

JaeWon Kim 00:00:00

Alright! So... this is a quick recap of the 2 versions that we had. R had the scrollable feed. Q. Had the daily questions along with emoji reactions, private comments, daily questions. You could send questions. The default audience was close friends. and you could give access as close friends for future posts. Only the feed was in a list view, where you just saw the profiles and the songs, and there were check-ins, social battery and songs, and the persona thing, number of likes and followers were hidden. Does this sort of ring a bell.

P20 00:00:52

Yes. Yeah.

JaeWon Kim 00:00:53

Alright did you use version R first, st or Q first.st...

P20 00:00:56

R.

JaeWon Kim 00:00:57

Okay, so let's talk about our 1st any moments, features or emotions that stood out while you were using it.

P20 00:01:08

So I had signed up with 2 of my friends to do this, so I thought it was actually kind of fun to see pictures from their lives that were all in different states right now. So it was really fun to be able to actually see pictures from their daily lives since we were encouraged to make like a poster to a day, and we wouldn't have normally, I think, sent these photos to each other like in our group chats. And so it was nice to be able to at least see that and be like. Oh, my friend.saw this cute cat today, or went on a plane fly or made a pie, or whatever, and we wouldn't have really advertised that about like our day to day lives to each other. So that was really fun. But I also liked how open it was with like meeting new people on there. I was always getting like new friend requests from people that I didn't even know. And because it was like all username bait, like anonymized like username basis. It was really nice to be able to like, get to see other people's like profiles without having to like worry about like, oh, do I

know this person, or like, who are they like try and figure out like their lives, but rather just enjoy their content. I guess.

JaeWon Kim 00:02:17

I see. What did you dislike about the platform? Then? Version R.

P20 00:02:25

Oh, that's a good question.

JaeWon Kim 00:02:28

If there's any.

P20 00:02:32

Oh, maybe I just wasn't using it right. But I did get a notification for every time someone like liked something, or commented, or like any time there was any kind of interaction on my profile. I did get a notification, and I don't know if I couldn't figure out like if that could be changed or not. Maybe it could, and I just wasn't using it right. But I feel like, if... it like, it's scaling it up to be any social media platform where you're getting like 200 300 likes like on a post or something, especially from people that you don't know. I don't need my phone blowing up 200 300 times, you know.

JaeWon Kim 00:03:07

Yeah, makes sense. Yeah, did you find it to be similar to any kind of existing platforms.

P20 00:03:15

I did and I actually kind of enjoyed that fact because it made it really easy to use and really easy to onboard, and it made it a lot more familiar for me to interact with the people on there, because I already knew the I guess you could say like societal customs, or the societal norms of Like how to use this with other people without... me, and a group of of strangers and me and my friends trying to figure out like, how are we going to do this? How? What is

going to be like the the new, like norm, the new rules around using this with other people that you might not even know. So I actually really did like that fact.

JaeWon Kim 00:03:50

Hmm makes sense. Which platform, do you think has the most similar norms to virgin? R.

P20 00:03:57

So I really thought it was similar to Instagram. A little bit of like maybe threads, in a way, because threads it kind of feeds off of like Instagram. And I feel like more people use pictures on threads. Than other platforms. yeah, I I think it every time I was thinking about it it was most similar to maybe Instagram or Facebook, and I'm on Instagram a good portion of the day. So I really like that. It was kind of similar.

JaeWon Kim 00:04:27

Hmm, so did you see a lot of like visual image based posts on there.

P20 00:04:32

And I actually like that, because this is so terrible of me. But if I'm just like opening social media to just like doom scroll, or just have, like a down moment, a casual moment away from my day. It's a lot easier to look at a picture than read through a paragraph, and like I'll do it. It's like enjoyable sometimes to like. Read a story, obviously, but it's much easier to just scroll and see pictures. You're like, oh, my gosh! That looks super cool, and I'd feel more motivated to comment on somebody's pictures than I would like a story about their day to day.

JaeWon Kim 00:05:08

Yeah. Makes sense. Then what would you say is kind of different than Instagram versus version. Art.

