

AI Summary

Here's an affinity map analyzing the 15 diary studies for **social connectivity for high schoolers**, using the same groups as before ("Pain Points," "Online Platforms," "Word of Mouth," "Content With," "Opportunities," "Satisfaction Gaps"). Each point is concise, factual, and derived from the diary data, fitting on a sticky note.

Pain Points

- **Busy Schedules:** 10 of 15 mention homework or work limiting social time.
- **Low Awareness:** 43 of 67 days (64%) report no new event info.
- **Boredom:** 7 of 15 express dissatisfaction from lack of plans.
- **Friend Availability:** 5 of 15 note friends being busy as a barrier.
- **Isolation:** 1 of 15 stayed home sick, missing social contact.

Online Platforms

- **Instagram Use:** 6 of 15 heard of events via Instagram posts.
- **Snapchat Use:** 6 of 15 learned of events through Snapchat.
- **Texting Use:** 3 of 15 got event info via text or group chats.
- **Limited Reach:** 9 of 15 didn't hear of events via any platform.

Word of Mouth

- **Friend Info:** 8 of 15 heard of events from friends directly.
- **Event Spread:** Senior Bonfire mentioned by 5 via peers or posts.

- **Low Frequency:** 36 of 67 days (54%) had no peer event mentions.

Content With

- **Food Outings:** 7 of 15 went for meals (matcha, lunch, brunch).
- **Beach Events:** 4 of 15 attended bonfire or beach hangouts.
- **Casual Hangs:** 3 of 15 did shopping or movie nights.
- **Volunteering:** 1 of 15 built a garden with friends.
- **Family Time:** 2 of 15 socialized with siblings or family.

Opportunities

- **Casual Boost:** 12 of 23 events were food or low-key hangs.
- **Peer Push:** 8 of 15 rely on friends—leverage for outreach.
- **Local Events:** Bonfire and mall trips suggest proximity matters.
- **Mix Activities:** Garden project shows volunteering can be social.

Satisfaction Gaps

- **Mixed Feelings:** 28 of 67 days (42%) satisfied; 17 (25%) not.
- **Event Drought:** 44 of 67 days (66%) had no social events.
- **Work Conflict:** 8 of 15 satisfied when busy, not social.
- **Fun Matters:** 10 of 15 satisfied only when events happened.

Analysis Notes

- **Sample Size:** 15 participants over 3-5 days each (67 total days).

- **Event Count:** 23 social events attended across all diaries.
- **Trends:** Homework and lack of event awareness dominate pain points; casual, friend-driven activities (food, beach) are preferred; online platforms and word of mouth split info sources evenly.

This map reflects the diary data's focus on daily experiences, showing a mix of satisfaction when busy or social, but frequent dissatisfaction from boredom or barriers. Let me know if you need adjustments!

15 Diary Studies Compiled

(Note: To view each participant's diary as its own document, please follow this link to a google drive folder that is already shared with you:

https://drive.google.com/drive/folders/17fhyv3L0GiWETNS2QMVmZ5juClwdXkxD?usp=drive_link)

Wednesday March 5:

1. Did you hear about any upcoming social events today? If so, how?
 - a. I heard about the senior bonfire on saturday through my friends and the weekly
2. Did you attend any social events today? If so, what was the event and who did you go with?
 - a. I did not attend any social events today.
3. How satisfied were you with your social plans for the day and why?
 - a. I am satisfied with my plans today because I had a lot of work to do and having any social plans would have made my schedule more busy.

Thursday March 6:

1. Did you hear about any upcoming social events today? If so, how?
 - a. I did not hear about any upcoming social events today.
2. Did you attend any social events today? If so, what was the event and who did you go with?
 - a. I did not attend any social events today
3. How satisfied were you with your social plans for the day and why?
 - a. I wish I was able to hang out with my friends today but I was busy with school work so I wasn't able too.

