

Group C4

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Leading (main) question:

How might we encourage people to become cognizant of the content and ads on their Instagram feed?

We hypothesize that probing into what kind of content people care about seeing on their feed and understanding what draws them to certain content can help us design a certain type of ad design/layout that will encourage people to stop the motion of scrolling, pause, and read ads on their feed.

Interview Goals:

Our goal is to better understand:

- What people care about seeing on their Instagram feed
- What types of ads/sponsored content gets people's attention?
- Situational contexts where people interact with ads on their feed?
- The reasons people overlook ads in their feed

Core Questions:

- What do people care about seeing on their Instagram feed?
- What ad content/design will prompt people to stop and read the ad?
- Why do people overlook ads on their feed? Limited time? Ads don't match their interest?
- What criteria needs to be met (ad content and/or situational context criteria) for users to pause and read the ad?

The Chosen Contextual Method:

We chose **directed storytelling** because it gives us more context than semi-structured interviews. It is also a great method to avoid HIPAA concerns. Through sharing personal stories, we are able to collect detailed experiences from users (including their emotions, logistics, memories, etc) and how they perceive their Instagram feed and any ads that they may see. Another reason why we chose this method was because it could be conducted in-person and

remotely, so we would have flexibility in interviewing a more diverse range of people.

**The following interview questions, consent script and the introduction were used in all four interviews that the team conducted. (Interviewees that we used the following protocol are: x, x, x, x, and x)*

Research Session Plan:

- Reach out to interviewees a few days before and set up a time/date/place to meet
- Have them read and sign the consent form
- Conduct the interview
- Wrap up

General Plan & Interview Questions:

1. **Introduction** 5-10 minutes
 - a. Introduce ourselves as interviewers
 - b. State purpose of the interview
 - c. Share the confidentiality statement and obtain consent to interview and record session
 - d. **Ice breaker question:** To get us started, what has been the most interesting or unusual ad you have seen recently on Instagram?
2. **Cognizant of content and ads on Instagram feed? - Content of Instagram feed** 5-10 minutes
 - a. (Directed Storytelling) Tell me about the last time you opened up Instagram and saw an ad on your feed. What was it?
 - i. Was in line with the rest of your feed? Did you read the content in the ad? *(optional, if they haven't already answered it)*
 - b. What do you care about seeing on your Instagram feed?
 - c. What ad content/design will prompt you to stop and read the ad?
 - d. Do you overlook ads on your feed? If so, why is that?
 - i. Do you perceive there to be benefits to paying more attention to ads? *(optional, if they haven't already answered it)*
 - e. What criteria needs to be met (such as ad content or physical situational context - limited time and unstable wifi) for you to pause and read an ad?
3. **Have they reported ads before? - Acting upon biased ads** 5-10 minutes

- a. (Directed Storytelling) Tell me about the last time you saw a biased ad you encountered in your Instagram feed.
 - i. How would you define a biased ad? *(optional, if they haven't already answered it)*
 - b. Do you think it's important to report ads? And why?
 - c. How big of an impact would you say ads have on your Instagram experience?
 - d. How do you feel and/or what are you thinking when you're viewing an ad that you're considering reporting?
 - e. What scenarios would make you report an ad?
 - f. What do you perceive to be the benefits and drawbacks of reporting an ad?
 - g. What are the best ways to motivate ad-reporting from you?
4. **Final thoughts** 5 minutes

*optional questions if they haven't already answered it

The Consent Script:

Hi, thank you for the time and help for the project. I am X, and I am a student from CMU's User-Centered Research and Evaluation Class. In the class, we are working on a project where we are trying to understand how people view and react to biased ads on social media platforms like Instagram. And through our research, we are working toward solutions that can encourage people to be more cognizant of ads content and motivate them to act upon the biased ads when encountered. I will be interviewing you to learn about your experiences with ads on Instagram, not evaluating you and what you do. Your name will be kept confidential. And will not appear in any document and discussions. *Is that okay?*

We will conduct an interview, in person, that is roughly around 25-30 minutes. If the interview is conducted remotely, we will be emailing/messaging you the link prior to the scheduled interview time. We will ask you to bring a device that has your Instagram account on it.

During the interview, we may ask you to describe certain experiences with Instagram from the past. And occasionally we will be asking probing questions like: why did you do that? Or how does that feel? You can always decline to answer any questions. We ask permission to record the audio of the interview. *Is this okay?*

All the information recording will be kept confidential and will solely be used for project purposes for the course. Again the sole purpose of the interview is to learn about how Instagram users interact with sponsored ads on their feed.

Based on: <https://drive.google.com/file/d/11XPGCqYd3pJSQZhCUu324XCwjpV2dFd5/view>