

Course: Consumer Culture & Society

Students: Aung Kyaw Htet, Adam El Nabli, Li Chak Fung Marco

Assignment: Final Research Project

Research Question: What is the prosumer behavior pattern in four social media users?

Word Count: 2818

Literature Review

A recent study by Bright, Kleiser, and Grau (2015) titled “Too much Facebook? An exploratory examination of social media fatigue,” proposed a model with its antecedents and qualitatively tested it. The platform of interest was Facebook and researchers collected data from 750 Facebook users using a 210 item questionnaire. Here, they looked at social media efficacy, helpfulness, confidence, and privacy concerns (Bright, Kleiser, & Grau, 2015). Furthermore, we are focusing more on prosumption in relation to social media usage.

Research suggests that social media are conducive to prosumption (Ha & Yun, 2014, p. 46). American futurist Alvin Toffler coined the term ‘Prosumption’ in 1980 in his book *The Third Wave* referring to it as “a socio-economic concept and phenomenon referring to both production and consumption of goods by the same people (Ha & Yun, 2014, p. 46) ; (Kotler, 1986).” The concept has grown and continues to navigate consumerism in a direction that better complements the world’s shift to digitization. For instance, Facebook showed to have changed individuals into producers of content in an easily accessible manner. This pattern is seen amongst their 800, 000, 000 + users. Since we were interested to find out how social media use would play out among people within our research group’s age-cohort, we decided to derive some concepts from this study and further expand on it by not only looking at one social media platform, but whichever our selected participants preferred.

In this study, the research group will explore prosumption’s presence in social media usage amongst four people.

Aim of Study

The topic selection stems from the research group’s personal interest in prosumption patterns in social media. This is due to the fact that social media is so widespread while it is evident that users are not aware of the extent to which they are prosuming on a regular basis. Thus, we believe that the dynamics deserve more attention and further analysis to better comprehend and potentially inform others of how prominent prosumption is in today’s world and the extent to which it is

implicitly integrated into daily activities such as socializing. This research paper explores four social media users from diverse cultural backgrounds. Further, each participant belongs to a different age group. Having taken the drive of this study into account, our research question is as follows:

What is the prosumer behavior pattern in four social media users?

The following will elaborate and expand on the methods of case selection, data type, data collection, and data analysis. Likewise, an explanation as to why we believed the chosen methods are both appropriate and suitable will be provided.

Methodology

Case Selection:

Jacobs University Bremen was the sampling unit due to proximity, abundance of social media users, and feasibility. The concluded practicability is based on the research group's time constraints, allowing us to only explore people within our surroundings. Furthermore, it is our contention that students are more likely to use social media more often than working-class adults, rendering the sampling unit appropriate. To attain different perspectives on the matter, purposive sampling was used. Purposive sampling is "a strategy in which particular settings, persons, or events are deliberately selected for the important information they can provide that cannot be gotten as well from other choices" (Maxwell, 2008, p. 235). The collected samples, i.e. participants, complemented the below criteria:

- Different age groups;
- Different nationalities;
- Different specializations.

To potentially collect more interesting data, we used a specific form of purposive sampling; namely, extreme deviant case sampling as it focuses on cases that are rich in information because they are 'special' in some way (Patton, 1990, pp. 169-173). We

assumed that students of specific age groups pursuing different degrees would provide more data to work with and derive patterns from. Thus, the choice of methods complemented the research group's objectives almost completely, allowing us to maximize the content.

Data Collection Method:

After having collected samples and recruited voluntary participants, we went ahead to conduct qualitative research. We collectively fashioned a semi-standardized interview guide. This was appropriate, because it allowed the interviewer to ask key questions surrounding the crucial themes of our study. Simultaneously, there was a level of malleability for the participant to slightly diverge and expand on an expressed idea (Gill, Stewart, Treasure & Chadwick, 2008, p. 205).

