

JaeWon Kim 00:00:00

Alright. So do you remember, like version r versus version 2.

P04 00:00:07

I do remember the 2 I don't remember which one is which.

JaeWon Kim 00:00:10

Yeah, so r is the one with the scrollable feed. Q is the one with questions. So that's why it's version 2.

P04 00:00:19

Oh, okay.

JaeWon Kim 00:00:20

Yeah, and on version 2, we had emoji reactions, private comments, questions like sending questions to other people. Close friends, was the default audience and you had the list view feed, and there were check-ins like the social battery stuff, and like songs. And there were persona stuff as well.

P04 00:00:46

Yes.

JaeWon Kim 00:00:47

So let's talk about version R, first, st the one with scrollable feed. Any like memorable things, or like moments when you were using that version.

P04 00:01:01

I feel like it kind of reminded me of tumblr... which I use. And I actually really like that app because of its simplicity. And there's like, not a lot of features that can make it confusing. I guess. Like, if you're a new time user, you could just.

JaeWon Kim 00:01:19

Like.

P04 00:01:20

Get on the app, and then you kind of like already, know, like how everything works.

JaeWon Kim 00:01:23

Hmm! I see. So how might that be similar or different than Tumblr.

P04 00:01:32

I think it's just the fact that it's like a chronological order feed. And then it's just like liking. And then like adding replies, so it's kind of... feature. I oh, I remember now one thing that I did like on version R was the fact that you could like crop photos like within the app. And you can choose like, even though you like, choose to give it access to that photo. You can still like, edit it before it gets posted. So I thought that was then tumblr. In a sense.

JaeWon Kim 00:02:05

Yeah, what did you usually post on version? R, was it like similar? To which kind of... posts like or apps, I guess.

P04 00:02:18

Or do you? Are you asking like. what app is it similar to in the sense that? How, in the sense of how I use it.

JaeWon Kim 00:02:26

Yeah, yeah.

P04 00:02:29

I would say... I used it really casual, casually, kind of like a spam Instagram account, or like Tumblr, because it's like so easy to post, and... I feel like there's a current stigma surrounding Instagram, and like I mean, you have to present yourself, and how you shouldn't post so much. But with version r, it was really easy to just like share things about my day, or like what I was eating... that sort of stuff. Yeah.

JaeWon Kim 00:03:02

Yeah, what do you think made that difference? And what? Where do you think the stigma for Instagram comes from?

P04 00:03:12

I think that it may just be due to like... how long it's been used now and since, like with it being a main platform. It's how... or like you can find people really easily, because a lot of people have their name set as their 1st name, last name. So then that's like the 1st impression that people get of you. So in that sense, I'm a little bit more reserved about what I post on there. And I like limit it mainly to like close friends. Which version... the other version had. But... yeah, I feel like it's just due to like... how Instagram is just mainly used these days as a way to like show off like... I don't know how to explain this correctly. Like Instagram, is more for, like showing off notable... events going on in your life, I guess.

JaeWon Kim 00:04:11

Where.

P04 00:04:12

Yeah, like Tumblr, or like Reddit, even, I could compare it to that. It's used to post, like most of it's like anonymous kind of in a way. And then version R also gave me that sense of anonymity, because a lot of people from my real life didn't follow me... and it... there were close friends that I chose to participate in the experiment with me, so that made it really just share casual things and not expect judgment.

JaeWon Kim 00:04:41

I see. So if you had like a fake Instagram account, would that be like? How would that be similar or different than version R.

P04 00:04:52

With like that spam account sort of thing. I guess a lot of people have that second account. Where it's private and only like closer friends can access it. So then those more things that are like... personal or like more private, that you wouldn't share with just anyone who could search up your account and see what you have going on. If that makes sense.

JaeWon Kim 00:05:17

Yeah, so are you implying that on version R, it's harder to post the personal things.

P04 00:05:25

It's easier because it's a smaller like, I compare version R... to like a personal account, or to like a tumblr or reddit account, because... no one had their real name, like no one really posted photos of themselves. And it was just like... this about this. So they knew personal things about your life without actually knowing who you are, and I think that made it easier to share.

JaeWon Kim 00:05:55

Hmm. Then that also means that you don't really get to know them, or like they don't actually become your friends.

