

**Participant 3:**

I: What is your name?

P: Oh no, this is so hard! Oh, shit...sorry, I forgot you were recording.

I: [laughing]

P: [redacted]

I: [redacted], do you identify as male or female?

P: I identify as **female**.

I: How old are you?

P: I am **21**.

I: Okay. What is your occupation?

P: Currently, **I am a student**.

I: What devices do you mainly use to access your music?

P: **I use my phone and I use my laptop**.

I: And when you are using social media, which devices do you normally use?

P: **I use my phone or my laptop** again.

I: I have some questions about social media for you. The first question is "what current social media apps do you use?".

P: **I use Snapchat, I use Facebook, I use Discord, I use What's App, I use...Instagram.**

I: Is there anything you like or dislike about those applications?

P: Um, I like...well, recently, I have started using Snapchat a lot more because it is fun...and I have no life...I like Instagram the best. It is very, I don't know, you can do polls on it and then you can share pictures and you can, like, DM stuff. I love sharing memes that make me laugh with my friends. **And they send stuff that they like to me**, so it is like a constant thing going on.

I: Gotcha. How much time would you say you spend on social media every day? Just a ballpark estimate.

P: I would say...**probably like an hour or two**. But, like, it's like a few minutes in the day, few minutes in the evening...stuff like that. **It is spaced out**.

I: Do you like when your friends share what music they are listening to on social media?

P: Um, **I have no feelings about that.** Sometimes if it is something that I know, if I know that song, I'll be like "Oh, that's a great song!" or whatever. Otherwise, I am like "Oh, okay, they are sharing their thing..." Like, I don't really particularly have any feeling about it.

I: When you think of social media in general, how do you feel about the interactions that happen there?

P: Um, I think **it depends. It depends on the way you use it.** I feel like some people have their, um, they use it very consciously. Like, they make, you know, they make conscious decisions of what to do, what not to do...and there are some people who. I mean, you know, I am not going to judge anyone, but, like, it's like their use...it's completely up to them, but it varies...it's like...I don't know.

I: That's okay. I do have some questions for you about your music consumption.

P: Okay.

I: What current music streaming platforms do you use?

P: Um, **I use YouTube and I use Spotify.**

I: Okay. Do you use the free or the paid version?

P: I use the **paid for Spotify** and the **free for YouTube.**

I: Why do you use the paid version of Spotify?

P: Um, I guess **no ads?** And also you get the **student discount** and **Hulu** for only \$5.00 per month for both of them, so it's like...I get both of them.

I: Is there anything that you particularly like about Spotify or YouTube?

P: Um, I guess for YouTube, **if I particularly like a song, I'd like to see the music video** or something like that. And then for Spotify, I generally like...**they have such a huge library of whatever music you want to listen to, whatever artist you want to listen to.** You know, it's like everything and it's mostly free... it's great. You can like a song and share it.

I: Is there anything that you dislike about your streaming platforms?

P: I guess for YouTube, I would say **ads**, but if you take the premium version they don't have ads....but **I don't want the premium version**, so, whatever. Nothing really about Spotify.

I: How many hours per week do you spend listening to music?

P: That's a tough one. It's, like, more than my social media use. **Four or five hours.**

I: Okay. And how often would you say you listen to music with other people?

P: With other people? **Not a lot. I would say not at all... with other people.**

I: Do you share any of the music you like with your friends?

P: **I do.**

I: What does that process of sharing look like?

P: **It's more, like, just verbal recommendations.** I'll be like "Oh, this song is really good." or I'll just play it for them and then I am like "Oh, this is a great song. I love this song."....or it's like we are eating outside and a song comes on and I'm like "Oh, I love this song."

I: Do any of your friends share music with you?

P: I **guess they do**, but I don't really care much for it.

I: Care much for the music that they're sharing with you?

P: **Yeah. Because their taste is different...and I guess I am really in love with my taste.** [inaudible]

I: Gotcha. Do you feel that it is difficult to find people who share your taste in music?

P: [pause] Uh, I guess not because most of the time I am listening to the radio, which is like the top one hundred, top two hundred, which is pretty much what the rest of the country is listening to as well. So I am guessing that is the reason why it is in the top charts, so I am assuming that I am not very unique in my taste, but, **obviously, I am not face-to-face meeting those people actively who are listening to the same music.**

I: Does your current music app, so YouTube or Spotify, does it connect you with people who have similar music tastes?

P: I would say so, yeah.

I: Can you elaborate on that a little bit more?

P: I am guessing that it is just the service itself, the way it is...because it is like, it's reading your...I don't know, it finds the recommendations according to your tastes, so I would say that, more or less, whatever I am listening to is...

I: From a social aspect, does it connect you with people of similar taste?

P: I don't know. **I don't think so.**

I: Okay. Do you feel that the music apps you currently use facilitate social interaction well?

P: **I would say no.**

I: Would you enjoy a music streaming platform that connects you with people who share similar music tastes?

P: Um, **I guess not, probably. For me, listening to music is more of a "my time" thing and not something that I want social interaction during.** So, in the end, I don't really care much for that.

I: Okay. Um, how do you find and choose new music to listen to?

P: Mostly the radio and the top 10 or top 100 lists on the radio. And I guess whatever is popular or whatever is being streamed like a million times.

I: So, the last few things that we are going to do is that I have three different scenarios. I am going to read you each one, and at the end of it I am going to ask you a question, ok?

P: Okay.

I: *\*Reads Scenario 1\** Would you or anyone you know enjoy sharing music in this way? Why or why not?

P: Hm. **That sounds like, I suppose it could be enjoyable. Because it is not a given that you always have to use it. If it's like an on-and-off thing, then, yeah, it would be enjoyable.**

I: Okay. That scenario could also be an aromantic one. It doesn't have to be a flirtatious interaction...it's just seeing what other people around you are listening to... learning about new music that way. The second scenario....*\*Reads Scenario 2\** Do you think that you or anyone you know would enjoy using a feature like that?

P: **I think quite a few people would enjoy using something like that, but for me personally, I think I would use it very little.** It's just that...I have completely different timing and stuff...

I: Mhm. **You had mentioned that music was a bit more of a personal experience for you.**

P: **Yeah, yeah.**

I: So the third scenario is *\*Reads Scenario 3\**. Do you think that you or someone you know would enjoy using that feature?

P: **Yeah, I think so. I think that would be interesting. To have a feature in which...that everyone could share their tastes.**

I: It's like leaving songs in someone's inbox or playlist, so when they get back online, they have a list of songs to listen to.

P: **I think that is a lot more fun than the second scenario because I feel like in the second one it is more of an active scenario, but in the third one we can just be on our own time.**

I: That makes a lot of sense. Those are all of the questions I have for you, so thank you. I am going to stop the recording now.