Of course, in compatibility with ethical considerations, clear and concise verbal consent was attained from the participants before the interview was conducted. Likewise, a verbal explanation was provided, elaborating on the nature of the study, the purpose, and the rights of the participant (e.g. the interviewee is free to not answer any question and to end the interview at their own discretion). After the participants agreed, we went ahead and recorded the interviews to later transcribe the collected data. The transcriptions aided in the accuracy and efficiency of the research group's analyses. The interview guide was structured in such a way that allowed for participants to first speak generally about social media usage, gradually shift to their preferred platforms, then independently identify how the concept of presumption comes into play. Most importantly, the interview guide helped the interviewer ensure that all the key themes the research group aimed to address were covered.

Data Analysis:

To guarantee anonymity, the participants' names were substituted with those from a TV Series called *Friends*. The following is a list of their fictional names, nationality, and class:

Name	Nationality	Class
Joey	Uganda	Class of 2018
Monica	The Netherlands/Thailand	Class of 2019
Chandler	Ethiopia	Class of 2019
Ross	Eritrea/Germany	Graduate Student Class of 2019

After conducting the interviews, the research group developed specific codes, which represented the themes of our main focus. The codes were as follows: 'Purpose of Usage,' 'Relationship with Platforms,' and 'Satisfaction with Platform.'

However, for each parent code, there are daughter codes and sibling codes organized in the following fashion:

1. Purpose of Usage
 - a. Preferred Platform
 - b. Reasons for Preference
2. Relationship with Platforms
 - a. Platform's Knowledge of Interest
 - i. Liked/Unliked Pages, Subscriptions, Follows, Posts
3. Satisfaction with Platform
 - a. Comfort
 - i. Ease of Usability
 - ii. Entertainment

A more extensive explanation of the above parent-codes, daughter-codes, and sibling-codes can be found in Appendix B.

The mentioned organization of the formulated codes allowed for more accurate and structured examination and evaluation of the collected qualitative data. Additionally, data-driven coding was found to be most suitable. It requires an open mind to generate codes while reading through the data (Gibbs, 2007, p. 45). This was utilized when deriving codes from the already transcribed interviews. Having identified core variables, selective coding also came into play whereby the researcher carefully reads through the transcripts and codes data related to the chosen essential variable (Bitsch, 2005, p. 77). Consequently, the research group was able to narrow down the focus and more accurately find evidential patterns in the data. This helped identify the level of presumption the interviewed participants instinctively incorporate in daily social interactions. Of course, this will be further elaborated on in the following “Results” section below.

Results

The results section will provide an in-depth summary of the parent codes. In reference to the codes and quotations derived from the transcribed interviews, the expressed viewpoints will be put together and compared to one another. First, however, a brief overview of the participants will be provided.

The Participants:

Three out of the four participants, namely Joey, Monica, and Chandler, are current Jacobs University students while Joey is a Jacobs University alumnus currently pursuing his Masters at Universität Bremen. Both Monica and Chandler are in their first year at university, never having lived away from their families for an extended period of time. Joey is in his second year at university. As pointed out in the table in ‘Methodology’ section, all of the participants hold different nationalities and have experienced life in different parts of the world. While no causation can be determined, individual responses during the interview contained unique views and perspectives on the matter, which may or may not be due to different age groups of the participants and/or their diverse cultural backgrounds. All expressed a high level of regular social media usage as well as dependency; however, the type of

platform differed from one to the next. The details of differences and similarities will be explored in more detail in the following sections.

Purpose of Usage:

The most commonly used social media platforms amongst our participants were instagram, snapchat, and facebook. However, two out of the four participants expressed a strong affiliation with Whatsapp and Twitter. While the preference of platforms differs from one participant to the next, what was surprisingly clear is that the purposes behind why each individual uses the particular platform are almost identical. For all of the participants, people's preferences laid in the simplicity of "maintaining contact," the platform being "really informative," or the "variety of ways to communicate" on the specific platform (Appendix C). For instance, Joey shared his dependency on and appreciation for twitter. He explained it was because, "all the information is there and it's simple to use." Monica, on the other hand, has an international background with friends being located all over. She talks to her "friends from all over the world [on snapchat and thinks] otherwise [she] wouldn't really be talking to them (Appendix C)." Thus, due to her circumstances the way people "put all their stories on snapchat" in the form of video recordings and pictures renders the platform most suitable for maintaining contact. On the other hand, Chandler and Ross preferred facebook and whatsapp because "video calls" and "messaging" are, to them, practical and appropriate ways of communicating (Appendix C). Here, presumption already takes place in the selection of a platform from a wide range. The participants choose the platform they can control and organize in accordance with their personal desires and objectives.