Friday March 7:

1. Did you hear about any upcoming social events today? If so, how?
 - a. I did not hear about any new gatherings today

2. Did you attend any social events today? If so, what was the event and who did you go with?
 - a. I went to get matcha with my friend after school, which was a social event. I also went out for dinner with my sister.
3. How satisfied were you with your social plans for the day and why?
 - a. I am satisfied with my social plans for the day because I went out and had a fun evening.

Saturday March 8:

1. Did you hear about any upcoming social events today? If so, how?
 - a. I heard about some plans for next weekend and the weekend after that from my friends, word of mouth.
2. Did you attend any social events today? If so, what was the event and who did you go with?
 - a. I had dinner with my friend and then went to the senior bonfire at moonlight beach.
3. How satisfied were you with your social plans for the day and why?
 - a. I was satisfied with my social plans for the day because I was able to hang out with my friends and enjoy time at the beach.

Sunday March 9:

1. Did you hear about any upcoming social events today? If so, how?
 - a. I did not hear about any new social events today.
2. Did you attend any social events today? If so, what was the event and who did you go with?
 - a. I went to CCA to build a garden, and I went with some of my friends and volunteers from Go Greenish. I had brunch afterwards with two friends at Waverly.
3. How satisfied were you with your social plans for the day and why?
 - a. I am satisfied with my social plans today because I spent time with my friends and got good food.

Day 1:

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Relatively satisfied, I didn't have a lot of social plans for today

Day 2:

Did you hear about any upcoming social events today? If so, how?

Yes, Instagram

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Relatively satisfied, I didn't have a lot of social plans for today

Day 3:

Did you hear about any upcoming social events today? If so, how?

No.

Did you attend any social events today? If so, what was the event and who did you go with?

No.

How satisfied were you with your social plans for the day and why?

Really good, I spent a lot of time with my friends

Day 1:

Did you hear about any upcoming social events today? If so, how?

No.

Did you attend any social events today? If so, what was the event and who did you go with?

No.

How satisfied were you with your social plans for the day and why?

Not that satisfied, I had a little bit more homework than expected, cut into free time with friends

Day 2:

Did you hear about any upcoming social events today? If so, how?

No.

Did you attend any social events today? If so, what was the event and who did you go with?

No.

How satisfied were you with your social plans for the day and why?

Satisfied, I didn't have many plans

Day 3:

Did you hear about any upcoming social events today? If so, how?
Yes, through some friends

Did you attend any social events today? If so, what was the event and who did you go with?
No.

How satisfied were you with your social plans for the day and why?
Pretty satisfied, spent some more time with friends

Day 1:

Did you hear about any upcoming social events today? If so, how?
no

Did you attend any social events today? If so, what was the event and who did you go with?
no

How satisfied were you with your social plans for the day and why?
Not that satisfied, it was really boring and i didn't do much

Day 2:

Did you hear about any upcoming social events today? If so, how?
no

Did you attend any social events today? If so, what was the event and who did you go with?
no

How satisfied were you with your social plans for the day and why?
Kinda satisfied, i spent a little tme with friends

Day 3:

Did you hear about any upcoming social events today? If so, how?
yes, on Snapchat

Did you attend any social events today? If so, what was the event and who did you go with?
no

How satisfied were you with your social plans for the day and why?
Not satisfied, did homework all day

Wednesday March 5:

1. Did you hear about any upcoming social events today? If so, how? *No I did not*

2. Did you attend any social events today? If so, what was the event and who did you go with? *Also no:(*
3. How satisfied were you with your social plans for the day and why? *Ver unsatisfied because I stayed home from school and didn't get to see anyone today and I had lunch plans (with you) that I didn't want to miss*

Thursday March 6:

1. Did you hear about any upcoming social events today? If so, how? Nope
2. Did you attend any social events today? If so, what was the event and who did you go with? I just went to school and went home.
3. How satisfied were you with your social plans for the day and why? Bummed out, feels like I'm bored.