P04 00:06:05

I guess not at the beginning. No, but that's also kind of how I've been using like... Reddit and Tumblr, because there's that factor that people don't actually know who you are like. It's... easy to share, but that also... makes me think that that might be easier, for, like cyber bullying, because people don't know who you are.

JaeWon Kim 00:06:29

Hmm, yeah, I guess that makes sense. Yeah. So what are some of the things that you liked or disliked about? Version? R.

P04 00:06:45

I like the scrollable feed. Actually. I feel like that made it really easy to like access. or it was just really familiar to like how I've been using apps to begin with, and that made it easier for me to navigate in the beginning. The comment. Yeah, I also like, yeah, it just reminded me of like apps that I've used before. I can't remember if... likes, I think likes were public right. You could see them out of likes that. Yeah, I mean, since it was a smaller. or since it is still like a smaller app at this time that was still fine. But if it were like a bigger platform, I think I do like the hidden likes better.

JaeWon Kim 00:07:30

Hmm, I see. Okay. So for version 2, the one with the questions. Any memorable feature. Experience like events.

P04 00:07:49

I think the social battery thing was kind of nice. But... okay, there's there's a lot that goes into it, because I feel like that's good. If you have a lot of like in real life friends on there, so they can kind of like get a gauge of like... how you are. But if it's with like, mostly online friends, which was the case this time, then... there's not really like a specific need for it for me personally, since I'm not going to be interacting with them in person, anyways. And if it's just like questions and things like that, they can respond when they want to.

JaeWon Kim 00:08:27

Let's see, let's see. So... hmm! Would it be? Would do you see it as being helpful to include on platforms like Instagram.

P04 00:08:38

I think so. I think there could be a use for that, because then, like, you can kind of see if people are willing to talk right now, and it kinda makes easier for like... like, if you see that their social battery is like lower, and they're not responding to you. Then you're like, Oh, I... I understand like why they're not in the mood to talk or you don't or like. If you see that it's

low, you're not gonna ask them to hang out things like that. I guess there's always like a positive and negative teach thing. I think that it would be a good feature. Some people might not, because it's kind of like. You know how some apps have, like an online offline feature where you can like show that... on Instagram. They have that, too. But I have it off because I don't want to be online and have people see that I'm not responding to them. But then, I think, having that social battery can show that I'm not in the mood to talk, even if I'm online.

JaeWon Kim 00:09:36

Yeah, yeah, that makes sense. What about like... Emoji reactions did you ever use it.

P04 00:09:46

A little bit. And that also... that kind of reminds me of discord. Yeah, yeah, because you can customize like. what exactly you want to react with, whereas with, like other apps, it might just be like liking it, or thumbs up thumbs down, and it doesn't really give much room for interpretation.

JaeWon Kim 00:10:08

But isn't it like more? It takes more effort to do emoji reactions, though right? No.

P04 00:10:15

Yes, but I've... I I personally always use them more because I don't. Really. We're on Instagram already. Have them set like you know how you can customize like the 5 that pop up. Yeah, I have them set to like specific things so that I can react appropriately to what I want to and kind of with, like Facebook, too. I never just like it. I'll always go to like the reaction thing and choose.

JaeWon Kim 00:10:40

Hmm.

P04 00:10:40

And that kind of... you know how like sometimes, if it's like a sad post, there'll be like a sobbing a lot of sobbing emojis on it instead of just like a bunch of likes or things like that. I feel like it's better if you have like a certain thing, to describe what you're reacting with.

JaeWon Kim 00:11:00

Hmm! What do you think that makes it better like? What's your motivation for it? I guess.

P04 00:11:10

I feel like, especially with like this generation. You can't really tell the tone of like texts. If you don't use a bunch of like emojis, or if you don't like text a certain way, I know that in the past I've messaged a couple people who don't use any reactions or like emojis at all, and that leads to like a lot of misunderstandings between us, because I don't understand whether they're like... upset or like how they're actually feeling about the matter. So then, when it comes to like... or the people that I'm like close friends with now, they use a lot of like emojis and reactions. And that makes it really easy to tell, like what they're thinking, and that in turn, just I use that with like posts when I can like on Facebook or the platforms that do have it. So that I'm getting across the right emotion.

JaeWon Kim 00:11:59

That makes sense. Yeah, as a millennial, I totally agree. So a question sending feature. Did you ever use that one.

P04 00:12:11

Was that the one where I could, like custom, write a question.

JaeWon Kim 00:12:16

Like.

P04 00:12:16

And then send specific questions. Like to like a specific person.

