

102C Notes – Music Group PR Post-Interview

- [Describe Project, and Student Events Insider if needed]
- In the time you've been a PR officer for the Beat, what are some methods of "spreading the word" you've learned?
 - Feedback: Experience in SEI; flyering and singing; postering; RA contacts
 - Wanted to do flash mob (Lib Walk or PC Plaza)
- How familiar with the Student Events Insider page are you?
 - If you've used it in the past, what kinds of improvements do you think could be made?
 - Feedback: Who runs it? SEI should be promoted more (through email, social media)
- What challenges do you face when advertising a concert? How have you learned to deal with these?
 - Feedback: Organizing people to help; answering flyering calls
 - Bug the crap out of people to get involved, in a nice way (very effective)
- My group is looking into a more social and personalized approach to sharing and attending events.
 - **Eventual goal:** popular social media hub for UCSD students, which can stimulate student involvement in events
 - Personalized filter of which events are viewable, sorted using "tags"
 - Feedback: Prioritize certain events/groups over others
 - Achievement system
 - Similar to Xbox and Playstation (ex: "Attend one event in each college")
 - Goal: foster friendly competition between students
 - Feedback: Companion app!
 - Students can provide feedback/pictures

- Add to UCSD app for convenience and promotion
- Forums
 - Students can post pictures from events and add to comment sections under events
 - Feedback: Look at Yik Yak
 - Show people's first names
 - Integrate Instagram
- How often do you attend campus events? Where do you generally hear about these events?
 - Feedback: Lots of events! Hear about it on FB
- Would the presence of alcohol at a certain event affect your decision to attend? Would you prefer to know beforehand?
 - Feedback: To an extent, it does. Doesn't get bothered but would like to know
- From your own experience, how would you try to get groups involved in posting to this page?
 - Feedback: SOCIAL MEDIA; post teasers on all social media sites
 - Ampersands on campus
 - Spam info as much as possible
 - Work with AS
 - Try to get people interested

Interview Transcript – PR Officer (SA)

- Interview Participant: “SA”
- Date: 5/1/15
- Synopsis: My goal for this interview was to get a sense of the process event coordinators must go through to organize and promote events. My participant was the PR officer of a UCSD a cappella group, and often posted to Student Events Insider themselves. This interview was crucial to forming our personas and understanding the goals of those we’re designing for.
- CK: “Thank you for agreeing to interview with me today.”
- SA: “No problem!”
- CK: “So, I’m doing research for a class project, and the goal of that project is to find some way to improve the lives of students here at UCSD. We can do this by creating something new or by redesigning an older, existing thing.”
- SA: “Mkay.”
- CK: “What we’ve chosen is the Student Events Insider webpage. This is a site where students can post upcoming events and groups can advertise themselves, and we’ve found some ways we can make it more popular and more usable by people. So to start off, I’d like to ask a few personal questions.”
- SA: “Sure!”
- CK: “In your time as a PR officer in the Beat, what are some methods of advertising events or gigs that you’ve learned?”

- SA: "I have actually used the Student Events Insider before, for one thing. In the past I've also used flyering at Library Walk, because so many people walk by there. So I hand out flyers there or have the Beat sing, or do both. Because singing attracts people." *Laughs.* "Um, poster around campus helps a lot, as well as sending the event information to RA's so that they can advertise them in their Residents' Life newsletters. Also writing down event information on chalkboards in classrooms, putting ads up in dining halls, all that great stuff."
- CK: "Have you had any ideas you never got to work on or make the group do?"
- SA: "I've always wanted to do a flash mob!"
- CK: "Ah, like on Library Walk?"
- SA: "Yeah, or in PC Plaza, because that's where a lot of students congregate and it would be a great place to be heard. Also, I've wanted to make a banner and hang it up here (Price Center), because other groups get to put up banners. It would be a nice way because people seem to look up at them constantly."
- CK: "So, in your time using Student Events Insider, have you noticed anything you'd want to improve? Anything that might be challenging or inefficient?"
- SA: "I kind of want to know who runs it, and I have no idea who moderates it and picks which events should be featured on the front page. I know it's sent out to the entire student body via email, but I feel like it should be promoted more as well."
- CK: "And how would you personally promote the Student Events Insider?"
- SA: "I'd put it out there more on social media, like 'Check Student Events Insider for more information!' and link to the site. I'd do it on all social media because that's what

