I. User: interview 6 people who are experiencing the problem today that will get worse in the future. [View data sheet](#)

Recruiting users
- Spends more than 3 hours a day on social media platforms (e.g. Snapchat, Facebook, Instagram) or checks social media platforms 20 times a day or more.
- Follows at least 15 social media influencers
- Has more than 5 close internet friends (that this person has never met in real life)

Script
Introduction
- Hi , we would like to learn more about your experience using social media. Later on, we'll ask questions about what you usually purchase and why.
- If any of the questions are too personal to answer, no worries and feel free to let us know!
- Would it be okay if we recorded this interview? We'll be sure to make sure you stay anonymous.

Questions

Interview objectives	Interview questions
Understanding their relationship with social media	What social media platforms do you use? In the last 3 days, when did you find yourself going on these social media platforms? - Why do you use it? - What type of posts did you usually browse? - What main groups of people do you follow on social media?
Why is it a problem?	- What positive effects do you think social media has on you? - What negative effects do you think social media has on you? - Do you feel like social media has a more positive, or negative impact on you?
Specifically, what challenges and pain points do they experience?	When user mentions a negative effect : - Why does the event occur? - How does that make you feel?
What do people do today about this problem today?	- Have you tried to resolve this? - If yes,, we identify: Is it a

	solution or a workaround ○ If no, why?
What are the current solutions?	● How effective do you think this is in resolving the negative effects you experienced? ● What can be better?
What are the workarounds?	● How effective do you think this is in resolving the negative effects you experienced? ● What can be better?
Is there another problem that's even more important to solve?	● Is there something else that you would like to talk about, in terms of the impacts of social media?

Conclusion
- Thank you so much for your time
- Are you comfortable if we get back to you and hear your thoughts about some of our design concepts?

Interview Synthesis

Interview objectives	Interview synthesis
Understanding their relationship with social media	● Uses social media to join the online community, 'because others use it' + being an active participant ● Uses it to build online presence - like expressing oneself (art), or photos of oneself ● Entertainment ● Keep tabs on people (celebrities, friends) ● Follow fashion related things. ● Social helps get inspiration
Why is it a problem?	● Loses time to browsing social media ● Judgemental space for gossip and rumors to spread. ● People get convinced by what they see. ● Leads to self image issues and eating disorder ● Fake information is posted that is far from reality

	● Try to show best part of you
● Specifically, what challenges and pain points do they experience?	● Finds it hard to control how much time she spends on social media ● Has to think very carefully about the information that she posts on social media (e.g. captions) ● 'Fake' space where people try and look perfect and conceal their imperfections
What do people do today about this problem today?	
● What are the current solutions?	● Creates a 'finsta' - fake, private instagram account for creating posts that are just for her friends. ● Self awareness and thinks beyond what is shown.Detaches herself from social media. Retains individuality by not following trends ● Facebook's algorithm could be adopted (to show accurate, unbiased political information instead of biased ones)
● What are the workarounds?	● Apple has a time-check on social media screen time, so those with good self-discipline will be able to reduce the amount of time that they are spending ● Tries to separate herself from using social media constantly (by deleting it) ● Advocates for authenticity on social media by vocalizing her thoughts to people around her ○ Works for people close to her, but ignored by people not near to her ● Creates art to express her thoughts
Is there another problem that's even more important to solve?	● Too much information on social media, bringing too much pressure to act in a certain manner ● Being ostracized if you're not connected to social media

	● Getting the right information is hard ● People don't talk about this because of which it is seen as something that is not that big of a problem or a problem.

Positive
- Know what is going on in the world
- Strengthening connections with friends
- Individuality - sharing your art and telling people what you're into
- Forming a global community

II. Current Solutions: What has been tried and failed? Why has it failed? Who has created the solutions?

- Creates a 'finsta' - fake, private instagram account for creating posts that are just for her friends.
- Self awareness and thinks beyond what is shown.Detaches herself from social media. Retains individuality by not following trends
- Facebook's algorithm could be adopted (to show accurate, unbiased political information instead of biased ones)
- Blocking information and avoiding information overload.

What are the issues with current solutions?	● People still have their 'main' accounts and avoid getting rid of their leading online presences -- where they are still pressured to look or act a certain way. ● Blocking may be effective to reduce information overload, but it can also help people shield themselves against contradictory opinions. ● Self-awareness cannot be implemented or measured
Why are they not adequate solutions?	● Lack of a clear boundary to unhealthy behavior (without self-discipline). ● Algorithm for blocking information is inadequate -- not a proper filter for unpleasant information or biased information ● Self-discipline can break down and is enforced by the person on their own. ● No matter how unbiased a social media platform tries to be in showing information, it will still be biased due

	to one's individuality.
Are there analogous ways to solve the solution? Could biomimicry offer inspiration? (systems in nature?)	• Lone wolves in nature are excluded from the pack, and are known to be moody with a smaller social network for survival. This is similar to when someone cuts social media off, or makes a 'finsta' where their larger network is cut off. • Ugly duckling - that tries to blend into ducks but in the process, but tries to set its own path (individuality) and be accepted for yourself.

III. Technology:
- What technologies might lead to a solution in the future?
- What technologies might make the problem worse in the future?

Technology that might lead to potential solution.	Moment:Application that tells you how much of social media you are using. https://inthemoment.io/ Apple Watch: Helps to separate small tasks from larger tasks that one could do on an iPhone, preventing user from logging into social media platforms but rather do small essential tasks like replying texts. https://medium.com/behavior-design/how-the-apple-watch-cured-by-iphone-addiction-e57cd7217039 Deep Learning : Leads user to follow a certain user flow, based on what the machine understands about your neural network. Can be wired to show you things to be directly contradictory to what your neural network is (to avoid biasedness) https://www.bernardmarr.com/default.asp?contentID=696
Technology that might make the problem worse in the future.	Deep Learning : Leads user to follow a certain user flow, based on what the machine understands about your neural network. Can

	also be wired for company profit, and for intentional creation of biasedness. https://www.bernardmarr.com/default.asp?contentID=696 Increasing integration of credit/debit card payment options with social media : Makes the problem worse by connecting adverts to the means to purchase an item. Makes it more likely for people to purchase stuff. https://www.finder.com/facebook-messenger-payments

IV. Fast Fashion

This superficiality shown on social media leads to consumers engaging in fast fashion.

That clothing production has approximately doubled in the last 15 years?
Rapid consumption of apparel and the need to deliver on short fashion cycles stresses production resources, often resulting in supply chains that put profits ahead of human welfare.
Today, consumers crave fashion-related digital content. Hence, many retailers have started to act more like media brands – fusing the worlds of shopping, entertainment, and social media.

https://www.ellenmacarthurfoundation.org/assets/downloads/A-New-Textiles-Economy_Full-Report_Updated_1-12-17.pdf