JaeWon Kim 00:12:25

Hmm.

P04 00:12:28

I don't remember that I remember trying to access the feature. Hold on! I don't know if I ever sent it... to anyone. Personally, I did answer some prompts, though.

JaeWon Kim 00:12:57

Hmm, yeah. okay. So you just like it's you just couldn't find it or like, did you not wanna like use it.

P04 00:13:08

I. I honestly think that I did find it, but I didn't send it to anyone because I wasn't close enough... to kind of like. Do that.

JaeWon Kim 00:13:18

I see right? So like sending questions, feel intimate.

P04 00:13:26

Kind of yeah, it's it feels like a like direct message, like a DM.

JaeWon Kim 00:13:31

Hmm! Could you elaborate a little bit? Please.

P04 00:13:36

Like if it's like a post... or something that's accessible to like everyone, it feels like you're not. You're not necessarily singling anyone out like when you post on Instagram, you're not expecting a specific person to respond. It just goes out to the public and like people can



respond. But then, when it comes to like the question feature which I'm seeing now on my screen. It feels like you're like sending a direct message to someone. It's kind of like you're like reaching out to them one on one, or like a little bit more personally. and that feels weird to do when I don't know some of these people in real life, or when I don't know them like as well.

JaeWon Kim 00:14:18

Then? do you think there would be people that you'd want to use the feature with or is that just like, not the vibe that you're seeking on social media.

P04 00:14:38

that's a good question. I feel like it's hard in this case to know, just because, like 80 90% of the people that I had added on this app were people that I didn't know. And I feel like it's kind of weird to like reach out to someone that you're not close to like that. just based off of my experiences with social media because I don't just like message someone that I'm not super close to unless I have like a... some sort of reason, I guess, and this feels like... it could be a good conversation starter for people who want to get to know someone. so I can see it being used like that. But I wouldn't just use it... to like randomly reach out to a stranger.

JaeWon Kim 00:15:21

Yeah, I guess I'm curious. If, like, you'd use it with anyone like in your life. If there are specific people that you'd feel comfortable... using this feature with.

P04 00:15:33

I would use it if the app didn't have like a messaging feature, because if it did have like messages like... Instagram or Facebook, where they have like direct messaging. Then I'd probably just use that to ask them a question.

JaeWon Kim 00:15:51

Hmm. yeah, that makes sense. I guess the difference is that like when you send a question, they don't reply back to you in a like direct message. They just they're just like prompted to... but you're saying that you'd want to just like receive the response personally as well.

P04 00:16:14

Honest, yeah.

JaeWon Kim 00:16:15

Hmm! That makes sense. Hmm! So about the close friends feature.

P04 00:16:27

Yeah.

JaeWon Kim 00:16:28

Any thoughts on that one. Did you use it at all.

P04 00:16:40

It's it's hard with this app, because I don't know anyone that personally, I had everyone as a friend on here.

JaeWon Kim 00:16:46

Hmm! Did you have people that you already knew like from real life?

P04 00:16:53

Yeah, I had. I had like 2 people.

JaeWon Kim 00:16:57

How close are you with those people in real life.

P04 00:17:02

I'm pretty close. Yeah.

JaeWon Kim 00:17:05

Did like. How you engage with those 2 friends versus like other people? Was that different at all?

P04 00:17:13

Oh, maybe a little bit. I would like... their stuff more like engage with their content. A little bit more, because again, there's like that little bit of like, just a little bit of stigma surrounding like interacting a lot with people that you don't know. It feels... I don't know because I experienced this through like regular social media, too. But I feel like if I don't know someone as personally, it feels weird to like like all their stuff, or like engage a lot with their content, because then they might be like, Oh, why are they acting like we're so close? Or why are they like... going through my content. A bunch. So they're to do with the people that I knew in real life.

JaeWon Kim 00:18:00

Yeah. And I guess why wasn't there that much of a difference between, like... your actual friends versus strangers?

P04 00:18:10

On this app.

JaeWon Kim 00:18:12

Yeah.

P04 00:18:14

The content that I posted, I feel... was stuff that I was like fine sharing with everyone. So I just I think I just posted everything to like one thing, because, like on Instagram or other platforms, whenever I use close friends, it's when I share something like... super personal or like something detailed like, maybe about like... specific details about like college, and like

what I'm doing. Blah blah. But then, if it's like things that I share on like my general story. It's just like... things that I don't mind sharing like. Oh, I'm studying for this or like oh, I just went to like stop for like a coffee break. And that's things that I'm sharing with other people because it's not oversharing. And it's not things that people... would like. Judge me, for if that makes sense.

