

Preplanning

1) Hunch

X "How have video games altered your experience with social media?"

X "How does your hobbies affect your social media experience?"

X "What are some of the negative connotations that you associate with social media?"

✓ "How does social media shape our in person plans?"

2) • Jason is a 26 year old Accountant. He has used a lot of social different social media.
• He has lived in NYC his whole life, where there is no shortage of places to hang out.
• Will be useful to see how his social hangout planning has been affected by Social Media, if at all.

• Caroline is a Neuroscience phd student.
• She loves going out to trendy areas & locations
• She has lived in many different places, and will be useful to know if she has used social media to find & explore places near her new homes.

3) Conversation starters & hunch nudgers

- What are your hobbies?
- How did you get into them?
- Do you interact with anyone about this hobby?

Interview Notes w/ Caroline

- Graduate Student studying Neuroscience
- Age: 22
- Uses: Reddit, TikTok, Instagram (kinda), Snapchat
- First introduction: Instagram in 4th/5th grade
- Joined insta because other people had it.
 - Did Not have a chat feature when she started
- Doesn't really know why she has stopped using Instagram
 - Possible reasons:
 - More busy
 - People have moved away, so less relevant / less compelling to keep up.
 - Hard to keep up with everything everyone is doing during the summer
- Reddit / TikTok fulfill same needs (entertaining content that is customized to her).
- Ig explore page isn't well customized
- Reddit
 - right now, really interested in Cat related subreddits
 - earlier, was more beauty, cosmetic content
 - Also previously subbed to League
- TikTok
 - Way more varied
 - Cooking recipes,
 - Pet videos
 - Talking about world issues / studies
- TikTok randomly throws videos every now & then to see if you'll interact with it.
- Hobbies:

Current
Videogames

Previous

- League of Legends
- Cooking
- Cat Ownership
- Plants
- Interior design
- Neuroscience
- Health related things

- Beauty & Cosmetics (waxing & waxing)
- Fish keeping
- Plants

- Social impact by hobbies: Hobbies are usually what she likes to watch
- Dragon Con in Atlanta. Cosplayed.
- Made a lot of friends through gaming

Jason Chen

26 age, Accountant

Uses: Reddit, Messenger, Instagram, Facebook, & Discord

First intro: 13 year old Facebook, talked with class mates & played Facebook games.

- Uses all of them
- Used to use Snapchat

- Social media use waves & waves collectively

• Different social media, different purposes

- Messenger - talk w/ people in group chats
- Ig - keep up w/ what people are doing
- Reddit - Learn more about different topics & what other people thought
- Discord - VC call
- Facebook - Keep up w/ people of the past

Don't use Tiktok

Reddit

- Learn about skincare products
- Lots of info on products on Reddit
- Electronics

- Snapchat

• Used it in past to keep up with people, but Instagram currently fills that need.

• Hobbies

- Gaming
- Shopping
- Trying out new Restaurants
- Working out

- Recommendations from Friends & personalized ads on Instagram

- Typical ad looks like "newly opened Asian restaurant"

- Video ads conversion ratio is 25% in last month
Past year closer to 75%

- Went to Nana's green tea in K town in NY.
Ice creams & Drinks

- Drinks sucked, but ice cream was good
- Restaurant was packed
- Went with friends
- 2-3 months ago
- Overall positive experience
- Grand opening ad

- I U concert w/ friends

- Multi day trip
- Train to DC, ate ^{at} random restaurant, hotel, ordered food
- Looked up things to do for day 2
- Walked around DC, ate lots of expensive food
- Found places to visit by looking at google maps

• Lived in NYC, Boston

- Has found places to visit / eat at through friends
- Story
- Positive Experience
- Noodles
- Less packed, but still busy

- Social media restaurants are usually busy.
- Less busy when from friend's story
- A lot less busy when straight from friend
- Used to follow food vloggers
 - Positive Experience, but same as other social media places