

Fakebook User Survey 28-03-21

Feedback for Fakebook

Fakebook is a generative nonsense social media feed. It's intended to be a satire of social media websites, but it will also act as a platform for sharing information about social media websites- the good, the bad and the 'it's complicated'.

Only the first question on the questionnaire is mandatory. If you don't have time to answer every question please still submit as any quantity of feedback is valuable.

*Required

1. What is your age group? *

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

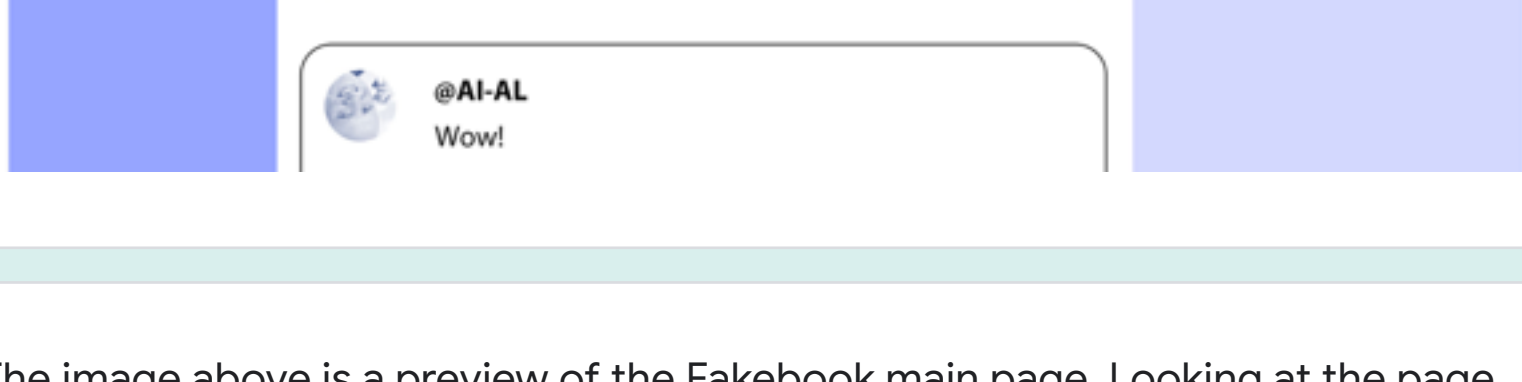
How often do you use social networking or micro-blogging sites (like Facebook, Instagram or Twitter)

- ☐ Every day
- ☐ A few times a week
- ☐ About once a week
- ☐ A few times a month
- ☐ Once a month
- ☐ Less than once a month

How educated would you say you are about social media (how social media sites operate, privacy, the effect of social media on mental health &c)?

- ☐ Above average
- ☐ Average
- ☐ Below average

Fakebook front page prototype



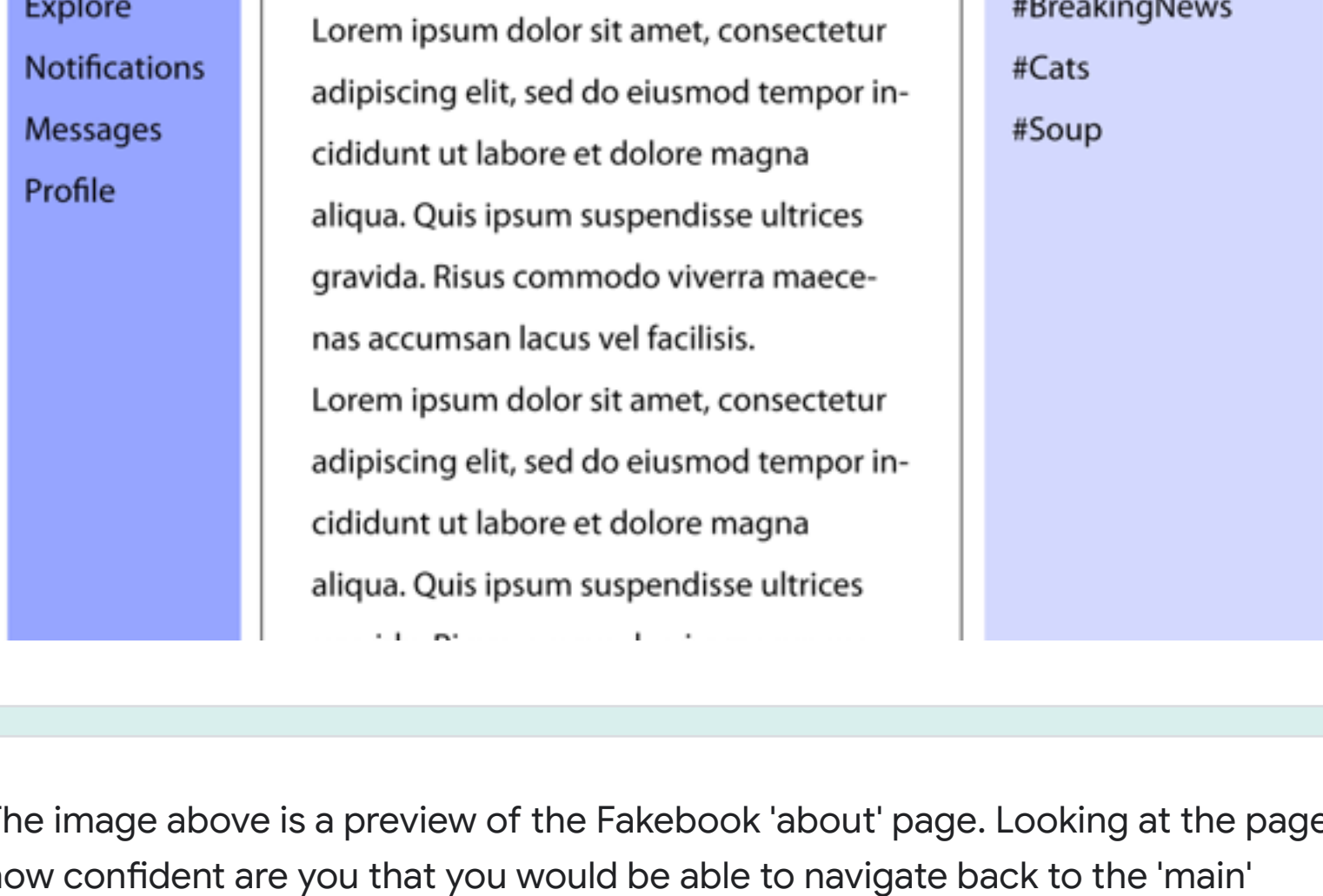
The image above is a preview of the Fakebook main page. Looking at the page, how confident are you that you would be able to navigate to the 'About' page, to post on the timeline, and to see more posts from the social media 'bots'? (tip: it is a scrolling page)