people use these days, and it's the primary source of information for a lot of people. We have email and even get SEI emails on it, but people seldom check emails anymore."

- CK: "When you're arranging or advertising a concert, what things prove challenging to you?"
- SA: "Organizing people to help out. Like at the beginning of the year we were doing auditions, and I ended up with a lot of the work. Getting people to answer doodles and emails, to change profile pictures or advertise the Beat themselves was very difficult."
- CK: "How would you deal with these problems?"
- SA: "I bug them to death. I'll send them texts or Facebook messages telling them 'Hey, you need to get this done because we have a deadline!' and all that."
- CK: "How effective does that tend to be?"
- SA: "It's pretty effective. I'm very persuasive and nice, so that helps."
- CK: "So, for this project my group is looking to create a more social, and a more personalized approach to the way things go on at Student Events Insider. And our eventual goal is to turn it into kind of a social media hub, but in the meantime we want a place for UCSD students to check in, maybe in their free time. One idea we've had for this would be a personalized filter. So when you log on using Tritonlink or Facebook – however we link it there – you get a big page of tags; these can include food, Greek life, sports, whatever. And each event has tags associated with it."
- SA: "That sounds like Twitter!"
- CK: "Very similar to Twitter, yeah. And people can select them so that they can have their own personalized feed. So if they didn't want to see any Greek events, none would

show up. And this would be helpful because in other interviews people said there was excess.”

- SA: “Yeah, because I feel like they prioritize events a lot, and I don’t think that’s really cool. ‘This group’s concert is more important than this other group’s concert.’ And I don’t really know how they decide it – if it’s by venue, but at the time I don’t think it’s fair. So I think that’s one thing they should fix about the site. It also feels like a lot of events are bigger than others. And some might be of the same caliber, but it’s not promoted that way.”
- CK: “Exactly. Another idea we had was an achievement system. One example would be ‘go to one event in each college.’ There would be hundreds of these, and we could have a ranking of the top students. Our goal for this would be to create an air of friendly competition around the website. You can see your friend’s achievements and try to top them, and this would get both of you going out to more events. Do you have any ideas for improving that?”
- SA: “So, it would be accessed through Tritonlink, right?”
- CK: “Yes, we figure that’s the most convenient way as it’s already a school-sponsored site.”
- SA: “So would they RSVP first or would they check in at the event?”
- CK: “I’m glad you asked that, because we’re thinking of working on a companion app to link with the site.”
- SA: “That’s what I was thinking! Because when students check in they can take a picture and post it to their little social media thing. I feel like this is sort of like Facebook and

Yik Yak combined, and students could provide feedback for events, so that would be nice.”

- CK: “So, our idea for the companion app is to give it a very simplistic design. There’s another aspect of the design we’re working on where if you see an event and want to go to it, you ‘mark’ it, and this would go to your app. From there it would send you alerts, notifications, and it would kind of bug you into going. So with the achievements, it would register with the site to show that you’ve attended.”
- SA: “I like that a lot! It would be interesting to see how that plays out, because there might be times where people, like, lie. And how do you hold people accountable for that?”
- CK: “I think because in the long run the achievements are more for bragging rights than anything else, people wouldn’t really be inclined to cheat. And if they did, it wouldn’t be a huge deal; but to account for it anyway, we thought up the location sharing app so you can provide proof that you were there.”
- SA: “That’s cool! I was thinking of maybe – because having a companion app would be nice – but adding it to the already existing UCSD app. It would be very convenient and it would promote the UCSD app, which help students a lot in other ways as well.”
- CK: “Our last idea was forums. This is more common as far as social media sites go; people could post pictures or talk about events with their friends. The accounts would be anonymous to others, but the moderators can also see their identity. This is to avoid flame wars or other conflicts, so that they could be banned if they tried to do so.”
- SA: “I know Yik Yak gets a lot of flak for being anonymous, and it’s a place where people can just be – pardon my language – assholes.”

