# Group – 251120

**Video Conference**

* **C12**
* **C13**
* **C14**
* **C15 (Late arrival – 10 minutes in)**
* **C16**
* **C17**
* **C18**
* **Adult Group Leader**
* **Researcher**

### Researcher

There’s a good question and its up for anybody. If I use the term ‘social media’ how would you explain it? So if you were speaking to some elderly person and nan or grandad at home and they said, ‘so what’s social media all about?’, what would you say?

### C14

It’s kind of like a way of talking like online, I guess.

### Researcher

Thank you C14, good start. Does anyone want to add to that? Or change…

### C17

It’s also a way of sharing what you’re doing in photos and stuff, like Instagram you can share holidays if you’re … and you can share like different ideas.

### Researcher

Fantastic. Does anybody want to add to that?

### C12

I think it’s a thing that you can message say with people and have fun really. Yes?

### Researcher

Good, fine. Anybody else got anything else you want to add? (Pause) That’s a pretty good start. We’ll come back to those ideas.

Can I just find out, this is me being just a little bit nosy, so I know where people are. And I accept that there may be people here who don’t use social media at all, that’s absolutely fine. C18, do you have any social media accounts that you have?

### C18

No

### C14

I have WhatsApp, I don’t know if that…

### C12

Only Xbox and WhatsApp

### C16

I have only got WhatsApp but I only talk to my friends

### C17

I have WhatsApp, Snapchat and Instagram

### C13

I have TikTok and WhatsApp

### Researcher

Lovely that’s really helpful. So, the next bit I’ve got, and it’s for anyone to throw in an answer. What are the things you really appreciate doing, or if you don’t have social media, what do you hear other people like doing on social media? Why is it this stuff is so popular?

### C17

I think that part of the reason is that you can chat to your friends without having to be face-to-face, which has been really good during like lockdown.

### Researcher

Do you think you have used it more over lockdown?

### C17

Yeah, definitely.

### Researcher

Any other things?…you mentioned earlier C17 going on holiday and taking photos and sharing them, I suppose that’s something people do.

### C17

Yeah. I sometimes don’t think that’s not the best thing that can … you can do on social media because it can make other people feel bad because you’re sharing just the best bits of your life.

### Researcher

And why does that make people feel bad?

### C17

Because other people might think that’s their life, and that’s their whole life, they just get to have fun and go on holidays and stuff. Whereas they can’t do that maybe. That might make them feel a bit upset or conscious of their money or something.

### Researcher

Good points, thank you C17. Anything else?

### C16

60at any time.

### Researcher

Yup. Anything else

### C12

I enjoy like playing with them. As of lockdown you can’t go to see them so Xbox is a good way to play with them and chat. Yes?

### Researcher

So when you’re playing games, you’ve got your headset on and you’re nattering away to your mates. Is that it?

### C12

Yes

### Researcher

Sounds good. C18, C14 do you want to say anything?

### C14

No

### Researcher

That’s fine

I went to a school not far from [name of home town] a few months ago, and I gave all of year 7 and year 8 a questionnaire to fill in. One of the questions I asked was what’s your favourite social media. And I am going to give you their top 20. So this is about 400 youngsters filled this in, OK. So this is their top 20.

[Long pause]

### C16

Minecraft?

### Researcher

I’m so pleased somebody’s going ‘What? Minecraft!’ Who said Minecraft?

### C16

Me. Hi!

### Researcher

What’s your problem with Minecraft?

### C16

Minecraft isn’t a social media site, it’s a game.

### Researcher

Ah

### C12

Yeah but you can still talk to people.

### Two voices

Including ‘fair enough’ and Indistinct

### C16

I get that. Just, it’s not made for chatting.

### C12

But you can also play with them.

### C18

What’s Line of Duty?

### C16

It’s like a Call of Duty knock-off.

### Researcher

I don’t want to tell you that this list is correct, as a list of social media sites. This is simply what those youngsters thought were social media sites. So, if I’m hearing a voice here saying “Minecraft isn’t” that’s fine, I’m happy with that. Coz it may not be. They may be wrong. So my next question is, is there anything else which you think shouldn’t be on that list? Cos you don’t think its social media.