Friday March 7:

1. Did you hear about any upcoming social events today? If so, how? Yes, I heard about the senior bonfire on Saturday.
2. Did you attend any social events today? If so, what was the event and who did you go with? I went and grabbed lunch with Kamille.
3. How satisfied were you with your social plans for the day and why? I'm looking forward to having something to do.

Saturday March 8:

1. Did you hear about any upcoming social events today? If so, how? No.
2. Did you attend any social events today? If so, what was the event and who did you go with? Yes I went to the CCA senior bonfire at 5:30 with friends.
3. How satisfied were you with your social plans for the day and why? Very satisfied, it was great to see my friends on the beach.

Saturday March 9:

1. Did you hear about any upcoming social events today? If so, how?
I heard about a party happening next weekend.
2. Did you attend any social events today? If so, what was the event and who did you go with?
Yes I hung out with a guy I met on snapchat.
3. How satisfied were you with your social plans for the day and why?
Somewhat satisfied and looking forward to my plans for next weekend.

Day 1 (Wednesday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Relatively satisfied because I had a lot of work to do and couldn't go out even if I wanted to.

Day 2 (Thursday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Relatively satisfied because I had a lot of work to do and couldn't go out even if I wanted to.

Day 3 (Friday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

A little unsatisfied because I wanted to go out with my friends but they were busy.

Day 4 (Saturday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

Yes, went to the Del Mar Highlands/One Paseo with friends.

How satisfied were you with your social plans for the day and why?

Satisfied because I had a good time with my friends today.

Day 5 (Sunday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Satisfied because I needed some alone time and some time to do homework

Day 1 (Wednesday):

Did you hear about any upcoming social events today? If so, how?

No.

Did you attend any social events today? If so, what was the event and who did you go with?

No.

How satisfied were you with your social plans for the day and why?

I'm a little unsatisfied because I wanted to do something fun with friends, but we all had too much homework

Day 2 (Thursday):

Did you hear about any upcoming social events today? If so, how?

I heard about the Senior Bonfire on Instagram.

Did you attend any social events today? If so, what was the event and who did you go with?

No.

How satisfied were you with your social plans for the day and why?

I'm satisfied because even though I didn't attend any social events, I got a lot of work done.

Day 3 (Friday):

Did you hear about any upcoming social events today? If so, how?

I planned a movie night with my friends for tonight.

Did you attend any social events today? If so, what was the event and who did you go with?

Yes, I attended movie night with my friends.

How satisfied were you with your social plans for the day and why?

I'm satisfied because I had a lot of fun today.

Day 4 (Saturday):

Did you hear about any upcoming social events today? If so, how?

No.

Did you attend any social events today? If so, what was the event and who did you go with?

No.

How satisfied were you with your social plans for the day and why?

I'm satisfied because even though I didn't attend social events, I got to see some friends during club meetings and classes.

Day 5 (Sunday):

Did you hear about any upcoming social events today? If so, how?
No.

Did you attend any social events today? If so, what was the event and who did you go with?
Yes, I went to UTC mall with my friend.

How satisfied were you with your social plans for the day and why?
I'm satisfied because I had fun with my friend at the mall.

Day 1 (Wednesday):

Did you hear about any upcoming social events today? If so, how?
No

Did you attend any social events today? If so, what was the event and who did you go with?
No

How satisfied were you with your social plans for the day and why?
Satisfied, I didn't have time for social events today, which is fine.

Day 2 (Thursday):

Did you hear about any upcoming social events today? If so, how?
No

Did you attend any social events today? If so, what was the event and who did you go with?
No

How satisfied were you with your social plans for the day and why?
Satisfied, I didn't have time for social events today, which is fine.

Day 3 (Friday):

Did you hear about any upcoming social events today? If so, how?
Yes, Senior Bonfire from Instagram

Did you attend any social events today? If so, what was the event and who did you go with?
No

How satisfied were you with your social plans for the day and why?
Satisfied, I didn't have the energy for social events today, which is fine.

Day 4 (Saturday):

Did you hear about any upcoming social events today? If so, how?
No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Satisfied, I didn't have time for social events today, which is fine.