- CK: “Yeah, sounds like reddit.”
- SA: “Yeah, reddit and Tumblr too. This app would be cool if it could at least show peoples’ first names. Because they’re going to be posting pictures anyway, and hiding the last name won’t really protect anonymity. If they cared about anonymity they wouldn’t be posting pictures of themselves. Every time they post a picture, they could rack up points too. You could also integrate Instagram into the forums and picture posting.”
- CK: “How often do you personally attend campus events?”
- SA: “I attend them a lot, actually. I go to a lot of different stuff.”
- CK: “And how do you typically hear about these?”
- SA: “Facebook events! Usually my friends RSVP to stuff, and I can see that on my newsfeed. So that’s how I tend to hear about things.”
- CK: “And um, how would the presence of alcohol at an event affect your decision to go?”
- SA: “To an extent it does; I don’t drink much, but I don’t mind if people drink either. It depends on what type of event it is, because I usually go to events with friends and they might be uncomfortable.”
- CK: “So it doesn’t exactly bother you, but you’d like to know that it’s coming?”
- SA: “Yeah, so I can prep myself for the environment, you know?”
- CK: “So, from your own experience, how would you try to get students more active on Student Events Insider?”
- SA: “Social media, man. Posting teasers everywhere. Have you heard of those blue ampersands around campus? It’s part of a new campaign called ‘Stay With Me.’ So

those teasers bugged the crap out of me forever. But after a while I heard about it through social media because I saw it there. So it's like grassroots plus social media outreach."

- CK: "Okay."
- SA: "Like, teasers help get people involved when you have an event that's about two weeks away. And it would be nice to keep posting, because it gets people more excited and helps to spread the word."
- CK: "So we want to almost *try* to annoy people, and then we'll get some that definitely want to join the event?"
- SA: "Yes."
- CK: "Cool!"
- SA: "Working with AS, or like other organizations would be good too, because you're essentially working with Student Affairs and Student Involvement. Because they would help promote that stuff a lot."
- CK: "So, just to close, do you have any questions or comments, anything in particular on your mind?"
- SA: "Do you all have an idea of what the design is gonna look like?"
- CK: "Right now, I don't have the site before it was revised on here. But it had something I liked, which was instead of a scrolling window – I have a dislike of scrolling windows–"
- SA: "I know, I have to click on each one to see!"
- CK: "Right? But before they had a big page of all the upcoming events that you could scroll through easily, and I really liked that. So that's one thing I'd bring back. But instead, I would have just one box at a time per row, and they would show up based on

tags. Like left side of the box is name, time, place, and right side is all the tags. So if you see a tag you aren't subscribed to, you can add it and start including that one in your feed."

- SA: "That's really cool!"
- CK: "And then, we're definitely bringing back a search bar, because that makes zero sense."
- SA: "I know! I have to scroll through everything!"
- CK: "Exactly."
- SA: "The tags system would be amazing. It would filter out everything I don't want to see."
- CK: "We're also looking at this top bar, which is something we want to redesign. We like the idea of 'Colleges,' and that's good, except that none of them ever have anything – but that's a problem that will be fixed with popularity. But then we're looking at these other ones and they seem arbitrary and without a purpose. So we want to get rid of those and make some more cohesive links there."
- SA: "So, I think that's it for my questions!"
- CK: "Thank you for the interview."
- SA: "Thank you very much, Korkos!"