Relationship with Platforms:

All participants insinuated how dependent they are on social media. It is as though their social lives and social media go hand-in-hand as a relationship with a romantic partner would. The platforms are "funny as hell," they know "what [they're] interested in," they know your "hobbies" and favorite "football teams," and they advertise other potential interests of the participants like "Timberland's [being] on sale] (Appendix C)." The interviewees stated that they built these

relationships by “following” what they found appealing and “liking” the pages they were interested in. Likewise, Chandler went on to say that what you see is “in your control.” However, while the majority appreciated how “customizable” the platforms are, Monica said the idea of an online machine knowing her interests and what she cares about “creeps [her] out.” Despite this point, all participants expressed an ongoing relationship with their preferred platforms with the terms of the kinship being predetermined and presumed by the users’ subscriptions, follows, likes and dislikes.

Satisfaction with Platform:

Generally, everyone criticized certain aspects of social media platforms. Joey expressed dissatisfaction with the “abuse and racism” present on twitter, suggesting that those responsible should become “better at blocking accounts” that post hateful and racist comments. Another problem for Joey is “the bubble” people adhere to on Facebook. Using the US elections as an example, he explained how “liberals” followed the “New York Times” while “conservatives followed “Bright Part.” This selectivity, to Joey, created “biases” in people’s perspectives since their news sources only supported already existing ideologies for both sides. Likewise, Monica expressed a level of discomfort with SnapChat. She disdains the fact that people have the option of taking “screenshots” of what she sends although she may “not want people to save it.” Although she receives a notification that it has been documented, she believes the existence of the option is in itself an invasion of privacy. Chandler and Ross both shared a similar opinion. Ross has “deactivated the news feed” on Facebook for a while now while Chandler has “deactivated Facebook” altogether. Chandler uses Instagram more often while Ross strictly sticks to the messaging option of Facebook. This is consequent of both finding Facebook to be a “distraction.” The two seemed to be more work-oriented and eager to stay on task, which is why they took such drastic and unconventional measures. Nevertheless, despite the extensive criticisms, it still holds that each social media user, while acknowledging the flaws of each platform, cannot completely live

without them. All have a desire to remain updated, maintain contact with others, and remain included in the digitized means of socializing.

Discussion

Conclusion:

According to the selected participants for the study, social media and prosumption do, in fact, come hand in hand. Throughout the interviews, everyone expressed how he/she is free to customize their preferred platforms in accordance with their likes/dislikes. There was a shared consensus that everyone needs such platforms for a variety of reasons, ranging from informing one's self to keeping in touch with close friends dispersed all over the world. Thus, to all interviewees social media is undeniably required in their lives. Furthermore, for the most part social media's presence is not a burden, but more of a relationship between the platforms and the users. There is a humanizing level of awareness from the platforms that allows for conscious humans like the participants to form a connection with social media and have certain level of mutual understanding between the individual and the platform. This is subsequent of the medium's knowledge of the participants' interests, likes, dislikes, and even what users would potentially like to know more about. However, the platforms retained this knowledge from "how [they interacted] with the apps," allowing the applications to "pick up on" important traits of the users. It can be argued that the participants even felt like there was room for 'negotiation' of some sort between them and the platform to come up with an adjustment that would satisfy the user. In other words, prosumption comes hand-in-hand with social media usage.

Limitations Of The Study:

Of course, it is extremely difficult, if not impossible, to conduct a study under perfect conditions. Therefore, the research group faced a few limitations in the research process that could have influences the results. Some were circumstantial, which, under the prescribed conditions, could not have been changed.

One drawback was the time constraint, which denied the research group the chance of interviewing more people and collecting more data. This, of course, limits the scope of our research, forcing us to narrow down the focus of the research question to four people.