Day 5 (Sunday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Satisfied, I didn't have the energy for social events today, which is fine.

Day 1 (Wednesday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Not satisfied I was generally bored

Day 2 (Thursday):

Did you hear about any upcoming social events today? If so, how?

Yes through my friends sending me a message on snapchat

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Relatively satisfied because I had a lot of work to do

Day 3 (Friday):

Did you hear about any upcoming social events today? If so, how?

Yes through an instagram post

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Unsatisfied because I wanted to go out with my friends but they were busy.

Day 4 (Saturday):

Did you hear about any upcoming social events today? If so, how?

Yes through a snapchat story

Did you attend any social events today? If so, what was the event and who did you go with?

Yes went to the beach with my friends

How satisfied were you with your social plans for the day and why?

Satisfied because I had a good time with my friends and had fun

Day 5 (Sunday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Satisfied because I needed to do homework

Day 1 (Wednesday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Relatively satisfied because I had a lot of work to do

Day 2 (Thursday):

Did you hear about any upcoming social events today? If so, how?

Yes through my friends texting me about it and inviting me to go

Did you attend any social events today? If so, what was the event and who did you go with?

No I ended up cancelling because I had too much schoolwork to do

How satisfied were you with your social plans for the day and why?

Satisfied because I had a lot of work to do

Day 3 (Friday):

Did you hear about any upcoming social events today? If so, how?

Yes through an instagram post that I saw

Did you attend any social events today? If so, what was the event and who did you go with?

Yes it was a friend gathering at the beach and I went with all my friends from school

How satisfied were you with your social plans for the day and why?

Satisfied because it was really fun and I ended up enjoying it

Day 4 (Saturday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Not satisfied because I was bored the whole day

Day 5 (Sunday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Satisfied because I had a lot of work to do

Day 1 (Wednesday):

Did you hear about any upcoming social events today? If so, how?

Yes through a snapchat story

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Relatively satisfied because I had a lot of work to do and couldn't go out even if I wanted to.

Day 2 (Thursday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Unsatisfied I was very bored

Day 3 (Friday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

unsatisfied because I had no work to do and was free

Day 4 (Saturday):

Did you hear about any upcoming social events today? If so, how?

Yes through my friends telling me on snapchat

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Unsatisfied I wanted to hangout with my friends but they were busy

Day 5 (Sunday):

Did you hear about any upcoming social events today? If so, how?

No

Did you attend any social events today? If so, what was the event and who did you go with?

No

How satisfied were you with your social plans for the day and why?

Unsatisfied I just stayed in my bed the whole day

Wednesday March 5:

1. Did you hear about any upcoming social events today? If so, how?

Nope.

2. Did you attend any social events today? If so, what was the event and who did you go with?

Don't think this counts as a social event but I met up with my friend Sameer for lunch.

3. How satisfied were you with your social plans for the day and why?

Mediocrely satisfied. I had to work at a student store for lunch so it was kind of an awkward time. I prefer to be somewhere else if I'm with people. That and I don't feel like Sameer and I had a super fulfilling conversation.

Thursday March 6:

1. Did you hear about any upcoming social events today? If so, how?

nope

2. Did you attend any social events today? If so, what was the event and who did you go with?

nope

3. How satisfied were you with your social plans for the day and why?

satisfied. spent a lot of time in rehearsal so that was enough peopling for the day.

Friday March 7:

1. Did you hear about any upcoming social events today? If so, how?

no

2. Did you attend any social events today? If so, what was the event and who did you go with?

no

3. How satisfied were you with your social plans for the day and why?

very satisfied. this week was exhausting and being able to just spend some time with family after rehearsal was nice.

Saturday March 8:

1. Did you hear about any upcoming social events today? If so, how?

senior bonfire. got a text in a group chat asking if i was going.

2. Did you attend any social events today? If so, what was the event and who did you go with?

nope

3. How satisfied were you with your social plans for the day and why?

satisfied. saw enough people today was really busy with my jobs and work i have to get done before the long week ahead