Persona

Name:

* Want more ‘bio data’
* Ask ‘what irritates them’
* Must establish need
* Understand why they use social media excessively

Why do tertiary students use social media excessively

1. Addictive nature (Endless scroll, brainless, made to entertain)
2. Wide use (communication, information/news, entertainment)
3. Social Nature (joy of gaining a following, trendy, mass use, sharing of life, friendship)

What must be met:

Need to be ‘in the know’ - FOMO

Reduce over reliance on social media for above ^

Other ways to keep up with trends (rely less/diversify sources)

Mr Low: Encourage diversification + add to sources that meet needs

Relevant to Problem Statement

Q1: around 2 hours a day. Maximum 4 hours.

Q2: Spends 5 to 6 hours a day with family. Usually spend time with friends in school

Q3: Instagram, Youtube, Tiktok, Pinterest, Reddit

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| 1. Name, age, gender?   Man, 17, Poly Student   1. Do you prefer going outdoors or staying indoors?   Prefers staying indoors   1. What do you like to do in your free time?   Pursuing our hobbies in my free time     1. Do you frequently make friends with strangers?   No, do not go out of my way to make friends     1. Is social media an important pastime for you?   Social Media is important because I use it to interact with others, keep updated with the latest news, entertain myself |
| 1. What do you look forward to on a regular day?   Resting after a long day     1. Who is your role model / someone you look up to?   Parents, teachers and my team captains.   1. What is something that pushes you to reach your goals?   Inward (Future aspirations, own mental toughness) and External (Friends, Parents) Motivations     1. What makes you satisfied?   When the effort I put into something pays off   1. How do you deal with obstacles?   Reflecting on my previous experiences and look for areas of improvement. Learn from my mistakes and progress forward and asking friends and teachers for help. |
| 1. How much of your leisure time is spent on social media? (Good question)   around 2 hours a day. Maximum 4 hours.   1. How long do you spend with your family and friends each week?   Spends 5 to 6 hours a day with family. Usually spend time with friends in school   1. Which social media platforms do you use?   Instagram, YouTube, TikTok, Pinterest, Reddit, Twitter  Communication apps: WhatsApp, Discord, Snapchat   1. What is your favorite social media platform?   Instagram     1. Why is social media important to you?   Communicate with friends and keep updated with friends' lives. getting news and keeping myself entertained  Relaxation, Connectivity, Information   1. Why do you think most young people like social media?   Young People can communicate with each other and post stuffs online, gauge of how well off you are, on social media. That is their first impression on joining social media. That they can see big numbers and that they see these online influencers and it acts as a form of encouragement for them to also try it out as well. Opportunity to make new friends online and start lighthearted conversations.   1. When do you usually open your social media applications?   First thing in the morning and when going to school. Before sleeping or during the day when I have spare time   1. What are your favorite things to do on social media? Why?   Messaging friends and watching funny videos on TikTok. Able to rant and gossip with my friends and feel excitement when watching videos. And see posts of people that I follow because we have similar interests   1. How long do you usually spend on social media every day?   2 hours   1. Do you have a different persona online compared to your real self?   No. It's important to be true to yourself online and offline.   1. What do you think are the effects of one’s personality on their social media presence online?   It determines on how they uphold themselves and their image online; being on a social media platform, it’s up to the individual at that point on whether to keep their personalities or to make the decision to be someone else, maybe a bit different or entirely different as part of perhaps their brand image.     1. What effects do you think social media has on YOU? Is it positive? Negative? Or both? (Please share your personal experience)   Positive: affected my personality and humor, help me keep up to the latest news, positivity, helps me relax and keeps me entertained  Negative: Get distracted from responsibilies, unnecessary competition with others, cyber bullying   1. DO you think social media is addictive?   Yes . It takes little effort to scroll and it is more exciting than being productive... the transition to a more digitalised world encourages users to make use of their online presence to gain further outreach which gives better incentive for individuals to hop onto social media   1. What would you say is an excessive amount of time to spend on *application*? From your perspective as a user that uses X hours, do you know people that uses social media excessively? Why do you think so?   4 hours-6 hours or when it is hindering productivity   1. If you could separate your home feed into multiple channels (like following updates, follower updates, or by category), what channels would you have and why? Does that keep you on the application for longer? RELEVANCE?   Splitting feed into different channels helps to scroll through desired content quicker. Less time spent on seeing content that does not interest me.   1. Have you heard about any campaigns to reduce social media usage? How effective have they been? Why were they ineffective/effective? NOT A SUITABLE QUESTION.   No, hence likely ineffective as it is not memorable.   1. Do you think it is necessary to persuade young people from using social media excessively?   Yes. Social media is time consuming. Precious time which can be spent on learning a new skill is wasted. Reduce real life communication with friends and family too.   1. If no, why?   N/A   1. If yes, how would you discourage the use of social media?   Education of harmful effects and inculcation of self-discipline   1. Is there a role for schools and the government in curbing the overuse of social media?   Yes, schools can educate students on the harmful effects of overuse.   1. What makes you close your social media application? Why?   The need to do something more important + The end of entertainment from the content   1. Does that play into a possible solution to curb social media usage? How? |