Additionally, some questions such as “How much time do you spend on the platform?” are difficult for participants to answer accurately off the top of their heads. While estimates are useful, there is the limitation of social desirability. By this, the research group means that it is a common understanding that spending excessive amounts of time on social media platforms is perceived as odd by others, which is why the participants may have unintentionally given estimates that they believe to not be over the top. This was evident in Ross’ hesitancy when answering the question. He started out by stating that since deactivating the news feed, he used the messaging part “two hours a day;” however, he later corrected himself stating:

“Two hours I think also considers the time when I was in newsfeed. If you consider only my time on messaging, I don’t think it accumulates to two hours a day haha for sure not.”

Another point is the fact that the majority of the participants were male, limiting the exploration of gender and its potential influence on the matter. In the future, there should be an equal number of male and female participants to attain a clearer idea of gender’s role.

Lastly, although the researchers explained the concept of prosumption to participants, it is a fact that the concept may not be easy for others to grasp without sufficient background knowledge. Nonetheless, these hindrances can be avoided in the future. This will be expanded on in the following section.

Suggestions for Further Research:

This study provided the research group with insight into the relationship between prosumption and social media usage. Throughout the interview, the selected four participants developed more awareness of the extent to which they personally customize their platforms. Likewise, a pattern was easily discernible between how social media is

used and the concept of presumption. Still, bearing the aforementioned limitations in mind, some facets of the research process can be improved for the future.

Researchers should make sure to have ample time to create a larger scope of information and data. This would allow for more dependability and test-retest reliability.

In addition, questionnaires should be devoid of relatively difficult questions. While this interview guide was straightforward, some questions are hard to accurately answer on the spot without enough time to properly reflect. Also, presumption should be more concretely expanded on and explained so that those interviewed in the future can better identify where and how presumption comes into play when utilizing social media.

Bibliography

- Bitsch, V. (2005). Qualitative Research: A Grounded Theory Example and Evaluation Criteria. *Journal of Agribusiness* , 77.
- Bright, L. F., Kleiser, S., & Grau, S. L. (2015). Too much Facebook? An exploratory examination of social media fatigue. *Computers in Human Behavior* , 44 (C), 148-155.
- Gibbs, G. R. (2007). Thematic Coding and Categorizing. In G. R. Gibbs, *Analyzing Qualitative Data* (pp. 44-45).
- Gill, P., Stewart, K., Treasure, E., & Chadwick, B. (2008). Methods of data collection in qualitative research: interviews and focus groups. *British Dental Journal* .
- Kotler, P. (1986). THE PROSUMER MOVEMENT : A NEW CHALLENGE FOR MARKETERS. *Advances in Consumer Research* , 13, 510-513.
- Maxwell, J. A. (2008). Designing a Qualitative Study. In J. A. Maxwell, *Applied Research Designs* (p. 235).
- Patton, M. (1990). Designing Qualitative Studies. In M. Patton, *Qualitative evaluation and research methods* (pp. 169-186). Beverly Hills, California, USA.

Appendix:

This section includes

Appendix A: Interview Guide

Appendix B: Complete Coding Frame With Definitions

Appendix C: Interview Transcriptions

Appendix A: Interview Guide

Social Media:

1. What types of social media do you use?
2. Which platform do you use the most?
 - a. Why?
3. How do you use it?
4. How much time do you spend using it?

Chosen Platform:

1. Can you think of any advantages on this platform relative to others?
2. What is your favorite thing about this platform?
 - a. Least favorite?
3. Is there anything you wish you could change?
 - a. What?
 - b. Why?

Prosumption Patterns:

4. Do you like what shows up on the page when you log in? (indicator of prosumption) → after question 6**
 - a. Why/Why not?
5. What do you use this platform for mainly?
 - a. Why?
6. Does the platform know your interests/likes/dislikes?
 - a. How does it have this information?
 - b. How do you feel about that?

Attraction to Preferred Platform:

7. How do you feel about this platform?
 - a. Why?
8. What is your favorite element about this platform?

- a. Least favorite?
- 9. If there were something you could change about it, what would it be?
 - a. Why would you change this?