JaeWon Kim 00:19:08

Yeah, then, on version queue, what kind of things did you usually end up posting.

P04 00:19:17

Kind of like the same things that I did on... version RI think, let me see if I can check my feed. Yeah, because I typically I didn't use the questions that much. So I'd go to the feed. And I'd kind of scroll through if there was something that I could relate to. I'd like it or respond if there was like a question in it. Yeah, most of the content that I interacted with was things that I found relatable, or if people... like posted something with a question in it, I'd respond to those.

JaeWon Kim 00:20:04

Hmm.yeah. You're the 1st person to mention, like, continuing regular posting on version queue. So I'm just curious. I guess. Was it intentional that you didn't engage much with the questions? Feature? And yeah.

P04 00:20:32

Think maybe it had to do with the fact that I had version R first.st...

JaeWon Kim 00:20:38

Hmm.

P04 00:20:38

But I stuck with what I was comfortable with, because when I tried the questions I didn't really like the idea of sending it.

JaeWon Kim 00:20:44

2 people.

P04 00:20:46

So I stuck with and may, I don't know. Maybe this is just a me thing, because with like... existing apps, whenever they come out with a new feature. I do not like using it, and I would avoid it for as long as possible, like when Instagram came out with like notes on posts. I thought that was really weird, and I don't know why they... change apps that are already like, easy to use and like... like easy to understand, and I know that, like a lot of my friends were kind of like... protesting about it, and they wouldn't use it either, because they thought it was like unnecessary, I guess.

JaeWon Kim 00:21:29

I see. Hmm! Then what? What was like? The overall impression that you got version? R versus version 2. Were they different at all?

P04 00:21:42

I personally liked version R better because of... it could be due to me having it first. If I had version Q first, maybe I would have preferred that, and then having some of those features deleted when I use version R may have changed my opinion. But I'm the type of person who doesn't like... when like things that I'm comfortable with change a bunch, because then it makes it harder to use and harder to adjust to... So yeah, I like version. are better. And I also, if some of the version queue features were on version R I would like that. But... overall, I kind of like the features that vision R had. And... yeah, cause they were kind of familiar. And it was. It wasn't like too much to use like there weren't a bunch of things that made it. Do you? Do you know what I'm saying?

JaeWon Kim 00:22:41

Yeah, so like, comfort and ease of use is like more important for you when you're using social media.

P04 00:22:49

I think so. Yeah, because if it... like, when it gets all like complicated, it gets kind of it feels like a chore when there's a bunch that I have to like. Do I guess.

JaeWon Kim 00:23:04

Yeah, that makes sense. You mentioned that you might have liked some of the features from version 2 like on version R.

P04 00:23:13

E.

JaeWon Kim 00:23:14

Are there like specific ones that come to mind.

P04 00:23:18

I think, being... able to choose like the friend and close friend thing I would use if it was like an app that I use with, like my in real life, friends.because I do like that feature like already. And I also like the music thing where you can choose that, since I also use that on Instagram as well.The social battery thing, I think, would also be good like if I were to use it.Like as like my main app.or like if there were a bunch of people that I knew in real life on the app. So I think if those features were on version RI would like that.

JaeWon Kim 00:23:58

Yeah, I see.Then I guess. What's like your ideal social media. That... sort of resembles Instagram. But if you were to change it so that change certain things so that it's like... the way you want it to be. What would that look like.

P04 00:24:24

Honestly, my favorite social media that I've like used like ever.I think is Tumblr, which my friend introduced me to, and I really liked how simple it was, and it was just post you could like you could comment. And there wasn't like a bunch of features on it. And I really like that when I use version R, because, like, they're so similar.So I I think that would be like my

ideal, because I really like. I don't know like it. Just... I like when things are easier to use, which is why, like... like iMessage, I like, because it was just, Oh, you DM, you could play games on the side if you want to. And it was just there wasn't a bunch of things like... like, Oh, post this like, add music change around a bunch of things like it was easy to use. So then... it can make for casual posting rather than having to like build like an image of yourself on like a profile.

JaeWon Kim 00:25:25

Hmm,... That makes sense. But also like you could say that like... updating song is easier than making a post. I don't know like...

