

INSTAGRAM ADVOCACY?
HOW WOMEN'S RIGHTS MESSAGING
IS MEETING YOUNG WOMEN'S
NEEDS ON INSTAGRAM

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Abstract

The interactivity and prospect for creativity within social media platforms presents nonprofits the valuable opportunity to reach not only their committed stakeholders, but potentially new audiences. In the last twenty years, nonprofits and advocacy organizations have increasingly utilized social media platforms like Twitter and Instagram to share organizational news, engage their communities and educate audiences on their missions. Most existing research on nonprofit social media usage focuses on the prevalence of messaging types on Twitter, or on practitioners' opinions of the various platforms. There is little that explores audience behaviors and perceptions from a qualitative perspective, and even less that analyses the benefits Generation Z – Instagram's most popular audience demographic – may find in a nonprofit or advocacy organization's social media content.

Using semi-structured interviews with 18- to 24-year-old daily Instagram users with an interest in women's issues, this study aimed to understand what personal and social needs are met when young women engage with nonprofits' feminist content on Instagram. The study revealed that while all messaging types provide these users with personal and social benefits, their motivations and perceptions of content varied across the messaging types. Thus, practitioners must tailor the format and information in each messaging type to increase engagement.

Keywords: Nonprofits; advocacy organizations; feminist content; women's right advocacy; social media activism; Generation Z; Instagram; uses and gratification

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CHAPTER 1: INTRODUCTION

My interest in nonprofit communication tactics first blossomed two summers ago while working for a public policy research organization. There, I learned of the opportunities and barriers nonprofits encounter when sharing messages with their audiences on social media platforms. My internship with this social issue-focused think tank coincided with the summer America saw the killing of George Floyd, a black man, by police officer Derek Chauvin in Minneapolis. As I and others around the world were sheltering at home due to the COVID-19 pandemic, I became fascinated with observing the uptick in social media users discussing issues of police brutality, systemic racism, and the #BlackLivesMatter social movement that followed Floyd's death, specifically on Instagram. I noticed the responses and messaging strategies varied through choice of medium, tone and purpose. As the summer went on, I began paying attention to how companies, nonprofits, activists, public figures, and other stakeholders were enlisting different strategies to educate, respond or otherwise take part in the ongoing conversation.

Still fascinated by the movement I observed over the summer, I began investigating existing research on nonprofit social media communication and social movements online. I wanted to understand two specific phenomena: 1) the tactics nonprofits use to reach interested audiences on social media, and 2) what factors influence interest in social movement messaging on these platforms. I decided to enlist the guidance of two theoretical frameworks to do this: social cognitive theory, which is concerned with how users are influenced by social groups in their actions, and uses and gratifications theory, which is an audience-centric approach that is concerned with how users utilize media to satisfy personal needs.

In applying both theories to my research, I wanted to discover the influence personal or social needs have on people's desires to engage with social movement messaging online, and

whether or not existing messaging sufficiently meets these needs. There are many social causes with significant movements behind them today. Having been attuned to the feminist movement for most of my life, I attempt to stay up to date with organizations focused on women's rights messaging on social media. With my established interest, I felt focusing my inquiry into messaging surrounding women's rights on Instagram was the perfect fit for my graduate project. Throughout my personal experience observing this content on Instagram, it became clear that organizations wield a variety of strategies within the app to share diverse kinds of messages. Organizations are selectively using photo, graphics and video to engage their audiences with their movements. I decided to examine multiple types of messaging strategies with the intent of understanding how they meet Instagram users' personal or social needs. To guide my selection, I followed the three most common information messages identified by Lovejoy and Saxton (2012): sharing of relevant news, sharing an organization's events and activities and sharing recent data relevant to the organization's mission.

This research fills a vital gap in the profession's knowledge of how advocacy posts are perceived by Generation Z Instagram users. With this research, nonprofit and advocacy communication professionals will gain access this audience's perceptions of various messaging strategies. By better understanding their audience's perceptions of women's issues content on Instagram, professionals can adjust their content to better meet the audience's needs and maintain engagement. Based on this, I investigated the following research question (RQ):

RQ: How do nonprofit women's rights messaging strategies on Instagram meet the personal and/or social needs of 18- to 24-year-old women who have a vested interest in such topics?

CHAPTER 2: LITERATURE REVIEW

This research aims to understand what personal and social needs are met when young women engage with nonprofits' feminist content on Instagram. Despite being once described as laggards on social media for their slow rate of adoption for communication tactics (Curtis et al., 2010), nonprofits are taking to social media for communication tactics, and have a healthy engagement rate of 1.75 percent on Instagram which is 0.63 percent higher than the median engagement rate across all categories (Barhart, 2021). The question then arises of who these organizations are reaching?

The answer could lie with the consumer group I plan to focus on for this study, 18- to 24-years-old female Instagram users, as these users make up a significant share of users on the platform. Of the one billion unique visitors to Instagram each month, 40 percent are females under the age of 34. The 18- to 24-year-old female group specifically is the fourth largest of the platform's users, behind 18- to 24-year-old males, and males and females aged 25 to 34 (Barnhart, 2021). And their daily use of the apps is meaningful to the group: these users view Instagram and other social media as vital in their daily lives for connecting with friends and learning about news, brands and new communities (Horton, 2021). For this reason, this audience sector should not be overlooked.

Additionally, it is widely known amongst marketing researchers that members of Generation Z (the generation born 1997-2012 according to Pew Research Center, which contains young adults age 18-24) are invested in social issues and expect companies and brands to positively impact the social good (Horton, 2021). In addition, their investment in the public good does not stop at commercial organizations – two thirds of Generation Z donated to philanthropic causes during the COVID-19 pandemic (Leonhardt, 2020). Considering their philanthropic

interest and affinity for social media, it is imperative for nonprofit communicators to engage this demographic on Instagram. Thus, this study will discover how various approaches to women's rights messaging on Instagram meet this demographic's personal and/or social needs.

Although there is an intriguing intersection regarding Generation Z and their interest in both social media and social causes, there is little academic research that discusses the concept with much specificity. However, there is research discussing components of the research question, which will be reviewed in the following section. This includes uses and gratifications and social cognitive theories, and how they apply to media research; nonprofit's social media use and analysis, including advocacy organizations; Generation Z's Instagram use, including women specifically.

Uses and Gratifications

Uses and gratifications theory (Ruggiero, 2009) is an audience-centered communication research approach that believes people actively use media or its platforms in a way that satisfies a need. The term "uses and gratification" was first expanded upon and proposed as a theory by Katz and Blumler (1973), who had the intent to define and place structure around years of inquiry into media use, effects, and consumer response (Katz & Blumler, 1973). These researchers believed that Lazarsfeld and Stanton's (1982) first venture into empirical research of mass communication was focused on the "interest in the gratifications that media provide their audiences" (Katz & Blumler, 1973, p. 512). Katz & Blumler state also that the mass communication research following was founded in similar questions of media use and gratification. One such contribution to academia was Lundberg and Hulten's (1968) identification of the assumptions that allow for the uses and gratification perspective. First, the model assumes the audience is active and has a directed goal in mind. Next, the media choice is a

conscious decision of the audience member when attempting to gratify a need that needs lies with the audience member, and the individual audience members are aware of their interests and motives in particular cases. Lastly, this suggests the media compete with other sources of need satisfaction for the audience's attention. Since its conception, media scholars today recognize the uses and gratification approach as a sub-tradition of media effects research (McQuail, 1994; McQuail, et al., 1972; Schramm et al., 1961).

At its core, uses and gratification theory aims to understand how people use media to satisfy their needs and desires, and how successful these acts are. Researchers utilizing uses and gratifications see users as active in the process of media consumption rather than passive recipients. In this way, it is a direct contradiction of the linear or one-way communication model, one of the first major communication theories developed back in 1949 by Shannon and Weaver, which suggested messages travel in one direction from the sender to the receiver. Instead, uses and gratifications takes the stance that media consumers have agency in deciding which media to consume, seeing "people as relatively purposive and goal-directed" (Stacks et al., 2019, p. 140).

Internet Uses and Gratification

Scholars focused on uses and gratifications applied the theory to studies of the internet. At the time of the internet's creation, this vast "world wide web" with seemingly endless media provided ample data to inform a perspective that audience members indeed have an active role in consumption choice. This is explained by Ko et al. in their 2005 discussion of an "internet uses and gratification theory," stating the "Internet is considered a virtual marketplace where consumers interact with a wide array of product choices in a nonlinear fashion" (p. 57).

Scholars studying uses and gratification have identified and discussed multiple capabilities of the internet regarding message selection. This includes Williams et al. (1988) who

coined useful terms for user customization online. Williams et al. (1988) describe demassification, or the process of internet users exercising freedom to break down the mass of information on the internet through controlling their choice of medium to achieve specific, pointed goals. This suggests that internet users are aware of which platforms, accounts, or types of messaging will best meet their desired outcome.

Another important concept Williams et al. (1988) discuss is interactivity, which has been cited often by other scholars (Ko et al., 2005). As Ko et al. define it, interactivity is “the degree to which participants in the communication process have control over and can exchange roles in their mutual discourse” (p.10). Interactivity allows audience members to directly engage with the media, greatly increasing user activity on the sites and even the opportunity to develop new means of communication (Ruggiero, 2009).

Additionally, interactivity allows for social interactions to occur online with not only human to message interactions, but human to human interactions. This further expands the potential landscape of needs to be met – social interaction is included in Ko et al.’s (2005) declaration of motivations in internet and social media engagement, alongside information, convenience, and entertainment. Social interaction is especially core to social media, as they are built on users maintaining and contributing to a social network. Users can interact to the media they consume on social media platforms in a plethora of ways, including following accounts, or liking, sharing, or commenting on posts.

Social Cognitive Theory

One criticism of uses and gratifications theory is that it focuses too much on the individual, ignoring broader effects of media including societal effects (Stacks et al., 2019). To counteract a blindside of societal effects a sole focus on uses and gratification could create, it is

important to consider the possible impacts of social pressures in media use and motivation through social cognitive theory. Social cognitive theory is a sociological theory that predominately rests on the function of “vicarious learning,” or that “by observing the behaviors of others, an individual can develop rules to guide his or her subsequent behavior” (Pajares et al., 2009, p. 6). This observational learning is grounded through a process of selectively paying attention to a model or action, retaining memory of that model or action, producing it oneself and then undergoing the motivational processes of desiring reinforcement (Pajares et al., 2009). In many ways, its core focus on human agency (Pajares et al., 2009) makes social cognitive theory like uses and gratification theory, however with more of an emphasis on learned behavior from observing others and being reinforced in the social environment.

Application of social cognitive theory to media and communication research is not new. Researchers have focused on the attention-garnering, identification-sparking and motivating aspects of behavior that could arise as effects from media consumption, as well as media’s impact on one’s feelings of self-efficacy, another major tenet of the theory (Krueter et al., 1999; Pajares et al., 2009). Additionally, the customizable nature that is inherent to the internet “also provides the capability to deliver individualized or tailored messages... to an individual based on characteristics that are unique to that person and related to their behavior interest” (Pajares et al., 2009, p. 22), providing rich data to test the expanse of social cognitive theory as it pertains to effects from media.

Bandura (2001), the author of social cognitive theory, believes that communication systems could be used to effect behavioral change in two major ways: the direct pathway, where “communications media promote changes by informing, enabling, motivating, and guiding participants,” and a socially mediated pathway, where influencers in media are used to “link

participants to social networks and community settings” (p. 285). Bandura (2001) also notes social networks containing a variety of diverse relationships amongst individuals, from friends to colleagues or peers, is one of the major factors affecting the diffusion processes of modeling behavior. Additionally, the rapid speed of telecommunications technology has contributed to what he believes is a “new collective consciousness” where “ideas, values, and styles of behavior are being transmitted transnationally at an unprecedented rate... [and] are producing intercultural commonalities in certain lifestyle elements” (Bandura, 2002, p. 283).

Nonprofit Social Media Use

Nonprofits increasingly view social media as a vital tool for outreach (Curtis et al., 2010), and charities and other nonprofit organizations around the world are beginning to embrace social media for its ability to connect with stakeholders, create dialogue with concerned parties and participate in fundraising (Young, 2017). Many researchers have noted that generally, the larger the organization’s size, the more advantageous their social media presence (Campbell et al., 2014; Galvez-Rodriguez et al., 2017; Wallace & Rutherford, 2020). Other factors that are positively correlated with social media use are having an established public relations department, perceptions of nonprofit practitioners and having the opinion that social media are credible (Campbell et al., 2014; Curtis et al., 2010). However, much of the scholarly work concludes that “nonprofit organizations routinely miss engagement opportunities presented by social media” by lumping together communication strategies across platforms, despite their usage differences (Smith, 2018, p.298).

Current literature fails to thoroughly address how audiences perceive and engage with nonprofit social media, instead focusing on organizational views (Campbell et al., 2014; Curtis et al., 2010; Lovejoy & Saxton, 2012). There is robust scholarly research analyzing the content of

nonprofit social media use, with a majority examining Twitter content specifically. A major classification of messaging types was first established by Lovejoy and Saxton (2012), which has been cited consistently. In a content analysis of 2,437 Tweets sent from 73 nonprofit organizations, the researchers discovered 12 codes that made up three functions: information, action, and community. Information tweets aimed to spread information on the organization and its activities, or share information or news related to the organization with audience members and other stakeholders. Action messages encouraged or asked the audience to act on behalf of the cause, and community messages focuses on fostering relationships with constituents, audiences, and other stakeholders, especially through fostering dialogue. Lovejoy and Saxton (2012) assert that information messaging was used at much higher frequencies than the other two groups, making up 58.6 percent of messaging compared to community's 25.8 percent and action-focused messaging at 15.6 percent.

Research is beginning to surface comparing the engagement of nonprofits in the information, action, community model proposed by Lovejoy and Saxton's forms of content, widely finding that information-messages are most likely to be shared by the audience (Saxton & Walters, 2014), including research finding information messages from Brazil's 100 leading nonprofits garner the most engagement on Facebook in the form of likes from audiences compared to other messaging types (Klafke et al., 2021). These audience or engagement-focused studies often lie in content analysis or in the method of a survey, which fails to address deeper emotional aspects felt by the audience, which could be vital for nonprofits attempting to develop deeper relationships with their constituents (Smith, 2018).

Nonprofit Instagram Use

As mentioned previously, the engagement rate of content posted by nonprofits on

Instagram is higher than average across categories at 1.75 percent. Nonprofits have higher engagement rates on average than influencers. Only sports teams and higher education institutions ranked higher in the study (Barnhart, 2021). Despite this, academic research regarding nonprofit Instagram use remains relatively sparse. A 2019 comprehensive literature review of nonprofits' social media use for fundraising efforts found that very few of their selected studies considered more recently emerging social media platforms like Snapchat and Instagram, but “there is already evidence from the grey literature that they can provide numerous benefits for NPOs' fundraising,” (DiLauro et al., 2019, p. 6).

