WEBVTT

1

00:00:02.720 --> 00:00:04.410

Andrea Robinson: Okay? Okay?

2

00:00:04.520 --> 00:00:24.880

Andrea Robinson: Hello, Hello! Thank you so much for donating your time today. I'll be trying to understand a bit about how you share and consume media within your network, and what works and doesn't work for you. I'm not evaluating you in any way. There are no right or wrong answers. With this I hope to design my website to better serve people like you, so please feel free to do things the way you would normally.

3

00:00:25.200 --> 00:00:43.860

Andrea Robinson: Here's how the session will be scheduled. I'll ask you some general questions about how you share media. Then we'll go through activities for you to share media, as you normally would while you're completing the activities. We'll ask you to share aloud any thoughts that you have when you complete the activities, or in simplistic terms. We'd like you to think through these, think, aloud through these activities.

4

00:00:43.910 --> 00:00:52.350

You can talk about things you like, or don't like, and feel free to say anything that comes to mind don't worry about offending anywhere, as I didn't design any of the platforms you'll be utilizing today.

5

00:00:52.960 --> 00:01:03.750

Andrea Robinson: I'll also be recording a video I can refer back to to make sure I got everything right. We won't use your name in connection to the results of recordings. The recordings will only be used internally, and will never be shared with anyone.

6

00:01:04.310 --> 00:01:07.610

Andrea Robinson: How does that sound to you? And do you have any questions at this point?

7

00:01:07.730 --> 00:01:14.110

Kamea Taylor: That sounds great and no questions

8

00:01:14.320 --> 00:01:19.920

Andrea Robinson: . Okay. So first I'll start with, can you just verbally give consent to being reported with your first last name.

9

00:01:19.970 --> 00:01:31.730

Kamea Taylor: Kamea Taylor. Yes, I'm giving you my concern.

10

Okay, okay, wonderful. So tell me about your age and a little bit about your relationship to media.

10

00:01:31.940 --> 00:02:29.950

Kamea Taylor: I'm currently 22. I feel like I have a pretty strong relationship with media. I'm: a part of a generation where you know social media, the Internet cell phones were created. So I became like a pretty avid consumer. I use Instagram, Twitter, Pinterest. I used Tumblr. the list goes on, but I definitely use it a lot in terms of like creating relationships, or even like long distance relationships or having like Internet friends. So yeah. I've dabbled.

11

00:02:29.950 --> 00:02:35.280

Andrea Robinson: Thank you so much. So what types of media do you usually consume? And on what platforms

12

00:02:37.850 --> 00:02:44.860

Kamea Taylor: I use my phone a lot and my computer. But I’m on Twitter a lot. I will say every day, Instagram as Well. I also use pinterest a lot.

13

00:02:57.150 --> 00:03:07.550

Andrea Robinson: You consume any like TV shows or anything like that.

14

00:03:07.610 --> 00:03:20.300

Kamea Taylor: Yeah, I could see a lot of television like cooking shows, shows that are like kind of have, like a competitive competitive edge to them. I'm: like the America's next top model, Gordon Ramsey like cooking shows. Okay, yeah, okay.

15

00:03:20.710 --> 00:03:24.450

Andrea Robinson: Okay, yeah, okay. And do you ever share this media with anyone?

16

00:03:25.820 --> 00:04:00.950

Kamea Taylor: I wouldn't say. Well, I guess the form of sharing is like talking about what I do. Watch a month or with other people. So I’ll be like, oh, yeah, I'm watching like living single. Or in some cases like, say, I just have like a guest and I’ll put it on, and it's kind of like me sharing in that kind of sense where it's like. Oh, like what I’m watching. And yeah, I do share a lot of like posts within group chats, whether that be like a place I want to go to if we place that like, I want to try. Yeah.

17

00:04:31.130 --> 00:04:36.450

Andrea Robinson: So what usually prompts you to share this media in these ways.

18

00:04:41.620 --> 00:04:43.470

Andrea Robinson: This isn't a trick question.