P04 00:25:43

What do you mean?

JaeWon Kim 00:25:45

Like you mentioned that having fewer, I guess, like version 2, or like other apps, could have features that makes posting easier or like more casual, like, updating the songs on Instagram, or like version 2 might be easier or more. It might be more casual than like making a whole post, I guess. Hmm! So I'm curious like how that might like.

P04 00:26:16

I think it's because when you make a post it's like especially on Instagram. I don't know this app not so much, but on Instagram when you post. It's like... on like your well. I guess it is on your profile either way. But when you post it's like on your profile like on Instagram, where, when you go to your like... profile, like it shows like everything on there. So it makes it really easy for people to access everything that you've like uploaded, and they can see like... like what you have on there unless you like. Delete it. But if it... updating a song or updating social battery, or if it's like a... bio, or like a note that's like less permanent like, it's temporary, because, like on Instagram, most of the time when you post a note, it's only up to 24 h which it's available, or like a song. You can change that anytime, but it posts is a little bit more permanent in that aspect.

JaeWon Kim 00:27:15

Hmm.

P04 00:27:16

Like once it's up. It's kind of... up, I guess, unless you decide to delete it, which you could. But then... that's also weird, because people don't do that.

JaeWon Kim 00:27:27

Hmm! What if there was like a feature where it like you'd update a song? But then, even if you change it with a new one. All the past songs like still show up on your profile as a list. Would that be helpful, or is it still like not the ideal.

P04 00:27:43

I don't know if I would like that. If... if they did have that feature. I would like, if you could choose, whether to show your past history or not.

JaeWon Kim 00:27:53

Hmm.

P04 00:27:55

Yeah, but that does make me think of something. If posts were like 24 HI think I would enjoy that like if you were to post, and it, like kind of like, disappears into, like your archive after 24 HI think that would also make it easier to casually post.

JaeWon Kim 00:28:19

I guess I'm trying to understand what makes it feel more. Casual cause,... songs and social batteries, like stories. They are, I guess more temporary. You're saying that, like temporary posts, might feel more casual. But then, in general posts feel more casual to you.

P04 00:28:44



It's it's really hard to explain. It's like with... with specifically Instagram, at least because a lot of my friends use it. I think that it's hard to post casually, because you have like a large following. And the people that follow you typically aren't just close friends. It's like everyone. It could be just like a mutual. It could be like a classmate that you're not super close with. But you have like projects with. So you follow them. It could be like... family friends, or it could be like past teachers that you've had if you're at that age, and that makes it hard to just like post whatever you want to do, because you have to realize that everyone can see those posts like someone might not post pictures of them going to like... a club if they're looking to get like an interview at like this place, or... like things things of that nature. It's hard... to share things when you know that there's such a wide audience that can view your things. And it's not limited to just people, you know, especially if you have a public account, because anyone could just search you up at any moment and see what you have... posting, even if like, they don't follow you. So you never know if they view your stuff as opposed to like. If you have a private Instagram account or a spam account... where the people that are following. You are only people that you're comfortable sharing with. So that makes it casual because... they don't really care what you post. But I know that there are a lot of... judgmental people, especially in like. I can't speak for college just yet, but like especially for like like high school, given like my past experience. In a high school. There are definitely people who are like, Oh, like this girl's posting this... there was this one girl who went to Coachella, and a lot of people were criticizing her outfit while she was gone, because she posted it, and I could just hear people talking about it in class, and it wasn't really like subtle either. But like, there's that aspect where you can't post what you want. If it's on your public Instagram, because people see it. People can talk about it, and if they're not necessarily like your close friend, they could... kind of negatively. Yes.

JaeWon Kim 00:31:14

Hmm! So... like that part of it, like private accounts, making posting more casual, and then public accounts making it... more serious. I get like like more curated. That makes sense. I guess I'm still unsure about like you mentioned that... like, compared to updating songs or social battery like posting feels more casual, I guess.

P04 00:31:58

I think. Are you talking about specifically on the who am I app, or.

JaeWon Kim 00:32:08

I guess, yeah.

P04 00:32:13

Honestly, I would rate them about the same.

JaeWon Kim 00:32:17

Alright!

P04 00:32:19

Especially on, or at least at least on the feed. I think it's the same, but when it shows up on like my profile, I would say that the... song, and, like social battery, is more casual because my past posts can also be viewed on my profile.

