

CS6750 Assignment M2: Saving Instagram Posts

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Abstract—In the M assignments, I will be focusing on the task of saving posts on the popular social networking app, Instagram. The objective of this task is to save posts, including both photos and videos, to reference later. Saved posts can be organized by topic into collections.



Figure 1—Example of saving an Instagram post and “Saved” page. Source: [Instagram.com](https://www.instagram.com)

1 NEEDFINDING EXECUTION 1: SURVEYS

Exactly 40 people participated in my survey. I had 37 participants using PeerSurvey and 3 non-Georgia Tech participants using Google Docs. Raw results can be found in the appendix.

1.1 Takeaways

Out of the 38 participants who use Instagram, 16 people never save posts. Half of those who never save posts, report they simply have no reason or desire to save posts on Instagram, 19% (3 participants) report low Instagram use, and 19% (3 participants) were not even aware of the feature’s existence. One user listed

using likes instead of saving. I think the lack of awareness of the feature and the use of a different method indicates an issue in the interface, potentially in the placement of the feature or the gulf of execution.

Of the 38 Instagram users who were surveyed, all reported using the mobile app with some frequency, whereas more than half reported never using the desktop app. Any use of the desktop app was only weekly or monthly. These insights will have me focus on the mobile app as opposed to the desktop app.

Out of the 22 participants who save posts on the app, 17 reported either agreed or strongly agreed that saving posts were easy. In contrast, 13 participants found viewing saved posts easy. While 13 is still over half, I think this contrast indicates there is more room for improvement in the gulf of execution for viewing saved posts.

1.2 Bias Control

Observer bias is often a large risk in surveys. To avoid this, I kept many response options open and avoided overly-specific response choices that would have elicited the answers I may have wanted. I also had someone review my survey questions to point out areas of potential bias so I could edit my questions.

I think one area where I failed in controlling bias was specifically Recall bias. I should have included screenshots of the interface as well as shown how to access the Saved Posts page. Many people in the survey reported that accessing it was easy, but in both my interviews and post-event protocol, all users reported having a difficult time accessing it.

2 NEEDFINDING EXECUTION 2: INTERVIEWS

In this execution, I interviewed one user who used Instagram daily for both personal and business use. She saves posts on a weekly basis. The other user used Instagram weekly and never saved posts. While the latter user may not have been an obvious choice, I wanted to gather insight into why she never saved Instagram posts.

A full list of questions that were asked, if relevant to the respective user, can be found in the appendix.

2.1 Results

Participant 1 has used Instagram for approximately 8 years, and reported saving posts for under a year, but does so regularly, usually while browsing the app at home. She only saves posts “when looking for inspiration”, with collections such as “art tips, earrings, paintings, pictures, and quotes.” She generally doesn’t sort saved posts into collections, though she cited that was because she didn’t know the feature existed. She generally uses her Newsfeed to find posts to save, because search results and the Explore page is “too cluttered.” She doesn’t really use any other apps to save photos or videos, and mainly uses personal photos via screenshot for sharing purposes. She occasionally uses Pinterest. She liked that there was “more current” media on Instagram vs Pinterest, but finds the Pinterest app “cleaner.” She reported never using the search function either as it requires hashtags and often includes irrelevant results.

Participant 2 generally doesn’t see the need to save posts, not only on the Instagram app, but across all apps and web browsers. She generally just searches via web browser or on her phone for photos or videos she seeks, but generally doesn’t find the need. She also isn’t a daily user of Instagram, only logging in occasionally “to get updates about friends.” She was familiar with the process of saving posts, but did not recall how to view saved posts. As a result, she may have saved a post in the past, but doesn’t go back to reference it. She also does not like the search function and results of Instagram, especially the use of hashtags in searching for topics.

2.2 Takeaways

I think a major takeaway I had from the first interviewee was that the process of even finding posts to save can be difficult. The search function often does not bring up relevant results and requires browsing topics via hashtags instead of keywords. In addition to that, the explore page can be overwhelming for some users and ultimately may not be used at all.