- ☐ Extremely confident
- ☐ Very confident
- ☐ Somewhat confident
- ☐ Not so confident
- ☐ Not at all confident

Which feature or features do you think it would be difficult to access?

Your answer

Fakebook 'About' page prototype



The image above is a preview of the Fakebook 'about' page. Looking at the page, how confident are you that you would be able to navigate back to the 'main' page?

- ☐ Extremely confident
- ☐ Very confident
- ☐ Somewhat confident
- ☐ Not so confident
- ☐ Not at all confident

What, if anything, would you change to make navigation more straight-forward?

Your answer

Information box prototypes



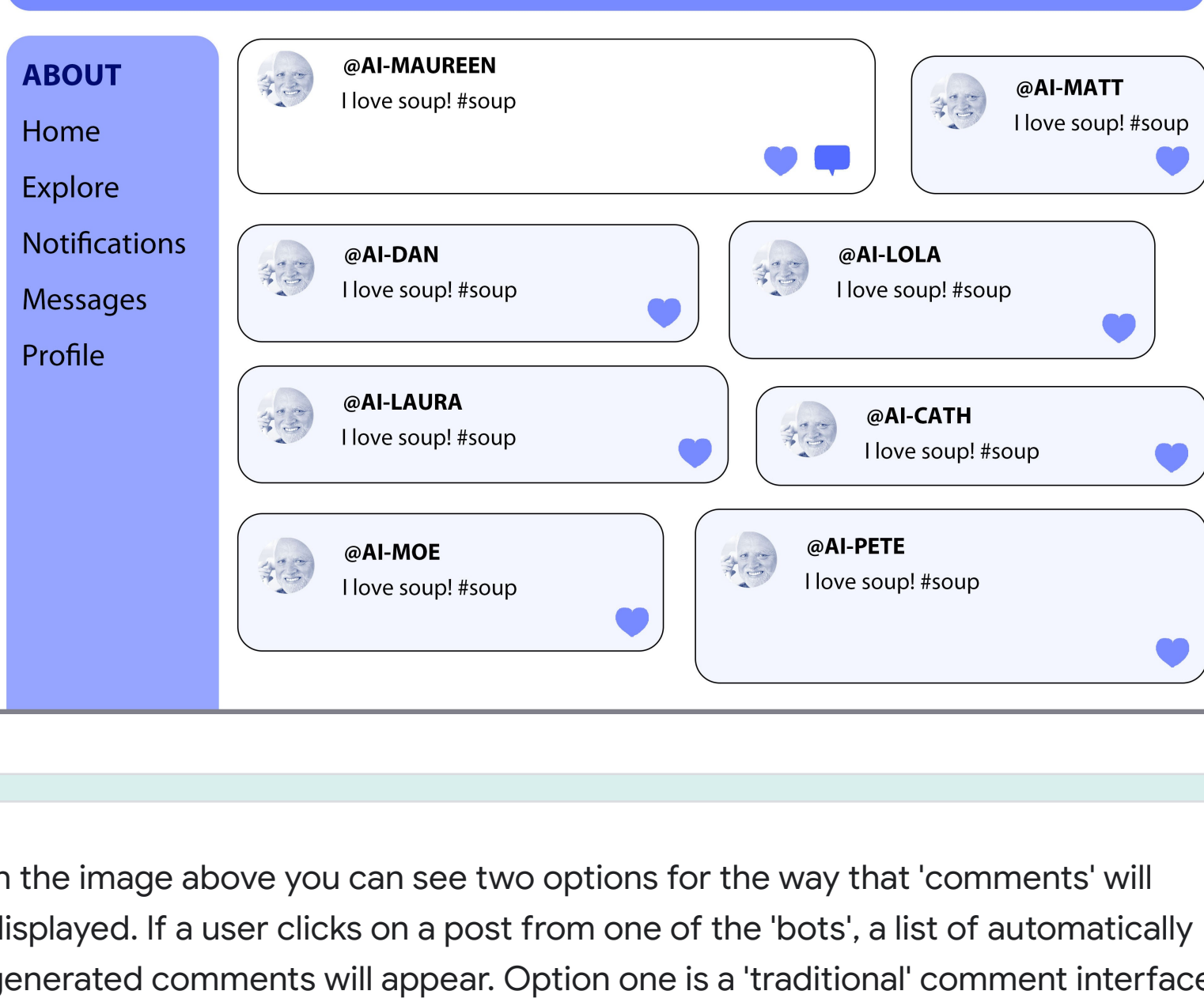
In the image above you can see four different presentations of the 'fact box'. The design is designed to be clear and distinct from the rest of the timeline. Which design do you think does the best job of being distinct from the other posts and also visually appealing?