The literature regarding nonprofit Instagram use is lacking. For instance, researchers found in 2016 that governors, practitioners and nonprofits in Kuwait use Instagram and Twitter the most of the social media platforms, as they believed their best audiences were on those apps most, though these organizations lacked a clear public relations strategy in managing social media messaging (DiLauro et al., 2019).

Advocacy Nonprofit Social Media Use

Although there remain considerable gaps in the research literature, research generally shows that nonprofit organizations that focus specifically on civic engagement are “using digital media and emerging technologies to engage the public on larger social and political issues, as well as social movements and mobilizing supporters” (Seelig et al., 2019, p. 18). In turn, social media has become a platform for users to learn of social issues, though the outcomes of their learning or the impressions that are made has not yet been addressed specifically (Seelig et al., 2019).

While these advocacy organizations use and have mostly positive perceptions of social media, they may not be fully taking advantage of the potential for message dissemination across

all social media platforms (Guo & Saxton, 2013; Smith, 2017; Waters et al., 2009). However, nonprofits are becoming more advanced in their use of social media, better engaging and interacting with their audiences and creating more holistic narratives through creating and sharing content that build awareness and outreach efforts (Seelig et al., 2019). However, similarly to research regarding nonprofits as a whole sector, these analyses of advocacy nonprofits' social media is a result of contextual analyses, mostly focused on Twitter, Facebook and blogs, ignoring Instagram, and not engaging with audiences themselves on their perceptions (Guo & Saxton, 2013; Seelig, et al., 2019; Smith, 2017; Young, 2017).

Women's Rights and Feminist Media

Historically, feminist media has incurred surges in tandem with women's rights-related events in American history (Johnson, 2017). Historians characterize these surges into three "waves." The first wave is widely thought to have formally begun in 1848 where Elizabeth Cady Stanton drafted the Seneca Falls Declaration, which outlined the emerging feminist movement's ideology and political strategies (Rampton, 2015). This phase "emerged out of an environment of urban industrialism and liberal, socialist politics" (Rampton, 2015, n.p.), with a broad focus on women's suffrage. Since the impetus at the Seneca Falls Declaration, feminist media had a variety of breakthroughs, including the publication of the first publication owned, edited and published by women, *Lily* (Watson, 1991). The phase lasted through the early to-mid 20th century, with pamphlets, newspaper coverage and other forms of feminist media thought by many historians to influence the ratification of the Nineteenth Amendment in 1920 (Rampton, 2015).

The second wave of feminist media occurred in the 1950s and 60s in tandem with other social movements that were erupting in America at the time, like LGBTQ movement and civil

rights movement (Johnson, 2017). Manifestos, or publicly written declarations, were commonplace for feminist media at the time, sharing the ideas and demands of both organizations and individuals (Johnson, 2017). Johnson (2017) states that the most integral mass media object for the feminist movement was *Feminine Mystique* by Betty Friedan. This piece, written by the feminist activist, demonstrated how women were disproportionately relied on by men and society to fulfill work without political power that could grant them rights and freedoms. It was this time when the first feminist magazines were cropping up to both educate and organize for the advocacy of women's rights. Such magazines include the re-branding of *Cosmopolitan* magazine in 1965 from a "family-centered" women's magazine to one that discussed women's liberation, sexual freedom and economic independence (Johnson, 2017). Additionally, Ms. Magazine, which was created in 1972 by activist Gloria Steinem, marked an emphasis on popular feminism (Farrell, 1999). In a book detailing the impact it had on the movement, Farrell (1999) states the Ms. Magazine was "an attempt by women's movement activists to produce a magazine with broad appeal, rather than the existing feminist journals that attracted a limited readership" (p. 61).

The final stage of feminism is thought to have begun in the 90s and continue into today. The movement is thought to be destabilize constructs like a definition of "womanhood" and is thought to be global, multi-cultural, and a movement that "shuns simple answers or artificial categories of identity, gender, and sexuality" (Rampton, 2015, n.p.). The movement proliferates today on social media, which is thought to be one of the most accessible organizing agents for such advocacy events and organizations like the Women's March (Johnson, 2017), an organization highlighted within my research method.

Women's Rights on Social Media

Much like the literature regarding the perception of nonprofit social media messaging, the area of women's rights messaging on social media has been overlooked by scholars. Scholars who have studied women's issues online have focused on high-profile movements like the global #MeToo movement. And, even as one of the most prominent feminist or women's issues movements online, the work is slim, however worth investigating.

The #MeToo movement found prominence on social media in October of 2017 when actress Alyssa Milano took to Twitter to share her experience of sexual assault and called on women to respond #MeToo to share their own personal experiences, though the term was initially coined by activist Tarana Burke in 2006 to help connect young survivors of sexual assault with resources (Griffin, 2019). Within the first week of Milano's tweet, just shy of 1.6 million tweets surfaced with the hashtag, "igniting a movement where victims of sexual assault, abuse, and harassment felt empowered to divulge as much, or as little, information as they wanted about their personal experiences" (Modrek & Chakalov, 2019). Google Trends notes in their "Me Too Rising" report that the movement has been searched online in all countries and has been a source of change in sex education programs and legislation, leaving a "significant legacy" (Quan-Haase et al., 2021).

Despite its significant presence online, scholarly work has not extensively covered the movement – in a synthesis review that covers sources from 2006 to 2019, Quan-Haase et al. (2021) discovered that only 22 studies were conducted examining participation in the movement on Twitter and Facebook. Most of the literature embarked on a content analysis of the social media posts or took on a critical analysis of the participation with recommendations on future narratives, while only one study sought out a qualitative approach through mixed methods, which included surveys to garner "deeper understanding" for reasons of not participating in the

movement (Quan-Haase et al., 2021). Thus, researcher have missed out on the opportunity to discover how this messaging impacts participants or interested parties specifically.

Generation Z's Social Media Engagement

As scholarly work addressing marketing to Generation Z is lacking, marketing publications serve as a useful tool in expanding understanding of these topics. Marketing research often classifies age cohorts into comprehensive profiles as a means of streamlining research information, which is especially true of the marketing research publication Mintel. They reported that 99 percent of all Generation Z members – those born between 1995 and 2007 – are on social media. Members of Generation Z, in turn, are very comfortable with social media and view it as a “multi-faceted tool in their lives,” using it to stay in touch with friends and family, and find new friends or communities (Horton, 2021). Some researchers, like those at Mintel, believe this comfortability with and even reliance on social media by is a result of this age group growing up with social media. This is especially true for “adult Generation Z” members who were born between 1997 and 2003 and aged 18 to 24 and were first age cohorts to grow up with social media access in middle school. Growing up with social media has garnered Generation Z the title of “digital natives.”

Perhaps it is because they have grown up with “instant global connectivity” that this generation places “a greater emphasis on their role in the world as part of a larger ecosystem and their responsibility to help improve it” (Vitelar, 2019, p. 243). Even though they value this connection, Generation Z still find authenticity and individualism important, and see social media as an outlet to express themselves and differentiate from each other, especially for those who consider social media at the start of their career to build a personal brand and positive online reputation (Vitelar, 2019).

Generation Z on Instagram

Over half Generation Z members check their Instagram multiple times a day (Mintel, 2021). For many, visiting Instagram is a habit a part of their daily routine and a platform they visit if they feel they have “nothing better to do” or want to escape from their physical environment (Pasztor & Bak, 2020). Their reason for visiting does go deeper, however – many view Instagram as a place to express personal interests, to connect to similar people or to share life events (Pasztor & Bak, 2020), or to learn about or discover new brands (Horton, 2021). They prefer it to Facebook (Pasztor & Bak, 2020), and have positive association with the app, viewing it as entertaining (Horton, 2021). They prefer messy or “raw” messaging as opposed to a picture-perfect life that feels inauthentic for them (Horton, 2021).

Generation Z’s Perception of Nonprofits

Scholarly research about Generation Z’s perception of nonprofits is ongoing, despite their demonstrated interest in social causes and interest in brands exercising corporate social responsibility. Mintel’s 2021 Marketing to Generation Z report describes Generation Z as socially engaged, saying they are, “passionate and opinionated” and “see themselves and their social media accounts as their mouthpiece and are quick to let their opinions on social, political and other issues be known,” (Horton, 2021, p. 33).

However, scholars have studied millennials’ views, the age group closest to Generation Z. This includes attempting to uncover whether social pressure or autonomous motivations influenced their engagement choices. The study found that male and female millennials are receptive to both self-benefitting and others-benefitting message tones used in modeled examples of Facebook events from nonprofits, but that others-benefitting messaging was more consistent in generating an intention to attend (Paulin et al., 2014). The researchers found that autonomous

motivation, or a purely personal interest in the cause, was the main driver of intended participation. Feelings of empathy heightened this. However, they did note that impression management important to this group, which is when users tailor content in their profiles to put off a good impression, like being caring or generous. As a result, they were more likely to share with their social groups (Paulin et al., 2014). While there is research on nonprofit social media message effectiveness and on character traits that go coincide with being receptive to this messaging, like being more altruistic (Gorczyca & Hartman, 2017), there is little research qualitatively determining millennial – or Generation Z – perception or engagement of this messaging.

Literature Conclusion

After reviewing current literature, an apparent gap is present addressing the perceptions of social media users on nonprofit messaging. Instead, research to date has focused primarily on organizational perceptions, or analyzed the content of nonprofits online, with only some determining engagement rates and even fewer considering Instagram as a platform of study. And while this research has created helpful ways to categorize nonprofit messaging content, like the information, action and community messaging tactics, overlooking the emotions and perceptions of audiences with this content leaves a blind spot for nonprofits who are attempting to optimize their social messaging and connect with audiences in a similar fashion to for-profit organizations or businesses.

Furthermore, the literature has shied away from making the connection between nonprofits and Generation Z as an audience, despite the cohort's demonstrated interest and awareness of social issues. By focusing on this target audience and employing the uses and gratification and social cognitive theoretical frameworks, the proposed research will uncover a

vital intersection to advancing the industry's understanding of personal and social needs being fulfilled online by nonprofits.

CHAPTER 3: ANALYSIS

Instagram – much like other social media sites – has found its way into the daily lives of many Americans. In December of last year, the platform announced it had 2 billion unique active visitors each month (Rodriguez, 2021), only surpassed by Facebook, YouTube and WhatsApp globally (McLachlan, 2022).

According to Pew Research’s study, Social Media Use in 2021, U.S. adults aged 18-24 are most likely to use Instagram, with 74% reporting daily use of the app, higher than any other platform (Auxier & Anderson, 2022). These users view Instagram – and other social media – as vital in their daily lives for a variety of purposes, from connecting with friends to learning about news, brands and new communities to be involved in (Chen, 2022).

Nonprofits and advocacy organizations working across a variety of issues have taken to the platform to educate and engage audiences in the issues they work to resolve. This was perhaps exacerbated by the COVID-19 pandemic and limited nature of in-person events, as users took to social media to express frustrations, thoughts, support and more for the causes they were passionate about. My personal Instagram feed turned from a purely social platform to one with resources to further my education of women’s rights movements across the country.

As a strategic communication scholar who often finds myself analyzing the commercials in my daily podcast lineup, I could not help but consider the possibilities for advocacy on the platform. I began to question how are other young Instagram users responding to this advocacy? Moreover – do they find it valuable?

Before attempting to answer these questions I first needed to understand two things: the various messaging formats or strategies that nonprofit and advocacy organizations employ on social media, and young adults’ motivations for following, reading and engaging with advocacy

groups' content. I consulted a widely cited content analysis of nonprofit Twitter messages by researchers Lovejoy and Saxton (2012). This research illuminated that these organizations primarily used messages that were focused on sharing information, as over 58 percent of the coded content was focused on spreading information about the organization and its activities or sharing news relevant to the issues they focused on. More specifically, the study revealed that three kinds of information content were most common: sharing news relevant to the organization's mission; posting about upcoming or past events hosted by the organization; and sharing recent data and statistics relevant to the issues within their focus.

Inspired by their findings, I decided to examine how young adult Instagram users' motivations and engagement in advocacy messaging varies across these specific content types. To understand whether this group finds the content valuable, I needed to dig a layer deeper. For many, including myself, social media is a way to not only engage with my social network, but to create a profile that feels reflective of my personality and values. From this sentiment, I further narrowed my investigation to how these users perceive both personal and social benefits from their exposure to this content. By focusing on these two dimensions, I could access a more holistic understanding of the value these posts presented them. Consequently, I landed on the following question:

RQ: How do nonprofit women's rights messaging strategies on Instagram meet the personal and/or social needs of 18- to 24-year-old women who have a vested interest in such topics?

Method

To explore the multi-faceted inquiry, I conducted nine semi-structured, in-depth interviews. In-depth interviews are often utilized by scholars to provide context of the human experience to other data, offering a more complete picture of what happened (Boyce & Neale,

2006). This emotional context is missing from research on the subject currently which has mostly focused on quantitative data regarding nonprofit's social media engagement across different messaging types (Lovejoy & Saxton, 2012). Additionally, in-depth interviews are also useful in discussion of potentially sensitive topics such as this one, as participants may be less likely to self-censor to one individual compared to others in a focus group (Brennen, 2013). By conducting the individual interviews virtually through Zoom, I was able to reduce potential logistical issues related to geography and scheduling, making the participation more accessible.

Before being selected for the study, participants had to meet specific screener criteria. A screener survey was distributed via Qualtrics to leaders of relevant student organizations across campus. The organizations included the Association of Women in News Media, the Chi Omega sorority chapter at the University of Missouri, Diversity Peer Educators, the Kappa Alpha Theta sorority chapter at the University of Missouri, Mizzou Student Democrats, the all-female a cappella group the Naturelles and panhellenic counselors for the University of Missouri's Panhellenic Association. Given my familiarity with the various clubs' focus on politics, social issues or being a women's-only organization, I was confident that the organizations could have potentially viable candidates for my research.

In addition to the age (18-24) and college-enrollment requirement, participants were screened for their Instagram use, with only those who use the app once a day or more being selected. Participants also had to indicate that they follow at least one of the top-ten most-followed national nonprofits focused on women's rights on Instagram, such as @womensmarch, @plannedparenthood, @nationalwomenslawcenter and others. This ensured that the participants were invested in the movements we discussed and were able to comment on messages accordingly.

I utilized Lovejoy and Saxton's (2012) widely-cited framework of nonprofit messaging types on social media to identify media stimuli for the discussion. I selected posts to reflect the three most common nonprofit messaging strategies: sharing of relevant news, sharing an organization's events and activities and sharing recent data relevant to the organization's mission (Lovejoy & Saxton, 2012). In addition, I included posts that utilized Instagram's unique carousel format to determine if format type had an influence on engagement preferences.