P20 00:05:15

Yeah, I think one is that like... anonymity, like feature, I I know, like you can have usernames and be very like anonymous on Instagram. But I feel like it's more common... societally norm, wise like I mentioned know who you are and who you aren't following on your Instagram, and know whether, like who these people are like, where they fall in place like into your life and everything. And I feel like the only 2 people that I really knew on version R were the 2 friends that I had signed up with, and everybody else was just kind of anonymized like in my brain. So that was very different, I think. Also a lot of features that Instagram has was not like present in version are like... reels from like other company like, there were a lot of profiles that... on Instagram that are company based, or maybe like... like academia based, or industry based like things that are not individual people, but rather groups or entities. And that wasn't present on version R, things that are like reels. The explore page. There's a couple, I guess, like nuances that aren't present in version R, but it made it feel a little bit more relaxed in a way, because it was just simple interactions between people almost like... Instagram, like in the in the early days, like when it was 1st created almost, or like a like a Myspace kind of vibe. Actually, I now that it reminds me very much of tumblr. Actually, version R reminds me a lot of tumblr because of that.

JaeWon Kim 00:06:57

Oh, I've never used Tumblr before, so do you mind elaborating like what's similar and what's kind of different.

P20 00:07:03

Yeah, Tumblr, I would say, is like very aesthetically leaning the closest I can. It's in my mind this is probably an incredibly wrong definition. But in my mind it's very much like a hybrid between Pinterest and Instagram. But it's like people would post like... pictures that they think are like aesthetically pleasing. It's very username based. You don't often know who everyone is on there, but you might just like a picture that they posted, or you might just like some content that they have like on their page. And there were a lot of like hashtag based things so you could go to the hashtags and then see more of like those aesthetic pictures down. But it had a scrollable feature like version R and Instagram does so it it felt very like. not dominated by the entire world, but rather like a community of people kind of like. How virgin R is.

JaeWon Kim 00:07:57

So if you're following like contents mostly, and hashtags, do you actually like connect with other people like you mentioned community vibes? But I don't know how they sort of relate.

P20 00:08:09

That's a good point. I guess you're not like directly interacting with the people themselves, but rather. I don't know if pseudo community is the right term for this, but developing like a pseudo community with people who like similar aesthetics or similar like content. And it's just kind of like a I guess, a feedback loop where it's all just like... we're all like in the same stuff like over and over again. So like, for example, if there's a group that I don't know likes latte art or coffee things, or whatever you might not actually be interacting with these people enough to get to know them who they are as a person, or get to know their persona. But you at least get to know the... coffee community group and and figure out like, oh, what kinds of things are the coffee community? Into what kind of machines are people like using? What kind of drinks are super popular amongst people who are coffee aficionados. Almost so I feel like you learn more about the community than you would about the individual person.

JaeWon Kim 00:09:11

See. So I'm trying to understand, like the platform norms of those kind of pseudo communities which I like. What would you use as analogies in real life. That's sort of similar to that kind of interaction.

P20 00:09:25

Oh, that's a good question. I feel like the 1st thing that comes to my brain is academia... or like study groups like in a way, because, like... if you're in a study group, you know how everyone is working within that class. You all might have like that same common interest or something, and you might be working towards like a goal like within a lab or within, like your research topic, or something like that. But you might not know how these people are with their families, or what kind of pets they may have, or even what their life was like before that like study group, like what state they grew up in or where I'm just throwing out like random facts here. But like. if you're in like small group things you might... know more about like these, like pseudo community groups that, like you're a part of than the individual people in these tech groups.

JaeWon Kim 00:10:23

Yeah, makes sense. So on version R, there weren't like hashtags, or, you know, interest based interactions. What do you think gave you that pseudo community vibe.

P20 00:10:36

I think there was a lot... so the pictures that I would see like on there like you could tell people started liking pictures that they were genuinely interested in. And I would see a lot of the same usernames within, like the same spaces. And what I mean by that is like, say, like person, a like posted something. I would almost always see person B and C. Then commenting underneath that, or like, I could see that they were liking, like those specific... posters or those specific like posts that they had almost as if like it wasn't a click per se, like, I know the word click has a negative connotation to it. But almost as if these online clicks were like kind of forming where people were feeding into different groups or communities that they... were liking. Maybe it was because they already knew each other. Before obviously, anytime I had posted something. My 2 friends that I signed up with were also liking and commenting on my thing, so it could already be a familiarity element. But the the pseudo community aspect just kind of came about. Naturally, as people were using the apps, it started out very like... even, or like even across the spread. But then you could definitely tell, people were like forming connections with different users across the way.

JaeWon Kim 00:11:52

Interesting. I don't know if you recognize, but you use the word space to describe like you saw a lot of people in the same space. How do you... map sort of the interactions that were going on on version R in your head in terms of, you know, like spatial... aspects. I guess.

