

User Population

The user population for the test sessions consists of any person who fits the criteria mentioned below, regardless of age, sex, gender, sexual orientation, race, or ethnicity:

- Uses social media (irrelevant: frequency of use, usage per day, purpose of usage, amount of content posted, amount of content consumed)
- At some point, has experienced the negative impacts of social media, such as low self-esteem, body-image issues, eating disorders, mental health issues etc. (irrelevant: frequency and intensity of these negative experiences)

In our project proposal, we identified the three user segments shown below. We highly suggest that you also read this information to get a better sense of what kinds of testers to look for, as these segments describe a very wide variety of users.

User Segments

1) The Social Image Junkie

This person is using social media almost purely for the social aspect, but their usage is often unhealthy for themselves. They showcase their personal and social life by posting very frequently about their outfits, appearance, fun activities with friends, social events, travels, achievements and everyday activities etc. Following social media trends and staying relevant is a major motivation for their frequent usage. This is one of the several reasons why they rigorously monitor feedback on their posted content, e.g., the number of likes or comments on their posts, a change in number of friends or followers, etc. Not only do they post frequently, they also spend a lot of their free time consuming content on social media, whether it is their friends' content, or entertainment.

This person is likely to attach their self-esteem to how they are perceived on social media, thus encouraging themselves to uphold a perfect and positive image. They refrain from sharing negative aspects of life or things that may seem weird or unfavourable. They compare themselves to others in terms of lifestyle, looks, possessions etc. This constant comparison and the need to feel accepted and praised often leads them to feeling insecure and/or developing a bad body-image of themselves.

2) The Connection Searcher

This person craves meaningful social connections. Their main motivation for social media usage is to build and foster relationships. They see it as a tool to enhance their real-life relationships and activities. They post frequently about their daily lives, activities, interests, beliefs, opinions etc. They also spend a lot of their free time consuming content from others and interacting with it, usually in positive ways, but sometimes fall into the trap of comparison and envy. To some extent, they do care about upholding a certain positive image of themselves but may also be willing to be vulnerable and share their struggles. They are usually aware of the toxicity of social media and take a step back from it when feeling overwhelmed. They seek out online communities and

networks that share their interests and beliefs. Not only do they want to fit into these communities and feel supported, but they also want to support others. They leave supportive, helpful, and kind comments for others, and participate in discussions.

3) The Disconnected Enthusiast

This person is on social media but is not necessarily there to socialize. Connecting with individuals on a personal level is not their key motivation for social media usage. They do spend a lot of time on it but usually do not post personal content, neither do they keep up with friends online or browse their content.

These users are more focused on pursuing their interests and hobbies. They may also use social media as their creative outlet and share content related to their interest, such as music, art, fitness, photography etc. Additionally, they may be looking for job or business opportunities. They are also likely to use social media to further a cause they believe in and join networks that do the same.