After conducting interviews, I used thematic analysis to develop a coding system, which I applied to each of the nine the transcripts. The coding process provided the framework for identifying common themes and patterns among the data. These themes served as the framework for my analysis.

Results

The research revealed that while all messaging types provide these users with personal and social benefits, their motivations and perceptions of content varied across the messaging types. Thus, practitioners must tailor the format and information in each messaging type to increase engagement. Participants feel that posts from women's advocacy organizations that shared relevant news met their personal desire for education about women's issues, which they felt were not often discussed in mainstream media. In following along with these posts, participants felt they gained specific knowledge about current events, were able to understand the lives of those different from themselves, and generally felt like they were part of a community. In addition, these posts provided the social benefit of making participants feel a part of a larger community that shared their interest in women's rights and related issues.

Posts about events inspire participants to potentially involve themselves further in the women's rights movement, which they feel is a prominent personal benefit. Discussion of these posts also revealed a valuable insight that these users have a strong desire for visuals shared on

Instagram to be graphically simple, while they expect captions or bios to be longer and contain details about the event. These posts also offer an impactful social benefit, as they can attend the event with friends, which they saw as a potentially fulfilling and fun experience.

Lastly, participants are receptive to Instagram posts that contain data or numbers, as they feel the straightforward nature of the content allowed the personal benefit of more easily understanding the issue discussed, as they can relate it to their own experience. However, they have higher standards for these posts to be contextualized with credible sourcing and background information, as they can be distrusting of information posted on social media. Thus, these posts can only provide the social benefit of being an educational tool for others if they meet these standards for trust.

The conversations revealed that participants' have varying, specific desires and needs from relevant news, event and data-focused content. To fulfill these benefits, organizations should adjust their communication strategy content accordingly. Overall, the research revealed that while the participants feel there is room for improvement, content from women's advocacy organizations on Instagram provides them valuable personal and social benefits.

Analysis of findings

Relevant news posts provide tangible knowledge, increase empathy and make users feel a part of something bigger than themselves

Participants unanimously indicated that posts sharing relevant news – such as news articles about instances of gender-based discrimination, changes in healthcare access or headlines on legislation related to women's rights – present a clear personal benefit by increasing their knowledge of national and local news. Participants noted that when they engage with news-related content, they can stay abreast of the issues they care about. With this awareness, they feel

prepared to discuss the headlines with friends in social or academic settings and add value to those discussions.

Participants described how relevant news posts felt valuable to achieving personal goals of staying up to date on popular culture and daily news with the additional benefit of learning something new. In fact, most participants noted that one of their main purposes for using Instagram is to gain access to novel information. For instance, Participant Two noted, “A lot of the time, Instagram is kind of how I stay updated on some news. I’ll see an informational post about something that I didn’t know about whether it’s current or a historical issue, and that typically makes me want to do my own research.” The participants noted they often choose to follow nonprofits or other issues-focused accounts to access news on the topics they care about but might not see from their more traditional news sources, like advances in women’s equality. Participant Five shared that Instagram helps her keep track of these stories: “I think that [staying up to date on Instagram] just makes me more knowledgeable of what's going on. Sometimes I get so focused on some other stories that I feel like I lack the knowledge in other issues [I still care about].” Participants feel their goals are met – and personal benefits are gained – when organizations they follow can increase the participants’ knowledge of national stories related to their interests.

In addition to the personal benefit of increased knowledge, many participants shared that seeing positive news of changes in their areas of interest gave them a positive outlook and increased a sense of hope in the future. For example, Participant Six shared she’ll always welcome seeing “wins for women.” And for Participant Two, seeing these posts gave her the personal benefit of being aware of broader societal changes: “I like seeing progressive changes in

society. It's like when I read things like this, that makes me happy that we're moving towards a future like that. I like knowing that things like this are happening in the world."

By being aware of these positive changes, participants felt a part of a community of individuals that care about these issues. This sense of community includes a host of additional social benefits. Namely, they feel they can join a movement of people that are cultivating a culture that values the advancement of women, for example. In turn, this provides the personal benefit of making them feel like a purposeful contributor who is making a difference. As Participant Nine said, "[These posts are] collectively curating social values. If all of someone's friends are posting articles that have the same lean on a certain subject, you might not be internalizing that subject for more than like a day, but you are internalizing the idea that people I know and care about and respect care about these issues." By engaging with these posts – whether from these organizations or through others in their social networks re-sharing the content – they feel connected to others who share similar values, and a part of something bigger than themselves.

Furthermore, by seeing the accounts share information on less positive news, like cases of gender-based discrimination in the workplace, participants gain the personal benefit of feeling validated and less alone in their struggles. And in learning that others are sharing the same experiences, they gain the social benefit of being further connected to a community that understands them. For example, Participant Seven noted that being aware of other people's experiences "helps me internalize that it's not my fault individually." Participant Seven elaborated: "It helps me identify that these behaviors are problematic on a more structural level and it's not just something that happens uniquely to me. To give voice to [these issues] is really nice because it can help me by validating my experience."

According to participants, if the news story describes a situation, they may not have experienced themselves, like race-based discrimination, they believe it still provides a valuable personal benefit: by engaging with these posts, they are presented with an opportunity to recognize and consider their privileges. This presents the opportunity to gain awareness of others' experiences, which they believe makes them more empathetic, a noted personal benefit. By better understanding others' perspectives, they gain a valuable social benefit of potentially developing deeper relationships with others they may have initially felt they had less in common with. "Seeing these posts keeps [these issues] at the forefront of your mind," said Participant Six. "It doesn't allow you to become complicit or complacent; it doesn't allow you to like sit back and not think about the issues, especially when it comes to something that doesn't directly affect my identity."

Overall, participants feel that engaging with relevant news posts allows them unique access to issues they care about but may not see in other news-based media they consume. In addition to helping them meet their goals of being in touch with these issues that they feel are ignored by others, this awareness also provides the personal benefit of feeling connected to a community of individuals that share similar values – notably, an empathetic sense of curiosity to learn more about the lives of others. They experience belonging, and feel a part of something bigger than themselves, which provides the personal benefit of feeling in solidarity with others and the social benefit of finding comfort within a larger community.

Events provide the personal benefit of inspiration, and the social benefit of deepening their connection with friends through impactful experiences

The perceived value of event-related posts is circumstantial. Participants only feel a benefit – personal or social – if they plan to attend the event. The benefits they gain are also

dependent on the kind of event they may be attending. For example, when attending a march or other large-scale in-person event, participants feel they gain the personal benefit of being invigorated by the energy of those around them, which sparks motivation to be a contributing member of the movement. Additionally, these events present the social benefit of sharing an impactful experience with others.

Aside from scheduling logistics and their level of personal interest in the topic of the event, effective formatting of the post is one of the major influencing factors noted. Event posts with pronounced dates and location information feel like a clear signal to “set your calendars,” as Participant Seven said. At the same time, posts full of information within pictures can feel distracting and cause participants to quickly dismiss and swipe past the post. When shown an Instagram post with multiple elements in one picture including a headline, meeting time and location, tiny URL and photo of speaker, Participant Eight had this to say: “[I see] there's a tiny URL, but the text is small. That's kind of hard, it's going to deter a lot of people from typing all those letters in.” Participant Six shared similar thoughts: “If someone posted that on their story, I would skip right by it to be honest. I don't think because of the content, but because there's just so much information on it – you just feel overwhelmed by the amount of information on the graphic.” Thus, posts with that contain text-heavy graphics risk deterring users from engagement.

Participant Six’s reflection reveals a clear personal benefit for participants in my interviews: the ability to easily digest information presented within their feeds. Participants understood that the inability to include links in captions could create barriers to sharing details within posts. This may force creators to feel like they need to include all information within the pictures. However, much like the relevant news category, if participants are interested in learning

more, they will go to the caption or Instagram bio for this information. Across interviews, participants mentioned a strong preference for clarity in the posts' format, and that they would rather take an extra step to gain more information than engage with an overcrowded post. Participant Six elaborated further, "[If the post] has a very digestible graphic that's attention grabbing, I'll usually click on it. But I want to go to that post and see a long caption – that's what I would really, really like out of a post. I definitely would engage with something like that." In addition to a long caption, participants noted they desire access to virtual events within the post or profile bio. "Maybe I'm being hypercritical about that, but I just prefer to see things with calls for action, or a way that I can click to join a webinar, a zoom meeting and learn more," said Participant Eight.

Event posts present a valuable social benefit in opening the door to explore passions alongside their friends, including through reflection on the event with those they attend with. Moreover, participants feel connected to the communities they engage with online, which further cements this social benefit into their life online.

Messages that share data and statistics can be personally and socially beneficial, but only if the data are backed up

Out of the four content types, posts that shared recent data or statistics presented the most benefits for users both personally and socially. Participants identified a strong personal desire to understand the content within the post and the societal implications of the information. They felt that posts containing graphic representations of data could accomplish this, as the concrete nature of numbers was a simple metric to gain understanding of the scale of the issue being presented. As Participant Three said, "I feel like posts [with statistics] are the most interesting because it's pulling actual data, so you can see the impact." If clearly demonstrated with simple graphics and

a robust caption, participants indicated that data-centered posts can provide the benefit of feeling they genuinely understand the issue and comprehend its effects.

The participants felt that data presents a clear, unbiased demonstration of an issue. Because of this, they feel these posts provide a clear social benefit in that they could share the information with confidence that it could be a valuable educational source for someone else. Furthermore, educating others in their network makes these participants feel like they are helping those in their networks be exposed to something that they may otherwise miss. “I think having a lot of numbers is really good to see especially for people who maybe don't see the issue originally,” explained Participant Three. “This is something that I would for sure re-post because I do have people that follow me that forget about this stuff, and these posts show ‘Okay, this is what we're working toward, this is what's going on. Like, this is what sucks, and this is what's great.’ But in a more digestible way.” This demonstrates how posts with data provide the personal benefit of being an educational tool to share with others, which furthers the good intentions of the information and data the posts detail.

Participants indicated that the way that information is presented on the platform influences their engagement. If the headline or graphic piques their interest enough, they will click on the caption or in the bio to learn more information: “[If the post] has a very digestible graphic that’s attention grabbing, I’ll usually click on it,” said Participant Six. “But I want to go to that post and see a long caption - that’s what I would really, really like out of a post. I definitely would engage with something like that.”

Having content presented in a “digestible” way was discussed and mentioned repeatedly by participants during interviews, whether it be for the post catching their attention initially or in their consideration of sharing it with others. Participants believe it is imperative that they

understand the full context behind the data being shared for a personal benefit to be gained. Whether it's coming across a data-heavy infographic, or simply sharing an eye-catching graphic, these users look to captions and linked content to provide answers to questions not addressed in the post. For instance, Participant Eight explained, "I'm usually much more skeptical about seeing numbers and graphs at least in a single square. There's so much behind every number. You need context. There are other pieces of the puzzle that are just always important to understand." Without proper citation or contextualized statistics, they may not trust the data they see, or the account that posts them. Thus, the participants expressed a clear personal benefit from accessing information that saw as credible.

Further, participants said credibility was a requirement of the post for them to publicly stand behind the research by sharing it out to their social networks. Participants are concerned that if they re-post content that they do not fully understand, they could be sharing inaccuracies. This could have negative social implications, so they want to ensure they are re-broadcasting information that they can trust as credible. For this reason, they prefer in-depth information to be included in the post, including citations, before taking any action. Participant Four shared: "If I'm going to post something on my Instagram story, I want to be able to have a full conversation about it." Later in our conversation, she elaborated, "I'm kind of anti-infographic on the story if it doesn't have a lot of information in the caption because I feel like there are a lot of infographics that people post that are maybe misconstrued. I don't want to post misinformation."

Posts with data and statistics often meet participants' personal needs for effective communication that clearly demonstrates a point they feel will resonate with their social networks.

All post types are personally and socially valuable, but the participants want more

Regardless of the style of the post, simply following, reading and engaging with the content women's rights organizations post provides significant personal and social benefits. The participants identified a strong personal and social benefit in seeing others share educational posts on social media. Not only does engaging with this content make them feel more connected to people online, which they find personally valuable, it provides the social benefit of potentially establishing deeper relationships. As Participant Two put it, "As I get older, I appreciate more my friendships where we can talk about social issues. And so, if they're interacting with [social issues] online, I think that's a benefit to friendship."

However, this does not mean participants will re-share women's issues-related content without hesitation. In fact, they were weary of sharing content just for the sake of sharing, or because everyone else is doing it, as they did not want to be perceived as performative. Therefore, they believe that re-sharing this content ad nauseum could present a potential social detriment as opposed to a social benefit. "I had the thoughts going through my head, like, 'If I don't [repost this], what are the consequences? If I do, what am I gaining?'" said Participant Eight. "Over time, I've watched people go from being super engaged and reposting everything, and then they just straight up stopped. And I don't know why."

The participants believe that social media can be a valuable entry point for learning, especially when the formatting is simple and easy to understand. Some participants experienced this personal benefit when they first began learning about women's advocacy and the feminist movement. "Having access to social media was a really good way for me to at least begin the exploration process [into the feminist movement]," said Participant Seven. "[Social media] was what I had access to, and it also seemed much more accessible at that time than reading feminist theory literature."

With clear formatting, posts help users easily absorb information on everything from national news to cultural trends and local events in their community. Instagram's unique carousel format, where a single post includes multiple pictures, provides a solution for to maintain clarity for information-heavy posts. For instance, Participant Eight shared "I'm most likely to stop and actually read [carousel posts] because I see there's multiple slides and there's an entire look at something. They are answering multiple questions." While a few shared that they will scroll past these long-form posts when they are in "relaxation mode" on Instagram, most participants said that the spread-out formatting of a carousel allows them to take in the information more easily, further exemplifying the participants' personal need for information to be presented in a straightforward way.

These longer-form explanatory posts present participants with both personal and social benefits: they feel they are written in such a way as to easily learn something new, which they consistently noted was a personal benefit they seek from these accounts. Additionally, they can use the posts as an avenue to educate others, which makes participants feel as though they are, at the very least, providing others the opportunity to educate themselves, too. Participant Seven express this potential for personal and social benefits succinctly: "[These posts give me] the opportunity to learn myself, and then encourage others to learn as well." Participant Nine shared similar thoughts: "[Sharing these posts is valuable] if you know that a lot of people have misconceptions about something, or if it was something that surprised me, and I think that it might like surprise other people. Or, if it changed the way that I think about something and could change the way that other people are thinking about it, too," said Participant Nine.

