

Raw Interview Notes

Interview with Lauren

- Usage of Social Media
 - Enjoys learning & getting information from social media
 - “There’s so much that I wouldn’t have been able to be exposed and learn if not for social media”
- Sometimes gets weird strangers that want to friend or follow
- Account is private so doesn’t accept people who they don’t know
 - “how do you even find me to reach out to connect”
 - Usually deletes them
- She’ll click on random people
 - How many posts or common friends, what does profile look like
 - Do I know them? Am I mistaken that it’s a stranger
 - Usually 0 or 3 mutuals, can find out who it is
- LinkedIn doesn’t have as strict of a wall, will accept more
- If it seems political or overly religious, then delete
- Known source for apps
- When I see not secure she leaves an app
- When she’s in an app, she tries to read it
- Big apps can verify easily if it’s from that company that a startup wouldn’t be able to do that level
- Are there reviews or stars or does it look like it's being used
 - Not one of the first downloads
 - But that stuff can be bought
- Usage
- Credibility does count
- Small apps that don’t have bugs
- If it feels like it functions properly
 - Flower child restaurant wasn’t connecting to their points program, like they had a whole different system and it was integrated
- Surprise when asked
 - I’m thinking oh! Maybe I should or where is that
 - Is that even offered
 - I haven’t or I haven’t pursued. I haven’t really thought about it as an option
- She worked on that side of the business where she bought data
- She knows on the reality of the data sources
- Half way verified if an app is medium or small company
- If you don’t have basic functionality, how do I feel secure that my data is gonna be secure
- If an email is flagged or spam, she does not engage
 - She tries to not click on anytime g
 - If not is obvious in domain, a lot of things are faked really well

- The cookie popup is annoying but makes her appreciate it and gets her to choose privacy settings
 - If given the options, she would deny everything
 - Annoying but appreciative because forces her to set privacy settings
- Doesn't read paragraphs and pages long
 - Like everybody, probably less than 1% that actually reads all of it
 - Usually the company will have summary statement of the choices

Interview with Tam

- Apps/websites that use on day to day basis
 - Mainly Facebook
 - Uses Facebook for group purposes
 - Doesn't use marketplace
 - Group where can buy orchids
 - To be friends with friends on it
 - Complaints:
 - Feeds from random people
 - Block these people
 - Can't take them out though
 - Blocks ads as well
 - When search things on Google, it translates to Facebook
 - E.g. Saks ads repeat all the time
 - Random people appearing on feed → annoyance
- People who are friends who post too much
- Just wants to see feeds from people that are relevant
- Purposes:
 - To Buy things
 - To see what other people are doing
 - To communicate with family
- Uses to buy people from Facebook marketplace
 - But have to screen them
 - Find people on facebook groups
- Had an experience with a buyer on marketplace
 - Lots of scammers
 - Or a person who has good reviews but they try to scam her too
- Had experience with scammer
 - Blocks them
- Facebook has ratings on sellers
 - In specific group, you can talk to them and you can tell
 - Ratings are based off other people buying stuff (stars 1-5)
 - But exceptions where a person has good reviews but still bad

- Has ordered stuff from facebook merchandise, didn't get merchandise, and the seller blocked her
- Doesn't go off randomly testing and buying from somebody
 - Usually does research on people
- Credibility is from reading people's recommendations
 - "I tend to look at the negative review first"
 - Good reviews can be fake
 - "I decide based off the negative reviews over the positive reviews"
- "There is a privacy problem with all these apps"
 - Aware of cookies, "they cookie your preference" and have them pop up on other apps
- They collect data on how much you visit, knowledge on apps
- Can't snooze people's feeds
 - Feeds from people she doesn't know
 - Not her friends
 - Snoozes it but it goes away after a while and comes back (annoyance)
- LinkedIn → random people request to be connections
 - Must have suggested them
- "I don't know how to protect my information online" "And that's the problem with most people, they don't know how to"
- "I get phishing attempts all the time"
 - McAfee → phishing attack - renew for \$600
- Changed all the previous passwords, freeze on credit report, has monitoring on credit card, on credit card has minimum amount
- You have to click accept cookies or website won't let you even access the website
- On LinkedIn, only request to be connections with people who are friends
- Weird messages → i think my friend is hacked but I just click on it anyways
- If download an app, it's for a reason, she has to buy it (privacy doesn't matter at that point)
- Get messages that phone gets hacked → family members just advise them to ignore it
- Uses facebook in english
- One of her friends was giving money to scammer for years, online
- Facebook has settings for privacy but still getting a lot of ads
- "You don't know who they say who they are" Rarely ever talks to random people
- People who are close to you can scam you too if you don't know who they are
- "A lot of if's in these social media applications about trusting"
- Somebody can hack somebody's profile and you can trust the too
- I don't know how the whole algorithm of Facebook works
 - How do they recommend these people
- Doesn't like random feed from people
 - Weird how they know
 - Recommended neighbors - don't know
- "No transparency with these social media apps"