# C1 – 250620

**Video Conference**

* **C1**
* **Researcher**

### Researcher

Can I just start with an open-ended question?

If you hear the phrase ‘social media’ what do you think of, what do you think it is?

### C1

It's like a platform used to promote um your interests, your hobbies, um share what you've been up to, um reaching out to friends. It's lots of like…self-promotion like sharing with people, what you enjoy, your hobbies, what you like, what you been up to, and things like that.

### Researcher

Yeah that’s a good answer.

Do you want to share any names of social media platforms, they may or may not be ones you use?

### C1

I'm only on Instagram, but Instagram is used for, it's mainly just putting up photos and you can direct-message people. Then obviously there's Facebook, I don't really know how that works, I’m not on Facebook. And then you've got the most popular one for like my age group is Snapchat. The difference with that is you upload something, and it stays up for 24 hours and then it deletes, so it's it's….Instagram's more um you share it and it’s there forever whereas Snapchat is more like a minute by minute blog update kind of thing. So those are the difference.

### Researcher

And is the choice of being on Instagram only your choice or..

### C1

No, it's my mum’s choice…..

…..Can you hear any background noise or can you just hear me?

### Researcher

There's a bit of wind but it's not disturbing what I can hear?

### C1

We have neighbours that are quite loud, can you hear them coz I can go inside….?

### Researcher

I can hear them occasionally, but the microphone is good for picking up you.

Um, which of the things, and you've talked about a range of whole range of things, but if you had to pick one or two things you most like about using social media, using Instagram?

### C1

Um but I really like uploading photos. Um sharing with people like um it's quite creative like my friends we all love taking photos of like each other of doing photos shoots and things. So it’s quite nice to like share that and be like “this is my day with my friends, we went to [Name] Lake and here’s some photos that we took” it's just nice to…..(it's very windy!) [Note: C1 is sat outside]

### Researcher

You're creating a sort of shared memories

### C1

Yeah and it's quite nice like to show that to other people. Be like this is what this is what me and my friends do together.

### Researcher

Yes Nice

### C1

It's always quite fun and its quite creative, especially when it comes to the taking photos bit. It's not always about the literal post you get it's the coming before you manage to get that photos, it’s like the build-up of…I think one time I think one time I stood up and fell over and had about 20 photos me stood on the floor … laughing. it's not just to do with the end product is to do the whole build up for it its always….

### Researcher

That's interesting

### C1

The photo kind of holds lot more than you what you just see in it.

### Researcher

Do you ever take photos when you're not with your friends like in lockdown? Have you taken photos of you, I don’t know, sat in the garden looking bored?

### C1

I personally I haven't done that… I have um I have … so it's really common for my age to have more than one Instagram account.

### Researcher

Ah, yes

### C1

So I have one account. All my accounts are public private apart from one. So my main account is private in that it has loads of my friends and mutual friends but I have one account that’s private which where I only have close friends on it I can post funny photos of them and they don't feel like loads of people are going to see it. Both of them are private.

### Researcher

Yes

### C1

Then I have a public account for my makeup, coz I’m really into theatre makeup. Um, so for cuts, gore, I like doing my little brothers like gory makeup. Then obviously I do like doing nice glam makeup and I post on that and it kind of goes out there and I kinda promote…. that’s one of my big interests and then that's public so other makeup artist and things can comment and we can talk,

### Researcher

I’m interested in that public account. Are you connected with other make-up artists, do you find each other … or do you follow them?

### C1

So um when your account is on public and you use like hashtags. The hashtags they put you onto this thing called the ‘explore page’ on Instagram and the explore page is just filled with random things random videos, random photos and the more hashtags you put um like mine would be like “theatre make-up”, “makeup”, “glam”, “{emi-way}[?]” like a group of hashtags that relate to that photo. That will then get put on the explore page and people could search the hashtags and it would come up and then that's how you would do the exchange

### Researcher

So you’ve got to gotta be pretty smart to get your hashtags right

### C1

Yeah, no. That's one thing we do joke about if you don't have the right hashtags you're not going to go anywhere (laughs). You need to have quite popular ones.

### Researcher

So how do you find the hash tags is it just by trial and error?

### C1

So they have trending hashtags. So trending means it's popular people, it’s on demand people constantly look up hash tag makeup, so you'd use that.

### Researcher

Because you’ll know if it's trending lots of people looking for it.

### C1

### Yeah

### Researcher

There’s some social media forms that allow you to know if someone’s on it now. Facebook, for example, one of the features of Facebook is I've got my list of friends and I can actually see who's online this second. Does Instagram give you that?