Participants feel that engaging with these accounts over time has increased their interest in women's rights and desire to be involved with the movement. And while some participants do

feel that sharing these posts is a valuable next step in their participation in these movements – as it provides education opportunities for those who may not seek out the content themselves – most participants were skeptical if re-sharing was making enough of a difference. “For the most part, I think that doing social justice and DEI work needs to be a little bit more in person in your life and to be doing stuff other than like posting on Instagram,” said Participant Nine. Participant Six agreed. “I think that there have been times in my life where I felt like [sharing on Instagram] was what I wanted to do in terms of social justice – I felt like I had like an audience that was like listening to me, and that it could possibly make a difference.” Participant Six continued: “But since I’m a lot less active on Instagram now and I don’t have as much engagement on Instagram as I used to, I don’t feel like this is like the most effective way for me to make my voice heard on these issues.”

Participants care about women’s rights issues, and believe they gain notable personal benefits when engaged with the content these accounts post. From increasing their knowledge and feeling a part of something bigger than themselves to understanding their privilege and having opportunity to impact others by sharing this content, these users feel they are personally benefitting from keeping up with these organizations on Instagram.

Furthermore, engaging with this content is providing the social benefits of being in solidarity with others in the community. And participants feel this content is often a valuable education tool they can share to assist others who may also want to deepen their learning of women’s issues. However – this confidence is only earned when participants feel the information is credible. Therefore, organizations must clearly include additional information and sourcing to showcase the legitimacy of content.

Ultimately, the participants need more from these accounts. They want to understand more clearly what they can do to better the movement *outside* of educating others in their social networks or showing up to an event. To fully meet participants' personal and social benefits, nonprofit women's advocacy organizations should show participants how they can make a difference through taking meaningful, impactful actions in response to these posts that go deeper than re-posting for their followers to see.

Conclusion

Overall, these participants felt like Instagram was a great entry point for them to better understand advocacy organizations of all kinds. They think about Instagram as a social network they can curate to reflect their goals, interests and values. For many, women's advocacy content on Instagram personally benefits them through education and new knowledge that allows them to continually stay up to date on current news or even broader teachings that are related to women's rights or related issues. The overall sentiment of participants was that women's rights and the advocacy tactics related to the movement are not always reported on or talked about by mainstream media. Because of this, participants felt it was their responsibility to seek out this information.

However, their goals often went deeper than just being aware of important statistical findings that prove the importance of the movement or hearing about events they may be interested in. Regular exposure to this content ensures that participants do not become complacent about women's advocacy issues, especially since they do not often see them reported on by more mainstream media. Regular engagement kept them close to the movement and helped fuel their passion for women's rights. In addition, this awareness helped them feel

connected to a broader community that prioritizes these issues, which they feel they may be lacking in the “real-world.”

By focusing on their reactions to the specific messaging types and exploring what personal and social benefits these audiences perceive, this research revealed an essential finding for women’s advocacy groups: sometimes, they felt the information these organizations shared was not thorough enough to provide adequate learning. Participants worried that advocacy accounts are sometimes performative. Therefore, they prefer when organizations are founded to accomplish a specific mission related to women’s equality.

However, participants are concerned about the legitimacy of information they see on their feeds. Even though they are passionate about women’s equality, they are often worried about whether or not they can trust the information they see, and that if they could be viewed as performative for sharing it. They perceive significant personal risk if the information is not credible. For that reason, they had high standards for what they would share. They perceived content as trustworthy when it included ample context and sourcing. Beyond educating others through the sharing of information, the participants wanted to understand very specifically what they can do with the information in the posts to be a better advocate for women’s rights. This included suggestions for how they might talk about it with others or learn about other people’s perspectives in an effort to be an ally for all women.

Understanding Instagram as a site for advocacy is crucial. Interviews revealed that these participants understand their preferences for engagement with women’s issues messaging on social media and have a strategic approach to their engagement. To best meet their needs, nonprofit women’s advocacy groups should take the following takeaways into account to their social media strategy:

Authenticity is vital to gaining trust, as users can view organizations as performative

Oftentimes, participants felt they could see through whether the organization was authentic by the way they posted content. For example, if the organization was re-sharing a relevant news story from a media outlet but didn't provide any context as to what the organization was doing to help amend the issue, they felt as though the organization was posting just for the sake of posting. Before considering a post, ask yourself the following questions: What are your goals in sharing this information? How does sharing this information apply to the organization's mission? What are you hoping the audience will get out of this information? Once you've answered those questions and feel confident in posting, there are other strategies that will demonstrate your authenticity. For example, include unscripted first-person perspectives in video. This humanizes the topic and feels more honest than scripted statements. Provide additional context through including links and naming credible sources. This demonstrates that your organization is doing your research, too, which is a point gained for authenticity.

Simple formatting is best -- especially for event posts

Focus on creating an eye-catching graphic. That could mean simple copy with bold text, or a central focus that draws the eye in. Do not feel that you have to fit all of the information into one picture, as this is overwhelming and may cause users to disengage with the content. Instead, utilize the carousel format to spread out information across slides, or include the full details in the caption. And if there's a link you can share to give them more information or assist in registration, make sure that users can access it through your bio. Users want everything they needed to engage and support your organization or cause at their fingertips.

Data lends legitimacy when contextualized

Users embrace data and numbers, as they feel it is easy to understand and clearly signifies the impact of a problem. For this reason, data-centric posts may increase share-ability. However, only if the information is perceived as trustworthy. Graphics are appealing because they are easy to digest, but it's important for the representation to be accurate. For example, if you are adding horizontal sloping lines to imitate a line graph, ensure that the representation is graphically correct. If not, opt out, as it is seen as dishonest and can be added clutter to the page that might deter engagement. Additionally, ensure information is provided to add context to the graphic. If the content interests them, users will engage with a longer caption or click on a link in the bio, if prompted, to learn more information. Not only does demonstrate credibility, but this extra information assists users with educating themselves and others.

When relevant, include a call to action

Users want to get involved further with the movement, and felt organizations could provide them additional value by demonstrating how to do that. They often wondered how they could act in response to the information shared in the posts, whether it be by engaging in further learning, joining a text campaign or attending the event. They do not feel it is necessary to include a call to action in all posts, as it may not always be relevant to the content, but they want to understand what impact they could make in response to the content you are providing. This will make your posts more personally and socially beneficial.

APPENDIX I: INTERVIEW DISCUSSION GUIDE

Part one: Thank you again for taking the time to participate in this research study. For the sake of my records, can you please state your full name and age? Your name will be kept private.

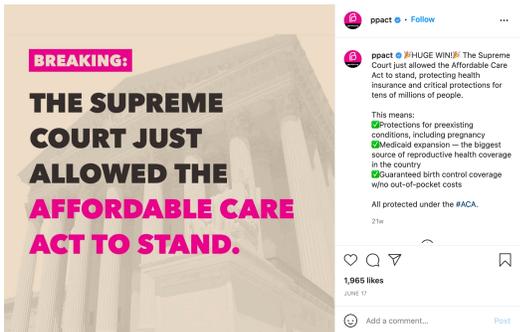
1. What specifically do you like about Instagram?
 - a. Listen for: friends, current events, community events, etc.
2. Describe to me the kinds of accounts you follow on Instagram.
 - i. Why do you follow these kinds of accounts? What do you gain from them? Can you give me an example?
 - b. Listen for: heard from friends; personal interest; want to stay up with trends.
3. How often do you share posts on Instagram with friends, family, or your followers (on story)?
 - i. What about a post makes you more likely to share them?
4. Now, I want to discuss women's equality advocacy groups:
5. You indicated in the introductory survey that you follow at least one such account on Instagram. Is that correct? Which account(s) do you follow? Can pull up phone if needed.
6. Take me back to when you first became familiar with this account – if you can remember when/how did you encounter them?
 - a. Listen for: sought out vs. encountered organically; outside influences, like friends, etc.
 - i. Why did you decide to follow the account?
7. Listen for: personal interests; influence from friends, family or others; seeking education.
 - i. How would you describe your motivation in following this account?

- b. Listen for: feeling informed; sharing it with friends; feeling “seen.”
- 8. Are there any benefits from following this account that maybe you didn’t notice right away? What makes you feel that way?
- 9. Do other users you follow, like celebrities or friends, also follow this or similar accounts?

Part two: For the second part of the interview, I am interested in your thoughts on Instagram posts from women’s equality advocacy groups.

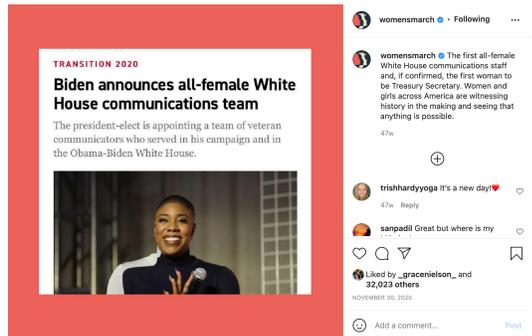
I’m going to pull up a variety of posts.

Relevant news and information:



10. How would you describe this series of posts?

- a. What similarities do you see amongst them?
- b. What stands out? What feels more engaging?



11. What are the main reasons you might choose to engage with posts like these? Engaging could mean reading it, liking the post, or sharing it with others.

12. Can you describe the personal benefits, if any, that you get from reading or engaging with these kinds of posts?

- a. Listen for: personal and social benefits
- b. Listen for: how it makes them feel, how it feels reflective of their needs, any use they get out of the post regarding involvement in social movement



13. I'm curious to know if these kinds of posts add value to your social group?

a. If you feel they do, what is your motivation for liking, sharing or commenting on posts like these?

14. Great. Now I'm going to go back through all the posts. With this set, do you feel like they benefit you personally or socially more? Or, if it's both or neither? Why?

Events:



15. How would you describe this series of posts?

a. What similarities do you see amongst them?

b. What stands out? What feels more engaging?



16. What are the main reasons you might choose to engage with posts like these?

Engaging could mean reading it, liking the post, or sharing it with others.



17. Can you describe the personal benefits, if any, that you get from reading or engaging with these kinds of posts?

a. Listen for: personal and social benefits

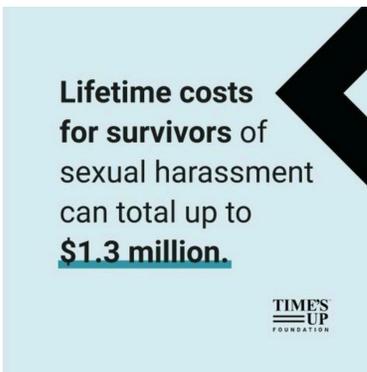
- b. Listen for: how it makes them feel, how it feels reflective of their needs, any use they get out of the post regarding involvement in social movement

18. I'm curious to know if these kinds of posts add value to your social group?

- a. If you feel they do, what is your motivation for liking, sharing or commenting on posts like these?

19. Great. Now I'm going to go back through all the posts. With this set, do you feel like they benefit you personally or socially more? Or, if it's both or neither? Why?

Data or statistics:



timesupnow • Follow

Sexual harassment contributes to the gender wage gap, limits women's earning potential, and imposes profound and long-lasting financial damage.

Little research has been done to identify the financial and economic tolls that sexual harassment takes on survivors themselves. To address this data gap, we measured the lifetime financial cost of sexual harassment.

Read the report "Paying Today and Tomorrow: Charting the Financial Costs of Workplace Sexual Harassment" by TIME'S UP Foundation and the Institute for Women's Policy Research.

667 likes

NOVEMBER 4

Add a comment...

20. How would you describe this series of posts?

a. What similarities do you see amongst them?



nationalwomenslaw • Following

Today is #LatinasQualify Day, the day that Latinas' pay catches up to what white, non-Hispanic men made last year alone. Over their lifetimes, Latinas stand to lose over \$1.1 MILLION to the sexist, racist wage gap, ensuring they're robbed of the opportunity to live comfortably, build wealth, and experience the joyful life experiences we all deserve—and those effects are seen clearly in the data.

Over the course of this pandemic, almost 500,000 Latinas have been pushed out of the labor force.

Furthermore, Latinas are more likely than white, non-Hispanic men and

Liked by usowomen and 304 others

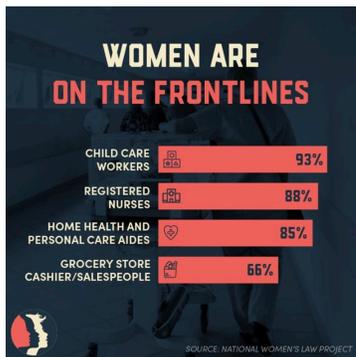
OCTOBER 21

Add a comment...

b. What stands out? What feels more engaging?

21. What are the main reasons you might choose to engage with posts like these?

Engaging could mean reading it, liking the post, or sharing it with others.



womensmarch • Following

Women are the essential workers during this crisis keeping our nation moving and fighting the pandemic. To the millions of women risking their lives everyday—you are heroes.

45w

underthepink37 Registered nurses AND Licensed nurses' Wife and I are both LVNs providing direct care to COVID positive patients.

8,323 others

DECEMBER 5, 2020

Add a comment...

22. Can you describe the personal benefits, if any, that you get from reading or engaging with these kinds of posts?

- a. Listen for: personal and social benefits
- b. Listen for: how it makes them feel, how it feels reflective of their needs, any use they get out of the post regarding involvement in social movement

23. I'm curious to know if these kinds of posts add value to your social group?

- a. If you feel they do, what is your motivation for liking, sharing or commenting on posts like these?

24. Great. Now I'm going to go back through all the posts. With this set, do you feel like they benefit you personally or socially more? Or, if it's both or neither? Why?

Carousel:



25. How would you describe this series



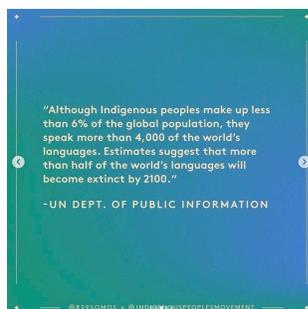
of posts?

a. *What similarities do you see amongst them?*

b. *What stands out? What feels more engaging?*

26. What are the main reasons

you might choose to engage with posts like these? Engaging could mean reading it, liking the post, or sharing it with others.

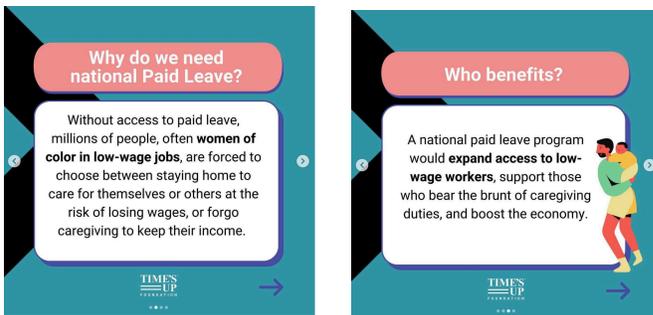


27. Can you describe the personal benefits, if any, that you get from reading or engaging with



these kinds of posts?