Prosumption & Preferred Platform:

- 10. What shows up on your news feed?
- 11. What makes this platform so entertaining for you?
- 12. Would you say this platform knows your interests?
 - a. What are they?
- 13. How do you think this platform has this information about you?
- 14. Are you familiar with Prosumption?
 - a. Explain..
- 15. Do you think the concept applies to your social media usage?
 - a. If so, how?
 - b. If not, why?

Appendix B – Coding Frame

– Coding Frame with Descriptions

I. Purpose of Usage

This code is explanatory, meaning that it looks at what the participants use social media for and how it ties into their lives.

1. Preferred Platform

This sub code identifies which social media platforms in particular the participants use the most. It thus broadens the focus of the research to accommodate diversity.

2. Reasons for Preference

This sub code explains why certain platforms are more appealing than others for each participant and expands on what the participants get out of the active usage of the medium.

II. Relationship with Platforms

This code underlines the interactive nature between users and the preferred platforms.

1. Platforms Knowledge of Interest

This sub code highlights the fact that platforms have the capacity to retain knowledge that fellow humans could acquire through interaction. It shows how humanized social media is.

2. Liked/Unliked Pages, Subscriptions, Follows, Posts

Here, the researchers can identify how presumption comes into play more concretely. The participants explained how they selectively choose what to follow and subscribe to. In other words, they personally customize their social media. This sub code explores that part of the study.

III. Satisfaction with Platform

This code is exploratory, looking at whether participants' ability to prosume renders the platforms they prefer as great as they would like them to be.

1. Comfort

This sub codes takes into consideration the extent to which users feel comfortable with their platforms' performance and accommodation for user preferences. Likewise, the sub code explores whether prosuming increases comfort.

i. Ease of Usability

Here, presumption is analyzed with regards to how simple it is to fashion the platform to one's liking. The level of complexity could suggest a level of satisfaction/dissatisfaction.

ii. Entertainment

This sub code looks at how well the platforms perform and the extent to which users enjoy being on the platforms, i.e reading through news feeds/posts, etc.

Appendix C – Interview Transcriptions:

Joey

A: So, what types of social media do you use?

P: Facebook, twitter, instagram, snapchat, um, yea

A: And which platform do you use the most?

P: Twitter

A: How come?

P: It's like really informative, it's like all the information is there and it's simple to use.

A: What kind of information?

P: Um, hm, news, sports, everything, it's like you choose who you follow and everything is there for you all in one place.

A: And how much time would you say you spend using it? We can narrow it down to a day maybe.

P: In a day I'd say two hours.. or an hour. But I use it all the time. I pick it up and put it down and pick it up haha but let's say an hour. An hour in a day

A: An hour, okay. And what's your favorite thing about the platform.

P: It's funny as hell. Really funny

A: Hahaha do you have any examples of the funny things?

P: Yeah, the memes man. People just come up with the craziest things.

A: Haha okay what's your least favorite thing?

P: Ahh, the abuse. The racism, the um, yea. Abuse and racism.

A: Is racism not monitored?

P: I mean it is but it's like... you look under Donald Trump's account and there is like white nationalists, supremacists' accounts everywhere. And people are generally abusive and you can't monitor everyone everywhere so it becomes a kind of hateful place. If you keep that shit out, it's good. It's pretty good.

A: Okay, and is there anything you wish you could change?

P: The hate. Yeah, I wish there was more, they were better at blocking accounts that, like, say some shit because I feel like they give people too much freedom.

A: You think it's possible to monitor?

P: I mean, facebook does.. Facebook doesn't have as big of a problem with hate but there are.. there are different kinds of media so it's difficult to have a simple solution.

A: Alright, and speaking of facebook, do you actually like what shows up on facebook when you log in?

P: Na, facebook is kind of behind the times. I mean, I like facebook now. They improved with the new sharing stuff and it's.. I mean it's not as fast as twitter. I get my news faster from twitter but facebook is interesting in its own way.

A: Okay, and would you say these platforms, facebook or twitter, they know your interests?

P: Um like who, like Zuckerberg?

A: Haha, no not the makers. Just the platforms themselves.

P: Oh, do you think they know how much I am interested in them?

A: Like, what you're interested in.

P: Oh, what I'm interested in.. Yeah, I would say so.