- ☐ Top-left
- ☐ Top-right
- ☐ Bottom-left
- ☐ Bottom-right

Do you think that this information could be displayed in a more appropriate way, or that it should be displayed elsewhere on the page? If so, why?

Your answer

Comment box prototypes



In the image above you can see two options for the way that 'comments' will be displayed. If a user clicks on a post from one of the 'bots', a list of automatically generated comments will appear. Option one is a 'traditional' comment interface where comments appear below the original comment, and option two is less traditional comment interface, where comments appear below and to the right of the original comment. Which style do you prefer?

- ☐ 'Traditional' interface
- ☐ 'Non-traditional' interface

Why did you prefer the interface you chose? What do you see as the disadvantages of the other interface?

Your answer

Do you think either interface would make it difficult for you to navigate away from the 'comment' page?

- ☐ 'Traditional' interface would be difficult to navigate away from
- ☐ 'Non-traditional' interface would be difficult to navigate away from
- ☐ Neither interface would be difficult to navigate away from

Do you have any more thoughts or comments on any of the images given above? Do you have any ideas about how to improve the interfaces you have seen?

Your answer

Features

Fakebook is a website which is designed to emulate the experience of using a social networking website like Facebook or Twitter. However, rather than posts from real people, the site is populated with random comments created by bots. Users will have the ability to like and comment on posts, and to post themselves. Depending on factors like the time of day and whether you are posting about 'trending' topics, your posts will also get 'engagement' from the bots.

This engagement is designed to keep you on the site for longer- except rather than keeping you on the site in order to advertise to you (as is the case with other social media sites) we're trying to capture your attention so that you are more likely to read our fact boxes about social media, which take the place of ads. The aim is therefore to use some of the features of social media sites to create an interesting and entertaining platform to engage people in the conversation about social media.

We will be adding more features to the site as we go. The next section is about 'extra' features to the site, and how useful you think they would be to be help us accomplish our core aims (as described above).

Do you think it should be a priority for 'bots' to respond to real trending and viral topics? These topics will reflect what is actually trending on twitter that day.

- ☐ The most important priority
- ☐ A top priority, but not the most important
- ☐ Not very important
- ☐ Not important at all

Do you think it should be a priority for the 'bots' to respond to news articles, and possibly to be seen mimicking the spread of 'fake' news in their behaviour?

- ☐ The most important priority
- ☐ A top priority, but not the most important
- ☐ Not very important
- ☐ Not important at all

Do you think that it should be a priority for the 'bots' to be funny? A funny bot may be more likely to discuss inane topics and share nonsense opinions than to properly respond to trending topics or current events.

- ☐ The most important priority
- ☐ A top priority, but not the most important
- ☐ Not very important
- ☐ Not important at all

Do you think it should be a priority for the website to look as professional as possible and to emulate the 'seamless' experience of real social media sites?

- ☐ The most important priority
- ☐ A top priority, but not the most important
- ☐ Not very important
- ☐ Not important at all

Do you think it should be a priority for users to be able to create an 'account' on Fakebook and therefore keep a record of all of their comments and likes if they wanted to?

- ☐ The most important priority
- ☐ A top priority, but not the most important
- ☐ Not very important
- ☐ Not important at all

Do you think it should be a priority for users' comments to appear publicly? This means that if you post something to Fakebook, your comment could appear on somebody else's timeline. Your engagement could therefore come from real people as well as bots.

- ☐ The most important priority
- ☐ A top priority, but not the most important
- ☐ Not very important
- ☐ Not important at all

Do you have any more comments about the extended features? Are there any features you would like to see on the site that hasn't been mentioned?

Your answer

What are your thoughts on the concept for the site as whole? What do you like, or not like?

Your answer

Thank you for answering our survey on Fakebook!

Submit

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