JaeWon Kim 00:32:42

I thought hmm.

P04 00:32:46

I can. I can clarify if you're confused about something.

JaeWon Kim 00:32:49

Yeah, I guess. I might. I might have misunderstood. But I think you were saying that sharing posts... is preferred to like sharing like updating songs, or like updating the chickens.

P04 00:33:18

I said that in terms of like... ease of use, like if I'm just... like, if I'm new to the app, I'd probably.

JaeWon Kim 00:33:29

Make a post especially because that's what I had 1st with version.

P04 00:33:35

If queue first, st I'd probably... like try to use the check-ins. First. st... I... hard? Yeah. But it's I'd say they're like, mostly equal. It's just based on what I used first, st and especially because version R. Had like the posts and stuff only, or like that, was like its main feature, like, that's what I used, and that's what everyone used. So it was like casual. But with Instagram people don't really post much unless there's like a notable event. They typically post on their story or like they add a song. Since Instagram also has that feature. They update their note like status, things like that. So I'd say that what people use majority of the time is more casual because you don't want to be the one... who's like constantly posting. If that's not what other people do.

JaeWon Kim 00:34:33

So would you say that that kind of like sticking to what you're familiar with is that true? With... platforms that are like, not social media as well? Or is it the the like norm, or like peer social aspect of it, that makes it that way?

P04 00:34:50

I think it's the social aspect. Partially. But honestly. yeah, it might be the social aspect. I think the people who don't like using new features on apps may just be because they don't want to be the one to like overuse it... when other people aren't like using it as much. I forgot what I was. Gonna say. it had to do with thanks. Wait. It was really important, like.

JaeWon Kim 00:35:30

Take your time. Take care, too.

P04 00:35:39

I think that the casualness of it all comes from it being what people typically do.

JaeWon Kim 00:35:49

Hmm.

P04 00:35:50

Just based off like social norms. And... I think that's why, having version R... made it more casual just because there was that one feature where everyone would use it constantly. So then that made it... like easy to just post whenever I wanted to, and I actually posted quite a bit when I was using version R, because I could just hop on the app during the day and then just update what I was doing because there wasn't like a note or status thing where I'd put it instead. But then, when I got to version Q, there were more features, so everyone was kind of split among... what they use the most. So that's where it gets like... different. And then people tend to use what other people are using more, not only so that they get more... engagement... so that they're using the same things that other people are using. But they're also using it kind of as like a social thing, at least in my opinion or perspective.

JaeWon Kim 00:36:54

That's so interesting. So like hypothetically. If when we switch to version 2, like all the song song updates were shown on a scrollable feed, and like all the questions and everything on the feed,... Would that have encouraged you to like use the features more.

P04 00:37:20

I think so. and I but I also think it depends on how much other people were also using those ones, because I think I might gear towards what people are using the most kind of like what I've done with a lot of other apps. because people tend to use the ones that... other people do, and they tend to stick to what other people are also doing.

JaeWon Kim 00:37:42

See, so.

P04 00:37:43

A good, but.

JaeWon Kim 00:37:45

Well, it makes sense. so might like not having a feed on version 2 like like make it harder for you to understand what the social norm is.

P04 00:38:01

Time. Yes, maybe. Okay. I'm gonna compare it to Instagram because Instagram has, like your personal profile. But then it also has, like a feed section, I guess, where the most... recent content pops up.

JaeWon Kim 00:38:29

But.

P04 00:38:30

On Instagram. I don't really get a lot of like new posts that come up in my feed unless they're from like an influencer account, because a lot of the people that I know they post like... once a month, maybe even less. I know some people who haven't posted since like 2024, because, like, there's like that thing surrounding it. Yeah, most of the content updates I get are from like... like influencer or like food accounts. Things like that that I follow, and a lot of the content that I do see is like the stories... that pop up. And then there's like the notes feature that's above your dms, so you can see that being constantly updated... like with that. Or because of that, I guess, and because of how other people talk to me about Instagram, because I have friends that are like, Oh, should I post? But... I don't want to post, because, like I just did last month, or like I just there was this story that I saw literally yesterday, actually, and my friend was in Las Vegas, and they uploaded to their spam account, not their main, because it's something that they want to keep more private, I guess. But they posted something that said. I took a lot of good photos in Las Vegas. and I have a bunch of photos. I don't know if I should make one post or... post twice, but I'm scared that I'm not going to get a lot of engagement if I post twice, and they're like Instagram is becoming kind of like... I don't remember what word they used, but they said that people are engaging less on Instagram, and they're only viewing things. So they didn't know whether they should post or not. And I messaged them about it. And I was like, Yeah, it's kind of like inevitable, like people don't really. If they comment on one of your posts. They don't comment on the next one, because that's kind of how Instagram is becoming now like... posting is becoming... like a once in a blue moon type of thing, and then that's when you get your comments. But, my friend, she was going to post... 1 1 and then one the next, and she was like, I know that I'm going to get less engagement this way, and I feel like it's just kind of like acknowledged within my crowd at least, that like... posting. You don't do that often, or else you're just not going to get engagement, and a lot of people use the stories feature like my friend did when she asked that question.