P20 00:12:15

Yeah,... I guess I see it as like 2 different things so obviously like, because it's a scrollable feed you have like your one main feed where you're seeing, like everything from the the people that you follow. Or... yes, it was just the people that you follow, I believe. In there. But when I was thinking about the spaces that people are interacting when it was normally just the... comment sections underneath, I kind of saw those... again. I don't think liminal spaces where I'm like. I have limited vocabulary to describe these things in my head, but it it was almost like it was a separate space away from the main feed, where it could be almost like a breakout room type, like conversation, where, if people wanted to talk more about this specific post separately from everybody else they normally interact with. They could go into the comments and just like... chat there, or chat individually with, like the person that had posted that specific content. So it felt almost like you had this like linear content, you were looking at. But then the the spaces. The comment sections were just like break off points from that that kind of... separated out into like these pseudo communities, almost people just like created their own groups away from the the main like... artery, the main like feed going through.

JaeWon Kim 00:13:40

Yeah, that's super interesting. So the main feed. I'm guessing is sort of more like a public space. Or is it not to that extent.

P20 00:13:53

I guess so like when I'm thinking back on it now. It felt like a little bit more public than like my comments like if I posted something like I knew everybody that I was following, or who followed me like could see that on their post. But the comments felt almost more like guarded a little bit more private, because it was like... only the people who chose to interact with my post were in the comments, and I could like, interact back with them, or like, if my friends made a comment on there, I would just respond to them and not really care or worry if, like anybody else was like really seeing it. I guess when you think about it in the bigger picture, though, everything is technically public, everyone can technically see everything, but it's almost like a... You think about it as like a more guarded space away from what the the visual that people are seeing.

JaeWon Kim 00:14:45

Yeah, so how might the norms be kind of different in the more public feeling spaces and the more private feeling ones like, who can enter. What are you allowed to do? etc?

P20 00:14:56

Yeah, I think about this sometimes in the context of like larger social media apps, it's actually really interesting to me. But I think people are oftentimes really... concerned with how like their pictures, their posts, or even their captions, might be perceived by a larger audience, but then not really care as much about what the comments or likes are saying about their posts so like. For example, I would be... a little bit more casual in responding to my friend in the comments than if I was captioning a post. I would make it like a super aesthetic phrase, or something that went off of like the aesthetic vibe of the picture, or I would choose a picture that looks super cool, but I might send like a sticker to my friend in the comments, and be a little bit more of the person that... the commenter or my friend knows me to be in real life, whereas I'm trying to put up a specific image, maybe more publicly per se.

JaeWon Kim 00:15:52

I see. So did that transfer to version R as well? Or was it? Are you mainly talking about like existing platforms that are larger.

P20 00:16:00

A little bit in version art, because I feel like I didn't really post like the most random pictures I posted things that I thought looked super nice. And then, if my friends were like Oh, my gosh! That looks like a really cute cupcake, I'd be like. oh, you have to come over to my place, and we have to like bake it together, or whatever like. That's not something I would leave as a caption, but rather an interaction that I would have had more naturally with my friend in person.

JaeWon Kim 00:16:26

Makes sense. Well moving on to version 2 any memorable moments, features, motions.

P20 00:16:36

I think because it wasn't as familiar to me. Social media, wise as version R was, my very first, st like initial reaction was confusion. I was like not really sure what I was working with, and to immediately see, like a scrollable feed, go away and become more like... like list views like block views, like almost. It was very confusing to me. I was like, how am I going to see my content now? There's a little bit more barrier to entry to. Just, I guess, brain rot scroll on through. So it was, I definitely felt like a little taken aback@firstst And I was like, okay, I gotta spend. I'm exaggerating like a lot more time. It was maybe 5 min to figure out how this platform works when I originally wanted to just go in and just scroll.

JaeWon Kim 00:17:26

Yeah, makes sense. So in terms of the norms. How did you see people interacting or reacting differently on version 2.

P20 00:17:38

I think it came a lot more as like a a discourse forum. So it was less... interacting with the aesthetics of like a picture or commenting on like... whether someone like liked something, or they thought it was like a cool thing to like.maybe get to know, like about that person. But instead, it was more... conversation based. So like someone could say, like, Oh, this is like



what happened in my day today, or this is a cool, like fact about me, and someone else would then respond, continuing kind of that conversation down. So it came more like discourse dialogue based and I think... some people really like this, I'm I'm not super big into this in my own, like social media usage, but it became like a lot of if you wanted to... update yourself in how that discourse was going, you kind of had to read the prompt and all the comments, and just kind of go through like everything, and it felt like a little bit more barrier to entry to figure out what was going on like in these spaces, like what people were talking about, what was going on and everything, and it also felt like a lot of content actually disappeared from the app like as well, because of that... close friends like access or even... Maybe it was just because I had version Q like later, like in the study period as well. It just felt like there was not as much engagement between people as there were. If there was just something easy to look at, like a picture in version R.