### C14

Maybe like Facebook – although its social media, maybe people in years 7 and 8 shouldn’t really be going on Facebook. Like, its meant for older people than year 7 and 8.

### Researcher

Do you know if there are minimum ages for social media sites?

### C16

Yeah

### C17

Pretty much all of them.

### Researcher

Do you have any idea what the minimum age is?

### C18

13, I think.

### Researcher

C18 thinks its 13. Do you think he’s there?

### C17

Most of them are 13.

### C16

Some have more, some are higher. Some are less.

### Researcher

Do you know any which are less?

### C16

Minecraft is 7.

### Researcher

Right…

### C17

I don’t think Pinterest is 13, but I’m not sure.

### C12

If you are on Xbox you can be any age on that.

### C16

Yes

### Researcher

I suppose some of the games on Xbox have a certificate, don’t they? They have an age on the game, even if the Xbox itself doesn’t.

Can I go back to your comment of Facebook? You said you think some people shouldn’t be on Facebook because of their age. Let’s say Facebook has got a minimum age of 13, so if you’re in the middle of say year 8 you could start using Facebook. Do you think many people do use Facebook at that sort of age?

### C17

No its more of like a middle aged … people

### C14

It like a chain. Coz if one person is using it, then another person will want to see what they’re kind of doing. And more people who use it encourage more people to use it.

### Researcher

Is that your experience?

### C14

Well no. This is a kind of guess.

### Researcher

So a lot of people here this evening have got WhatsApp, can you think why you got WhatsApp?

### C12

Yes I can. I have it because I can communicate with people who I’m not close to. So such as my mum, she lives on the Isle of Wight so I can’t normally go and see her. So with WhatsApp I can Facetime her.

### Researcher

So whose idea was it to get WhatsApp?

### C12

My dad’s.

### Researcher

Right, because its connecting you with the person you want to talk to.

### C12

Yes

### Researcher

OK. Who said they had TikTok? C13 are you happy that TikTok is a social media?

### C13

Err, yeah.

### Researcher

Why?

### C13

Because it a way for the younger people isolating to connect with the outside world.

### Researcher

Do you message people through TikTok?

### C13

Er yeah, I message my friends.

### Researcher

And do you ever record videos?

### C13

Yeah, I have recorded quite a few videos now.

### Researcher

Can I ask you what sort of videos? You don’t have to answer that.

### C13

I record videos where sort of I react to other videos on TikTok.

### Researcher

Oh fine, got it.

Shall we just quickly go through that list I’m just interested whether you agree whether they are social media or not. If you’ve not heard of a social media don’t think you have got to make up and answer.

Are we happy Instagram is a social media?

### Chorus

Yes

### Researcher

Ok. TikTok?

### Chorus

Yes

### Researcher

C13 says it is, you don’t have to agree with C13.

### C16

I just think it is.

### Researcher

Facebook?

### Chorus

Yes

### Researcher

Twitter?

### Chorus

Yes

### Researcher

Has anyone seen Twitter?

### C17

Yes

### Other voice

Yes

### Researcher

What do you make of it?

(No response)

We’ll move on. WhatsApp, most of you have got it. Are you happy that its social media?

### C16 and C12

Yes

### Researcher

Does it do all the things that say, Facebook does?

### Chorus

No

### Researcher

So what’s the difference, and does it matter?

### C16

So if Minecraft is making the cut, WhatsApp definitely should.

### Researcher

OK, that’s an interesting argument. So what’s the argument that Minecraft is a social media?

### C12

Well you can play with friends.

### C16

Well it’s on the list, that’s all my argument is.

### Researcher

Ah, as I said I think the list may have some mistakes there. So don’t assume the list is right. But I’m very happy for Minecraft to be a social media if that’s what you think.

What about Messenger which is a texting app?

### C16

Yeah

### C17

I suppose if you can message people then (indistinct) social

### C16

Yes, I’d say that’s a decent rule.

### Researcher

OK. What about YouTube?

### C16

Yeah. Because people can share videos.

### C17

I suppose you can comment and stuff on there and things, so.

### Researcher

Would you arrange to meet up with a friend down the park on YouTube?