JaeWon Kim 00:41:03

Hmm.

P04 00:41:04

So yeah, that's kind of like a little bit of what I'm thinking.

JaeWon Kim 00:41:08

I see. So I guess, like a lot of social media platforms have that likes or like engagement features. Would you? That they also share that kind of norms like including? Who am I, or like Tumblr like? Is that true in other platforms as well.

P04 00:41:24

Sharing the feature of.

JaeWon Kim 00:41:28

Like engagement, and likes like that, affecting how... or how often you post. Is that true on other platforms as well. Was it true on social? On? Who am I? I guess.

P04 00:41:50

That because of like engagement, I post this.

JaeWon Kim 00:41:54

Hmm.

P04 00:41:55

Not on. Who am I? At least not on version R, where I posted the most, because... when there's less features, people, there's a limited amount of choices that people can make... regarding what they post, and that makes it so that there's not really a differentiability of

what people are using. And because there's like limited features, everyone does the same thing, and that makes it so that it's... not as hard to post because it's what everyone's doing. But then, once I was on Version Q, where there was a bunch of things that I could do... that made it harder to choose what to do, because I didn't want to be the odd one out, like maybe posting... when other people were updating social battery instead.

JaeWon Kim 00:42:50

That's so interesting.

P04 00:42:52

Kind of how I used Instagram since.

JaeWon Kim 00:42:57

Huh? Okay, hmm! Like nobody's ever said that. It's so interesting. But it's so true, like, because people get influenced by like, what other people are doing.

P04 00:43:11

Hmm.

JaeWon Kim 00:43:12

Makes sense. I feel like I'm just kind of.

P04 00:43:17

Over time, because a lot of people actually talk about it, at least with me, because... I'm always like, whenever I want to post, I'm always talking to my friends about how like Instagram doesn't get much engagement anymore. And... like, it's harder to post because of what people are like doing now, and, like everyone follows what other people does I don't know. It's it's a whole thing.

JaeWon Kim 00:43:44

Yeah. cause we were like as like as the research team we were discussing. Why, you know, like going there, there were people that went from version R to Q, and like Q. 2 R. And the the order didn't work out the same way that we expected to, and like what you said makes so much sense like that explains everything.

P04 00:44:06

Did they? Did they say that they preferred the 1st one that they used.

JaeWon Kim 00:44:10

Yeah, like, the people that started with version R, they just like didn't... really engage with version Q, or like, things didn't improve. Hmm.

P04 00:44:23

Yeah, I think it's just because we're used to having certain social media. And then once it changes... like it's always been the pattern where people don't like the new feature. So then they don't use it, because that's how Instagram got rid of the notes on posts because people didn't use it. We didn't like it when it came out, and no one used them, so then it just disappeared.

JaeWon Kim 00:44:45

Hmm, okay. Cool. Do you mind if I ask a couple more questions? I know we're out of time. Thank you. So hmm! If like, we're talking about having this youth Advisory Board of some sort where, like we'd get teens or youth to give us like advice on how to design social media and just like... discuss what social media should become. what would make it like actually useful for teens and youth? What would it take.

P04 00:45:42

Do you mean like, if you had... an advisory board like, what type of things should you address within that.

JaeWon Kim 00:45:49



That's true. That, too. And like I don't know. Like... like, would it be okay if it's just teams or like, would you want, like... like actual social media designers, or like researchers to get involved or like do you? Would you want to like, see other teams in person or like I don't know, like whatever you could imagine. I guess.