### C1

Instagram does do that, but you have to turn it off, so I don't have mine turned on. With Snapchat, coz I've had Snapchat in the past, there is this thing called SnapMaps and it shares your locations with all of your friends and they can tell you when you're being active on the app, but the majority of people just turn that off because they're not really safe.

### Researcher

No and it's a bit intrusive isn't it. That's good.

I'm fascinated about having multiple accounts. And you’ve got a friends and a wide friends and a close personal friends account

### C1

yeah

### Researcher

Which of those three accounts do you think you spend most time on, in terms of putting stuff up and dealing with people?

### C1

Um I don't really use my makeup account a lot. I went through a phase where I used it a lot a lot and just recently I don’t have anything up. Um, but I don't know. If I've had a week when I've been out with my friends all week then I will use my more private account a lot coz I’m normally posting all the photos of us, but I do normally just use my just normal account so to me my normal account is the one with my mutual friends and friends on it

### Researcher

Do your close friends close know that there are in a close friends account?

### C1

Yeah, no, yeah. When you like tag someone, it notifies them they have been tagged in something.

### Researcher

And do they understand the rules that if something is posted by you into the highly personal account, that’s not to be shared as widely as something you post into the broader account?

### C1

Yeah

### Researcher

And have you ever discussed that? Or is it just something that you know?

### C1

It’s something you know. But there’s be like past, not problems, but I put up a photo of me and my friends and my friends like “oh I look so bad in it delete it”. It's the kind of thing, whereas some people are not very nice and they look at themselves and say I look good, but me and my friends all like analyse each one of the friends “do we all look OK in this photo?”, “guys everyone okay with this photo?” and then it can be posted.

### Researcher

That's really practical, I like that. OK, that's good.

Now let’s move onto the next slide. This is years 7 & 8 of School A and we asked them to identify social media sites. So, Instagram was the one most of them recognised, and they said that was social media. Then the next biggest was TikTok and then Facebook….

### C1

Yes that's very very popular

### Researcher

So does that list look similar to a list you think your friends would like. And is there anything in that list that doesn't look right or that you think that looks a bit odd. Or you have never heard of even.

### C1

I've never heard of Discord before….or Twitch. Yeah never heard of them two before

### Researcher

OK

### C1

I don't know there are things there that I wouldn't have associated with being social media like to me Minecraft isn't social media, or PlayStation, or YouTube, just for some reason in my head that wouldn't….

### Researcher

This is the purpose of this slide to raise those questions because I'm interested…. let's look at YouTube [inaudible] why wouldn’t you count YouTube as social media?

### C1

Because it's not a very popular, it's popular on the receiving end as it is in that giving out content, so to me and to I think the majority of this area that does YouTube that has a following on YouTube so to us, we just receive content we don't give it out so it's not really… that's what I think

### Researcher

Do you think YouTube, for what you know if it, does it have the capability of being a social media?

### C1

Um yes for the people that are successful on the app and um like I watch YouTube all the time. To the people that have made it successful it's their social media site I would say that, but to myself I wouldn’t say it's my social media because I never ever put content on it.

### Researcher

So can I put words into your mouth, and you tell me if you think this is right. You are suggesting that YouTube could be social media but really only for those people who post content and get engaged with other you people who watch it and comments and so forth…

### C1

Yes

### Researcher

…so if you're simply using it just for videos to watch and you are not doing anything else, it is simply deliver of video it’s not a social media.

### C1

Yeah

### Researcher

I'll tell you about Discord. Discord is a programme that you run alongside things like PlayStation and XBox and it allows people on games to communicate with each other while they are playing. So, I could be playing … some games allow you to talk within the game but some games don't, and therefore you would use Discord. So that’s why Discord has been included.

How about mail, would you call that social media?

### C1

No. That’s the thing I wouldn't say WhatsApp, Skype, phone, or Discord would be social media or mail because you have to have a very specific um way to access that person, if that makes sense. So like Skype would have to have a certain email whereas things like Instagram and TikTok and things …. loads of people, you just add as you see them. So, I just wouldn’t have classified as that. But even like Messenger I would have said, I know it's linked to Facebook, but for some reason I wouldn't say that’s social media because it's still very private.

### Researcher

It's a one to one messenger. Let's talk about WhatsApp, so why does WhatsApp not make the grade in your mind?

### C1

Because WhatsApp it's literally just a one basis thing, its exchanging messages and calls for free as long as you’re on Internet….so…I don't know

### Researcher

Now when we asked School A 7 & 8s what they don't like about social media. These three came out quite even. So don’t read them necessarily as 1, 2, 3: about 20% of the people said bullying was an issue, 20% said comments from strangers [inaudible] issues about trust.