### Chorus

No

### C16

You could, but probably not. It is possible

### Researcher

OK, so what I’m hearing, and I’m just reflecting what I can hear. Oh Leader, I’ve just seen C15 is waiting to come in.

### Leader

Yes, are you happy to let C15 come in a bit late?

### Researcher

Do you want to text him in the background to just get him to say “yes”.

### Leader

Yes that’s fine, he’s in now. I’ll message him separately while you are talking.

### Researcher

OK, so YouTube, although you wouldn’t use it to arrange to go down the park, what I’m hearing is that you think its social media because you can leave comments and you can share stuff.

### C15

Yeah

### Others

Yeah

### Researcher

Anybody disagree?   
Anyone heard of Skype?

### Chorus

Yes and No

It’s a bit like WhatsApp

### C16

Yes, it’s actually quite like WhatsApp.

### Researcher

So are we happy that Skype could be social media, those who know it?

Chorus  
Yeah

### Researcher

I think earlier on, somebody earlier on said that Xbox probably wasn’t social media. (Pause) Or did we agree it was?

### C14

It was

### Researcher

Are you all happy with that?

### Chorus

Yes

### C12

…message, chat, play together.

### Researcher

All the things you would expect.

Hi C15!

### C15

Hello

### Researcher

Sorry you are half way through this, you’ll soon pick it up. Feel free to chip in.

Has anyone used Twitch?

### C13

I used to.

### C17

I’ve heard of it, but I don’t know what it is.

### Researcher

C18, you’ve said you’ve come across it, do you think its social media?

### C18

Yes, it’s just like live streaming and people do stuff they stream. Er, but I don’t think its..it used to be a lot better but it’s become much more controversial, because they’ve had more like hackers … and I think they had some people can do streams like in real life and not just in video games. And like a lot of stuff has gone wrong. Like there’s been suicides and stuff on there. It hasn’t been too good.

### Researcher

Right, but in spite of all that, is it still a social media?

C18  
Yes

### C16

It’s like YouTube

### Researcher

So it’s like YouTube but it has more live elements.

So if Xbox is a social media, are you happy that PlayStation is?

### Chorus

Yes

### Researcher

OK. Has anybody come across Discord?

### Chorus

Yes/Yup/Yeah

### Researcher

Do you use it C12?

### C12

Not that often, but it’s another way to chat.

### Researcher

OK, do you think that is a social media?

### C12

No, because you’ve got to know their username to find them.

### Researcher

So if you don’t know somebody’s user name you never get to them on Discord.

### C12

Exactly

### C18

You can be in a server with them

### C12

It’s not a game

### Researcher

On WhatsApp, can you find someone if you don’t know their phone number or its not in your phone book.

### C14

No

### C16

Yeah, it’s called a Phone Book! You just said it!

### Researcher

If I haven’t go somebody’s number in my phone book, am I right in understanding I can’t connect with them over WhatsApp.

### C15

Yeah if you haven’t got their number you can’t get to them.

### Researcher

So we said on Discord, Discord is not a social media because if you don’t have a number you cannot connect. But on WhatsApp … I being argumentative here, I’m trying to help you think things through. Are we still happy that WhatsApp is a social media?

### Chorus

Yeah

### Researcher

I’ll shut up then.

Phone

### C12

Phone is a social media because you can talk to people.

### C14

I kind of disagree because it says like Social Media Sites [in the slide header]…

### C17

Yeah

### C14

… and like a phone isn’t really a site its like an object that you…

### C12

But neither are Xboxes or PlayStations

### C16

C14’s got a point.

### C14

I guess yeah.

### Researcher

I’m happy to sit with disagreement. We’ve got two different points of view there. Does anyone want to join in one side or tother.

### C17

I feel like a phone is more of what you have all of these apps on. So I don’t think it really counts as a social media site

### C16

Isn’t there an app called phone on some?

### C15

Yeah, it’s the calling thing, isn’t it.

### C16

Oh, perhaps that’s what they meant.

### C15

I guess it would be then.

### C17

That makes more sense.

### Researcher

Has anybody come across Reddit?

### Chorus

No

### C15

It’s just a place to just put posts up there.

### C16?

Fan fiction

### Researcher

OK. Social media or not?

### C15

I would have said it is social media, yes.

