

1. How do you most often hear about events happening at school or in the local community?
2. What factors make it hard to attend social events? (cost, timing, transportation, lack of options)
3. What specific apps or platforms do you use to find out about upcoming social events?
4. Do you think there is a better way to discover social events with friends? What would that look like for you?
5. What factors help you decide which events are worth attending?
6. Do you have anything else you'd like to discuss regarding the social connectivity of our school or local community?

#### Key Takeaways for Affinity Map:

##### Kamille:

- Many people said they were just busy as the biggest barrier
- Word of mouth seems very popular if not a social media app
- Many people were unsure how to improve the community social connectivity
- People often valued an event off if friends were attending

##### Ram:

- A lot of people said that Instagram was a good marketing tool for social events
- Lots of people heard from friends and family about other social events
- The most used social media app was Instagram
- Most people were too busy due to academics they didn't have transportation
- The use of stories within social media apps like snapchat stories or instagram posts, helps with marketing social events

##### Anlin:

- Most people use Instagram to find social events
- Many people care if their friends are also attending social events
- Many people are uninterested in going out
- Many people worry about cost when going out

##### Andrew:

- Most people use instagram and snapchat to find events
- More willing to go if their friends go
- Events spread fast by word of mouth
- Transportation is a problem for events
- Snapchat's many features make it easy to spread events like dms, stories, etc.

##### Nikhil:

- Instagram is very popular
- Friends and cost are the biggest factors
- Lots of people are uninterested in attending events
- Many people are busy and can't attend if they want