JaeWon Kim 00:19:19

Yeah, makes sense. So did you feel any resistance going into version queue from version R, because of the fact that you experience version R, first.st...

P20 00:19:30

I think so. I think I maybe would have been a little bit more open minded if I had version queue first.st... maybe just because I was like, Oh, it's a new app, like, I have no clue what it's going to be. But in version R, it's like, Okay, this is very clearly going to be a social media interaction app. It works like similar social media apps that I've already experienced. This is going to be my experience on it. I know how to do this. It'll be fine. But if I had just like downloaded, maybe version Q first, st it would be like, oh, this is a new app! How does this work? And... I might have been a little bit more open minded to figuring out the features and establishing more of that interaction community aspect like I had had in version R.

JaeWon Kim 00:20:12

I see so like when you have, like an app, or like a virtual space you develop sort of norms that gets attached to that space. I guess.

P20 00:20:23

I think I think they like they develop as like my usage. Through it goes. And if it's similar to something that I already know of. Then I'm just gonna transfer those norms over and assume, I guess that everybody else is also doing the same unless proven otherwise. But

yeah, inversion queue. If they had been like this. if I had been 1st and it was this open discourse space, like I had felt like it was, I maybe would have treated it more like a like a twitter or reddit, for example, and understood that. Oh, this is how these interactions are being perceived here, or... it's actually not like these 2 platforms. And you have to create your own things. It's it's a very. It's its own new thing. And we're all figuring it out as we go. I think. Yeah. I think people say, like, 1st impressions are everything. And I feel like that kinda comes with apps like as well.

JaeWon Kim 00:21:19

Yeah. So what did you think were most similar to version queue in terms of existing platforms?

P20 00:21:32

I guess, like that aspect of like... Twitter Reddit kind of like I mentioned. It was a lot of like like daily questions that felt almost like it was like... like icebreakers, or things to like start the conversation almost, which made it easier in terms of like posting content. Because then you could just like, look through like the daily questions and be like, Oh, okay, what do I want to respond to today? But then at the same time, if, like, I wanted to interact with the comments like on there, or even then, like lack thereof, if all my posts were like close friends, and my friends happened to not be on that day. Then I wouldn't get like that much interaction on there. So it very much felt dependent on... not just the audience that I gave permission to to see the post, but also the the level engagement of just other people. Seeing the post as well. Yeah, I think... I think this one definitely took a lot more like our version. 2 took a lot more like thinking and effort from like my end as to to maintain like as a user whereas version Arch felt more. I don't know if it's like brain. Rotty is like a good vocab term to use for this for your study, but it felt more brain rot like.

JaeWon Kim 00:22:50

Yeah, so you've you mentioned that the feed on version 2 felt a little more and it had more barrier to entry and stuff. And probably that means that interactions were a little more isolating, I guess. Yeah, did that mean that... norms were less clear, or there? There was like fewer norms, present or. How did you feel about that aspect.

P20 00:23:22

That's a good way to put that. I guess... Norms might have been a little less present. Mainly just because you might not be interacting with people as much as you would have in version R but also just because... am, I? Am I right in making the assumption that the... version Q like if I was like in the second, if I got version Q second, and was interacting with people in that time, everybody else in that time also got version Q, second or okay. So based on like that assumption, like with the norms, people might have liked version R more and might not have might have had the same feelings that I did, coming towards version Q. Where? Oh, we don't really know how to work with this now, or maybe some people liked it more, but liked it more because of that close friend access, and decided to to create more barriers and just cut off like that... free flow open stream of posting and interactions as had been with like version R. So I do think the norms maybe might not have been there as much, but it also because there were more barriers to entries. It might have just been harder to sense what those norms are from other people, and it your, I guess, norms for inversion. Queue was heavily dependent on the people that you stayed interacting with.

JaeWon Kim 00:24:46

What were the norms like with the people that stayed like present in your version? 2 usage.

