#### SAYS What did this person SAY that surprised you?



# THINKS Based on what they SAY and DO, what might they be THINKING?

He might be thinking different apps align with different purposes

He may prefer to go to Reddit to learn more about a topic

He might think

that have

many different

platforms is ok

When reflecting on his initial use of social media for connecting with friends and sharing moments, he may feel a sense of nostalgia or sentimentality.

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His active participation in

discussion boards and his

desire to learn from others

on platforms like Reddit might indicate he feels a

strong sense of curiosity

Recalling the toxic climate change discussion, he may feel disappointment and frustration at how quickly online conversations can turn negative.

He may feel he needs to balance his social media time

DOES What did this person DO that surprised you?

Coco surprised me with his ability to maintain a balanced perspective on social media despite its potential to be overwhelming.

His desire for more structured and in-depth discussions on Twitter (X) surprised me, indicating a preference for substantive conversations even on a platform known for brevity

Coco's ability to apply skills learned from local communities to his role as a moderator in online communities is a surprising demonstration of how offline and online interactions can mutually benefit each other.

Coco's engagement in discussion boards and Reddit's r/worldnews has surprised me in the sense that he actively seeks out diverse perspectives, contributing to his more global outlook.

Coco's recent fascination with the history of cryptography is a surprising and unique interest

Coco's thoughtfulness in using various social media platforms for different purposes, such as Instagram for personal updates and Reddit for intellectual pursuits, indicates a surprising level of self-regulation and organization in managing his digital life.

The fact that Coco enjoys sharing fun facts and has had positive interactions with followers who expand on these facts. He used Reddit to learn more.

He might think that online communities are the best place to learn new things

He may think Reddit is a friendly community than Twitter

# He appreciates and values community

He might be thinking he should be calmer in future online interactions

He might value online communities as platforms that facilitate learning and knowledge sharing.

# FEEL Based on what they SAY and DO, what might they be FEELING?

Experiencing kindness from his neighbor might make him feel appreciative of human generosity and community spirit

Maybe he feels good working for an online community and moderating it.

### SAYS What did this person SAY that surprised you?

"I do. I'm on every platform. Consider it to be healthy. Keep it very intentful. The way I used it is a big part of my life. It's very moderated. "

"Never had to – because of intentful use and moderation. If you look at my insta usage, and my threads usage, 8 minutes a day, a lot of days I don't even open the app. Sunday spent 20 minutes. Monday 11 minutes. Sometimes I don't even open it -2 to 3 minutes."

"Love social

experimentation. Try to do

it in person – could be how

people react if I lie down on

the floor at Joe and the

Juice. Virtually, I can put a

not so great perspective

out there, just to get a 1%

inkling."

understand the world a lot better. Understand any community. Understand the world."

"Mostly I've been using AI

assistants – use WhatsApp to do

that. At the same time, I do enjoy

talking about abstract elements

with friends, which require a

more diverse perspective. It's not

about debates. It's a

conversation about diverse

perspective."

"Because I want to

"It is the leading – a real time indicator of how the world is around me."

"Read NY Times, WSJ. More pullbased, I know what I'm going for. Since childhood, in every assembly, be good with. Quiz competition. Love understanding the world. ROI going into plant farms. It's esoteric, but it's very interesting. I've understood the world a little better."

"It depends on what type of knowledge you want to gauage. What do they think about the person asking/presenting the opinion. Information has will still keep it to myself."

"I'm not against it - I would love to. Really depends. It's very persona-specific - how do I want to portray myself to the world. I observe things about the world that might offend people if I share that. Then I just don't. A lot of times, not just self-regulating, those things might be very true. I

He might think he doesn't know enough about the world around him

He might think he knows what he wants and actively goes for it

He might think social media is addictive because he wants to control usage

DOES What did this person DO that surprised you?

an adulteration."

Zed does not use social media a lot and he has good self-control and use them intently.

Zed participates in multiple communities, online and offline

Zed mutes push notifications on his phone

Zed showed me his actual app usage -- 8 minutes on average per week

Zed likes to engage with an online community that builds around inspirations because the community has a theme

Zed designs a "post" and then tests how others would react to it

Zed talked about his high school experience and how it impacted his knowledge consumption

Zed doesn't like to consume information passively. He would read NYT when he wants to.

Zed might feel the need to control his life and his

information source

Zed feels the need to be in a community (online and offline)

Zed feels the need to prioritize learning other people's experiences

Zed wants to feel positive about other people in the community

THINKS Based on what they SAY and DO, what might they be THINKING?

