59:51.690 --> 01:00:01.320

ParticipantE: put out there from a mark, I mean consumers are really smart and brands, are going to have to get really smart and brands being influencers and brands I'm about.

407

01:00:02.100 --> 01:00:11.640

ParticipantE: Because there is a transition happening now with the trust and and stuff of what really is real like you know, do you actually believe that Kim Kardashian.

408

01:00:12.660 --> 01:00:26.250

ParticipantE: drinks, whatever that she may be paid, you know \$2 million for a tweet um, and so I think some of that's going away, and so I think a lot of makes really good point about the authenticity.

409

01:00:27.210 --> 01:00:44.520

ParticipantE: Of the resources and what you can really garner from that, so I would agree that I would like to see more meaningful um you know, content and maybe that's nicer content um you know more more uplifting content.

410

01:00:45.150 --> 01:00:47.580

Researcher1: Not as good but just you know.

411

01:00:47.610 --> 01:00:48.180

ParticipantE: funny.

412

01:00:48.750 --&gt; 01:01:06.000

Researcher1: I think those are all been preferences and hopes um so my last question is, you know what do you expect, what do you think social media will be like in 2021 what are your what are your predictions about this year in social media and maybe compared to last year.

413

01:01:08.460 --&gt; 01:01:15.870

ParticipantD: Well um I really don't know like it's just last year was so unpredictable that.

414

01:01:15.870 --&gt; 01:01:25.560

ParticipantD: it's kind of hard to imagine it's kind of hard to be thinking about this year being predictable but kind of like how ParticipantE said earlier, there a lot of people that are.

415

01:01:26.220 --&gt; 01:01:40.530

ParticipantD: Going into this new year thinking positive thinking like with positively and that's something that I've tried to do as well, so I'm I want to say that I'm hoping that there's just a lot more good news and a lot more positivity from.

416

01:01:41.850 --&gt; 01:01:54.330

ParticipantD: From everywhere on everything I see on social media but, hopefully with you know we have a new president and I hope now with the vaccines, things are just getting better.

417

01:01:58.740 --&gt; 01:02:15.300

ParticipantE: I think that we're going to see and we're seeing it now brands, are going to look at this pay it forward thing and come and and people are going to look at I think niceness is going to be a trend.

418

01:02:16.020 --&gt; 01:02:29.040

ParticipantE: You look at what these brands are not doing for the Super Bowl, for example, and they're taking all of their monies and putting into these they're still PR place they're just not going to have these big they're spending the same amount of money.

419

01:02:29.130 --&gt; 01:02:37.890

ParticipantE: They're just going to have the super bowl like kind of like you know but they're going to reinvest the money in paying it forward or to help neighborhoods or to do stuff and so.

420

01:02:38.190 --&gt; 01:02:46.320

ParticipantE: That community outreach I think we're going to see that social that community of social followers is going to be.

421

01:02:48.480 --> 01:02:58.530

ParticipantE: more meaningful in 2021 than it ever was before, and this life raft of connection that's that that that social is.

422

01:02:58.860 --> 01:03:09.540

ParticipantE: On was when it initially started, but I think it got derailed in 2020 because of everything it's like that you're on a roller coaster and everything which is going like this in 2020.

423

01:03:09.810 --> 01:03:17.580

ParticipantE: And now, there are you know we're sort of getting to a place where I think that that you're we're all going to see.

424

01:03:19.200 --> 01:03:27.450

ParticipantE: I hope my my my hope and and maybe my projection is that it will be a kinder gentler.

425

01:03:29.730 --> 01:03:38.910

ParticipantE: community and and resource for consumers and for me, and you know that the kind of content, I want to see is funny and.

426

01:03:39.990 --> 01:03:54.270

ParticipantE: heartwarming and and we sort of kind of pretend, like last year didn't happen and we kind of go back to you know some other more you know things to look at, so I.

427

01:03:54.330 --> 01:03:55.170

ParticipantE: that's where I see.

428

01:03:57.390 --> 01:04:03.810

Researcher1: Where they're at things any thoughts that either you had or something that you were thinking about that you didn't have a chance to say or.

429

01:04:05.550 --> 01:04:13.680

ParticipantD: I don't think so, I think, have pretty much covered um I think I'm pretty much cover like only insights on social media kind of over the past year.

430

01:04:18.480 --> 01:04:21.000

Researcher1: Are there any questions that you have for me or the research team?

431

01:04:22.140 --> 01:04:23.130

ParticipantE: I know myself.

432

01:04:23.520 --> 01:04:26.460

ParticipantD: And you guys are doing a great job and the questions are great like.

433

01:04:27.690 --> 01:04:28.680

Researcher1: Thank you, we appreciate it.

434

01:04:29.520 --> 01:04:34.860

ParticipantD: The questions are like really specific and detailed but that's like the best part of it, I think it makes you really think.

435

01:04:37.290 --> 01:04:37.770

Researcher1: Good so we.

436

01:04:38.550 --> 01:04:47.790

ParticipantE: I've never done a focus group, where the people who really want to know the information are actually in front of me I've actually done focus groups myself where.

437

01:04:48.000 --> 01:04:49.770

ParticipantE: I'm behind you know, a.

438

01:04:49.860 --> 01:04:51.660

ParticipantE: One way mirror one way window.

439

01:04:53.130 --> 01:05:04.050

ParticipantE: so nice to see everybody, and thank you for all that, and good luck to all of you, in your studies and ParticipantD you're you're obviously well on your way for.

440

01:05:06.150 --> 01:05:07.590

ParticipantE: A successful career.

441

01:05:08.100 --> 01:05:09.750

ParticipantD: Oh, thank you sure you appreciate that.

442

01:05:10.260 --> 01:05:20.700

Researcher1: We appreciate your time and your insights and it's been really useful for us and yeah we love hearing yeah detailed answers from everybody and that's what we got so we really appreciate it.

443

01:05:21.870 --> 01:05:26.280

ParticipantD: yeah Thank you guys so much Have a nice rest of your day okay yep.

444

01:05:26.970 --> 01:05:27.540

Researcher1: Take care.

445

01:05:27.600 --> 01:05:28.080

ParticipantE: Thank you.

446

01:05:29.010 --> 01:05:29.970

ParticipantD: bye everyone.