Now, the bit I will test with the youngsters when I get to talk to School A is I wasn’t quite sure whether the 20% was 20% had been bullied on it whether they were just aware that people could be bullied on social media

So I don't know what really interested me because I wasn't expecting to see this was so many people talking about, we don't like being on social media because we don't like getting messages from people who we don't know who they are.

### C1

A lot, a lot of me and my friends we do receive that. I think only two of my friends have public accounts. I don't ever receive comments on anything that I post from strangers because I’d have to accept them for them to then comment but you do get um, so….

Instagram has a direct message box and you can message an account. Just give me a second….[noises off]

But on the direct messages, people can still message you but you have to accept it and you do receive some random just weird stuff from strangers and you get added into random group chats and things.

### Researcher

Would that only be on your public account or would that be on your friend's account your broad friends account?

### C1

No, it happens on my private account

### Researcher

So the technology allows people to allow you onto other people’s conversations?

### C1

It does that but you. So you can get added into it and it will go into your requests and once you open your requests you can see what's being said in the conversation. But for you to then interact back with them you have to accept their chat request and then you can talk.

### Researcher

But the comments that you’re reading may not have anything which identifies the person who….

### C1

No, yeah a lot of it. The majority of it you just put down to kids at school making fake accounts, just trying to joke with you. Um but then there are some accounts that are a bit dodgy!

### Researcher

Confessional time, you don't have to answer this. Have you ever posted a message to somebody else not overtly as yourself?

### C1

No

### Researcher

Do you think any of your friends would post things back to you, your broad friends, the wider group?

### C1

No, I don't think they would but I know one of them has done it before, has messaged somebody as somebody else.

### Researcher

And is this done as a joke or is it done nastily, or is it a bit of each?

### C1

I think it's a bit of each. I don't think it's done with any malicious intent, but I think sometimes it can end not so well.

### Researcher

One of the problems with social media anyway is that you don't see the face, you just read the texts and often you don't quite get whether somebody’s got a glint in their eye, or a cheeky smile, we just read something that's a bit rude they might not had meant it that way.

### C1

Yes I have that problem all the time I don't like messaging people because if I say like “whatever” it could be perceived as “whatever” or “Uh - whatever.”

### Researcher

Like choosing the right emoji and what other people read that emoji to mean.

I suspect the comment about trust is fairly similar then isn’t it.

### C1

Yes. I think the whole thing with trust is the problem with me my age group we don't have a thing with relationships but I think like older people would have would have relationship/trust kind of thing. But then it's trusting your friends not to put anything of you out there.

### Researcher

Yeah which would embarrass you or…

### C1

Yeah things which have happened or done it to be horrible or to upset me it just “oh God why would you do that”? (Laughs)

### Researcher

these are youngsters younger [inaudible] than you so I'm just wondering whether this is something that it might be things like Billy says Michael fancies Rachel and puts that our there and that's a whispered thing I didn't mean you to share that conversation and you’ve made it public.

### C1

Yes like sharing information - would be the trust thing from their age

### Researcher

If you just think, what do you see as the biggest downside of social media?

### C1

For me it would be receiving messages from like older men. It's a bit like ‘what you doing’?

### Researcher

I still don't understand how they get through to you.

### C1

So, it's hard to explain. So you have your search bar and they could put in a random name and my name to them could be random so they put in my name C1 they go down accounts. They go on my account, notice it is private but message me anyway. So, you can find my account easily if you typed in C1 you can find my account but you wouldn’t be able to see any of my posts or anything, you'll only be able to read my bio which says my age - 15.

### Researcher

Right - could you could take the age bit out or would you not choose to do that?

### C1

I've chosen to put my age on.

### Researcher

So how often does this happen that you get unwanted messages. Is it a monthly thing or a weekly thing or

### C1

It's like twice a month maybe it's just a case of seeing it and going ignore, delete, locked. It never disrupts my day, is just one of the most annoying things just like - ugh

### Researcher

How do you know they're older men?

### C1

From their profile photos and things

### Researcher

So you get a glimpse of them. Ugh indeed.

Right, here’s a good question. Being a wise old owl. If you had to give advice to either your younger self or to your bother, I don't know if your brother has social media yet…

### C1

No he hasn’t

### Researcher

One day he will have. What advice would you pass on to your brother?