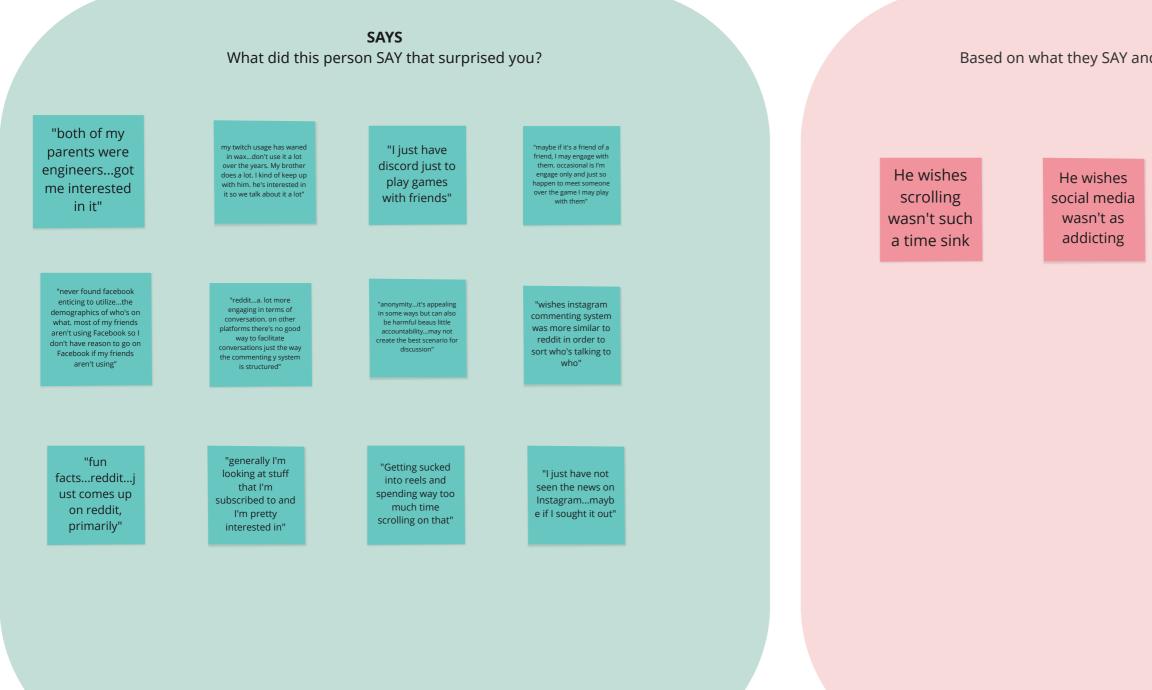
> He values the diversity of opinions and wide access of people in the online space

He might think his time is very valuable and don't want to be distracted by others

He might think that he could offend people with his opinions in different communities

FEEL Based on what they SAY and DO, what might they be FEELING?

> Zed feels he's sometimes at odds with other people's opinions



**DOES** What did this person DO that surprised you?

He surprised me when he told me he was on reddit so much that he ended up deleting the app off his phone He surprised me when he told me he uses discord to connect with his brother as opposed to finding new online players to play with He may feel like he needs to step away from the

phone more

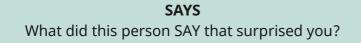
He may feel that he doesn't yet have that community that he had back home

# **THINKS** Based on what they SAY and DO, what might they be THINKING?

He thinks he should try to step away from the phone more

# **FEEL** Based on what they SAY and DO, what might they be FEELING?

He may feel like he is having a hard time connecting to those around him





Off-put by the video content on LinkedIn because he's found it to be ads, brags, or cheap (poor quality) coaching

Worried for his young daughter and unsure of what to do

Keeps the app for Facebook even if he doesn't use it

Keeps the notifications for Facebook even if the attempts for engagement don't work

Controls the content that his young daughter has access to on her phone

# THINKS Based on what they SAY and DO, what might they be THINKING?

He prefers a platform that is more personal, intimate

There's more value to a story with context and a personal touch

People who produce a statement should have some authority to discuss and produce the content posted online

His learning/fact acquisition process is derailed by inauthenticity and current social media

FEEL Based on what they SAY and DO, what might they be FEELING?

> More connection / motivation to use an app that people he regards are using

The background / credentials of a content creator are essential

Annoyed by the inauthenticity of social media

Uncomfortable with the current state of social media