- a. Listen for: personal and social benefits
- b. Listen for: how it makes them feel, how it feels reflective of their needs, any use they get out of the post regarding



involvement in social movement

28. I'm curious to know if these kinds of posts add value to your social group?

- a. If you feel they do, what is your motivation for liking, sharing or commenting on posts like these?

29. Great. Now I'm going to go back through all the posts. With this set, do you feel like they benefit you personally or socially more? Or, if it's both or neither? Why?

APPENDIX II: CODING GUIDE

When analyzing interview transcripts, I developed the following codes to organize my thoughts and assist in developing potential themes:

Bold is anything notable, or a potential pull quote.

Purpose of Instagram:

- Pink: Instagram to check in with friends.
- Cyan: Instagram as entertainment/time killer.
- Yellow: Instagram as an information source.

Format/content preferences for engagement:

- Light yellow: Preference for in-depth information/learning something new
- Light green: Interested in content related to passions/feels relevant to their interests.
- Purple: Wants information to be credible.

Likely to share?

- Bright green: Something they would share/reasoning why share
- Red: Something they would not share/reasoning for why they wouldn't share.

APPENDIX III: INTERVIEW TRANSCRIPTS

Participant One

00:00:04.650 --> 00:00:20.640

Isabelle Robles (she/hers): Alright, so first, before we start with showing off the presentation, I just have some general questions about Instagram. Feel free to talk as long as you have things to say, but don't feel like you have to be super quick or elaborate if your answer is straightforward. And there's no right answer, it's just your experience.

00:00:27.240 --> 00:00:32.100

Isabelle Robles (she/hers): So I guess first off, what specifically do you like about Instagram?

00:00:33.870 --> 00:00:57.630

Participant One: I think I like that it's something to do when I'm bored, something to click on and get information quickly. I think I like seeing what's going on and other people's lives and seeing what's going on in the world of the people I know and care about. And I like to stalk people.

00:01:09.260 --> 00:01:33.030

Isabelle Robles (she/hers): So, can you describe to me the kinds of accounts that you follow on Instagram so, for example, friends, influencers certain organizations, celebrities, family, and you know.

00:01:36.780 --> 00:02:22.110

Participant One: I would say I primarily follow friends and family. I don't follow a ton of celebrities or influencers. I follow more food accounts or professionals, I guess companies, but I don't like I don't follow famous singers really but I'll follow famous I'm trying to think of a good example. People I see on Ted Talk, or if I see an account posts like oh if you're interested in xyz issues, you should follow these accounts.

00:02:26.100 --> 00:02:28.110

Isabelle Robles (she/hers): What kind of issues would those be?

00:02:31.380 --> 00:03:13.230

Participant One: I feel like it varies, there's a lot of variation there. Mental health issues, stuff with eating and relationships with body image and food, women's issues, talks about racism. And also, like relevant if there's anything about my campus or community. Those are the kinds of issues that I'd follow.

00:03:14.100 --> 00:03:34.560

Isabelle Robles (she/hers): For sure/ How often do you share posts on Instagram? By this I mean like it could be like DMing or tagging your friends on comments, posting on your story, posting to your own Instagram, any of those any of those aspects.

00:03:35.910 --> 00:04:06.270

Participant One: I don't think I'm super active, especially recently, maybe I used to be more active I don't really tag friends and comments of things if I send something to someone it's usually over DMs and I do that maybe once a day and I probably post on Instagram once every couple months, like a post post and my story more frequently, maybe like once a week on average.

00:04:08.280 --> 00:04:16.050

Isabelle Robles (she/hers): What kind of content are you most likely to send to your friends with DM or post on your story?

00:04:17.370 --> 00:04:45.780:

Participant One: I think DMs I'm most likely to send either, something I see from another friend that I'm wanting to share or something funny or like I don't think I share a lot of the issues that I was talking about following I don't think I send a lot of those over DMs I might put more of that on my story, but, also, not all the time stories will be more just like what I'm up to.

00:04:47.730 --> 00:04:54.630

Isabelle Robles (she/hers): Yeah, that makes sense, so stories could be like real time like things are going on in your life.

00:04:55.290 -->00:04:56.800

Participant One: Mm hmm.

00:05:01.800 --> 00:05:17.790

Isabelle Robles (she/hers): awesome so then like you said when we talked about that you follow women's issues on Instagram Do you know what accounts you follow on Instagram that would align with that.

00:05:18.420 --> 00:05:19.410

Participant One: Can I pull up my phone to look again? It might take a minute.

00:05:23.610 --> 00:05:25.260

Isabelle Robles (she/hers): Of course.

00:06:09.630 -->-00:08:10.500

Participant One: I follow feminist. I follow the holistic psychologist, color of change, to write love on her arms. There is an account like people of color at Mizzou, LGBTQ, Black Woman's Blueprint, Mizzou RSVP, Child Mind Institute, It's on Us, Period, Intuitive RD. Civil Rights Org, Anti Diet Riot Club.

00:08:13.980 --> 00:08:39.960

Isabelle Robles (she/hers): That's wonderful thanks so much that's like probably the hardest question. So, kind of take me back so like any of those examples, maybe like feminist or to write love on her arms if you can remember, can you take me back to maybe when you would guess you became familiar with this account or how you might have interacted or encountered them for the first time.

00:08:41.160 → 00:09:28.470

Participant One: I think probably will, first, I would say it probably wasn't until I was a little bit older like I was not following these people like in middle school or anything, or even high school really like probably not until college age and then.: Hopefully, from seeing their Maybe like occasionally, some of them from like a presentation, I saw and you should follow these people at the end, but I'd say mostly seeing their information shared on other people's Instagram stories that I know.

00:09:34.290 --> 00:09:45.060

Isabelle Robles (she/hers): Maybe your repetitive question, but why did you decide to follow the account or like was there any What was your motivation behind choosing to follow the cow.

00:09:45.570 --> 00:10:04.230

Participant One: I probably thought that I could learn something from it, or stay more informed or see more of that similar content just on my regular feed instead of like sporadically on friends stories.

00:10:11.400 --> 00:10:27.390

Isabelle Robles (she/hers): um, are there any benefits, I mean you've already kind of touched on sort of like the learning opportunities and whatnot but um what kind of benefits, do you know, did you notice any benefits from following these accounts, since you began.

00:10:28.950 --> 00:11:05.760

Participant One: I think - I don't know if this is specifically tied to these accounts or just in general but I'd say general awareness of things that are going on and just having more perspectives on my timeline. Although sometimes I don't think my feed is really that diverse. I follow a lot of people who think similar things that I do, I think.

00:11:07.680 → 00:11:21.270

Isabelle Robles (she/hers): yeah. It's easy to do that, that's the algorithm as well, like if you've ever seen the Social Dilemma.

00:11:21.660 --> 00:11:22.710

Participant One: Oh, I've seen it.

00:11:24.450 --> 00:11:35.820

Isabelle Robles (she/hers): I feel like when that came out everyone had such a reaction and I was like you know I feel like I could piece this together. But anyway.

00:11:37.260 --> 00:11:37.860

Participant One: Yes.

00:11:39.840 --> 00:11:56.820

Isabelle Robles (she/hers): And then do with those accounts, feminist or to write love on her arms and all those accounts, do you know it's like any other celebrities or other accounts or friends follow them as well, you don't have to check generally.

00:11:57.390 --> 00:11:58.710
Participant One: I have no idea.

00:12:03.390 --> 00:12:11.190
Isabelle Robles (she/hers): Yeah, sometimes we'll hear like people say like I had someone say like base like saw Miley Cyrus repost something from them and.

00:12:15.720 --> 00:12:20.790
Isabelle Robles (she/hers): No worries Okay, so we can go ahead and move into the second part. So this part will be sharing those examples like I mentioned. There are four of them. Then asking you a series of questions about each example. It might take me a minute to pull it up. I've never done it from my phone, so just a minute. Thank you for your patience.

00:13:02.910 --> 00:13:04.080
Participant One: Of course, take your time.

00:13:58.500 --> 00:13:59.520
Isabelle Robles (she/hers): Sorry about this.

00:14:12.870 --> 00:14:16.830
Participant One: What kind of sample size are you trying to get here?

00:14:17.970 --> 00:14:21.120
Isabelle Robles (she/hers): Between eight and ten, so nothing too crazy. You're my first so thanks for bearing with these Zoom troubles.

00:14:30.060 --> 00:14:31.020
Participant One: Yeah, of course.

00:15:04.650 --> 00:15:09.930
Isabelle Robles (she/hers): Okay, can you see this okay.

00:15:10.620 --> 00:15:12.780
Participant One: Uh, it's a little bit small.

00:15:14.700 --> 00:15:15.960
Isabelle Robles (she/hers): Is that better now?

00:15:16.230 --> 00:15:17.730
Participant One: That's better, that's way better.

00:15:18.240 --> 00:15:22.890

Isabelle Robles (she/hers): Okay awesome so, then we can start with this so.

00:15:24.090 --> 00:15:26.400

Isabelle Robles (she/hers): Thanks for doing with that being a little clunky.

00:15:27.990 --> 00:15:44.610

Isabelle Robles (she/hers): So, like I said, for the second part I'm just interested in your thoughts on a collection of Instagram posts from various women's equality advocacy groups so I'll give you a minute to kind of look over the collection of these three posts.

00:15:45.810 --> 00:15:54.030

Isabelle Robles (she/hers): To read them or read their captions or otherwise, and then, when you feel ready, if you could just describe.

00:15:55.260 --> 00:15:59.220

Isabelle Robles (she/hers): Like How would how you would describe these kinds of posts.

00:15:59.730 --> 00:16:00.060

Participant One: Okay.

00:16:26.370 --> 00:16:36.150

Isabelle Robles (she/hers): So, for thinking about ways to describe them, um maybe just start by like what are there any similarities you see amongst these three posts.

00:16:42.000 --> 00:17:14.430

Participant One: I mean, these are all more current events like something is happening, this is what it is and less of like. Like you might see some posts describing a specific type of stereotype or prejudice that are a little bit more like educational and these are educational in the sense of this is what is happening right now in the world, so.

00:17:16.620 --> 00:17:16.860

Isabelle Robles (she/hers): Right.

00:17:17.040 --> 00:18:18.600

Participant One: I guess similarity they're all informational, two of them are definitely more positive and one more negative. I don't know if I saw these posts, I'd probably read it, and be like oh that's cool and then keep scrolling maybe. The one I think I'd be most likely to follow in only because it's relevant to like things that I'll be doing in work would be the Supreme Court, allowing the affordable care act to stand. Just because that's something very directly relevant to human resources and compensation and benefits and the first two posts I'd like all the first time and be like oh that's great, but I also probably would have already seen that somewhere else to.

00:18:20.910 --> 00:18:41.790

Isabelle Robles (she/hers): Yeah, that's awesome. So would do you think you would engage with these kinds of posts at all and are you said you, you probably just read it, and be like that's cool do you think the chances are pretty slim that you would share them or anything like that.

00:18:43.980 --> 00:18:45.090

Participant One: Yeah I don't know that I would share any of these but I did know that kind of all over the news everywhere so in my mind I think it's like oh everybody kind of already knows that the second post, I feel like I almost might be the most likely to interact with and share whereas the third post, I think I would follow that account for like Oh, I want future updates on this, like the second post is something I feel like i'm more likely to interact with something that's concerning than something that's good maybe.

00:19:38.790 --> 00:19:40.530

Isabelle Robles (she/hers): Yeah that makes sense.

00:19:40.920 --> 00:19:41.490

Participant One: I don't know if that's a good thing but. Yeah.

00:19:42.990 --> 00:20:03.060

Isabelle Robles (she/hers): I think that's very, I think just personally I tend to do the same thing.: So I guess um do you find like, are there any things about these posts that feel like engaging or stand out to you?

00:20:03.900 --> 00:21:14.520

Participant One: The third one is definitely the one that **stood out to me the most immediately like short, big bold font like the first, instead of those that have you know lots of words on them, and so it takes a second to take it in a little bit more.** And then the one about ACA - that one **stands out, the bold text, the different colors texts,** I'm like oh affordable care act, that's what this is about. It's very clear what the topic is whereas the other two posts you got to do a little bit more reading to figure out what's going on and that could also be like bias on my part, just because I know more about the affordable care act and like what's going on there, so to me, I see that I'm like Oh, I know what's going on, and the other two not as much. Or it could be because of the small words, the smaller words and the more words.

00:21:19.680 --> 00:21:44.610

Isabelle Robles (she/hers): So I guess you kind of already discussed that you can kind of see a personal benefit since that information is directly relevant to your work. Are there any other kind of personal benefits you would get from any of these three?

00:21:45.960 --> 00:22:20.280

Participant One: The women's march posts, maybe not so much, just like oh I kind of already knew that. The USO women, maybe because like that's an issue that I wasn't ever aware of so I could see more personal benefit from following that account as well, whereas like the third one it's like oh for personal just updates. That would be good to see and the second account is like oh that's something I don't know as much about so maybe it'd be good to learn more about that.

00:22:21.150 --> 00:22:58.500

Isabelle Robles (she/hers): Right, that makes sense. And then I know that you said, like you might not be likely to share these kinds of posts, but do you feel like these kinds of posts like

current events posts or these specific ones would add any value to your social group, or like be something that you think others that you care about or other people you care about may also care about them?

00:23:02.340 --> 00:23:33.000

Participant One: I think I see what you're saying, and yes, I do, but just and this might be a personal thing it's something I would bring up, probably in conversation with my friends, rather than send it to them on social media, and maybe that's we just don't share a ton of current events on things going on through social media but it's something that I would bring up in conversation face to face, and I still thinks beneficial.

00:23:33.840 --> 00:24:15.210

Isabelle Robles (she/hers): Right, right that makes sense. The last question for this set is thinking about balancing the personal benefit you might receive and, like the social benefit of bringing it up in conversation, do you feel like it benefits you more personally or socially more? The answer could also be both, equally or neither, of course. .

00:24:17.850 --> 00:24:48.810

Participant One: I kind of think that it might benefit me more personally because I might just take something and just put it in my head save it for later, but I guess I could see it benefiting me socially, in the sense of just being able to understand maybe other people a little bit more, yeah, in that social sense.

00:24:50.220 --> 00:25:16.290

Isabelle Robles (she/hers): That makes sense. Awesome, that all sounds great. Okay, round number two. Can you see those okay.

00:25:16.860 --> 00:25:17.220

Participant One: Mhmm.