### C1.

Don't expose yourself to it too young. Because I think the thing of like social media is you get shown certain moments of someone’s life and its usually their better bits and the photos they look nicer in. When you expose yourself to that quite young (it) can affect yourself esteem quite a lot. So I would say don’t go on it too young and keep it private. Like, yeah, keep a private account and only accept people you know. I'll get like in a week like 20 or something friend requests and I'll only ever accept them if you have mutual friends

Because if they don't I’m like “I don't know you” - I have no reason. Because people of mutual friends that's how you make friends is by having mutual friends. So, I'll always add them but only if you've got at least 10 mutual friends, if you don't have 10 mutual friends with me, I'm not going to add you.

### Researcher

That's a high mark – that good

### C1

Yeah, it’s a bit safer

### Researcher

Now you’ve got your head screwed on over this, you're very thoughtful. Is this stuff that you've worked out for yourself I am talking about how you choose it have a friend or is that stuff which mum or others have helped work that through with you?

### C1

A lot of it I think I figured out myself from making silly mistakes and things then, a lot of it is after I figured it out it's then being spoken. So *this* is why you don't add people you don't know. I've had boys from my mum’s school follow me, know who I am, but I didn't know who they were, so that's probably one of the biggest things like is kind of taught me a lesson, don’t follow random people back (laughs).

### Researcher

Boys are rubbish you just need to know that (laughs).

Any other advice you've talked about keeping it as private, don't starting too young….that's awareness that if I share 5 photographs its my 5 best photographs I’ve taken 100 and thrown away 95 and I’m showing my best self. As you can say it can harm self-esteem.

### C1

Um watch what you say.

### Researcher

To what respect?

### C1

I've never said anything horrible two anybody on any social media, but this will come from a messaging conversation between me and my friend. I was typing and was being overly sarcastic and through the message she couldn’t read she couldn’t hear the sarcasm so she was like “why you being mean?”. And I was “oh no, I’m just being sarcastic!” But there's a lot of people that wouldn't see that. Like the other day my friend posted a photo [Indistinct] her brother And I commented on it going ,“Oh God, I'd hate to have you as a big sister!” as a complete joke. She found it hilarious but when her older sister read it and was like “Oh well we’re all really happy” and my friend was like “she’s just joking that’s my best friend”. So, like, other people they don't understand that which can lead to being seen as a bit of a bully, being picked on.

### Researcher

I get that. OK I think we got just two to go. Is there anything you wish you understood about social media, you're very clued up, but anything you wished someone would explain this to me…

### C1

Um, this is from a girls point of view, so it would be different to a boys point of view, but why a can girl who meets the beauty standards have so many followers? Like, how do they get them? Where do they come from? Like how do they build that? Coz me and my friends talk about it a lot its like she's just pretty and because of that she has 2,000,000 followers cause she's pretty. Its literally the majority of the time that is it. The there’s some people like Molly Mae who’s was really pretty but has made a brand for herself so that is why she has 17,000,000 followers because she's got a brand. Because we understand that singers and like proper celebrities like Kim Kardashian like is a proper celebrities. I'm talking about the girls from Southampton who have 1,000,000 followers.

### Researcher

Crikey I didn't know that was possible

### C1

Yes. How do they get that, where did they come from, what is their content … so amazing that they have that many people that like “I want to keep up with their life”? It's just a bit confusing, how do they do that?

### Researcher

Is that a secret aspiration that you'd like a million followers? Or do you just want to understand how somebody gets 1,000,000 followers?

### C1

I would rather understand it. I'm mean I’m not saying I would turn down a million followers because along with that comes a lot more than just a million followers you can get brand deals and you can build a proper thing for yourself in using your name. But I would rather be like how did you manage it?

### Researcher

Okay that's good and last question has your use of Instagram changed since since we've been under lockdown. In other words have you used it more, used it differently … if you can think about the last 12 weeks? Or have you used it about the same?

### C1

I've used it, I would say I’ve used it more. I wouldn’t say I have used it like I normally would; like commenting and posting and things. I've just been browsing on it. I got really interested in this animal rights thing called Peta that's really interesting. So like I’ve watched everyone of their videos now (laughs).

### Researcher

Is that P-E-T-A?

### C1

P-E-T-A I think.

### Researcher

And what is it about it that you interested?

### C1

Like a lot of what they put out is like a mirror of an animal is treated and its put onto humans. There was this woman are she was covered in bruises and she was like, “and they electrocuted me, bound me up and skinned me alive” and she's putting it on as a person. How could you feel hey this is a sheep . And I’m like “Oooe”

### Researcher

We’re done. Thank you so much. Is there anything else you want to ask?

### C1

Er yes. What you doing this for what’s your goal?

### Researcher

Answer provided