

- 22 years old, generation in which technology was created to readily access media. IG, TT, Pinterest, Tumblr, to foster/maintain relationships.
- Phone/computer, Twitter, Instagram, television, competitive shows,
- Talking about shows which she watches, shares in person the media, shares posts in groupchats/close circles in regards to media based on activities/places/food
- Conversation, free-time, check ins; TT/IG connect with friends you don't speak to/see often
- Regularly share media consumption w/ family - specifically mom, TV shows, movies, music with sister
- Affirmations in media consumption, looking for recommendations
- Messages, Twitter, IG, TikTok - usual platforms
- IG - Best place, shares songs, tweets, funny videos/images
- 4 hours/week - sharing media
- Friends/family circle shares common interest, & ptp has "good taste"

### Activity #1

- Managed blog - Curk U - Channel Your Inner Baddie
  - space for Black women to thrive, find community, with playlist attached, in regards to womanism
  - Twitter: reach more people; IG for people that follow you share outside of existing community
  - Black women/non-binary people/non-men
  - Features: easy to find community; easy to share with ppl, Twitter is more for those hoping to find community/space to share

### Activity #2

- Spotify/Soundcloud
  - R&B, Afrobeats for spring/summer
  - Instagram, interesting hearing peoples perspective



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- Aesthetically, personalize stories (IG story)
- Aesthetic over community, more personal on IG
- LA/UCLA community

### Activity #3

- ANTM / Living Single → depictions of Black NY life  
↳ nostalgia/fashion  
body standards/  
outdated/c  
professionalism,  
romance
- Share on Twitter, looking for commentary/response/opinion/observation
- Black community on Twitter, show about Black people/Black life
- Ease of tweeting/sharing thoughts, encompassing GIFs/emojis/other media to showcase/encompass emotions involved

### Post-Sharing

- Every time you share, not looking for "specific" community, but those who share common interests, values, hobbies
- those who consume similarly to you
- influence of family: parents - music, from cleaning days, car rides, that generate nostalgia
  - Girlfriends, Cheaters, The Adult Life, ANTM - Mom
- Friends - music, in passing; events - music
- Tumblr - outdated, not convenient, hard to navigate (looking for ease) Facebook - outdated, older generation
  - Looking for similar generations

Wrap Up - App, simple functions, built in ways to go from one app to the other; also send to group of people; groupchat vibe but more complex, personalization