I think another major takeaway was the lack of recall of viewing saved posts by Participant 2, which I think indicates a gap in the gulf of execution for the sub-task.

2.3 Bias Control

I tried to avoid observer bias by keeping questions relatively open-ended, but think I failed in asking questions such as, “Do you save posts more from your News Feed or from your Explore page?” I think a question like this created a false dichotomy for the process and should have asked a broader question such as, “How do you find posts to save?”

To avoid social desirability bias, I tried to keep questions as open as possible, so that no response seemed more favorable.

3 NEEDFINDING EXECUTION 3: POST EVENT PROTOCOLS

In this needfinding exercise, I had two participants. The first was someone who had never used the Instagram app before. I presented him with a dummy account that followed a few fitness influencers. The other was a daily user of Instagram who reported using saving posts “a couple times a month.” For this needfinding execution, I asked users to find three posts they liked, save them, and add them to a collection. I then asked them to create a new collection of another topic and save another 3 posts to it, including a video via IGTV. After they completed those tasks, I asked them a series of questions you can find in the appendix.

2.1 Results

In the first Post-Event Protocol session with the new user, I was able to sit nearby to observe the interaction. This allowed me to get some quantitative data. I was able to observe that it took him approximately 5 seconds to figure out to simply save a post, which he did as soon as he logged in. Searching for a topic took a significantly longer time, as he was not used to searching for topics via hashtag and at first tried to simply use keywords, which resulted in users instead of posts. Approximately 3 minutes later, the participant was able to find an account relevant to an interest, and saved the three posts. It took approximately 13 seconds for the user to find the Saved page and 4 seconds to create a collection. After trying to create a new collection, he figured out you could not create one without an existing saved post to add to it, so he searched again for posts, such as instructional videos via IGTV, and found the process of saving IGTVs more difficult. He also saved photos to the second collection.

This first user reported that it was “hard to get to collections, took a few seconds to remember.” He liked the way IGTV videos were structured since they included titles on top of previews, but had a lot of difficulty saving IGTV posts because there was no bookmark icon.

In the second Post-Event Protocol, the user said she was “able to figure it out” and found the process “fairly accessible and intuitive to save a post” though saving an IGTV post “required a clickthrough.” She preferred immediately adding a post to a collection at the time of saving and found it more convenient than navigating back to the Saved page and manually adding posts to collections. She reported that it’s “a little roundabout to view saved posts...a bit hidden in personal info.” She reported that she wished Instagram had an option to “save to groups like shared folders” instead of needing to scroll through group chats.

2.2 Takeaways

I think a major takeaway from both post-event protocols was the navigation to the Saved page. Both reported struggling with that subtask. Both also reported issues in saving IGTV videos, the extra click and lack of the familiar bookmark icon made it difficult to figure out.

Another issue was the search process, as the first user had a difficult time figuring out how search topics within Instagram via hashtags and not the familiar keyword format.

2.3 Bias Control

I think by using Post-Event Protocol instead of Think Aloud, I was able to avoid recall bias in this needfinding exercise. I think my questions near the end might have led to some observer bias, asking them about specific things such as saving IGTV videos, which may have elicited an answer I wanted since I knew the difficulty of saving those videos were high. I think next time I may have someone else review my questions to screen for potential bias.

4 DATA INVENTORY

4.1 Who are the users?

Of those who reported using Instagram in the survey, approximately 60% of users were between the ages of 18 through 29, which is similar to numbers according to NapoleonCat, which reports 56% of users are between the ages of 18

through 34. The 30+ crowd was approximately 39%, which is again similar to numbers reported by NapoleonCat, which reported 40% of Instagram users in the US were 35+. Approximately 61% were male and 34% were female, which is slightly different from NapoleonCat's reported 56% female and 43% male.

Approximately 61% of Instagram users in this survey use the mobile app daily, whereas 29% use it weekly and 11% use it monthly.

Looking within the group of 22 participants who also save posts on Instagram, 64% are from the ages of 18 through 29 and 32% are from 30 to 39. Only 1 participant reported saving posts daily. In contrast, 13 users (59%) reported only using the save posts feature monthly. Six users save posts weekly and two users list other.