### C18

Yes

### Researcher

Pinterest people weren’t sure of earlier. Has anyone had a better thought on that?

### C12

I don’t think I have ever heard of it

### C16

Neither have I

### C17

Pinterest you basically create boards and stuff and people share their photos on there. So it’s like..and you can … its basically pinning your interests, that why it’s called Pinterest because people put pictures on there and then you can save them and create boards.

### Researcher

That’s a good description C17. Email which is number 16.

### Tentative chorus

Yeah

### C14

[indistinct] it’s like messaging people.

### C12

So’s it’s the same as WhatsApp, so I would say it is.

### Researcher

C15, what do you think?

### C15

I would have said email, I mean … there’s not much like… because when I think of a social media it’s like something that you would like use a daily thing. Like you go on it to chat with friends. But email its takes like you type it out and its more of like you [know] what you’re going to type and you know what you’re going to say.

### Researcher

So are you coming to the conclusion that it is or is not a social media?

### C15

It isn’t a social media

### Researcher

It isn’t a social media for those reasons. Does anyone else want to come back and agree or disagree with C15?

### C14

I guess like, well I dunno, it’s a bit of both really in a way.

### C17

Yeah. I feel it’s just a slower version … that you can’t message fast and you can’t share things fast

### C16

Are we talking about mail?

### Researcher

Yes

### C16

Yeah, I would say mail is more formal. Messengers more like “Oh do you want to go down to a park?” You don’t do that with mail. Its here’s the link to today’s Zoom meeting. Or today’s activity for the learning.

### Researcher

Yup. OK four to go. Tumblr?

### C15

I have heard of it, but I have no idea..

### C17

Yeah, I have no idea what it is, but I’ve heard of it.

### C16

I’ve heard pf it but I don’t know what it is

### Researcher

Fine. We’ll leave it there. Minecraft we’ve talked about. What about Google?

### Chorus

Negative noises

### C16

That’s what you use to get to the site.

### C14

Search Engine

### C16

You don’t text people on Google do you?

### C12

Without Google then you wouldn’t be able to get into all these other things.

### Researcher

That’s true.

### C17

I suppose there’s things attached to Google like Google Meet and then there’s Google Classroom but they’re like apps on Google. Not actually Google itself..

### C15

Yeah. You’ve got Gmail, like Google Mail

### C14

Yeah

### Researcher

Actually, C17 raised a thought. I took this list before lockdown, so this was done in February 2020 and I’m just interested what do you think, if I was to put that list together today, do you think people would put Zoom or Hangouts, or other things like that up?

### C14

Yeah

### C15

[Indistinct]

### Researcher

Are they social media though?

Chorus  
No

### C15

I don’t know really

### C14

I’d say Zoom is because you can talk to people and share screens

### C16

Zoom’s is a more formal Skype I’d say.

### C17

Yeah.

### C12

Um, if Zoom wasn’t a social media site, what are we going to do today? We’re using Zoom now, so if we’re going to chat then no one can hear each other.

### Researcher

OK, good. Anybody disagree?

OK, thank you for that. The next question I asked the youngsters was ‘what don’t you like about social media’? So there’s lots of positives, lots of good things. What do you think, or what have you heard, are the negatives? In a second I’ll share the top three things they said.

### C12

If someone hacks they can find out your details.

### Researcher

Right, and what’s the issue about that C12?

### C12

So they can find you…and yeah

### Researcher

And that could be a risky thing, could it?

### C12

Mmm

### Researcher

OK

### C15

I would have said online bullying would be quite a high one up the list.

### C16

Cyberbullying

### C17

I was going to say that as well. People think there are indestructible on social media and can say anything.

### Researcher

That’s an interesting point. I heard that said by other people in another of these sessions. They talk about ‘keyboard warriors’.

### C12

[indistinct] dinner doesn’t get made until quite late because mum is always on it. So that could be a problem.

### Researcher

Right, thank you C12. Anything other drawbacks?

### C16

Comparisons.

### Researcher

Go on, say a bit more about that.

### C16

People might compare themselves to other people who have better lives than them. And then they’re like, oh my life is so trash even though they’re very privileged, they just haven’t experienced the stuff other people have, and not appreciate life.

