

Interview #2: Hesham Iqbal

- Introduction
 - A current chef employed by a fraternity in Boston
 - Originally from New York, but lives in Newton, MA
- Background
 - Go over the purpose and importance of interview
 - He does use Twitter often
- Build Rapport/Evoke Stories[followups revealed more stories]
 - Interests[stories invoked because of these and other tangents]
 - Connected over food and favorite restaurants
 - I followed up with how he likes to cook and find new recipes in general. He mainly likes talking to new people, including strangers or connections of his friends, recipe books, and also searching up recipes on Google and Twitter hashtags
 - I followed up on Twitter hashtags
 - He likes to “see what’s happening in terms of the newest and weirdest recipes that internet has to offer” with hashtags like “#recipes” and “#recipesideas”
 - Anecdote: He hates searching up hashtags and seeing a bunch of ads show up first and having to scroll to see some of the actual content. He says it is “pretty stupid for me to not know the general type of content without having to go through random ads.” He also mentioned that some posts have “like a billion hashtags” and it makes it hard to actually read/engage with the content
 - Connected over New York as I am from Long Island, NY
 - He loves New York pizza
 - He shared that he loves searching for reviews and people comments on different 99 cent NYC pizza locations
 - Anecdote: He searched 99 cent pizza on Twitter one time and many results simply just were about pizza generally, which “defeated the point of me trying to find out what pizza locations are the true ones in NY.” He also found many memes about NY/Pizza/Fight with Chicago Pizza
 - I followed up on memes
 - He loves memes and different funny videos/images
 - Anecdote: When the ship got stuck in the Suez Canal, he

was really “impressed with the creativity of the internet” as the memes were of high high quality. Hesham was engaged and found out that there were templates for these twitter memes, so he joined in some fun as well. He had to comment on many of the memes since he couldn’t react or show that he thought some were cheesy or funny and others were flat out wild.

- Connected over being tired
- Connected over driving/traffic in Boston as I have a car in Boston as well
 - He hates commute and Boston driving
 - He loves the integration between Apple products, so he is an iPhone guy.
 - Anecdote: he had to sit in traffic for hours at times on different occasions. He usually, in that scenario, just goes on his phone to watch some YouTube videos or listen to music.
 - I followed up on why not use Twitter
 - He says that the Twitter app was not at all fun to use and if he watched videos on Twitter, it would be on “a laptop” since the videos have thread replies, etc. He does not want to reply while he is in traffic, but rather just enjoy some good content to make the time pass.
- Reflection/Wrap up
 - Overall, he likes using Twitter to stay up to date on all things food and memes
 - Thank You’s and Wishing Well