4.2 Where are the users?

During the two interviews I held, both respondents both responded that when browsing Instagram and saving posts, they are usually at home. Within the interface itself, neither reported using the explore page or search function to find posts for saving.

4.3 What is the context of the task?

From the interviews, both users reported just browsing while lounging at home, so there isn't much outside the interface competing for user's attention.

I think in my three needfinding exercises, I could have done more research into what else is competing for a user's attention, such as including a question on the survey asking "Where are you in the real world when saving posts on Instagram?"

4.4 What are their goals?

Of the users who report saving posts, approximately 57% reported general reasons such as "for reference later." Some gave some helpful insight, two participants listing that it is difficult to find specific posts, requiring the use of saving. Several participants in the survey and the interviews reported saving posts for inspiration for "future projects" or "interior design".

4.5. What do they need?

I don't think in any of my three tasks I ventured specifically to find what specific information or collaborators users need. But from the surveys and interviews, users usually just need their phone to use the app while browsing and relaxing at home by themselves. I think perhaps some information users might need is a clear demonstration of how to navigate to the Saved page as multiple participants in the Post-Event Protocols and Interviews had a hard time.

4.6 What are their tasks?

In both interviews and surveys, participants reported leisurely browsing. One participant said Instagram is a "momentary entertainment, nothing more" and another said, "it's just a time killer for me." Physically, in my Post-Event protocol, I was able to observe that users were looking at the screen, using their thumb to scroll and tap on the screen. Cognitively, users ingest the visual media they view on the app, if they like what they see, they may save the post, as one surveyee said, "if something catches my eye." Socially, interview participants and Post-Event protocol observation indicated it is a solitary activity, but some users may socialize within the device, such as screenshotting posts and sharing with friends, as reported by several survey participants.

4.7 What are their subtasks?

The sub tasks are the action of saving a post, viewing the Saved page, and organizing saved posts into collections. Saving a post is accomplished by tapping the bookmark icon below a post or tapping the options menu of an IGTV post and Save button within the menu. Viewing the Saved page is accomplished by navigating to one's profile, tapping on the profile menu, then tapping the Saved Menu option. In order to create a collection, a user must have a post already saved to add to that collection. After a collection is created, users have the option of navigating to the collection, clicking the options button, selecting "Add to Collection" then selecting posts in the Saved page to add. Users can also add to an existing collection at the time of saving with one tap.

5 DEFINING REQUIREMENTS

In terms of functionalities the interface must provide, it must provide media to save, the ability to save a post, the ability to then view those saved posts for times of reference. In terms of learnability, the gulf of execution must be short

and saving should be easy to understand, such as how many seconds it takes for a user to figure out how to save a post and how to view them.

According to our survey, approximately 61% of users use Instagram on a daily basis, so focusing on experts, we will likely care more about efficiency. Metrics to measure efficiency could include timed ones as mentioned above or navigation metrics, such as how many tap-throughs the task and the subtasks require.

6 CONTINUED NEEDFINDING

I think for the next iteration of needfinding, I should focus more on the context of the task, specifically what is competing for a user's attention, perhaps by using more surveys or interviews. One new question that arose during this initial round of needfinding is what is the process of viewing saved posts like on other apps or interfaces? This might take more in depth research into similar apps or deeper interviews of users who prefer other apps. Another question is, how can the interface better provide users with media they may be interested in saving? If I had access in the real-world, I would likely try to use data logs to refine suggestion algorithms. But an easier method would be researching the current algorithms as well as direct comparison to similar apps.