00:25:18.420 --> 00:25:30.150

Isabelle Robles (she/hers): Awesome and then same thing, if you want to just take a moment to look through them and then I'll just ask you about how you would describe them or if you see any similarities.

00:25:43.170 --> 00:27:59.670

Participant One: These posts are definitely much more interactive than the first set of posts is like first set of posters like okay we're telling you this, and whereas this is kind of more of a call to actions, this is what we're doing this is what you could do, and so, in that sense, this would be something I think that I would be more likely to share than the first one, because there's actually like a tangible thing that you can do. The first post, we're marching in all 50 states definitely stands out to me the most is just it's clean it's easy to see what's going on the big bold letters again we're marching in all 50 states that's kind of like Oh, what are you marching for, and then you look and read the caption. The middle one is confusing me a little bit because like I've signed up for text things like that, and then, sometimes I just like you get so many texts and it's

like so I don't engage sometimes and I'm kind of confused why they're sharing that I mean that's good 25,000 engaged out of 13 million I don't know if that's good or bad, but I like the first post better than that one I'm like not totally sure what's supposed to be getting across. And then the third post is **definitely, like the hardest to read, like there's the most to digest right there, but it seems like it's the most tangible.** This is something that you can register for and do.

00:28:03.090 --> 00:28:29.790

Isabelle Robles (she/hers): That makes sense. I know you mentioned that, like the first one had a great kind of headline that made you wonder what else was like when maybe you want to read more, and it was just very clean and clear. Was there anything else about that poster others that stood out or felt engaging?

00:28:35.730 --> **00:29:02.940**

Participant One: **I think again just with the text being big and easy to read there's like I feel like it's just such a small thing, but having light colored texts against the dark background or dark colored texts against the light back. Like I feel like that does a lot for me for some reason.**

00:29:19.800 -->00:29:39.450

Isabelle Robles (she/hers): So you kind of mentioned that you might choose to engage or shared these posts, because it feels pretty like tangible and something that you can kind of create action on is there anything else, that you would like to add on on that note.

00:29:43.320 --> 00:29:44.250

Participant One: I don't think so.

00:29:46.590 --> 00:30:01.320

Isabelle Robles (she/hers): Okay. Similar question: are there any kind of personal benefits that you think you might take from these.

251

00:30:03.870 --> 00:30:06.090

Participant One: I think the most **whereas more personal benefit in the first set might come from just reading it, and knowing that information these it's like it's something that you can do to get more information, so I don't know that I get a personal benefit from it unless like I actually marched in one of the 50 states or went to the zoom webinar, like I'm not going to get any personal benefit just from looking at the meeting invite** I don't think but I would, if I went to it.

00:30:42.960 --> 00:30:44.070

Isabelle Robles (she/hers): Right, that makes sense. And then on the flip side, do you see any value to your social group, or a reason to share?

00:30:56.040 --> 00:31:28.530

Participant One: **I think the main reason to share would be if I want to go do one of these things with a friend.** The middle ones still like kind of throwing me off a little bit, but, like the first one,

in the last one oh, you can go to march on October 2 and Nice one smack DAB in the middle of Missouri so probably Jeff city or Columbia and the last one, we can go to zoom webinar.

00:31:29.850 --> 00:31:37.740

Isabelle Robles (she/hers): Makes total sense. So would you say that these ones feel more socially beneficial than personally.

00:31:38.730 --> 00:31:39.750

Morgan Berry: Yes, I think so.

00:31:40.470 --> 00:31:45.270

Isabelle Robles (she/hers): awesome sounds good alright next series. So the first question is what similarities do you see across these posts.

00:32:11.100 --> 00:33:25.890

Participant One: These are definitely the most interesting posts to me like out of all those posts like these are the ones that I think I would spend the most time reading and figuring out. Like what does that mean? I really like the visual of the bars and percentages on the first one. The visual on the third one, I don't know if the visuals as helpful on the third one because it's kind of just like a random line going down, but I don't think it's as tied to the data I think it's more of like a graphics things so I like the first one, that the graphics are tied to the data and it makes it easier to read. I think that I read the middle one first, because it was like Oh, I can quickly digest that and again big words kind of like one main thing.

00:33:29.610 --> 00:33:30.960

Isabelle Robles (she/hers): Like a central focus?

00:33:31.380 --> 00:33:36.180

Participant One: Mm hmm, and the third one kind of has a lot going on and like that's why, like, I read that, but the background is a little bit confusing or just distracting to me. I feel like that could have been presented in a better way. And I feel like the first two are presented really well.

00:34:05.430 --> 00:34:26.430

Isabelle Robles (she/hers): Gotcha. So just overall it needs to be kind of clear what the focus is. So, um if you already touched on it, which I think you kind of have, is there anything else that stands out other than just like the clear visuals.

00:34:31.020 --> 00:34:40.620

Participant One: Well, my eyes went to the middle one first, and I also kind of said no to the third one first is like and that's a lot I'll look at later.

00:34:43.140 --> 00:34:55.350

Isabelle Robles (she/hers): That makes sense. What are the main reasons you might choose to engage with these kinds of posts?

00:34:58.950 --> 00:35:46.680

Participant One: I think these ones are the most interesting because it's pulling actual data. And so you can see the impact, a little more. It's more something you'd understand. I don't know how I would interact with these though again like I don't think this is necessarily something I would send to my friends kind of like they have their own feeds with things they're interested in this might be on their feet too, but I would think wow that's interesting and then I might talk about it in a class that I have or in work like Oh, I saw this thing on instagram but I don't think that i'd like send the post directly to anybody.

00:35:48.060 --> 00:35:53.130

Isabelle Robles (she/hers): Would you share this kind of post on your story, or probably not?

00:35:53.220 --> 00:36:18.330

Participant One: Maybe, maybe, depending on what the statistic is. I think that, of all the posts we've seen so far, this is probably the kind of posts that i've been most likely to post my story because I feel like this is the kind of post that like helps other people understand that there's an issue.

00:36:21.450 --> 00:36:37.530

Isabelle Robles (she/hers): That makes total sense. Do you think it feels more beneficial socially or personally?

00:36:40.200 --> 00:36:45.870

Participant One: Um this one's the most even, I think, out of anything.

00:37:08.070 --> 00:37:16.980

Isabelle Robles (she/hers): Here's the last set of posts, and you can just kind of glaze over them if you'd like.

00:37:18.120 --> 00:37:33.540

Isabelle Robles (she/hers): And then I'm also going to not imperative that you read every word, obviously, and then there's two sides to it, so this second is kind of one example, the third example in the post and then I can go back at any time to.

00:37:40.440 --> 00:37:42.630

Participant One: Okay, can you go back to the first one.

00:37:46.110 --> 00:37:46.470

Participant One: Okay.

00:37:51.840 --> 00:37:57.780

Isabelle Robles (she/hers): So first up any similarities, or just perceptions of the posts.

00:37:58.560 --> 00:40:01.110

Participant One: **These are all definitely there's a lot of information there so like if i'm in the mood to read something and, like, I want to know something about something, then these are the ones. Like these will take more time to digest which isn't necessarily a bad thing it's**

just like if I don't have time that I might not look at these, but if I do have time, then I will and they're in more detail, which is good. I like how the feminist one kind of has the big title so it's like Okay, this is what we're learning about. The women's march one - that's something that if it was election day I feel like I would read that i'd be like Oh, I want to know what my rights on election day are but I don't necessarily love the design. On the last slide if you go on forward. I like this one the best again. **It might be biased because, like this is something I'm going to work on. But I like the questions at the top, because then it makes you want to know the answer.** And so, in that way I kind of think. This third one again, it might be biased because it's something that, like, I personally am the most maybe more interested in other things, but a question at the top it's like, What is paid leave, like Okay, I want to know what paid leave is. So you know what you're going to learn before reading the whole board.

00:40:04.230 --> 00:40:19.350

Isabelle Robles (she/hers): That's a good point. I think you kind of touched on like if you have the time and you felt like the topic was especially interesting and then also it kind of be being presented in like a clear format, with the title, especially if there's a question, so you can kind of seek out the answer. Are there other reasons that you might engage or you might share this.

00:40:34.350 --> 00:41:09.780

Participant One: These posts are more in depth. It's less of an easy out so : I think a reason to engage would be that I think I would actually learn a little bit more from these whereas some of those statistics are more demonstrating a point. I feel like I'd really be learning something. I don't think I'd send this to individuals, but it could be something that I'd post on my story, especially if I think it's super relevant.

00:41:21.450 --> 00:41:34.710

Isabelle Robles (she/hers): Do you think it's kind of a do you think they add any value to your social group and then would you consider it like more personally or socially relevant.

00:41:46.440 --> 00:42:27.000

Participant One: I think they add value, I think, like, especially the voting one. That's something I talk to friends about that one I might send a friend actually and be like hey just saying you know when you go to vote today, like just good things to know. I'd say pretty equal personal and social benefit, though, I guess, more social benefit if it's something that I already know a little bit more about, but I want to share with people and it's in a way that it's already formatted in a way that's easy to share with people for my personal benefit if it's something I don't already know.

00:42:29.400 --> 00:42:34.230

Isabelle Robles (she/hers): Okay awesome. Thank you so much, is there anything else you want to add about women's advocacy messages on Instagram?

00:42:41.160 --> 00:42:42.570

Participant One: Yeah, no problem. And, uh, no, I think that's it.

0:01

Isabelle Robles (she/hers): Okay, let's see if this is working. Yeah, I think this is working. Okay, great. Um, so, yes, I can hear you. Great. Okay, thank you. So first up, I'm just starting out

asking you a couple of questions about your Instagram use. So, what specifically do you like about Instagram? Or why do you use Instagram?

0:26

Participant Two: I use Instagram as a way to kind of keep up with my friends. And then the lives of other people that I don't know, personally, but, like, attracted to their lifestyle or things that they're doing like celebrities are

0:42

Isabelle Robles (she/hers): Awesome. Makes total sense. So you kind of touched on this by saying, you follow your friends, and then celebrities and influencers? But what are the kinds of accounts? Like variety of accounts do you follow on Instagram? And why do you choose to follow the accounts that you do?

1:00

Participant Two: I like to follow aside from like, my friends, which would be described as like, you know, the typical Midwest college student, middle class, you know, like, we're not like doing any crazy activities. Because of that, I like to follow people like Daniel Carroll and Brooke Machito. Those are just two girls. They went to Georgia, and they live in New York now. And it's fun to see like their lifestyle. I like to follow a lot of fitness influencers, just because it gives me like new ideas, they a lot of times they post like recipes and stuff, too. It's like a follow up cooks and like internet chefs. I like to have a mix of like relatable content, in terms of like the people that I know, or like personally know, and then people that are like, Oh, wow, that's such a cool outfit. That's such a cool destination vacation, like getting to see that kind of like living through someone else's lens

1:51

Isabelle Robles (she/hers): That makes total sense.

1:53

Participant Two: But, like realistic things, too. So sometimes, those kinds of accounts can be like overwhelming,

1:57

Isabelle Robles (she/hers): So what would you say you kind of gain from the accounts that you follow? Other than like the recipes and inspiration or just like glimpses into other people's lives other kinds of big benefits. Um

2:13

Participant Two: I generally use of social media as more of like a time killer and also like relaxation, like something that to mindlessly scroll through something light hearted to look at like to take a break from like any stress of life just to like, kind of like get on the authentic See, aesthetically pleasing things.

2:31

Isabelle Robles (she/hers): So then how often do you share posts on Instagram with like, your friends or your family or your followers, so this can be posting? Yeah, it can mean like to my feed or Share, Like I message them a post to share to your feed, sharing to your story, or like messaging posts, all the above,

2:55

Participant Two: I would say last year, and like beyond that, I was posting probably like maybe like, once every six to eight weeks, maybe once a month. But lately, I haven't been posting that often. On stories or vein feeds, like I posted yesterday for the first time in a while. And before that I posted like four or five months. And I share like I checked, I go on Instagram every day multiple times a day, but I don't necessarily send things anymore. I think that my most common app that I message things on is Tik Tock.

3:34

Isabelle Robles (she/hers): Yeah, yeah. No, that makes total sense. So if you were to like share a post that you saw with friends or family or anyone on Instagram, what about that post would make you likely to share it? And if there if you just like don't share, so it's not relevant? Yeah, that's, that's fine, too.

3:53

Participant Two: If I was gonna share something, it would probably be something that I was like, either super interested in like a cool recipe or something that I thought was really funny that like related to me or my friends, or honestly, like with the stuff going on in Europe, I have my friends have sent like news updates through Instagram. So something that I feel is either like super relevant to me something I need to know or something that's of interest, like a recipe.

4:20

Isabelle Robles (she/hers): Yeah, no, that makes total sense. I agree. Awesome. Um, okay, so kind of thinking about focusing on like, women's issues kind of content. So do you follow any like, women's issues related like accounts on Instagram? Do you know I think

4:37

Participant Two: This account that's called her incredible mindset. I followed that. Yeah, I follow her incredible mindset. And then there's another account that posts like like pretty looking inspirational quotes. Yeah. Like, yeah. Like can like someone went on Canva really nice that someone sent me. But I don't know what that account is called, like feminist? Yeah, that's it.

5:27

Isabelle Robles (she/hers):

Gotcha. Okay, awesome. So, this one might be kind of a weird question to answer. But can you take me back to when you first became familiar with either of those counts, if you can remember or kind of hypothesize, like, when you might have encountered those accounts?

5:45

Participant Two: Um, I think I want to say probably close to the start of COVID era, because that's when I think I became more aware of like, mental health and prioritizing that kind of thing.

So I started to seek out social media accounts that resonated with that mindset, slash that's when like, I think a lot of them like really popped off and like got right. Well, not when people had more time to be on their phones.

6:12

Isabelle Robles (she/hers): Right. So what kind of benefits do you notice from like, do you feel like you have any been get any benefits receive any benefits from following those accounts?

6:23

Participant Two: Yeah, I mean, like, probably more short term benefits, where I'm like, I'm scrolling and I see it, and I read like the, the nice phrase or something like, Oh, thanks. That's a nice thought. And that just keeps going. Yeah, I wouldn't say they're like long lasting, right? Yeah.

6:36

Isabelle Robles (she/hers): Do other users you follow like celebrities or friends? Follow those kinds of accounts, you think or like similar ones?

6:46

Participant Two: I think most of my friends do. Yeah. If anything, I'm the one who follows the least amount of those accounts.

6:51

Isabelle Robles (she/hers): Gotcha. Gotcha. Okay, so now, I'm going to pull up like a series of posts. There's going to be I'll just text them to you. There if that works for you. Yeah, there are going to be there's going to be four different posts. And I'll be asking you the same questions about all of them. So, it might be a little repetitive by the time we go through it. But there is the first one for you. Okay, so each one will be like a series that have been grouped together. But I'll give you like a minute to kind of look through them. You can read some of the content if you want. And then when you're ready, if you could just kind of share with me how you would describe that series of posts. So that could be kind of what similarities you see amongst them, or what stands out to you amongst those kinds of posts?

