

## SAYS

What did this person SAY that surprised you?

- I'm a member of r/worldnews, and engaging with people from different countries and backgrounds has given me a more global outlook.
- I primarily use Instagram, Twitter (X), Reddit, Snapchat, and TikTok. Each serves a different purpose.
- I started using social media to connect with friends and share moments.
- Discussion forums like Reddit came into play when I wanted to explore specific interests and learn from others.
- There was a time when I got involved in a discussion about climate change on an online forum. It started off as a healthy debate, but as the conversation heated up, it devolved into name-calling and personal attacks. It was disheartening to see how quickly a potentially productive dialogue turned toxic.
- There was a time when I had a flat tire, and my neighbor noticed it while passing by. They offered to help change the tire, and we ended up chatting for a while.
- I took breaks to regain focus and prioritize real-life interactions. Returning happened when I missed the updates from friends and the online communities I'm part of.
- Social media influencers are a mixed bag. Some provide valuable content and inspire positive change, while others seem to prioritize self-promotion over substance.
- I absolutely do! Fun facts add an element of intrigue to everyday life.
- Lately, I've been exploring the history of cryptography. The stories behind codebreaking and encryption throughout history are mind-boggling.
- Most often, I discover fun facts online, whether through articles, videos, or social media. Friends also share intriguing facts from time to time.
- Yes, definitely. There have been times when someone with expertise in a specific field expanded on a fun fact I shared, turning it into a mini-educational session. It's one of the things I love about online communities.
- Not many of them (online community members he associates with) are location-centered, especially in my online communities. I have friends and connections from all over the world.

## THINKS

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

- He might be thinking different apps align with different purposes.
- 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 may prefer to go to Reddit to learn more about a topic.
- He appreciates and values community.
- He might value online communities as platforms that facilitate learning and knowledge sharing.
- He might think that have many different platforms is ok.
- He might be thinking he should be calmer in future online interactions.

## 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.
- 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 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.
- 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 recent fascination with the history of cryptography is a surprising and unique interest.
- 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.
- 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.

## FEEL

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

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.

- 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.
- Recalling the toxic climate change discussion, he may feel disappointment and frustration at how quickly online conversations can turn negative.
- Experiencing kindness from his neighbor might make him feel appreciative of human generosity and community spirit.
- 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.
- He may feel he needs to balance his social media time.
- 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."

"Because I want to understand the world a lot better. Understand any community. Understand the world."

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

"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."

"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."

"Read NY Times, WSJ. More pull-based, 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."

"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."

"It depends on what type of knowledge you want to gauge. What do they think about the person asking/presenting the opinion. Information has an adulteration."

"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 will still keep it to myself."

### THINKS

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

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

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

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

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

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

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

### DOES

What did this person DO that surprised you?

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

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

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

Zed participates in multiple communities, online and offline

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

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

Zed mutes push notifications on his phone

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

### FEEL

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

Zed might feel the need to control his life and his information source

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

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

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

Zed wants to feel positive about other people in the community

### SAYS

What did this person SAY that surprised you?

"both of my parents were engineers...got me interested in it"

my twitch usage has waned in wax...don't use it a lot over the years. My brother does a lot. I kind of keep up with him. he's interested in it so we talk about it a lot"

"I just have discord just to play games with friends"

"maybe if it's a friend of a friend, I may engage with them. occasional I'm engage only and just so happen to meet someone over the game I may play with them"

"never found facebook enticing to utilize...the demographics of who's on what. most of my friends aren't using Facebook so I don't have reason to go on Facebook if my friends aren't using"

"reddit...a. lot more engaging in terms of conversation. on other platforms there's no good way to facilitate conversations just the way the commenting y system is structured"

"anonymity...it's appealing in some ways but can also be harmful beaus little accountability...may not create the best scenario for discussion"

"wishes instagram commenting system was more similar to reddit in order to sort who's talking to who"

"fun facts...reddit...just comes up on reddit, primarily"

"generally I'm looking at stuff that I'm subscribed to and I'm pretty interested in"

"Getting sucked into reels and spending way too much time scrolling on that"

"I just have not seen the news on Instagram...maybe if I sought it out"

### THINKS

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

He wishes scrolling wasn't such a time sink

He wishes social media wasn't as addicting

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

### 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

### FEEL

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

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

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

### SAYS

What did this person SAY that surprised you?

He doesn't know why he keeps the Facebook app even if he doesn't use it

He never got into BeReal because no one else around him was using it

"Instagram is becoming too commercial"

He values the lived knowledge of locals / people who are immersed in a community

He doesn't mind reading a lot for posts - there's no particular appeal to the multimodality on Instagram - he likes a mix of both and content matters more than medium

"Instagram feels like the Big Brother TV show - many people in Brazil like the show and I guess it's something that works for people"

"LinkedIn is becoming polluted as well"

"LinkedIn is starting to feel like a professional version of Instagram"

"Valuable content is content which is not frivolous"

### THINKS

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

It's silly / doesn't make sense that he keeps the app for Facebook even if he doesn't use it

He prefers a platform that is more personal, intimate

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

His community is not just his friends and family, but also people who share interests, he admires, or produce valuable content

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

### DOES

What did this person DO that surprised you?

Goes on instagram daily but doesn't post, just follows

He was an early adopter of Facebook

Checks LinkedIn for a few minutes when he has spare time or remembers to

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

### FEEL

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

Concerned about the climate of social media and body image

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

Annoyed by the inauthenticity of social media

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

The background / credentials of a content creator are essential

Uncomfortable with the current state of social media

Worried for his young daughter and unsure of what to do