19

00:04:44.500 --> 00:05:19.170

Kamea Taylor: I think it's just like maybe it comes up in conversation, or it's like, oh, how are you doing what you've been up to? Because, like what do you do in your free time? Kind of thing when you're kind of like checking in with friends, I tend to be like, yeah, i'm watching this and that. And I think lowkey, Twitter and Instagram in a way like, allow me to still connect with friends that I mean, I like, speak too often or see often. And so yeah. Okay. Okay.

20

00:05:20.250 --> 00:05:22.040

Andrea Robinson: No, you're okay.

21

00:05:25.320 --> 00:05:30.790

Andrea Robinson: So how often do you share the media you consume with your family, immediate or extended?

22

00:05:34.390 --> 00:06:10.940

Kamea Taylor: I would say pretty regularly. I talked to my mom on the phone. She often tells me, like the kind of media she consumes. So she told me about something that she watched or started watching, and I would like, kind of do the same and tell her that I've been watching like a movie, or that I like to see a movie. I think my dad as well. He also loves consuming a lot of like television, specifically sports. But yeah. Oh, and like sharing music, my sister, too.

23

00:06:10.940 --> 00:06:20.220

Andrea Robinson: What your response are you looking for when you share your media with your communities?

24

00:06:20.330 --> 00:06:30.660

Kamea Taylor: I don't Well, I wouldn't say I like a personal attachment to Media. But like, if I like it, then I would want the people that I’m sharing it with to also like it. So I guess I hope I have like good taste in that sense, or for, like my mutuals, will also like it if I like it. But I’m always open to positive feedback about the media that I’m consuming, or what else I should be like getting into, if not what I’m sharing.

25

00:06:51.700 --> 00:06:59.000

Andrea Robinson: Okay, so where do you usually share the media you consume, or just what platforms you use the most, um

26

00:07:01.290 --> 00:07:19.600

Kamea Taylor: I want to say like is like messages phone via phone. I will say Twitter and Instagram are also those places. Also tik Tok as well. Oh, forgot about her. But yeah, a lot of tiktok exchanges.

27

00:07:19.600 --> 00:07:21.490

Andrea Robinson: Okay, thank you.

28

00:07:23.840 --> 00:07:28.400

Andrea Robinson: And your opinion. Where is the blessed- best place to share your media.

29

00:07:32.610 --> 00:07:57.120

Kamea Taylor: I'll say, Instagram. I don't feel like I won't really, I won't post anything else. But maybe a song during my day I’ll post actually multiple songs from my day. So yeah, I definitely share a lot of like tweets that I find funny videos, images. And yeah.

30

00:07:57.120 --> 00:08:03.860

Andrea Robinson: So how much time do you spend sharing your media consumption in hours per week? Do you think

31

00:08:04.030 --> 00:08:06.400

Kamea Taylor: I would say, like a solid 4 hours?

32

00:08:06.450 --> 00:08:08.420

Andrea Robinson: Okay.

33

00:08:21.660 --> 00:08:27.790

Andrea Robinson: So do you feel like you have success when sharing the media consume in relation to why you share your media.

34

00:08:31.150 --> 00:08:44.070

Kamea Taylor: Could you repeat the question?

35

Andrea Robinson: So if the point. If why you show your media is for affirmations or recommendations, do you feel like that? You, when you share your meeting that you? There's a success in that that you do receive those things.

36

00:08:44.070 --> 00:08:51.910

Kamea Taylor: Yeah, I would say so. I feel like I don't know. I feel like people within. My friends have been in my circles at least share common interest and liking to things. And I would say, I have pretty good taste. But, Yeah.

37

00:09:16.000 --> 00:09:21.900

Andrea Robinson: okay. So now we're just going to go through some activities.

38

00:09:22.170 --> 00:09:35.910

Andrea Robinson: and which I'm just going to be asking you to kind of share different forms of media within your community. So the first one is to. And this is when I'm going to be asking you to kind of think aloud through the process of it, whether that be finding the

39

00:09:36.010 --> 00:09:55.100

Andrea Robinson: media in which you're sharing, and then kind of like navigating the sharing process. So the first activity is going to be sharing a recent article, or just something that might intrigue you through apple news, or whatever types of platforms that you use to find things like that with your community, and that's up to you to decide.