7:53

Participant Two: Well, the first two, I think are very clearly similar, because they're the specifically the women's accounts of these things. I don't know what USA O stands for, I'm assuming like, US Olympics, maybe but the posts look very similar, not only because of their actual account names, that they are, clearly for women, or women identifying individuals. But also that they're the main point of these posts to me is to broadcast the, like, increase in diversity and like things that are happening for specifically African American women. Yeah. And then the third post, I think, is on the same page of like, moving towards more progressive, inclusive acts, but this is a more financial one, whereas this is the first two or more like, social causes, right?

9:11

Isabelle Robles (she/hers): For sure. What, like, if you compare those three posts, is there anything that stands out to you amongst the three or like, feels like might be more engaging to you?

9:25

Participant Two: Um, **I think it would depend on my mood, because I liked that the first few pictures, the first few posts, I mean, show photos of actual people who are being impacted by these changes or these new rules laws, but also it's kind of like visually pleasing to just read like the bolded font, the bright colors for the third one**, so I think right and track me both in different ways.

9:46

Isabelle Robles (she/hers): Gotcha. Cool. So, kind of putting yourself in a hypothetical situation if you were to see those kinds of posts on your feed, would do you think you would engage with them so Engaging can mean reading it, liking it, commenting on it or sharing it with others.

10:06

Participant Two: Yeah, I usually don't ever comment on anything on Instagram, unless it's like a close friends' post, I would definitely read all three if I saw them on my feed. But, um, and I, I'd like to say that I like them. I like most things that I see on my feet unless it is a person that I don't like, you know, it's because you follow people in your knowledge. And I'm not the biggest fan of that. So, I'll skip the like, I usually like most things and interact with those people I follow because then they show up on my feed more often. **But I don't know that I would share them.** Not because of like, the actual content, but just because like, I don't know, anyone or communications team, I probably shouldn't send like, honestly, like you were listening, because I know that's like the field that you guys are in or like, but I don't know, anyone who's swimming swimmer. So I **can't think of anyone who have like, oh, it would really be interested in this.** So right, probably not share it. **But I like to read them, ya know, they want my feed.** Yeah,

11:00

Isabelle Robles (she/hers): That makes sense. Um, do you think that there's any, like, personal benefit that you get from reading those kinds of posts or engaging with them? And also, like, just as a forefront? Like, there's no correct answer to any of this? Like, there's no research out there about any of this. So, like, can you say that? Yeah, like, do you think that there are any personal benefits that like you individually received by like, reading this kind of content?

11:29

Participant Two: No, I don't think of any of those personal benefits. But now that I'm thinking about that, **I think it's I like seeing, like progressive changes in society. It's like when I read things like this, that like, White House teams are becoming more diverse and inclusive, like that makes me happy that we're moving towards a future like that.** **And like, I like that. I don't know, I just I like knowing that things like this are happening in the world.** Yeah, I don't think about that when I'm reading that. But it's, it's cool. Also, something I just thought of, I don't know, if you care about this. Have you noticed that? Like, for a lot of sports teams, it's like this for universities, it'll be like college, the actual sport and then women's it'll be like, yeah, like the new women's basketball, or? Or like big organizations, like, I don't even know if this is a thing. But if

we did, like doctors of Columbia, Missouri, there'd be another account women doctors, right? Why is like the standard account always men? I just realized, like, within these two first accounts, like, the men's account is always the default. And women are the one that have to specify, oh, well, we're making like, I can't want to be the default.

12:59

Isabelle Robles (she/hers): I know what you mean, I totally know what you mean. And I would agree, I think like, yeah, so kind of the, the purpose of the research is just to like, so these kinds of like women's issues, organizations can, like better understand, like, what people's perceptions are of them and like, of their content. Um, but like, part of the reason I chose the topic is because like, no one researches women's issues, or like women's issues on like, social media at all, like you said, so it's like, it is no, it is a really good point.

13:40

Participant Two: It's like, you know, sometimes even why do we have to have nonprofits that like advocate for women in the first place, even in like, female dominated fields, for example, nursing. We like, we like cheer on men for being nurses as sort of, like a huge deal. Being a nurse is amazing and outstanding, but like, why can we just let not even like, why feelings? Let women have that field? But like, why do we have, again, like in a female dominated field, we bring the attention to the men like, why can't we just let women win once?

14:26

Isabelle Robles (she/hers): No, I totally agree. That's a good point. I'm glad that you brought it up. Um, so you kind of mentioned that, like, maybe you would share these kinds of posts if they felt relevant to like what your friends were interested in. Other than that, do you think that these kinds of posts are like, add any value to like your social group or or your friends?

14:48

Participant Two: Yeah, as I get older, I appreciate more friendships that can talk about social issues. And so, if they're interacting with them online, I think that's like a benefit to friendship. Yeah, no, that makes sense. They're like more socially aware.

15:03

Isabelle Robles (she/hers): That makes total sense. So, then this question might sound kind of weird. But, um, so when you like, look at those posts, kind of considering, we talked a little bit about how like, you feel like it might benefit you personally? Or might benefit you socially? Do you feel like these kinds of posts tilt more one way or the other? And if you're like, they hardly benefit my social group, and they hardly benefit me personally. Like, that's an acceptable answer as well. But does that make sense? I can re explain it. Can you say one more time? Yeah. So, like, looking at those posts? Do you think if you were to see those posts on your feed, that there would be more like, just kind of information included in those posts? And what you would do with it? Do you think it would be more personally applicable or more applicable to like your social group? Or neither or both?

15:58

Participant Two: I mean, I'm not gonna relate to every post that is posted by any account, let alone ranks account. But I think that, in general, just being more aware of things that are going on in the world, whether that be women's rights, men's rights, dogs' rights, like that, just provide for greater good for society. Yeah, that

16:19

Isabelle Robles (she/hers): Makes total sense. Okay, awesome. If I'm interpreting your question, no, you are, I think you are. It is like a, it is kind of a silly question to ask, but I think, I think you got it. Okay, so I'm gonna send you the next set of posts, and it's gonna be the exact same questions. And then I'll do the same thing with two more sets after this. And then we'll be done. Okay, so there's that next set, and take your time looking over it. And then when you feel ready, if you could just kind of describe those posts to me, or what stands out or is engaging to you about them.

17:18

Participant Two: These are very visually pleasing, but in different ways, like the first one of the map kind of just like a direct visual of like, the impact that the Woman's March has had on like, reproduction rights. And then the middle one. It does the same, but in a different way. Like it's just the number whereas like it says, every state, but I think seeing the dolphin, every state is different than if they just put the map up. Right, then. Like I said, I always think it's cool to see like, the person's face on the post, if it's a specific person.

17:54

Isabelle Robles (she/hers): Yeah, that makes total sense. Cool. So, if it helps with kind of like the rest of the questions, these posts are all related to some kind of event. So, it's kind of like a vague connection. But I'm just like, looking at these different posts. Same question. How do you think do you think you would they showed up on your feed? How do you think you would engage with them at all if at all?

18:21

Participant Two: Probably the same, just like, oh, like Anna. Yeah, keep scrolling, like noted in my head and then probably forget about it. Yeah.

18:30

Isabelle Robles (she/hers): Yeah. Um, do you think that you might share these posts too, with your friends for any reason?

18:39

Participant Two: With friends? No. I know that sounds shitty. And the only reason is because going into healthcare, I feel like a lot of the times I get nervous of like people looking at my social media and like, is like I swayed. I lean liberal for most things. And sometimes I'm weary of like the older generation should not preferring me as a hire because they know my political affiliation. Yeah, just because I know, and this is an assumption, and it's not factual. But the older population are those who are higher ups and are able to hire I think traditionally sway more conservative. Yeah. No, I don't like to reshare things that often, which is probably something I need to work on internally.

19:42

Isabelle Robles (she/hers): I understand. I also think a lot about that.

19:47

Participant Two: Yeah, I also don't share stuff super often, like on my stories, because I have this fear that people see me post something and they're like, oh my god, that video is so annoying.

19:59

Isabelle Robles (she/hers): I know what you mean. So, when you're like, if you read those and like they're all kind of telling you about events, like whether it's recaps or coming up, do you think you'd be like, does that benefit you at all? Personally? Like, would you like be interested in attending them? Maybe?

20:21

Participant Two: I'm a very forgetful person. And I'm pretty busy at this point in my life. So, if I ever see a social media post that reminds me of an event that maybe I was planning on going to have my calendar and forgot. I think that's seen on social media and doing reminding posts, like that is always important. Slash if I went to event, and it was like, I wanted to see the impact that event had, I would like to see it in my view.

20:43

Isabelle Robles (she/hers): Yeah, that makes total sense. And then same final question, like kind of looking at the group of posts? Do you feel like it would benefit you personally more to engage with it or benefit like your social group, if you were to engage with it and share it with them?

21:00

Participant Two: For events specific posts, I think it would be both, like, seeing the impact that the event I went to, or as part of did would like, personally benefit me like it kind of intrinsic benefit. And then extrinsically It would be more of a while, like the social good, like my friends, like we're building community, that kind of thing. But that being said, I don't really feel like I go to a lot of social events like social issues related.

21:46

Isabelle Robles (she/hers): Okay, here is the next set of events that I just texted you. Okay. Okay, and then if you want to just kind of describe what stands out to you, or how you would kind of describe this series of posts.

22:35

Participant Two: I liked the far left, and I like the far right. I do not like the middle one. Because **that sentence doesn't make sense to me. I don't know what they mean by lifetime costs for survivors.** So that was like yeah, therapy, medical expenses. Like, that's not clear to me. It's visually pleasing. I just don't like the sentence structure. **I like the graphics. I like the numbers in it.** Like it meets everything that I would want. And **this is coming from, like a science based person. Like I like data.** Yeah. Like how it's displayed for me like that. And then the one on the right, I think is interesting, I think it is taking a lot of data that's specific, like the wage gap for

Latina woman divided into how it is every month, **like displayed in multiple ways. So, I think that that's helpful to like, kind of appeal to different, like the way that different people think.** The \$2,400 Every volunteer the \$20,000 every year be able to compare, like, this is what my friends who just enter the workforce, they're starting salaries are this for a full year compared to this \$20,000 or my mom who's been working for 40 years could say, that is more or less than I had made it over the past 40 Like different people can apply that data differently. **You can kind of compare it and like, if whereas like maybe the middle post is like kind of jargony and it's hard to conceptualize this.** This one on the right is good. **I think because one post can be interpreted a lot of different ways for like all their viewers.** Yeah. Or all their followers.

24:19

Isabelle Robles (she/hers): Yeah, for sure. So yeah, similar questions. So you know, why would you want to engage with these? So reading, liking the post, sharing it on your story or sharing it interpersonally with friends?

24:37

Participant Two: This is something that I might share because like even how I 10 minutes ago, discussed women are the frontline for a lot of these health-based careers and that's something that I specifically am going into like medicine and that I'm not I don't I'm not Latina. I don't identify as Latino but it's nice to see that there are like, people aware of the wage because that is that like, that's something that will affect you. And I vote this the wage gap for doing jobs. Right? Or even jobs that are more labor intensive, time intensive, educationally rigorous, like, it's interesting to me, so that I like these because I feel like they apply to me,

25:31

Isabelle Robles (she/hers): That makes sense. Are there any kind of personal benefits that you get from that? So, you know, that could be like, feeling reflective of your interests? You learn something new? Any anything like that?

25:50

Participant Two: Oh, yeah. Do you think they give me an opportunity to learn something new? Because like the like, **I think we as women, we know about wage gaps and like disparities, we are aware of those, but this gives me like, the actual data. Yeah, I guess I actually see it. Yeah.**

26:18

Isabelle Robles (she/hers): So then, do you feel like this kind of information would be valuable to like your friends or other people in your social group?

26:27

Participant Two: Yeah, yeah. My, **program is predominately women. And I think that this is like the type of information that they would like to also be educated on to.**

26:35

Isabelle Robles (she/hers): Yeah. And then same question. Do you feel like this these range of like data forward posts feel more beneficial to you personally, or to like your friends and others?

26:51

Participant Two: Probably more. So, me personally, just because this is the way that I like to receive information. I like data. I like figures. So, this like, I think, compared to like the layperson, assuming the layperson is not involved in science, I like that. This is hard. Yeah, no. Yeah. This is like what I'm naturally drawn to. Yeah.

27:09

Isabelle Robles (she/hers): Yeah. That makes total sense. Okay, awesome. I'm going to send you the last section of posts. And so, there's going to be two different slides because the posts have like multiple pictures in them. So, I just wanted to show like, you know, the first and second of a series of three and like the first three, a series of four, but then take Yeah, take your time, reviewing them and looking over them. And then, how would you describe these kinds of posts? How are they similar? What stands out to you?

28:09

Participant Two: They're similar in the fact that they all have like, lots of information and you swipe through and you like, build on information within them. I think they're like, main focus, I think would be just be like general education. Right. to about a topic. Yeah. It's topic specific in each post. What was the second part of the question? Yeah, just like if there's anything that stands out to you or feels engaging about them?

28:34

Participant Two: Yeah, I sometimes I don't like post like this. Because when I like going back to why I use social media, like stress relief, taking a brain break, or I'm bored, like sometimes swiping through something and reading like a bunch of sets of slides, if I'm not in the mindset to be reading and like, closest something it can, like, I don't have to enter the attention span for that. Yeah. So sometimes I like I could see myself scrolling on this Time's up now post about what is paid leave? Not that. I don't want to be more educated on that. But I'm not looking to receive four slides.

29:11

Isabelle Robles (she/hers): Yeah, no, I can understand when you're going to social media for like, leisure, you don't necessarily want to do something like laborious at the same time. Yeah.

29:20

Participant Two: So it's not the content. It's because the format. I want it to be like a scene of the office - It's funny and lighthearted, and I still want to read it.

29:30

Isabelle Robles (she/hers): No, I That makes complete sense. I totally get that. Um, so what are the main reasons you might like to engage with these kinds of posts, you know, reading, sharing, liking, like, Would it depend on the kind of content do you tend to swipe on these ones past these ones more because they're longer or

31:06

Participant Two: Yeah, for most I probably do pass on these kinds of things. Yeah. In my feed, and it's a story, I'm more likely to click through the story. read it because it's there for a short

amount of time. So I'm kind of more enticed to like, take the time to read it. Yeah, no, it won't be there. And if I really care, I know that I can go back to that profile and look at the content. Yeah, I probably do tend to since you know, just keep scrolling when I see these kinds of things. Yeah.