P20 00:24:56

I think it was less likes and more discourse like less. Oh, I like your response to this and more. Oh, let me ask you a question about your response to one of the daily questions. Or, Oh, that's an interesting point. I think. Also a lot of the comments I got from my responses to the daily questions was more of a Oh, my gosh! I think this, too. Do you have any wrecks about... the movies you just mentioned, or like the the things you mentioned, cooking or like. Whatever it was, I had happened to respond to. People might have been more responsive to commenting if... they agreed with the subject, rather than trying to, I guess, start discourse if they disagreed with it. It felt a little bit more amicable, amicable. But at the same time that meant there was less interactions because it was only bound to amicable interactions.

JaeWon Kim 00:25:52

I see. And are you comparing that to version R, or just like version 2 slides in general?

P20 00:25:59

I would say, I guess just virgin. Q. Vibes. In general everything was like amicable, like in general. But I'm just thinking about like, if... hmm! If there had been more interactions on

version queue, we might have had seen a little bit more like discourse, a little bit more like back and forth like kind of conversations, whereas... there were just more comments in general about like, Oh, like I agree with this like, Tell me more. And it was like more like friendly, like conversations.

JaeWon Kim 00:26:27

I see. So the confusion around norms, and like sort of the absence, or like less presence of norms. Did that make things... harder for you to, you know, initiate things, or be proactive, or didn't make it... didn't make it harder or easier in terms of you know, when it's not there.

P20 00:26:51

Yeah, I definitely think it made it harder. I think just because I was like... in that mindset of like social media is a way that people perceive you, especially people who don't know you. This might be their 1st introduction to you, and so it's like, Oh, I don't. I don't know what to do with this like I don't. How do I like? Not how, but like what do I post on here? What do I do to my profile, since it's now like in a list view, to make it either like stand out or blend in whatever like mood. I was like feeling that way, or whatever and so it felt a little bit more. I had to... refigure out and and reanalyze how I wanted my persona to be viewed on version Q. Versus how it would have been viewed on version R I think, are 2, not 2 different personas per se, but maybe 2 different ways of portraying things about my online personality. And I think with version Q. It was a lot more of like what do I think? What do I? How do I interact? And less about like... an aesthetic photo that I happen to like? And in terms of norms, this might just be me who acts this way. But if I am confused and I'm not really certain what... other people are doing, or what like, is the standard for that specific community that I'm in. I might find it a lot easier to just... lay low and not try to stand out. I might try to, because I feel like that's kind of accepted in any platform to like. Lay low and like. Figure it out like, stay very casual, just like don't draw a whole lot of attention to yourself. I feel like that is always accepted in any kind of platform, and so in places where I might be more confused and not know what those norms are. I might tend to try and do that. And if other people are feeling the same way, it might kind of drive those interactions down.

JaeWon Kim 00:28:48

Interesting. Yeah. So how let's talk about like individual features. Now, out of these. Any that you've had a chance to use.

P20 00:29:02

So I definitely did the daily questions. I think maybe I did. One or 2 private comments like I said, I tend to like. I don't know what's going on, so I didn't comment too too much, but I think when I did it was more on private comment setting... I did close friends only by default. And that was just because... I think this is very, I guess, like user specific. Someone had mentioned in Version R that they were like under the age of 18. And I'm very much over the age of 18, and I felt very uncomfortable in an online space interacting with someone who was under 18. So in Version Q, when I had that access to have close friends only by default, I decided to just do that with the friends that I had signed up with and... I guess in a way that maybe that did limit my interactions. In version queue. Maybe that did... kind of create those barriers like I talked about like, I'm sure other people created as well in Version Q to create their own little communities. but yeah, I also gave access as close friends for future post. Only. I did see. Like the list view feed... And I did notice that the number of likes and followers were hidden, which I think was also another barrier to social norms, because a lot of people obviously established norms like... in their social media apps, based off like, Oh, what are other people liking? What are the things that other people are commenting on what might be popular. Should I be looking into that? If that's something that's on people's radar and things that they're looking at. But if the number of likes and followers are hidden. It's kind of hard to establish. Is this good content for lack of better words.

JaeWon Kim 00:30:53

so when did you use the private... comments? What do you think is the use of that or the purpose of that feature.

P20 00:31:02

So I use it more for, like my friends, if I didn't want to like if I wanted to mention something on there. But I didn't know if they had like, if they wanted that like shown on like their public page, or something. So back to like the cooking example, if like, I was like, Oh, my gosh! Did you cook this at like... whatever location, because it might be super specific, and they maybe didn't want their location put on a public forum, or they don't want something, maybe about like their job posted somewhere, or like me mentioning like where they work like somewhere. Not that that like. Not that those specific examples happened, but I just tried to keep more private comments in a section like in the area where I had, like my own, like close friends, just keeping in mind that, like my friends, are also not people who are super big on posting their lives on like social media, and we were just hanging out here and just trying to be aware of, like other people's boundaries by using that feature.