7 REFERENCES

1. Instagram users in United States of America - April 2020. (n.d.). Retrieved from https://napoleoncat.com/stats/instagram-users-in-united_states_of_america/2020/04

8 APPENDICES

8.1 Survey Results - Demographics

Response	Age Range	Gender	Education	Employment
1	18 - 29	Male	Bachelor's	Student
2	18 - 29	Male	Bachelor's	Full-Time (40+ hours a week)
3	30 - 39	Prefer not to say	Bachelor's	Full-Time (40+ hours a week)
4	30 - 39	Male	Master's	Full-Time (40+ hours a week)

5	18 - 29	Female	Bachelor's	Full-Time (40+ hours a week)
6	50 - 64	Male	Master's	Full-Time (40+ hours a week)
7	18 - 29	Male	Bachelor's	Full-Time (40+ hours a week)
8	18 - 29	Male	Master's	Full-Time (40+ hours a week)
9	18 - 29	Female	Bachelor's	Unable to work
10	50 - 64	Male	Doctorate	Full-Time (40+ hours a week)
11	50 - 64	Female	Master's	Part-time
12	30 - 39	Male	Bachelor's	Full-Time (40+ hours a week)
13	40 - 49	Male	Bachelor's	Full-Time (40+ hours a week)
14	18 - 29	Male	Master's	Full-Time (40+ hours a week)
15	30 - 39	Female	Bachelor's	Full-Time (40+ hours a week)
16	30 - 39	Female	Bachelor's	Full-Time (40+ hours a week)
17	30 - 39	Male	Bachelor's	Full-Time (40+ hours a week)
18	18 - 29	Male	Master's	Full-Time (40+ hours a week)
19	30 - 39	Female	Bachelor's	Full-Time (40+ hours a week)
20	18 - 29	Male	Master's	Unemployed
21	18 - 29	Female	Bachelor's	Student
22	18 - 29	Male	Bachelor's	Full-Time (40+ hours a week)
23	18 - 29	Male	Bachelor's	Full-Time (40+ hours a week)
24	30 - 39	Male	Bachelor's	Full-Time (40+ hours a week)
25	30 - 39	Prefer not to say	Bachelor's	Full-Time (40+ hours a week)
26	18 - 29	Female	Bachelor's	Full-Time (40+ hours a week)
27	30 - 39	Male	Bachelor's	Full-Time (40+ hours a week)
28	18 - 29	Male	Master's	Full-Time (40+ hours a week)
29	30 - 39	Female	Bachelor's	Part-time
30	18 - 29	Male	Bachelor's	Full-Time (40+ hours a week)
31	18 - 29	Male	Bachelor's	Full-Time (40+ hours a week)
32	18 - 29	Male	Bachelor's	Full-Time (40+ hours a week)
33	18 - 29	Male	Bachelor's	Full-Time (40+ hours a week)
34	18 - 29	Male	Bachelor's	Full-Time (40+ hours a week)

35	18 - 29	Female	Bachelor's	Full-Time (40+ hours a week)
36	18 - 29	Prefer not to say	Bachelor's	Full-Time (40+ hours a week)
37	18 - 29	Male	Bachelor's	Self-Employed
38	18-29	Female	Bachelor's	Full Time (40+ Hours a week)
39	18-29	Female	Master's	Full Time (40+ Hours a week)
40	18-29	Female	Bachelor's	Full Time (40+ Hours a week)

8.2 Survey Results - Usage

Response	How often do you use Instagram on a mobile device?	How often do you use Instagram on a desktop?	Besides friends and family, what types of accounts do you follow?
1	Never	Never	Other
2	Weekly	Weekly	Celebrities;Fitness;Humor;Sports
3	Weekly	Never	Food;Other
4	Daily	Never	Travel;Fitness;Food;Photography
5	Daily	Weekly	Celebrities;Travel;Fitness;Food;Humor
6	Daily	Never	News;Celebrities;Travel;Sports
7	Daily	Never	News;Celebrities;Travel;Photography;Music;Humor;Sports
8	Monthly	Never	News;Local Tips;Travel;Fitness
9	Weekly	Never	Humor
10	Weekly	Monthly	Celebrities;Fashion;Other
11	Weekly	Weekly	News;Celebrities;Local