40

00:09:55.170 --> 00:09:56.000

Andrea Robinson: That would be

41

00:10:00.840 --> 00:10:11.820

Kamea Taylor: Alright, an article?

42

Andrea Robinson: Okay, an article, or I can broaden it to, maybe perhaps a tweet or something that is based in writing.

43

00:10:13.090 --> 00:10:14.500

Kamea Taylor: Okay? Well. I feel like I- Oh, not to be my own plug. But I do have what I used to manage a blog. Called CurlsU. That’s a form of media. It’s not certified or anything but

44

Andrea Robinson: So are you navigating to the blog now?

45

00:10:36.860 --> 00:10:38.860

Kamea taylor: Yes. okay.

46

00:10:42.220 --> 00:10:48.560

Andrea Robinson: okay. Okay. Did you choose an article that you might want to share.

47

00:10:48.900 --> 00:10:49.560

Andrea Robinson: Okay.

48

00:10:56.020 --> 00:10:59.850

Andrea Robinson: what? What type of things have you written about that interest you?

49

00:11:00.260 --> 00:11:08.460

Kamea Taylor: Okay? Well, this is my favorite one. It's called Channel Your Inner Baddie. Okay, it's basically like an article I had written about really, honestly, just being a baddie like, really channeling and embodding that in your life or that'd be like professional. Would it be financial, whether it be like personal, like more so, self care? But yeah, I think because it's it's kind of a space where, like black women, can thrive and actually like read things about other people's, viewpoints, or perspectives as a black woman, and being able to like, find community as well. So yeah, I really like this one. And I think I also like made a playlist that like attached to it, which is like giving the same energy of like just being a baddie. This is also a during the time like Megan Thee Stallion was really popular. So a lot of like. I guess womanism. But also being able to like. share my own perspective. So I have to get to my articles.

50

00:12:02.740 --> 00:12:03.500

Yeah.

51

00:12:04.830 --> 00:12:16.290

Andrea Robinson: What platform would you share this with? What have you shared with it with?

52

00:12:17.460 --> 00:12:39.500

Kamea Taylor: like a website of some sort? So it's like your own personalization of website making.

53

Andrea Robinson: Okay. What I'm asking is for you to share the article with a platform of yours without the Instagram Twitter messaging,

54

Kamea Taylor: Oh, I see.

55

Andrea Robinson: And what you feel works best for sharing that article.

56

00:12:41.100 --> 00:13:08.590

Kamea Taylor: Hmm. Wow! That's a good question. I want to say Twitter. Okay, I feel like depending on the algorithm if I could probably reach more people that way, just because Instagram, of course, is like the people within my circle, the people that actually follow me. So I would say, Twitter. But of course Instagram is also a reliable way of like sharing that kind of media. Okay.

57

00:13:08.590 --> 00:13:16.720

Andrea Robinson: So you chose it because you were looking to share it with outside of your existing community.

58

00:13:28.690 --> 00:13:34.550

Andrea Robinson: So you might have talked a little bit about this already. But what community are you hoping to share this article with.

59

00:13:37.390 --> 00:14:00.600

Kamea Taylor: I want to say specifically, black women. Non-binary individuals as well. And not even maybe just not just black women. Of course I feel like anyone can benefit from like channeling your inner baddie. But of course, like i'm biased.

60

00:14:00.600 --> 00:14:07.020

Andrea Robinson: because of your identity. Yeah, because identity? Yes. Okay. Okay.

61

00:14:07.150 --> 00:14:12.540

Andrea Robinson: So what are some features of the platform that you felt fit with what you were sharing.

62

00:14:12.790 --> 00:14:21.960

Kamea Taylor: I feel like on Twitter. It's generally easy to find community, or at least people that like, share similar ideas or thoughts. And so, of course, wanting to like broaden beyond community, that I already have within like Instagram. I know that a lot of people are also constantly searching for people to connect with on Twitter. But I also think it's really nice to reach people outside of community as well, if possible.