JaeWon Kim 00:31:58

Yeah, so I keep going back to the norm theme, because it's really interesting. Have you ever had any social media experience where you don't care too much. I mean, I guess the norm is that you don't care too much about what other people are thinking or doing. Are there platforms like that?

P20 00:32:20

Yeah. You mean, like, outside of the like, who am I? Right? Like, just in general.

JaeWon Kim 00:32:27

Yeah.

P20 00:32:28

Yeah, there's definitely some platforms where I'm like, okay, this is definitely, y'all's thing to think about, like, feel free, like. I obviously don't care enough to put myself like be to be involved in this. But that doesn't mean like their space should be like completely dissolved, or like whatever they should have their space to like. Talk about it. So like the biggest example that I can think of, for example, is Reddit and Twitter, like. I don't use either. A whole lot. Discord like as well. I don't use a whole lot. Same thing with Snapchat. I feel like I've kind of outgrown Snapchat like in a way. And even like certain Facebook groups, I'm just like, obviously, I'm not going to join like groups that I'm not interested in or I don't feel like passionate about... And I think norms around like, maybe those specific topics that those people talk about maybe are more established in their own like community space. But then I'm not gonna get involved. I'm not gonna insert myself, and I'm not even gonna try and like seek it out. I don't think I think also things that might be... super popular that I'm not interested in. I might just try to ignore, like certain trends that I might see on Tiktok or Instagram, even social media that I use a whole lot. And I see these trends. I'm not really going to engage with it if I don't like it, or if I don't want to see it on my feed anymore, especially because a lot of these social media apps now have like these algorithmic features to figure out what you do and don't want to see on your feeds.

JaeWon Kim 00:33:57

Yeah. Then are there apps where, like, everyone's not caring too much about each other as well, where they're just doing their own thing, or interacting with their closer friends.

P20 00:34:15

I guess maybe pinterest, that I can think of or like. I don't know if, like this is social media per se, but places where people might like sell things like Etsy or ebay. They might not really care about like what other people are doing per se, but they might be just rather trying to promote like their own content. Like, if you're on Etsy, you're trying to promote, like the specific... like crafty things that you're trying to sell, and you don't really care per se what somebody else is selling, unless it infringes on your stuff like obviously same thing with like pinterest, like. I feel like people don't care as much about likes or comments or shares about content on pinterest, but rather... their own curated aesthetic boards that they have on there, because I feel like pinterest people use pinterest more for themselves and their own interests, like wedding planning or putting outfits together, or I don't know, coming up with like a mood board every like New Year's or something, and people might use pinterest more, for, like their own self interests, rather than caring about like a community in general.

JaeWon Kim 00:35:26

I see. Did you feel a sense of community on Version Q. At all?

P20 00:35:34

In a way. Yes, because I knew there were like other people like using maps. I could see like... different comments and stuff, and I could. I always had the choice of if I wanted to interact with whatever I was seeing on there. So I did feel that like there is that sense of community where there is some level of openness like I can still be engaged with other people, but it did also feel like. And this is with any social media. This is not limited to version Q or version R. But I did feel that kind of interaction with whatever I was seeing on my feed was dependent on me. If I wanted to like. engage or interact, or anything, and oftentimes I just was like, it's like. it doesn't bother me like too much. I won't like I just enjoyed like, I guess, reading it more. If anything.

JaeWon Kim 00:36:23

I see. you mentioned that? You saw people initiating conversations? I'm guessing. That's that's sort of coming from questions sending. Have you used that feature at all?

P20 00:36:38

I didn't use it, but I saw other people using it. I saw people like responding to it. I think. If I'm remembering this right? But people being like, oh, like, I got this question... super like interesting. Thank you for sending it to me like like. And then like responding like to the actual question like itself. And then seeing like comments like underneath that, and stuff but... having the number of likes like hidden from that like as well. made me kind of be like. Oh, is this just an interaction between like 2 or 3 friends? Or is this person like actually getting like a bunch of questions like sent to them, or whatever.

JaeWon Kim 00:37:23

So were there times when you were unsure that you were the intended audience, because.