A: And how would they get this information do you think?

P: I mean the way I interact with the app, they pick up on shit.

A: And does that make you uncomfortable or how does it make you feel?

P: No, I don't put anything there that I would mind having out in the open.

A: Okay, and how do you feel about facebook in particular?

P: Facebook has consistently done it right, man. It's like it's the biggest social media company in the world for a reason. It's simple and it seems like it cares about its customers and, um, it's very good at stopping hate. Like, it's not as abusive as reddit or twitter.

A: Hmm, is there anything you would change about facebook if you could?

P: About facebook..hm.. the fake news problem..? There's a lot of.. the bubble thing, yeah, the bubble. How everyone is in their own bubble.

A: Hm, could you expand on that a bit?

P: Like, I'll use the US elections as an example. Liberals and conservatives are not seeing the same shit. It's like liberals were seeing news from the New York Times because they follow the New York Times. But conservatives were seeing news from Bright Part because they follow Bright Part and those things do not intersect at all. So, you end up with people who are only exposed to people who agree with them only. Like, you don't see beyond your own personal experiences, you know? It, like, leads to a higher chance of bigotry.

A: Okay so like more biases.

P: Yeah, more biases because you begin to think your personal experience and people who think like you is the only reality in the world when that's not true.

A: Yeah, because there's a sort of selective..

P: Yeah, it's like an echo chamber, you know? It's like you shout an opinion out and you only get back an opinion that agrees with you instead of.. yeah.

A: Alright and um how do you think that facebook has all this information about you? How do you think they know things you're interested in and determine what things come up on your news feed?

P: Simple algorithms. Math, just simple computer coding. Like, if someone likes something twice, just file it under his interests and use it the next time.

A: And also it's like you liking your pages..

P: Yeah, it's just math. I don't think there are people looking and finding shit about me.

A: In a way, would you say that by liking certain pages and by not liking certain pages, wouldn't you say there is a bit of a, like, wouldn't you say it ties into the bigotry and biases you were talking about before?

P: Yeah, I try to mix it up. But, I'm only human.

A: Haha not attacking you at all.

P: Hahaha it's.. I mean it's a big problem of our times. I don't know how we're going to fix it but yeah.

A: So, you said you were familiar with presumption, right? A bit?

P: Umm, no, explain the concept.

A: So, presumption is when you combine the idea of consuming and producing into one. So, the fact that we're so digitized allows us to determine what we're going to focus on, what we're going to attract ourselves to, what we're going to consume pretty much. We have more of a say in it than, say, in the industrialized phase. So, would you say that with facebook you get to presume more?

P: Yeah, definitely.

A: Okay, alright, thank you for your participation.

Monica

A: So, what types of social media do you use?

P: Okay, like in terms of apps or?

A: Yeah, whichever.

P: Um, I kinda use all of them; facebook ,instagram, snapchat. The only one I don't really use is twitter.

A: And which do you use the most?

P: Probably snapchat just because I talk to my friends from all over the world there and I think otherwise I wouldn't really be talking to them because they put all their stories on snapchat and then I'll be like, "Oh, that's cool. Where are you?" and I don't know, that's how I talk to most of my friends.

A: That's nice. And how much time a day would you say you spend on the application?

P: Too much, hahaha. My social media in general or just snapchat?

A: Oh, just snapchat in particular.

P: Too much, like If I had to estimate the amount of time per day, like I know it's too much haha. Okay, maybe 2 hours?

A: 2 hours a day?

P: Because, if you like send a snap, but I feel like... I don't know, maybe one hour in my opinion.

A: And what are the advantages of this platform relative to others?

P: Of Snapchat? Probably the visual aspect, because for example on facebook I personally don't really post pictures or anything on faebook. So, like, people wouldn't actually know what I'm up to on facebook or where I am visually, whereas on Snapchat, for some reason, people are like a lot more consistent with it and you can know where people go or what they're up to and like for example I have friends from Middle School that I have on Snapchat and see how they've changed and, I don't know, like it's really interesting. So I think there's an advantage of the visual aspect to it and, also, yeah. I mean it's also consistent.