63

00:15:01.220 --> 00:15:02.140

Andrea Robinson: Okay.

64

00:15:02.310 --> 00:15:07.650

So the next activity is going to be sharing a favorite song with your community.

65

00:15:07.720 --> 00:15:20.100

Andrea Robinson: So yeah, just go ahead. Talk us through sort of what you song you choose, what platform you want to share that on. and just it like how like I don't know like, what features you using to do so, things that you have.

66

00:15:24.790 --> 00:15:26.710

Andrea Robinson: I mean, it's gonna be a little hard.

67

00:15:27.650 --> 00:15:39.580

Andrea Robinson: I guess, for second, and ask, what what music platform can you use?

68

Kamea Taylor: Spotify? That's well, maybe also sound cloud just from the day as well. But definitely just spotify. I listen to a lot of R&B

69

00:15:51.150 --> 00:16:03.890

Andrea Robinson: Okay.

70

Kamea Taylor: And the recently I've been into a lot of afrobeats just because it's, you know, springtime summer. But if i'm sharing music, it's definitely going to be on Instagram. I think I don't know. I feel like a lot of people within the community have different music tastes. So it's always interesting, like when I post, and someone else is like. I really like that song, or oh, like I've never heard this one before. I don't know. I literally had a conversation with someone who had made an entire playlist just on their own because they were like, oh, yeah, you put me on to a lot of different stuff. I literally, as I was walking over here I was listening to Stamina by Tiwa Savage.

71

00:16:35.960 --> 00:16:45.520

Andrea Robinson: Classic.

72

Kamea Taylor: Yeah, it's really good. And yeah, I would share on every platform but the main one would be

73

00:16:46.030 --> 00:16:47.350

Andrea Robinson: so, wh- You talked a little bit about this. But why Instagram? Above everything else.

74

00:17:00.210 --> 00:17:49.180

Kamea Taylor: I think- I think aesthetically, I will say Instagram is more, I like posting them there more just because you can kind of personalize stories like if I post it. I can like to caption it like, maybe, what the vibe is, or like how I feel about the song, whereas, like Twitter, you could do that. But you can't. I don't know, I guess, when you go from like spotify, and then you like, you know, share, and then it's like Instagram. I'll give you a cute background. So really, just like aesthetics wise, I will say, versus like trying to reach community. And and maybe because, like music tastes more personal, I feel more comfortable just sharing it on Instagram than Twitter. But yeah.

75

00:17:50.620 --> 00:17:51.470

Andrea Robinson: okay.

76

00:17:56.570 --> 00:18:07.380

Andrea Robinson: So What community are you sharing this article with like? Who do you feel? Composes your Instagram universal network.

77

00:18:08.000 --> 00:18:08.690

Kamea Taylor: I would say mostly people that I go to school with.

So within, like the UCLA community.

79

00:18:21.820 --> 00:18:29.770

Andrea Robinson: Okay. And then are you satisfied with the platform in which you shared your song?

80

Kamea Taylor: Yeah.

81

00:18:29.900 --> 00:18:38.220

Andrea Robinson: And then I think you already talked about some features in the platform. You said aesthetic over kind of like outreach. So that makes sense.

82

00:18:38.270 --> 00:18:44.280

Okay. So the last one is going to be sharing a recent TV show that you've been watching with your community.

83

00:18:44.490 --> 00:18:54.440

Andrea Robinson: So yeah, this what platform do you feel you would share that? And you can go through this now.

84

00:18:54.440 --> 00:18:59.950

Kamea Taylor: Oh, so like showing a show on a platform like Instagram or something.

85

00:19:00.560 --> 00:19:01.740

Andrea Robinson: whatever you feel.

