

Workshop Discussion Guide

Introduction & Consent

Hello everyone. I'll introduce myself more formally, I'm Farhan. Thanks for taking the time to take part in this group interview.

Aamir and I are doing this research because we want to learn a little bit about how people manage their identities online. We live in a world which is very connected, and we all have various social media profiles, where all kinds of people - some closer than others can see who we are. Our identities are a bit intertwined with how we present ourselves online. Anything we might do, could be used to estimate the kind of person we are.

Today, I hope to try and create some dialogue between everyone here about how you all might use your social media to present yourself.

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.

Research Questions

- What are the goals and motivations of young people when creating online identities?
 - What is getting in the way of these goals?
- How do people vary their self-presentations across social media platforms?
 - What is the relationship between each of the profiles one has online?
- How does surveillance affect the construction of online identities for young people?
 - How conscious are young people about their audiences and how they may be perceived?

Activity 1 - Welcome and Induction (5 minutes)

Activity 2 - Sketch and Tell (15 minutes)

Starter questions/Prompts

- Could you walk me through what you've drawn for each platform?
- How do you think identity changes across social media platforms?
- How does your identity differ across each of the three social media accounts you have?
- Why do you think these identities are different?

Activity 3 - Who are your audiences (5 minutes)

Activity 4 - Share and Hide (10 minutes)

- Could you walk me through what it is that you share on each platform, and what you might hide?
- Why do you share those things? Why do you hide those things?

Activity 5 - Hello Stalker

- Having looked at each profile, what's your overall assessment about who this person is?
- What are everyone's thoughts about how each persona, presented themselves platform to platform?
 - What do you think their goals are on each platform?
- Why do you think there are differences in how each person presented themselves on each platform?

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? Or do you think it's who you are? How do you manage this balance?
6. Do you ever feel like you can or cannot do certain things online, because doing that violates the image of yourself that you've created? That it doesn't align with yourself? 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?