### Researcher

Good point, thank you. Any other…

### C14

The addictiveness coz like, it constantly what people want to do and because effectively it’s like an endless string of things to look at you can just spend hours like flicking through it especially things like Instagram. There’s just a constant feed like of it coming through.

### Researcher

C14 do you think everybody is addicted, or do you know some people who are addicted and others who can put their phones down?

### C14

There’s…I guess it depends on what type of social media it is. Because WhatsApp you can’t really get addicted to that. But something like Instagram or like SnapChat …

### C17

TikTok's a really bad one for getting addicted to

### Researcher

Why’s that?

### C12

I know someone who does get addicted, my mum. Someone who doesn’t get addicted, my dad.

### Researcher

Right so different people have different ways of dealing with it.

C17, what is it about TikTok that makes it addictive, do you think?

### C17

Sometimes if, you’re like on TikTok you can just scroll-through for hours and then forget about the times you’ve sat there scrolling through a load of videos you don’t need to see.

### Researcher

Every so often there’s a good one, so you keep flicking to fine the next good one.

### C17

Yeah

### C15

There’s features on most social medias that encourage infinite scrolling so you never reach the end.

### Researcher

Sure, I’ve got that. I’ll tell you the top three answers I got. And I said, this is from a school very close to [Name of home town]. Actually, these weren’t really one, two, three. They got about a third of the answers each. So these three are fairly even. So bullying, I heard a lot of people talk about, the second thing is we don’t like comments from strangers…

### C12

YouTube account then. People randomly chat to you.

### C15

I mean its kind of unavoidable really. If you’ve got a site you can get onto from anywhere anyone can access it … its like … your open to anything really.

### C17

I think that’s why people have private accounts, because you only have to follow and people can only follow you if you accept them.

### Researcher

Do you think all strangers are risky?

### C14 and C16

No

### C12

Most are though.

### (Unidentified male)

I wouldn’t say most are

### C17

It depends what they’re commenting on or talking to you about.

### Researcher

I suppose if you’ve uploaded a video onto YouTube, on football or something, and somebody writes a comment who you don’t know – it might be a comment about football skills or something

### C15

Yeah, they’re just trying to compliment you then

### C18

They’re fans

### C16

Cos their looking at the videos

### C17

I feel like the worst problem is like private messages from the strangers.

### Researcher

What apps does that come in on?

### C15

Instagram, any app that has a messaging feature.

### Researcher

Do you have a strategy for not letting that happen?

### C17

Private accounts

### C15

Private account, yeah.

### C17

And block them.

### C16

Phone in the microwave

### Researcher

Well that’s a solution! OK the third comment got summarised as ‘trust’.

[Pause]

### C14

I guess its kind of that thing of not knowing who the stranger is … again….and kind of trusting your friends …

### C15

I mean its like anything really when you are putting something on line, you’ve got to think about what people are thinking. Like you’ve got to put them in you’re their shoes as such. Coz if you’re posting a picture of you on a nice sunny holiday, they’re not going to think like ‘wow that’s cool’ but they might think other things like ‘oh that’s cool they never told me about that’.

### C17

I suppose…

### C12

On my Xbox I have some friends that I don’t know in real life, but I still trust them because they’re really nice to me. But that could all change [indistinct] one thing.

### C16

That’s kind of creepy

### Researcher

C17 you were about to say something

### C17

Yeah I was saying that that could come under Photoshopping and editing because you can't trust what's on there That a lot of it's fake

### Researcher

Is this stuff that you've covered in school

### C17

Some of it yeah but some of it you just learned by being on social media

### Researcher

Do you think you can trust anything on social media?

### C15

Some of it you can yeah.

“Cacophony”

### C17

…but there are some things you can trust.

### Researcher

What would be the clues for stuff that you can’t trust?

### C16

Scams. Weird names.

### C15

Deals too good to be true. If someone is like trying to sponsor you but their advertising to be like Disney, so that it’s a bit too good to be true.

### Researcher

Right yup

### C17

Some of the things that come up on Instagram is um, my friends who don't have private accounts, some accounts would try and sponsor them but you'll need to look out for red flags because some accounts will try and sponsor them but when you look they've only got one follower which usually means they’re fake

### C15

And it depends when they like have joined like say Instagram for example. It would normally tell you their join date and if it is a really new account date

### Researcher

Have you heard of bots?

