

**Your video must be a Screen Recorded Video. You can either use your smartphone's in-build screen recording software or some other free software for the same.**

You have been selected to participate in this project because you indicated that you are a media platform user. **In this video, we would like to learn more about how and why you use various media platforms.**

**Category:** Social Media Platforms

**Social Media Platforms:** You will need to record your screen, while you use **one of the following media platforms:** (Note: videos made on any other social media platforms will not be accepted)

- TikTok
- YouTube
- Facebook
- Instagram
- Spotify (Podcasts or Music)

Start by telling us about your usage of various media platforms.

- Which platforms do you use and why?
- Do you use different platforms for different reasons or occasions? Please explain.
- Does your preference for different platforms vary by time of day, type of content, or something else? Please describe.
- Are there any media platforms not listed here that you currently use or are interested in using in the future? Please tell us about them and why you use or want to use them.

Now, choosing the platform above that you use most often, show and tell us how and why you use this platform. **Start by showing us how you use the platform for at least 1 minute. This should include your regular scrolling/browsing/watching habits. Please show as much as you are comfortable sharing.** Once you're done showing us how you regularly use the platform, please answer the following:

- Why do you use this media platform and how long have you been using it? Please explain.
- How often do you use this platform? At what times of the day and of the week do you use this platform?
- What do you like about this media platform? Why?
- What do you dislike about this platform? Why?
- What would improve your experience? Please explain.

**Next, please tell us more about the content you look for on your preferred platform.**

- What types of content are you interested in? Why? Is this what you typically seek out on this platform?
- If the content you seek on this platform varies, please explain how and why.
- What role do views, likes, comments, or other similar information play in your media watching/listening habits? What do you specifically look for?
- What are your thoughts on sponsored content (i.e. content posted by users in partnership with a company - not an ad)? What, if anything, do you like about this type of content? What do you dislike? Why?
- What are your thoughts on advertisements (i.e. promotional material directly from a company - not posted by another user)? What, if anything, do you like about this type of content? What do you dislike? Why?
- Have you ever purchased something that you saw on a media platform? If so, please tell us what it was and what made you decide to buy it. Did an ad or sponsored content lead you to buy the product(s)?
- If you have not purchased something you've seen on a media platform, why not?
- Would you consider buying something from a media platform in the future? Why or why not?

### **Finally, please tell us about your TV watching habits.**

- Do you watch TV? If so, how do you typically watch? (e.g., cable, streaming services, both, etc.)
  - If you use streaming services, which streaming services do you use? Why?
  - What types of programming do you typically watch?
  - How often do you watch TV?
  - Do you use any other media platforms while watching TV? If so please describe which platforms you use while watching TV and why.
- If you do not watch TV, why not? What else do you use instead?
  - Did you watch TV in the past? If so, why did you decide to stop? And, what activity has replaced TV watching?

**Once you have answered all of the questions above, you may end your video.**

You must answer all of the questions above for your video to be rewarded.