86

00:19:05.410 --> 00:19:10.050

Kamea Taylor: Wow, I watch a lot of TV. I would, I'm between America's Next Top Model and Living Single, 2 different vibes, of course. One of which just has, like a nostalgic feel to it. Well, america’s next top model just has like a really nostalgic feeling to it, which is why I like watching it. But also, of course, it's like fashion, which is kind of I don't know fashion, and it's years of like evolving and just interesting to see how like, you know, body standards and things have changed since then, and then living single is just like a really also nostalgic TV show. But in like its own way. Kind of just shows like black life in New York. And then, just like living and being in romance, and like like professional lives which I have really like, because I eventually will be evolving into that life soon, I guess, like I don't know, like I've never shared. I mean Twitter is definitely the place where, like I won't. I'll talk about a show, or I’ll talk about like what's happening. Oh, yeah, I'll just be like, yeah, did you? I really love living single like, I think I recently just tweeted that a couple of days ago. But yeah, that's kind of like the space that I would choose to share television shows or chose in general.

87

Andrea Robinson: So why do you feel like Twitter is a good place to share those things for the

88

00:20:38.250 --> 00:20:57.400

Kamea taylor: Hmm. I feel like, maybe if I say something pertaining to the show like someone will share the opinion and be like, oh, like I forgot about that show like, let me go Watch that for a little bit. Yeah, I think like Twitter is often the place where people talk about like television shows, movies, and like their opinions on stuff and make their own observations. And that's also how like Sometimes I pick up certain shows. So yeah.

89

00:21:06.190 --> 00:21:07.080

Andrea Robinson: Okay.

90

00:21:10.150 --> 00:21:14.940

Andrea Robinson: So what community do you feel as though you're sharing this show with?

91

00:21:22.150 --> 00:21:27.800

Kamea Taylor: Hmm. That's a tough question. I would say, the black community. Okay? Yeah. Well, it's really, of course, a show for all to watch. But I would assume that because it's about Black people Black people would be compelled to watch it. Wow did I, did I answer the question?. Okay.

92

00:22:00.060 --> 00:22:12.960

Andrea Robinson: And then what are some features of the platform that you felt fit with what you were sharing, and I’ll go ahead and bring in some you brought up before so like Instagram and Tiktok and messaging. What does Twitter offer that they don't.

93

00:22:14.950 --> 00:23:02.100

Kamaea Taylor: I think the ease of like being able to just like tweet a thought is nice, but also, you know, there's like GIFs that you can attach to your like tweet to like fully encompass a feeling, or like a emotion, I guess in concerns to my thoughts. So yeah, it makes it more fun to be like, hey y’all, just saw this. Made me laugh, giggle giggle. And then I just attach a GIF of cackling. So yeah, I think that's like the more fun aspect of Twitter.

94

00:23:02.100 --> 00:23:13.810

Andrea Robinson: Okay yeah. Thank you so much. So are there any people, groups, or communities that inspire you to share your media, or that you would want to share your media with.

95

00:23:24.140 --> 00:23:25.490

Kamea Taylor: Wow! Groups as in…

96

00:23:31.850 --> 00:23:37.720

Andrea Robinson: In its broadest sense. It can just be a group of people, you know, are affiliated in person or online.

97

00:23:37.750 --> 00:23:55.950

Andrea Robinson: same for community. And then just specific people that you, you might be interested in in hearing the response or things like that.

98

Kamea Taylor: Yeah, I think I wouldn’t say a specific group. I think the thing with media is like, I don't mind connecting with or sharing my media with everyone, just because it's like, oh, we have something in common. So I would say, like, I guess every time I do share like music or television, or what not on those platforms. I'm: not necessarily looking for a specific community. But I think i'm just looking for people with common interests, common beliefs or ideas. Oh, yeah, like whether that be art, or whether that be music. Yeah, I'm kind of open to all communities. Okay.

99

00:24:46.170 --> 00:24:52.900

Andrea Robinson: So in that sense you're almost looking for people who would consume something similar to you.

100

00:25:05.680 --> 00:25:14.070

Andrea Robinson: Do you feel as though your you talked a little bit about sharing what you're watching with your dad and your mom, and what you're listening to with your sister. Do you feel as though they have an influence on kind of what you consume, and how you like grew up

with a relationship to media, and if so like, what is that? A little bit of like? What is the influence?