### Chorus

Yeah

### Researcher

How would you explain a bot to somebody?

### C16

Robot accounts

### C15

Yeah, non human accounts that’s just generated automatically

### C14

Programmes…

### C12

….some of my friends call bots really bad players in games. In something like Fortnite, most you guys know that, we call people bots when they are really bad…

### C16

… especially when they die to them

### C15

Yeah, you get a bit angry when you die for someone…

### C16

You just start screaming random words

### C12

Yeah

### C16

And you say, ‘oh you’re so bad’ even though they killed you – so you’re the bad one!

### C12

Any my friends, if they get killed by them, call them a hacker

### C16

Oh yes that happens a lot.

### Researcher

OK…

### C16

No one could possibly be me…hacker!

### Researcher

OK. You’re doing very well. If you were talking to people who were a bit younger than you and they haven’t got social media and they’re thinking about getting it. What sort of advice would you give them?

### C12

Don’t talk to strangers

### C15

Don’t like follow people you don’t know, obviously if they’re like quite famous and they have got a large following, you can kind of see like say take someone famous for example and they like post loads of random stuff and their like well trusted you’d like go for them obviously.

### C14

Like make your account private as well, we talked about that previously

### Researcher

Yep. Any other advice?

### C16

Don’t be stupid. [Pause]

### Researcher

Go on, give me a ‘for instance’. What would be a stupid thing to do?

### C16

Oh this guy’s trying to give me money. Oh this guy’s totally legit. Get scams for a million pounds. That was a good idea.

### Researcher

Which is what we said earlier, if it looks too good to be true, it is. Any other stupid things people do?

### C12

Sometimes you give your identity away.

### C15

Bragging

### C16

Neobux scams

### Researcher

Those who have go social media accounts beyond WhatsApp, because on WhatsApp people tend to know each other anyway, do you use your real names or …

### C15

I use my real name, so friends can find me easier. If I use some random like name, or some made-up one, … I only follow people that I know. That I like and that I actually trust them.

### C17

I also find it a bit annoying when people; if you like follow someone when they’ve got their name, and then sometimes people change it to something random and then you’re like, ‘oh who’s this?’ and have to look through their account to see who it actually is.

### C15

People also like copy surnames of famous people – that happens a lot.

### Researcher

And there’s your trust again. Do any of you follow any celebrities?

### C16 and C12

No

### C15

Well probably the most famous person I follow is, um, I don’t know really, Ant and Dec. That’s probably the most famous person I follow

### C17

I follow a few celebrities but not as many as my friends follow.

### Researcher

In what sort of realm, are they sport or fashion or pop or

### C17

A mixture to be honest. It depends.

### Researcher

We asked the question, what don’t you like about social media. We talked at the beginning and people said its good for communicating and sharing photos and things. Is it possible for people to make a living out of social media?

### C18

Yes

### Researcher

C13 can you explain?

### C12

You can make some money

### Researcher

How would I make some money on social media

### C16

YouTube

### Researcher

How does that work?

### C12

YouTube a lot of subscribers and lots of likes

### C18

Ad revenue.

### Chorus

Yes

### C13

On TikTok if you 1000 views you get some money as well.

### C13

Creator Fund

### C17

Yeah on TikTok they’ve got a creator fund where you get money for a certain amount of views.

### C13

Yeah.

### C15

To sign up for the creator fund you’ve got to have a certain number of followers I don’t know how much.

### C17

And I think you have to be a certain age as well.

### Researcher

Do you know what sorts of sums of money people are talking about?

### C15

I think famous people are getting like thousands of pounds off of like … but you have to get millions of views to get that much money.

### C13

Yeah, Charli D'Amelio earnt £85,000 in thirty days.

### “Cacophony”

### Researcher

That’s somebody I’ve not heard of. What does he do?

### C15

Dances. SHE’s a Dancer! But she’s doing Dances on TikTok now to get even more like followings.

### C17

I’ve just looked it up and she’s earns $25,000 a video.

### C15

Them videos could be getting up to millions of views. Like 2.5 million and up

### C17

Then she posts at least once a day.