			Tips;Travel;Fitness;Music;Humor;TV & Movies
12	Monthly	Monthly	Travel;Photography
13	Daily	Never	Celebrities
14	Daily	Never	News;Travel;Fitness;Photography
15	Daily	Never	News;Celebrities;Local Tips;Travel;Fitness;Food;Art;Home Decor;Photography;Fashion;Music;Humor;TV & Movies;Sports
16	Daily	Never	Celebrities;Travel;Fitness;Art;Photography;Fashi on;Humor
17	Weekly	Never	Celebrities;Food
18	Daily	Monthly	Travel;Food;Art;Home Decor;Photography;Sports;Other
19	Daily	Never	Celebrities;Fitness;Fashion;Music;Humor;TV & Movies
20	Daily	Monthly	Travel;Food;Photography;Sports
21	Daily	Never	Fitness;Photography
22	Daily	Weekly	Photography
23	Daily	Weekly	News;Travel;Fitness;Food;Art;Home Decor;Photography;Humor;TV & Movies
24	Weekly	Never	Local Tips;Travel;Food;Other
25	Monthly	Never	Other
26	Weekly	Weekly	Other
27	Daily	Weekly	News;Local Tips;Travel;Home Decor;Photography
28	Daily	Never	News;Local Tips;Travel;Fitness;Sports
29	Daily	Monthly	Travel;Art
30	Daily	Monthly	Local Tips;Art;Photography;Humor
31	Daily	Weekly	News;Celebrities;Travel;Fitness;Food;Art;Home Decor;Photography;Fashion;Music;Humor;TV & Movies;Sports;Other
32	Weekly	Never	Celebrities;Travel;Fitness
33	Weekly	Never	Fitness;Sports
34	Daily	Never	News;Celebrities;Travel;Fitness;Food;Art;Photo graphy;Humor;Sports
35	Daily	Monthly	Celebrities;Travel
36	Never	Daily	Other
37	Monthly	Monthly	News;Celebrities;Local Tips;Travel;Fitness
38	Weekly	Never	Celebrities
39	Daily	Never	Fashion
40	Daily	Weekly	Humor

Response	How often do you save posts on Instagram?	If you never save posts on Instagram, why?	How do you find posts to save?	How much of your total time on Instagram would you estimate is spent on searching for posts to save or viewing your "Saved" page?
1	Never	I rarely ever use it.	other	0-20%
2	Monthly		Home Feed	20-40%
3	Never	I don't use Instagram very actively	other	0-20%
4	Monthly		Home Feed;Search for topics/hashtags	0-20%
5	Monthly		Home Feed;Explore Page	0-20%
6	Never		Home Feed	0-20%
7	Never		other	0-20%
8	Never	I don't really find meaningful content on Instagram to save, it's just a time killer for me	other	0-20%
9	Never	I do not use instagram too much, didn't even know this was a function.	other	0-20%
10	Never	I don't have a reason to.	Home Feed	0-20%
11	Weekly		Home Feed	40-60%
12	Monthly		Home Feed	20-40%
13	Never		other	0-20%
14	Never	no use of posts saved	other	0-20%
15	Other	rarely	Search for topics/hashtags	0-20%
16	Monthly	n/a	Home Feed;Explore Page;Search for topics/hashtags	0-20%
17	Never	Did not find a need to revisit the post again.	other	0-20%
18	Weekly		Home Feed	0-20%
19	Monthly		Home Feed	0-20%
20	Weekly		Home Feed	0-20%
21	Monthly		Home Feed	0-20%
22	Never	I don't find a need to.	other	0-20%
23	Monthly		Home Feed;Explore Page;Search for topics/hashtags	0-20%
24	Monthly		Home Feed	0-20%
25	Never	I don't see the point in saving a post	other	0-20%
26	Never	Did not know it existed	other	0-20%

27	Never	I did not know you can do it.	other	0-20%
28	Monthly		Explore Page	0-20%
29	Weekly		Home Feed	0-20%
30	Monthly		Home Feed;Explore Page	0-20%
31	Never	I usually like the posts isntead	Explore Page;Search for topics/hashtags	0-20%
32	Never	I don't really use Instagram enough to want to save posts.	Explore Page	0-20%
33	Monthly		Home Feed;Explore Page	0-20%
34	Other		Home Feed	0-20%
35	Weekly		Home Feed;Explore Page;Search for topics/hashtags	20-40%
36	Daily		Home Feed;Explore Page;Search for topics/hashtags;other	40-60%
37	Weekly		Search for topics/hashtags	0-20%
38	Never	No interest	Other	0-20%
39	Monthly	Mostly just on for browsing	Search for topics/hastags	0-20%
40	Daily		Home Feed	0-20%

