



Interview Questions

Introduction & Consent

Hi [participant]. I'm Farhan, a designer at USyd. Thanks for your time and for taking part in this research! Today, I'd like to learn how you manage your identity online.

An important thing to keep in mind as I'm asking you questions today is that there is no right or wrong way to answer any question. If at any point you get stuck or confused, that's cool because it tells me where I need to work on.

Background Questions

To start, can you briefly tell me about yourself. Who are you? Are you studying or working at the moment?

Do you use any social media? Which ones do you use most commonly?

I'd like to hear more about your identity. How would you describe yourself? and how do you think those closest to you, your family or close friends would describe you?

How do you think people who are a bit less close to you, those you might know at school, work or elsewhere might describe you? How does it compare to those close to you?

Social Media and Identity Mapping

The next thing that I want to chat about is how you use social media, particularly how you might present yourself on social media and other platforms.

I'm going to go ahead and share my screen. You should see a whiteboard with some blue and green post it notes. Do you see that? (Type in post it notes while participant talks)

<https://www.figma.com/file/NGB3J07p5ccuiAdiVdmp0R/P4-Joshua?type=whiteboard&node-id=0%3A1&t=4Cw9ruVEa55s6dBe-1>

- To start, I'm curious to know what social network accounts you are using. (Facebook, Instagram, WhatsApp, LinkedIn, Slack, even accounts which you have at work).
- Who are the audiences in each of these platforms, who is looking at your profiles?
- What are some of the tools and affordances you use to construct your identity? How do you use them? (Profile images, Typing style, Interests you set, other accounts you follow (comedians, athletes), Posts you engage with, Emojis, Linguo)
 - How do you present yourself on each platform? Why?

General

1. Could you tell me a bit more about the different audiences you identified for each of your social media platforms? How would you describe your relationship with them?
2. Drawing on how you've shaped your identity on each platform, How do you think the image being projected in each platform compares to each other? What drives this differentiation?
 - a. How does the image on Facebook compare to LinkedIn?
 - b. Instagram to Facebook?
3. How well do you think the image you project on each social media platform is aligning with the impression that you want to give people?

4. Is there anything that you find difficult when trying to project a certain image of yourself on social media?
5. Do you think the desire to appeal to various audiences affects the authenticity of your online persona?
6. Do you ever feel like you can or cannot do certain things online?
 - a. Would it violate the image of yourself that you've created? Could you give an example?
7. Have you ever chosen to connect or interact with someone you've never met on social media based on how they presented themselves? Could you share a story behind such a decision?
8. What are some patterns you've noticed in how your peers present themselves on social media? How do you perceive this behaviour?
9. Are there certain types of online personas that you admire or find appealing? What characteristics do they have?
10. Can you recall an example of when someone's online identity had a negative impact on your impression of them? Why was that the case? How did it affect your view of that person?