101

00:25:31.070 --> 00:26:51.540

Kamea Taylor: Okay.I would say that my parents do have a good influence, especially when it comes to music, definitely music for sure. and I tend to also share those things as well on those platforms so like if it's like an old song like maybe I remember my dad playing in the car. I don't know a song that I remember my transferring when I would be forced to clean up, you know, like I don't know, like feeling or songs that like, what’s the word, I don't know, like foster memories of just like my childhood. So I would say, yeah, they definitely have an influence on how I consume music and maybe television. perhaps. But I, specify, specifically right now. Well, actually, yeah, I definitely have watched like girlfriends. Just a show that my mom would watch a lot. Cheaters is also pretty good in the adult life. Once you understand what's going on. And America's next top models. Also one of those shows my mom watched a lot around me. And so yeah.

102

00:26:51.540 --> 00:26:53.890

Andrea Robinson: okay, and besides your family. Are there any other people, groups or communities that influence your consumption of media?

103

00:27:01.660 --> 00:27:39.010

Kamea Taylor: Yeah, I'd say definitely, like my friends. You could just be like playing a song and passing like oh, I really like that song. I would even say, like, maybe communities, I I guess, like, at events, when like, there's someone playing a song or music. Yeah.

104

00:27:39.010 --> 00:27:44.230

Andrea Robinson: Thank you. And then, what in your mind makes a platform worth sharing on or with.

105

00:27:48.370 --> 00:27:49.060

Kamea Taylor: Hmm.

106

00:27:51.370 --> 00:27:56.860

Andrea Robinson: I guess I could possibly make it a little bit more narrow, as in what are some platforms that you feel do not facilitate the desire to share media.

107

00:28:05.110 --> 00:28:19.350

Andrea Robinson: Thank you. And what are some of those features?

108

Kamea Taylor: I'll say. I mean, it's really just because it’s outdated. But, like Tumblr, I don't really refer to that, even though I I definitely used it in my youth. It's just not a convenient platform to post on. It's almost kind of hard to navigate if you're not doing like some kind of official post of any sort. Facebook as well. Also kind of outdated, because I feel like a lot of I don't even know Generation X uses it, you know the older ladder half. But yeah, I would say, those specifically are like. really hard media to share.

109

00:28:48.350 --> 00:28:59.950

Andrea Robinson: Okay. So in that sense you feel as though when you're showing me that it's not only to people who like consume similar medium, but also those usually within your generation. Okay, yeah.

110

00:29:17.950 --> 00:29:26.630

Andrea Robinson: Okay. And then, if you could create a platform in which you could share what you wanted 2 specific groups. Just an all- encompassing platform which could share articles and TV shows. And of music. What would the platform look like to?

111

00:29:38.500 --> 00:29:56.550

Kamea Taylor: I feel like it would be most convenient for it to be an app of some sort. and like really, wow, an app that has, like I don't know, like simple functions within it, so that, like sharing media also won't take forever. So I guess, like built in ways that it could like

go from one app to another. Say if I’m like. Well kind of like spotify where I’m like. If you want to share, You have, like the selection of sharing like to Twitter Instagram, so on, but like a feature where you could do that, butthen, like, be able to like, send it to like a good people rather than it, being like a Instagram post or twitter, if that makes sense. I would imagine it would just kind of give like a group chat vibe, but something so much more complex if you're going to be like sharing media.

112

00:30:33.940 --> 00:30:34.860

Andrea Robinson: Okay.

113

00:30:35.260 --> 00:30:45.790

Kamea Taylor: yeah, also something that allows like personalization. Just in the case that there are those people that want to spend a little bit more time sharing than others.

114

00:30:47.790 --> 00:30:49.310

Andrea Robinson: But yeah, okay.

115

00:30:49.630 --> 00:30:56.250

all right. Thank you so much. So that concludes this session. Thank you so much for your time. Once again, I will be referring back to this video, but it will not be associated with your name. It will not be shared outside of me. And yeah, have a good rest of your day. Thank you.