P20 00:37:29

Yeah, that's really yeah. Cause it's like, I'm not sure if, like, these are just interactions between I don't know groups, maybe that would have formed on version R, and then like, carried over into version Q. Or are these groups that are people who know each other and signed up together for the apps. Or are these and this gets back to the people under 18? Are these just people who are under 18, who are just like very willing to interact with each other on social media, and not maybe be as cautious, or whatever... as as is like that tends to be a norm with like younger people in general. So yeah, I think that's also just... maybe something else. Yeah, that I could see the norm of is like, oh, this might be an internal conversation that I just happen to see publicly, because this is a public forum. But it might not be my place to like insert myself, you know.

JaeWon Kim 00:38:26

Yeah. So could you elaborate on the norms around like younger people and be more open to connecting with others? I'm not sure if I know.

P20 00:38:36

Yeah,... this might just be my perception of it in general, but even when I was younger, like myself, like I could see, like my friends, like doing all these things like on social media, where young people in general, I guess, just tend to be more open to having conversations online, or might be more open to the aspect of getting to know people online. And... it might be the naivety. But trusting, I guess, in that people are online for similar reasons that they are online for and being interested in the same things, it might also be a way for them to find a new community that's interesting in the things that they are interested in, that they



might not see like in real life. Whereas... as an adult, now I see it's a lot easier to find adult groups in person that have similar interests that I do than it might have been when I was a child, and I only have certain groups that I can interact with. So I think a lot of young people or... maybe like teenagers are more. I guess they might have, like their own norms per se when it comes to social media, and just being more open with each other than adults might be on social media.

JaeWon Kim 00:39:55

I see would you say there's like differences among adults as well like, I don't know 19 through... 21, or I don't know.

P20 00:40:05

There definitely could be, because I could definitely see, like early twenties, late teens being more focused on like aesthetics, and maybe, like late twenties upwards, being more focused on. How do I stay connected like with people? Or... I mean, obviously, aesthetics is just kind of a big thing of like social media in general. But I've just kind of seen in my own life. As I've gotten older I post less and less, and I interact less and less on social media publicly. But I might still keep those interactions, like, for example, messages or chats on Instagram, or using messenger through Facebook ways to just... still keep in touch with people or see updates in people's lives, but not have to... actually like comment on someone's post to see an update in their life.

JaeWon Kim 00:40:57

So how do you think like older people would stay connected with others? Outside of chatting or, messaging.

P20 00:41:07

This is definitely very older person of me, I guess to say. But like... Facebook updates and LinkedIn, see a lot of people's updates, or I guess, just stories. They post on Instagram. But just being like, where in the world people are, what kind of jobs are they doing? Are they married now? Are they having kids? Did they just get a house like are they in grad school? What are like all these different like updates people are having in their lives. And that's just more. I guess, like subtle things that people post about almost... Whereas, like with younger people, you see more updates like on the Daily like, maybe they're telling you like, oh, I went to this competition and the next weekend they're like, Oh, I'm on vacation in this

state, and you might see more frequent updates from younger people, but with older people on social media, while it might not be as frequent, you at least know like what's going on like in their lives. And when they do post, you're like, oh, that might be a big thing in their life that they're having as an update.

JaeWon Kim 00:42:17

I see. So what do you see as the ideal... friends or audience to use version 2 with in terms of one like... age? Is it? For, like younger people, older people, your age? To relationship with others? Would you imagine people using it with closer friends. acquaintances, strangers like things like that?

P20 00:42:42

That's a good question. I... if I had to sort it, I guess, into 2 different audiences, I would definitely say, version queue could be something that's a little bit more adaptable for younger people, one, maybe because, like, not that like, you're just getting used to the social media scene, but like, there's less like... standard norms that like you're used to seeing like online. And you're more maybe like open to to new apps to try like all the time with people, and it might have a little bit more traction to to expand and become popular among young people, because things just kind of spread super quickly around younger people. But I think also it could be a little bit like... healthier like, in a way, too, than maybe some current like social media platforms, because, like the number of likes and followers are hidden so that might not lend people to think that popularity is like the only thing in the world. But it also could allow for more connection and discussion amongst people. I kind of see version Q almost as like a written version of Omega being like a... just chat with random strangers online kind of platform. It's a video like a video call platform. So I kind of see version queue almost as like a written version of that. And that could be like... more open for people who are younger, whereas if you are older and you're not posting as much, it might feel a little bit more as a barrier Tantry like it did to me, and version R. Might feel not only familiar, but easier to still enjoy social media without feeling pressure, to constantly post, to feel involved.

