

Anonymous Project - Interview Script

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Goals

- The goal of this study is to determine user context and user pain points when using social media.
- Discovering what the user likes and dislikes about social media.
- Learning if users would look to social media to solve in-person loneliness.
- Discover how people typically meet people in the time of Covid.
- To find out if users would be more likely to use an anonymous platform.

Introduction

Hey, how's it going?

Thanks for agreeing to be interviewed. Today, I'm going to ask you a few questions about your experience with social media online and in-person. It shouldn't take more than 30 minutes max.

Also, do you mind if I **record** this interview, so that I can go back to it after? Thanks.

1. Name:
2. Occupation:
3. Age:

User Context

1. Tell me about your last positive experience with social media.
2. What social media platform do you primarily use?
 1. Why?
3. What is your primary goal when using social media?
4. Do you live alone, with roommates, with partner..?
5. What device do you primarily use to access your social media platform of choice?
6. How often do you use social media to connect to new people?

Offline Experience

7. How have your social interactions affected you during the pandemic?
8. Would you say that you've experienced loneliness recently?
9. How do you typically meet new people?
10. Have you tried to form new connections online?
11. Have you ever met anyone offline from social media?
12. What was that experience like?
13. Did you feel like you have been able to find like-minded people on the internet?

Likes & Dislikes

14. What do you like about social media? Why?
15. What did you dislike? Why?
16. Did you have any negative experiences that shaped your opinion?

Anxieties

17. What is your biggest fear about using social media?
18. Do you feel anxious about how you are perceived on social media?
19. Do you feel shy about connecting with strangers on social media?
20. Would you be more likely to talk with like-minded people if you could do it anonymously?

Conclusion

21. Please let me know if you have anything else you would like to add.
22. Do you have any questions for me?

Thank you again for your time & for sharing your experience. I hope you have a wonderful day.