Response	How often do you view your Saved page?	How many collections do you estimate you have on your Saved page?	If applicable, what are your 3 most used collections?	Why or why not do you save posts on Instagram?
1	Never	0	NA	Never use.
2	Monthly	2	NBA, Gaming	Easy to reference again
3	Never	0	0	this is the same question as above since I never save posts
4	Monthly	1	photography	to reference later
5	Never	2	N/A	Not easy to return to it.
6	Never	0	na	na
7	Never	0	not applicable	i dont not find it relevant to me, i do not go back to past posts
8	Never	0	n/a	I don't really find

				meaningful content on Instagram to save, it's just a time killer for me
9	Never	None	N/A	Don't use instagram too often and didn't know it was a function
10	Never	0	n/a	I don't have a reason to. Its momentary entertainment, nothing more.
11	Weekly	Very few	Job search in Wells Fargo bank and other bank jobs	N/A
12	Monthly	Five	Funny, The Witcher, Gaming	For reference, choose my favorite posts to bookmark or share
13	Never	none	na	na
14	Never	0	0	no use as there are a lot of content worldwide a search away
15	Never	like 1 or 2	animals	I dont feel the need to
16	Monthly	3	fashion, interior design, photography	i save outfits i liked, or interior designs. it helps me later when i am shopping
17	Never	0	0	Did not find a need to revisit the post again.
18	Monthly	~100	girls; cats & dogs; sports	to view later
19	Other	I have no idea	code blue meme, crazybitchproblems	I usually save a post to send to someone. Most of the time the Instagram account is private so it makes it unsharable.
20	Monthly	7	Travel, Food, Photography	It's easy, lots of good content on Insta, and if you don't save pictures you won't see them again. Or for recipe ideas, etc.
21	Monthly	4	fitness, DIY, cooking	Use it as reference later when needed
22	Never	0	N/A	Not interested.
23	Other	I don't know	I don't know	Not important to me
24	Monthly	1	NA	Why I need to save those posts?
25	Never	0	N/A	I don't really save anything in any app on my phone, I tend to save

				things more when I'm on a desktop in terms of bookmarking sites, I don't really think about saving posts for later. I consider them something I view once and then move on.
26	Never	0		did not see this feature before
27	Never	0	N/A	I did not know about the feature
28	Never	2	Funny, selfies	To be able to find them later
29	Monthly	3	food, sketches, interesting places	saving to find them easily if needed
30	Monthly	3	Drawings, inspirational words, woodworking	When something catches my eye that i think would be good to explore in a future project.
31	Never	0		I usually like the posts instead
32	Never	0		I'm not a huge fan of it
33	Daily	2	Volleyball, Workouts	I don't use Instagram that often.
34	Other	1		I save to visit back and see it again.
35	Monthly	1	Recipes	I save because it's convenient
36	Daily	0		For review later, like showing memes to my significant other
37	Weekly	0		For later reference.
38	Never	0		
39	Other	0	none	Use instagram more for browsing - saving seems more actionable for me
40	Weekly	20	Memes, Art, Want	I want to show them to other people because they're funny or save for myself to view later