### Researcher

How is TikTok able to give her that sort of sum of money? Where’s the money earnt from?

### C15

Ads. When they get sponsored by an ad. when you scroll through TikTok you come across an ad and the ad plays on a bit and you’d get like the TikTok will get money for like putting the ad on their page

### C17

I mean this is where a lot of things might be fake because a lot of people are sponsored by companies and then will like advertise them and say how good they are when actually they might be really bad, but they’re just sponsored.

### Researcher

I think we’ll move to the final question, you’ll be pleased to hear. You’ve done brilliantly by the way. Absolutely fantastic. Every time I’ve done this, it is the question that’s really gone very quiet. And I think it probably is a difficult question so I’ll give you a bit of thinking time. We’ve been spending the last 40 minutes thinking and talking about social media. Nobody, including me, knows everything about social media. So I wonder if there is something you would like to understand or know about...

### C13

I’d like to know how Instagram and TikTok are different.

### C18

How’s Minecraft a social media.

### C15

Yes!

### Researcher

C18 you’re sceptical on that are you?

### Own

Yes, very.

### Researcher

C13 can I go back to your first question, why’s that a question? (The difference between Instagram and TikTok)

### C13

Because Instagram and Tik Tok are just the same but like I don’t understand how they’re different. Because apparently there are different ways you can earn money and things on there.

### C17

I suppose Instagram you’re more sharing photos and stuff than you are videos whereas TikTok is only videos.

### C13

True

### C15

And also, on Instagram, there are more companies say Sainsburys for example, have a page on Instagram…I think they do anyway…and they would post their new latest range of clothing, foods, and other things. Any they would like once people had clicked on their site, it would come up with like you would get money off of from them coz you’ve gone onto their page and bought things

### Researcher

Can you think of an occasion when anyone here has bought anything as a result of seeing an advert for it either on telly or social media

### C15

If it was on telly I think so, because like games have come out like for Xbox and things like that, and I was like oh that’s looks like a fun game, I’ll get it and play it and stuff

### C17

I think I’ve seen adverts on Instagram for things but I’d never buy it off Instagram but I’ll always buy them off Amazon if I want it but …

### C15

Yeah…cheap alternatives are like better ways to go maybe like have something that like costs thirty quid on Instagram you could probably go onto Google and find it for much cheaper.

### Researcher

Do you feel that the ads which you see on social media are suited to you? Do they match your interests in any way?

### C16

Not at all no

### C15

I keep getting ads for make-up ranges and I’m like why do these keep coming up?

### C12

I get ads for ‘hot singles near me’!

### C14

Like sometimes on YouTube I get adverts for like financial sites like Entire (?) or something. It just doesn’t really apply to me.

### C15

They say they have like things they call cookies now, and when you go onto a website it says do you want to allow cookies? And YouTube has them as well. What cookies does is it finds what you’ve been going on and the videos you’ve been going on and all the videos you watch and things like that. And it collects all the data you’ve been watching and apparently it specialises like recommended videos, adverts and shows them up. But it’s just never worked really. It’s never took off.

### C18

I have an ad-blocker so I don’t have adverts.

### C15

Yeah. And I have one as well.

### Researcher

Any other questions anybody has about social media?

### C15

How do you get famous?

### C16

You have to be American

### C17

Hosted content

### C15

You have to be America (laughs)

### C16

Fair enough

### C17

It is true. That’s what it seems like anyway. Well, if you’re on TikTok you have to be American.

### C15

Yeah, Charli D'Amelio and what’s the other one?

### C17

Alison Rea

### Chorus

Yeah

### C15

They’re both American and they are the most famous people in TikTok.

### C17

Yeah, Charli’s got hundred …

### C15

…hundreds of millions now. I’ll check quickly how many she’s got…

### C17

100.9 million or 101 million now I don’t even know

### C15

I’ll check

### C17

She hit 100 million the other day

### Researcher

Wow, that’s a lot.

### C17

And Alison’s at 70 million

### Researcher

I want to finish by saying Thank You. You have been absolutely superb. It has been a really really interesting conversation. Thank you for your time. Thank you for doing that, I do appreciate that.

Is there anything you want to ask me about my work?

### C15

What are you studying?

### Researcher

Answer provided