A: Okay, is there anything you would change about Snapchat if you could?

P: Mmm, I don't know, I guess maybe the fact that you can screenshot other people's snaps or stories because it's really hard. Maybe you want to share something with your friends but you still don't want people to save it for example and like now if you screenshot something, it allows you to screenshot, it allows it even though you may not really want it. So, maybe a function that wouldn't allow it.. I feel like it goes against privacy sometimes. So, you might send a friend something and they might think it's funny and take a screenshot whereas like you really wanted it to be in that moment.. even though there are traces of it haha

A: I understand. I can completely understand that. And, uhm, do you, you use facebook as well, right?

P: Yeah.

A: And do you like what shows up on your newsfeed?

P: I don't know. I actually don't look at the news feed that much. Like, I usually use facebook to like talk to my family. But, I don't know, I can tell that things pop up.. Like, I know that it's catered for me; but, I don't necessarily look at it that much.

A: Okay, and how come you don't look at it that much?

P: I don't know, I don't find it that interesting I suppose. Because, it's mostly just like someone put a new family picture up or they shared an article about something but it's not something I'm necessarily interested in. Or, it's like someone conservative having like a fight or whatever with someone else. Like, it's not really worth my time.

A: So you don't really like facebook that much?

P: Not that much, like it's really handy to talk to my parents or like my sister. Or, like, if you have group projects to make chats or like especially if you don't have someone's phone number, then it's really useful to search someone up on facebook and start a chat; but, I don't really use it that much.

A: Not that much, okay, uhm..Would you say facebook knows your interests? Like what you like and dislike?

P: Yeah, definitely. Like, even the fact that like I remember when I first made facebook when it was like really on trend in like 7th grade, um like it was cool to go through your profile and say like the hobbies you liked and like the football teams that you liked and like I remember I liked, at the time I liked a bunch of shows and stuff and I liked Arsenal, the football team and I saw yesterday that they'll put out all these football match scores on the right side of my screen and I didn't even remember that I liked their page and, so, yeah I can tell that they try to cater towards what I liked in the past or, you know, what they think my preferences are, which is really creepy. And, also, there's like when you go shopping on other sites, the facebook ads, for example, will show what you looked up before, So, I was looking at Timberland's on the Timberland's site and then I'd go on facebook and there'll be like an ad, "Oh, Timberland's, on sale." And that really creeps me out.

A: Yeah, it is creepy, The same thing happened with me when I was looking for flights, there were ads everywhere. Um, do you generally feel negative about facebook?

P: I would say more like indifferent. I could understand why some people would like it, especially people that, I guess, like to share their opinions or like they're more... because that's what people mostly use it for, at least when I think about it. Like, my sister likes to post a lot but like also sharing articles or like sharing conferences that she's going to or she's setting up. But, like, I don't know. I think it's for a specific type of people, but for me I don't, I'm not really into mass communication. Like, I don't like putting up a post for everyone to see, so, haha uhm..

A: I understand, I'm sort of the same actually. I guess that's it. We've covered everything. Thank you for your participation.

Ross

A: So, what types of social media do you use?

P: Um, I use facebook, I use snapchat, whatsapp, um, and I actually don't use too much. And I have an account in many others but I don't really use them. So, the only ones I'm actually active on are facebook and instagram.

A: And which one do you use the most out of those two?

P: Facebook for sure.

A: Facebook? And how come?

P: Um, I think it offers the most variety of ways to communicate with other people and, I don't know, it just offers the most. Instagram is just purely pictures, so..

A: Alright, and how much time would you say you spend using it?

P: Facebook? Weekly, daily?

A: Daily.

P: I would say, um.. the thing is I've deactivated newsfeed for a while now. So, I use it mainly for messaging only and I would say maybe one hour a day.. Let's make that two haha.

A: Haha, okay and um what's your favorite thing about this platform?

P: By now, only the messaging part or actually umm I guess pictures as well but I use it mainly for messaging.

A: Is there anything you would change about it if you could?

P: Um, actually not. I think it offers everything the platform could offer.

A: Hm, and do you like what shows up on the page when you log in?

P: Um..

A: Or because you cancelled the newsfeed, you..