Response	Saving posts on Instagram is easy. (5 - Strongly Agree, 1 - Strongly Disagree)	Viewing saved posts on Instagram is easy. (5 - Strongly Agree, 1 - Strongly Disagree)	I am satisfied with the saving posts feature on Instagram. (5 - Strongly Agree, 1 - Strongly Disagree)	Do you use other apps to save photos and videos created by other people (such as Pinterest, We Heart It, Tumblr etc.)? If so, which apps?	What app do you use the most to save photos and videos created by other people?	Why save posts?
1	3	3	3	No	None.	I dont.
2	4	4	4	Reddit	Reddit	Very diverse and easy
3	3	3	3	pinterest	pinterest	it was only for a wedding
4	4	2	3	no	instagram	most popular
5	4	2	2	No	TWitter	More content
6	3	3	3	na	na	na
7	3	3	3	No	whatsapp	because it is not just a social media app
8	3	3	3	Reddit	Reddit	Reddit has a more forum-like conversation flow to it as a social platform as opposed to others
9	3	3	3	No	Reddit or Facebook	I don't use those apps specifically to save photos, but if I find a funny picture while browsing I will save it
10	3	3	3	Pinterest	Save photos to phone	Its the easiest option
11	4	4	4	Mobile Games Apps	Mobile app	Nothing more specific,
12	4	4	4	No	Instagram	Most user

						friendly, I'm more of a visual person and this app fits my preference.
13	3	3	3	no	google photos	build into my phone
14	3	3	3	No	None	No reason
15	4	4	4	no	N/A	N/A
16	5	5	5	Youtube	Instagram, Youtube	I only use two
17	4	4	4	No	i do not save photos	I use instagram only.
18	4	3	3	no	twitter	because i use twitter more than instagram
19	3	3	3	Pinterest	Pinterest	Very user friendly
20	5	5	5	Tiktok, Facebook	Instagram	Quality content, good interface
21	4	3	3	None	whatsapp	Can be saved automatically to device rather than just as a collection on phone
22	4	3	3	N/A	N/A	N/A
23	4	2	5	Pinterest	Pinterest	Visually interactive
24	3	4	3	NO	NA	NA
25	3	3	3	No	If someone posts a funny meme, I will just save/download the image locally to my phone but won't necessarily save the post itself.	More intuitive to me.
26	4	3	4	N/A I use screen shots to save things	screenshots	usability
27	5	2	2	Pinterest, Reddit	Reddit	I happen to browse more content on it. It's easier to explore streams based on topics rather than accounts.
28	4	3	2	TikTok	Instagram	It has a lot of

						content due to its popularity
29	4	4	4	Pinterest	Instagram	convenience
30	3	2	3	No	Instagram	It's one of the few social media apps i have
31	3	3	3	Screenshots	Screenshots	Because posts can be deleted.
32	3	3	3	N/A	N/A	N/A
33	3	4	3	No.	N/A	N/A
34	4	4	4	NA	NA	no specific reason
35	5	5	5	pinterest	pinterest	Super easy to use with the different bulletin boards feature/format
36	3	4	2	Pinterest, Tumblr, manual copy paste	Notepad	Easier to get the task done
37	3	4	4	No	Instagram	Most popular
38	5	1	3	No		
39	5	2	4	Not much - screenshots to share with friends not on apps	phone photos	can text to anyone
40	5	4	4	Tumblr	Instagram	Easy to sort into collections and access saved items, I use it more frequently. However, would prefer a search feature that utilizes alt text description of videos or at the very least, handle or caption text search

7.3 Interview Questions

- Where are you usually located when using Instagram?
- How long have you been using Instagram?
- How often do you use it?
- How often do you save posts?
- What types of posts do you like to save?
- Why do you save those posts?
- If any, which collections do you revisit the most?
- Do you ever unsave a post? If so, why?
- How do you usually save a post?
- Do you save posts more from your News Feed or from your Explore page?
- What are you usually doing when you see a post you want to save?
- Do you ever seek specific post types with the intention of saving posts?
- Do you usually add a saved post to a collection as soon as you save it or later?
- What do you like or dislike about the current process of saving posts on Instagram?
- How do you navigate to see your Saved Posts?
- If you use other apps to save videos and photos created by others, why do you use those? Why use one app more often than the other if applicable?
- What are the pros and cons of saving posts on each different app?

7.4 Post-Event Protocol Questions

- How did you save a post?
- Why did you save that post?
- What did you like about the process?
- What did you dislike about the process?
- Could you see yourself using this feature in the future? Why or why not?
- Did you prefer one method of adding a saved post to a collection over the other? If so, why?