JaeWon Kim 00:44:31

yeah,... I'm mindful of time. So this is probably my last question, but would you say, tumblr is... considered, an uncool social media. And is it okay for social media to be uncool.

P20 00:44:54

This is such a good way to put this. I okay. So I don't think it's like uncool. Maybe it would be uncool to like a 14 year old or so, like a 16 year old, but like having lived through the Tumblr era, I feel like it's totally fine. Maybe this is boomer for me to say.

JaeWon Kim 00:45:15

Like.

P20 00:45:15

I feel like that's totally fine. And I feel like there's also more pressure to have things be cool or uncool, and and be open about that. If you are younger, because people are more talking about the regular social media uses to be like, yeah, like, I'm on Instagram. I'm on Tumblr. I'm on pinterest like whatever things people are more... talkative about, that when they're younger, so you might feel... maybe more judged, or maybe more uncool, if you admit that? And someone says, Oh, that's so old. Why would you be doing that? Whereas I feel like if you are an older audience, people tend to maybe care less what you do in your free time, or what kind of apps you have on your phone like. If you enjoy tumblr, if you enjoy like Reddit or Instagram, or Facebook, or whatever, or Snapchat like it's... and people are like, Okay, like, do your thing like it might not be something like they want to do for themselves. But it's if that's what you do in your free time to like decompress like I feel like there is a lot less judgment. And... for that. And yeah, I feel like there, there are people, as I think, as adults know more of, like broader communities that are interested like in special, different, like niches, different interests and stuff. Whereas, like, if you're younger, your idea of community and what's cool is kind of limited to... Maybe the types of communities you already know, or whatever. I don't know if I'm explaining this super. Well, but I feel like it's it's... what something is. Cool or not. It's just kind of dependent on, like the audience, like looking at it. Basically.

JaeWon Kim 00:46:57

I see. Do you mind if I ask just one more clarifying question.

P20 00:47:00

Yeah, go for it.

JaeWon Kim 00:47:02

So for a younger audience, would there be something that's inherently uncool? Independent of the platform, like on Instagram posting like a long message, or like answering questions, might be uncool... with... that set the standard for all social media platforms? Or is it like platform dependent for younger people as well.

P20 00:47:30

Hmm! I feel like... whatever apps are probably most popular amongst younger people might set those norms for how they engage on other apps, unless there's already like a predetermined norm about how to use that app. So, for example, posting long things on Instagram might be something that's like, Oh, that's like kind of uncool. Why would you be doing that? Why would you like have these essay like captions to? I don't know, like a picture of a tree, or something, or like posting like every single week like oh, that might be kind of like uncool, like if you're young, but like, if you go over to Reddit, and there is already a predetermined norm. That that is how you talk like on there. That is like how you use the app per se. It probably won't be seen as uncool there. But if you were to take that over to like Facebook or Pinterest, young people might be like, oh, those apps might be a little bit outdated. Why are you using them? In the 1st place? Why are you interacting with long paragraphs on them as well. Why wouldn't you use Instagram to just do something short and sweet? So I think it's kind of a combination of not just the apps themselves, but also the purpose of the apps, and how young people might interact with each of them.

JaeWon Kim 00:48:51

So it would be important to make the purpose of the app clear to the people using it.

P20 00:48:57

I think so. Cause I think if it's kind of... free form in general, people might. I guess, make it something that they already know of and if you're trying to really like, establish that, the purpose of the snap is like something else, or like the norm, here... is going to be something else. Not that like you should have like bots using the app to like set the norm, but like making it clear that like, oh, we're trying to reach like this specific like community need that we're trying to have like this specific purpose? Might, I guess, be helpful for like young people, or maybe maybe just people in general like using an app actually.

JaeWon Kim 00:49:38

Hmm. well, thank you so much for sharing everything. This was very helpful and insightful. So yeah, thanks for your time, too. Do you have any questions about the experiment, or like whatever.

P20 00:49:55

I don't think so. No, do. Do I need to keep the who am I app on my phone at all, or okay. Alright. Sounds good. I was just asking because I was like. it's still there. I don't know if y'all need data or anything. But yeah.

JaeWon Kim 00:50:10

Meet at any time.

P20 00:50:11

Okay. Awesome. But yeah, I don't. I don't think I have any questions. But yeah, thank you for taking the the time chat with me today. I appreciate it.

JaeWon Kim 00:50:18

Alright, thank you. Have a enjoy the rest of the day. Bye.

P20 00:50:21

Thank you as well.