P04 00:46:23

I think the formatting of... how this is kind of, but like in a different way, would work where you might have, like a version of an app that you want to test, and then the Advisory Board like uses it, maybe for like... maybe 5 to 7 days. I don't know. You can choose that time period. And then you guys meet on like a call like we do now and then you can kind of see the opinions that everyone has, whether they share the same opinion, whether they have the same things that they want to change. So then... you can kind of see, like what the general consensus is that everyone holds. And then from there, because... I do think that a lot of people that use like social media are younger, or they're not like... a lot of old people do not know how to use technology. So they just... yeah, like my mom, she... typically only uses Facebook, because that's what she grew up with. And she doesn't know how to use anything else. And... yeah, but I feel like as teens. We're the most like... adaptable to new things and learning new things, and we... know, like what we want in an app as opposed to why the app's not working for us.

JaeWon Kim 00:47:58

Yeah, that makes sense. If... like. Given your understanding of version two's features, what kind of... people do you think would like that? The most, or like.

P04 00:48:19

Maybe people who use Facebook can... Facebook. When I used Facebook, there were a lot of features like, you can... like post things to like a feed, I guess. And like, there's, there's actually a lot of features on Facebook. I honestly find it a little bit confusing to use. But I do know that, like... a lot of people who are like in college or older, like may... like it. Because okay, off the top of my head, there's like the posting feature you can like add stories. There's like a Facebook marketplace where you can like sell and buy things. And there's like a bunch of features on that, and I think it's good for people who are looking for like a all in one app where they can do a bunch, because... this app. Who am I? Is kind of like Tumblr to me. It's kind of like Reddit. It's like Instagram. In some aspects you could kind of use it like Twitter. Honestly, because it posts like a chronological feed. If there's someone who prefers to like use one app to do most of their things, I think it would work well for them. But if they're like me, where I like having like one specific thing on an app... like Tumblr, which is like one

aspect of version Q. They might prefer to use other apps, since they like keeping their things a little bit more separated or easier to use.

JaeWon Kim 00:49:46

Yeah.so are you? Are you implying that like on version 2, like what you were able to do like, I don't know. Like updating songs, social battery like posting they fit. They felt like different, like... cause, I I guess, like on one end you could see all of those as just self expression. So it's not like. You're selling things.

P04 00:50:11

Not not different, but kind of like.There's a bunch of features that you can use on. Who am I? But I know friends who use like... Twitter, which is mostly just for posting, I guess, like posts that go to like a feed or people. There's this app. I don't use it, but it's called like... earbuds, I think, where you share like.or it connects to your spotify or apple music, or whatever it is, and it kind of like updates, like what you've been listening to, and you can match with other people who... listen to like similar songs. So I feel like that's kind of like the song feature that you have. Yeah, I know a lot of people who just use like apps that are like specifically for one thing.

JaeWon Kim 00:51:04

And as and as you said, it's because, like, it makes the social norm clearer.

P04 00:51:10

I I think so. Honestly, I think that's why they choose... those apps. I didn't think about it like that. But I think that's that's why. Yeah.

JaeWon Kim 00:51:19

Makes sense.yeah. So last question, if we were to make Youth Advisory Board something that would be appealing to you guys.What would be the appeal, I guess, like I was wondering if I should have like... I don't know certificate for you to include in resumes, or like I don't know what would... make you want to do it.

P04 00:51:57

I think I think that would be a good thing. Honestly like, I know that a lot of high schoolers are looking for things to put... on their resume, maybe, like... some sort of credit somewhere, to acknowledge that they helped like complete the app. I guess... I don't know like... it's kind of like how like movies have credits at the end. And then it's like, Oh, like I'm right there. But I'd like to acknowledge that there was like a youth advisory Board that did help with like... fine tuning the app. So then they know that they had a part in it. In the end.

JaeWon Kim 00:52:39

Hmm, that makes sense. And you'd be okay with like your real name being used publicly... in those cases.

P04 00:52:52

I I would personally, and I think that... there are. I think there would be people okay with it. I was in... an advisory board for something else like in the past, and there there were some publications, and... I think that most of them chose to include their name, and there were teens from age like 14 to 18, so.

JaeWon Kim 00:53:17

That's good to know. Well, thank you so much for sharing everything. This was super super insightful. And I finally understand what was going on. So thank you again. And... I might contact you again about the Youth Advisory Board. If that's... alright. Yeah. Hope you enjoy the rest of your vacation and your day. Thank you. Alright, bye.