P: Yeah, exactly. That's why it's hard for me to say.

A: Okay, how come you cancelled the newsfeed though?

P: Because, I get distracted easily. Two hours I think also considers the time when I was in newsfeed. If you consider only my time on messaging, I don't think it accumulates to two hours a day haha for sure not. But yeah I get distracted easily and that's why I deactivated it. Actually, yeah.

A: So, when you were a student at Jacobs you would use the newsfeed more?

P: Yeah, for sure. It was only a few months ago that I deactivated it.

A: Okay. Okay um..

P: Yeah, but as far as I know, the newsfeed, I mean I don't use it anymore, but the newsfeed is pretty customizable so I don't think there is much you can change now to improve it unless it's appearance.

A: Okay that makes sense. I guess that covers everything we can cover. Thank you for your participation.

Chandler

A: So, what types of social media do you use?

P: I use whatsapp, instagram, twitter, and rarely snapchat.

A: Okay and which platform do you use the most?

P: Whatsapp probably.

A: How come?

P: It allows me to make phonecalls and videocalls with family and friends and it's an easier environment for group chats.

A: And how much time do you think you spend using it?

P: Daily... Um up to an hour and a half.

A: And can you think of any advantages on this platform relative to others?

P: Um, you get to stay in touch with family and friends, you get to see what people are up to.

A: On whatsapp?

P: Okay, I guess on the other platforms but on whatsapp you can keep in touch with people.

A: Okay, and is there anything you wish you could change?

P: Um, not really, no. They use calls now so that's good too.

A: Okay, so what would you say you use second to whatsapp? Second to whatsapp, what do you use the most?

P: Instagram.

A: And do you like what shows up on the page when you log in?

P: Uh, yes because I choose which pages or people to follow.

A: So you would say it knows your interests or likes and dislikes?

P: Yeah.

A: And, how does it have this information? Just by what you like and stuff?

P: By the people I choose to follow. If I decide to follow them, then their posts show and then I don't like all of them. Like, some people I just know and it's just a mutual friendship. So, it doesn't necessarily mean that I like the posts but I know the person as well, so..

A: And is there anything you would change about instagram if you could?

P: Um, not really. I think it's fulfilled it's purpose to show, I guess to upload pictures and videos to, I guess, show your followers.

A: And would you say you're familiar with prosumption? Do you know what that means?

P: No.

A: Okay, so basically having the chance, because in the digitized era there's this theory coming up that consumers get to produce whatever it is they want to consume and this applies a lot to social media a lot of the time because, for instance, once you sign up for a platform you can choose, you know, what to follow and what not to follow. And you're generating your news, you're generating your own updates. Even if you're not the one posting it, you're the one determining what comes from where. So, you think this concept applies to instagram yeah?

P: Yes, yeah. Actually, not necessarily because on instagram there's also an "explore page which are, um, posts show up of the people that you follow, things they've liked, or things you might be interested in based on which page you've already followed and if they're similar to other pages that you haven't followed so that's why it's sort of out of your control.

A: But, that "explore" page, you voluntarily go on that page, or...?

P: Yeah, sometimes I voluntarily go on that page.

A: So, you have some control?

P: Yeah.

A: Thank you, those are all the questions I have. Is there anything you would like to add at all?

P: Yeah, um, I highly recommend the deactivation of facebook.

A: How come?

P: I know a lot of people these days in their youth, um, I wouldn't say are addicted to facebook, but spend a lot of time and waste a lot of time on facebook and that makes them lay off other priorities. And, since I've deactivated facebook, I feel like a whole new person. I've just changed.

A: Would you say this mentality applies to other types of social media or no?

P: Um, yeah it does but, um, for example I prioritize seeing pictures and videos rather than.. of people on instagram instead of seeing a bunch of posts and just facebook is just overall a way bigger platform. You can get to see way more things so that, to me, is a bigger distraction. But, it applies differently to different people.

A: Would you say facebook, um, knows your interests better than other social media platforms?

P: Um, I think most of the social media platforms are pretty similar in that sense...in the sense that you get to choose what you see, so, it's in your control.

A: Okay, thank you very much.