Participant Three

00:00:30.810 --> 00:00:45.210

Isabelle Robles (she/hers): So first question is: can tell me a little bit about what you enjoy about Instagram or why you use Instagram.

00:00:46.650 --> 00:00:52.020

Participant Three: Okay um I definitely like stories like more than like posts, I think.: A lot of the time Instagram is kind of how I stay updated on some news so like I'll see like an informational post about something that I didn't know about and then whether its current or a historical issue or something and that typically. makes me want to kind of do my own research on it, or like even like with what's going on with like Ukraine and Russia, right now, like. One of the first places I heard it from was from Instagram and then I was able to like go and like Oh, should I didn't even know they had invaded and so, then I went and so just kind of like. Staying on top of things definitely like maybe like holidays, that you don't know about as much so, like black history month. Like international women's day disability day, like all that kind of stuff I hear about on Instagram and then I can kind of like you know. continue learning about it, I guess, so kind of like a forefront start for learning, but also, you know, like keeping up on my friends lives, especially ones like that are studying abroad. Those kinds of things.

00:01:59.730 --> 00:02:11.880

Isabelle Robles (she/hers): Yeah for sure, so you kind of already touched on this question, I think, by describing the kind of content that you look at, but can you tell me what kinds of accounts you follow on Instagram so. You know that could be news, influencers, celebrities, friends, family, anything along those lines.

00:02:19.500 --> 00:02:35.490

Participant Three: Um so definitely a lot of friends not very many family my family is not an instagram family but i'm a lot of friends like high school friends, I like to keep in touch with and those kinds of things I like to follow like. I guess, like, I guess, they would fit in the category of like body positive.: influencers but it's more just like I'm very conscious about following women that have bodies that are similar to mine. So I can see more of that so people like that. Definitely like news reports I follow certain politicians that I want to keep up with. And then, just like. Like more fun. Things so like whether it's like funny accounts or if it's like there's different like feminist accounts that are like they make it kind of funny like oh. yeah that kind of stuff so yeah probably Those are the main areas.

00:03:25.140 --> 00:03:30.030

Isabelle Robles (she/hers): Yeah, for sure, do you follow make says on at all I think that's how you say her. I'm a big fan of hers, I'm the same way, I like to have like. influencers that like I

didn't follow influencers until like probably the last year, when I felt like they were representative of the life that I.

00:03:44.550 --> 00:03:46.620

Participant Three: Yeah for sure yeah.

00:03:47.130 --> 00:04:01.800

Isabelle Robles (she/hers): I did too they're awesome Okay, so when it comes to kind of like your personal Instagram use do you like How often do you share on Instagram or like engage with it, so this could mean like. anything from posting on your story sharing you know commenting on friends posts or sharing posts with friends and DNS kind of any of that spectrum.

00:04:15.660 --> 00:04:21.930

Participant Three: Yeah, I would say I probably get on Instagram maybe I would say, probably about once a day. For like a post I probably only post like once a month or so maybe. Stories me like once a week or it's like. But a lot of what I **post on my stories it's like informational things I find interesting** or **like we posting my friends post or something like that.** But if I get on and my friend has posted all probably comment on, like any of my good friends posts so yeah that's probably about the average there.

00:04:53.040 --> 00:05:02.880

Isabelle Robles (she/hers): Yeah no that makes total sense um What about like something that you're like when you post on your story, are you usually like reposting content, you were saying.

00:05:03.330 --> 00:05:11.370

Participant Three: I think so, whether it's informational or something like that my friend posted, it's typically more of that.

00:05:11.940 --> 00:05:18.210

Isabelle Robles (she/hers): gotcha what about those posts that you repost make you repost them?

00:05:19.650 --> 00:05:23.340

Participant Three: And so, a lot of the time I think it's **maybe it's something I didn't know about and I think is really interesting.** **And so I think that other people might want to hear about it so typically like.** If it's like a historical thing that like you didn't learn about or I'm really big into like sexual health and sex education that kind of stuff if it's a. Like author or add advocate. I really like their work. That kind of stuff is usually what I repost so just like. stuff that I'm like **Oh, this is really interesting and nobody ever took the time to teach me this.** So I'm really glad that I learned it maybe somebody else would want to learn it.

00:06:09.240 --> 00:06:24.060

Isabelle Robles (she/hers): I think that's pretty like representative of people I've been talking about to so so thinking about I know in the survey, it was I asked like there was like a laundry list of accounts, and then there was like a couple that you check if you followed them. I can't remember yours off the top of my head I don't know if you do you don't have to remember them, but this question is kind of like take yourself back to like when you first encountered. If you can

kind of hypothesize it or whatever, when you first encountered kind of those woman's advocacy women's issues related accounts Do you remember, like maybe how you would have encountered them or what might have led you to follow the account.

00:06:55.320 --> 00:07:06.420

Participant Three: Good question um it honestly was probably somebody had posted something from the account and I went and I read it, and then I'm a lot of the time, if I like. This certain post I'll go and I'll want to read more and then I'll typically follow them so like I know you put feminist that Instagram page that's the only one, I can remember, but. I do know, like, I found that page through that was I was like somebody posted it and I was like oh my God that's really like great and really interesting. I want to know more of what you know this creator has to say and so, then I would follow them so that's probably yeah Sometimes I get accounts from like classes that I'm into my professors will recommend certain accounts or like peers in my classes and then I'll go and follow them. Yeah it's pretty.

00:07:41.460 --> 00:07:50.070

Isabelle Robles (she/hers): cool so when you see other people posting those accounts are you kind of referring to like friends are like other influencers creators you follow.

00:07:50.310 --> 00:07:59.190

Participant Three: Really friends, sometimes it'll be like again like a body positive person or like somebody like from tick tock or something like that, but it's usually friends.

00:08:00.210 --> 00:08:13.800

Isabelle Robles (she/hers): Cool and then this might feel a little repetitive, but like How would you describe kind of the motivation and following those accounts, like, I mean, I think you kind of said it's like about learning more, but if anything else comes to mind or any benefits that you might have noticed.

00:08:19.170 --> 00:08:27.060

Participant Three: I think it is about you know, like staying up to date and like you know these daily issues I think it's also just like as a women and gender studies major, I'm kind of learning more where I can. I think a big thing with a field like mine it's like you have to love it and so i'm just kind of taking time on my own to learn those things and bringing new things to the table, and my group discussions and things.: I think, also it's. And maybe this is a strange I'm not entirely sure I put this, but sometimes I think like. If I get like. Like unmotivated with my major or like. I don't want to do my work or you know all these things reading those posts about like. shit that people are going through, and here in countries like okay Well, this is why I want to do this, you know, this is why I'm studying this, and so I think that really maybe even like subconsciously kind of like keeps me on track of where I'm trying to go.

00:09:39.000 --> 00:09:48.150

Isabelle Robles (she/hers): That makes sense that's really cool and it yeah I see what you're saying it's sometimes you need to remind yourself why you're why you're

Isabelle Robles (she/hers): Putting in the work. And then I know you mentioned that some of your friends will be the ones like reposting these accounts, do you know, like do you feel like. Like a lot of like people that you follow on Instagram. I'm also interested in like women's issues or it's okay if you're unsure to.

00:10:11.430 --> 00:10:13.860

Participant Three: I think, for the most part, I would say yes. Like my good friends again any of like almost all of the influencers I follow are specifically for like political issues and advocacy. But my like personal friends are all relatively interested in this subject, maybe not as much as me I definitely like geek out about this stuff but yeah for sure.

00:10:38.070 --> 00:10:48.900

Isabelle Robles (she/hers): That's awesome cool so that's the first section just about instagram and then the second section is i'll be pulling up just like a couple of different slides. That will have there'll be like groups of posts together so that would be for different more for different groups of posts and i'll be asking you the same questions for all of them, so it might feel a little repetitive, but hopefully it, it makes sense. and We can go through it, but so first i'm just going to pull up this first example find it. takes me a second from my phone Okay, the grandma Okay, can you see this. huh okay perfect do you need me to zoom in, or does it look okay. nope okay so i'll just give you like a couple of minutes seconds, however long you need to look over the posts. You know, read them whatever you like to do, and then, when you're ready, would you just describe to me, you know how you perceive these posts, so kind of similarities, you might see or what feels engaging to you about them, like how they're marketed.

00:11:53.760 --> 00:11:56.670

Isabelle Robles (she/hers): Yeah it can be anything from the content to the display. You know topics. kind of any anything I don't know is that is that too vague.

00:12:05.580 --> 00:13:05.670

Participant Three: No, I don't think so. I would say, like I've seen the only one, I haven't seen as the one in the middle. I follow women's March, and then I followed by parenthood. I mean the first two definitely look more like news articles. Whereas that one on the right, the planned parenthood one definitely looks like an infographic or like a good little camera moment. Like ones like that are the planned parenthood one is definitely **easily digestible. As it's like big and bold and it says like breaking** and you kind of like that's when I would like, for sure, like stop on. These ones I do remember when Biden announced all female White House communications team, and that was like so exciting, for me, because my second degree is communications, so I was like. Oh, my God that's so exciting um.

00:13:12.270 --> 00:13:15.330

Isabelle Robles (she/hers): Yeah, I remember I was also like "this is dope."

00:13:15.720 → 00:14:04.830

Participant Three: I think it's interesting that the one on the left and the one on the right have longer captions, like you can click more and the thing, whereas the one in the middle, is just like one. Short and sweet. A statement. Which I think again, a little bit easier to digest and that's

definitely something that I would probably look more into because they don't give the full like recap of it. **I do like when they give full recap so I don't like search, I get it all in one**, so I guess that's probably my immediate thoughts of the hands.

00:14:09.060 --> 00:14:15.330

Isabelle Robles (she/hers): yeah no that's that's great I know that can be kind of like a weird question to answer. So then, why I know you said, like with the planned parenthood one you'd be likely to like stop and read but. With any of these three, what are the main reasons, if any, that you might choose to kind of engage with them so by engage I could you know that could mean stopping and reading it like you said liking, the post sharing it with others in some kind of way.

00:14:43.320 --> 00:14:47.310

Participant Three: I think like, especially from accounts like these. I almost always stop on these posts. **Like if I see like my friends have liked it I'm like okay, like this might be something I want to read.** I don't know I definitely like the eye-catching thing for sure, like the like breaking news, that definitely will catch my attention.

00:15:22.620 --> 00:15:24.660

Isabelle Robles (she/hers): Yeah, that makes sense. So then, this question might sound like a little silly, but do you see yourself gaining any kind of personal benefits from reading or engaging with information in these posts?

00:15:44.040 --> 00:15:50.370

Participant Three: **Um I think it increases my knowledge which I think is like a personal benefit. The world is constantly changing the things that you can learn are constantly changing, so I always like to read this so I can know what's going on, especially in feminism as it is like my field.**

00:16:17.670 --> 00:16:24.810

Isabelle Robles (she/hers): Yeah, that makes sense. Okay, so then kind of on the flip side of a similar question, do you think the information in these posts, like add value to your social group at all. So, I guess that would mean like, if you like, you know if you were to ever share these posts, with like others in some kind of way for value or our if they don't you know that too.

00:16:58.050 --> 00:16:59.370

Participant Three: I mean, I think, **like these are things that me and my friends would talk about like if we went out to dinner or something like we would definitely talk about these kinds of things.** I'm in a sorority, I'm our DEI representative in my sorority, so if I find it really interesting, they might talk about it at the next chapter or present on it. Those kinds of things. And then yeah, **like being able to bring like to stay up to date with this news because usually like if something big happens in women's rights or in human rights we almost always talk about it in my classes,** the next day. You know kind of knowing the baseline and.

00:17:44.820 --> 00:17:45.210

Isabelle Robles (she/hers): Yeah, that makes sense, so then kind of combining those two questions do you feel like these sort of newsy information posts feel more valuable to you

personally, or more valuable to like benefiting your social group. The answer could be both equally neither one a little bit more than the other. That makes sense.

00:18:09.960 --> 00:18:19.440

Participant Three: Yeah, I mean I think they like add value to both I would say just because, like, I like love this shit so this might be like more valuable to me. But even like if my friend haven't hasn't seen the post like being able to be like oh my God, did you hear what happened, or you know that kind of stuff um. So yeah, I think both but. I guess I don't know how much my community or my friends actually take the time to stop and read these so I guess about that for sure.

00:18:49.890 --> 00:18:54.960

Isabelle Robles (she/hers): Yeah that makes sense awesome okay so I'm gonna move to the second slide. It's going to be the same question so just give you a minute or however long you need to look over them and then, if you when you're ready just how to describe. Like What stands out or is engaging about these posts, or you know how you would describe them as similar or different.

00:19:18.360 --> 00:19:22.800

Participant Three: Yeah, um it seems like they have more like infographic. You know they like they've got the map they've got like the cell phone. A woman, and it seems like there's a book behind her maybe. These are all about events which I always like that something that's super big for me like because, like, I went to that march on October 2. So, like I wouldn't have known about that if I didn't follow women's march on Instagram. So that's really cool definitely and like. The golf follows like accounts like Muslims like women's Center. And I'll get to learn care. Events and that's definitely a good way to say I didn't really think about that, but yeah that is how I learned about a lot of the events that I'll attend.

00:20:20.160 --> 00:20:22.290

Isabelle Robles (she/hers): Cool, awesome. So then, why are the main reasons that you might choose to engage with these posts. So like you said, you have a demonstrated interest and maybe it piques your interest in an event and so that would. kind of pique engagement, but if you have any other kind of thoughts about that?

00:20:42.570 --> 00:20:52.500

Participant Three: I mean like, especially for the one on the left, like, I went to their link, and I found where the March was in Missouri and I like signed up and I got the address and all that kind of stuff and then I shared it and then I had friends like asking to go with me and. So that kind of stuff. Yeah, that's probably how I interact with these posts.

00:21:09.270 --> 00:21:11.640

Isabelle Robles (she/hers): Cool so they can kind of pique interest. And then, how would you describe how any of these posts might personally benefit you in some kind of way?

00:21:32.160 --> 00:21:34.140

Participant Three: I think it's like. Even if I can't go to these events or I'm unavailable it is really cool to see that people are still planning these events, there are still people working to create change and there's people working every day in this field. So, even if I don't interact or I don't go, I don't know, I think it's good to see people like planning these things working in the field that kind of stuff yeah.

00:22:00.420 --> 00:22:15.180

Isabelle Robles (she/hers): For sure. And then the last question, do you think that these kinds of posts feel valuable to your social group, or does it feel like it might be more personally targeted?

00:22:15.840 --> 00:22:25.350

Participant Three: I would hope, since these are like events that anyone can come to they would be valuable to anyone in my social group not just me. Like I would bring bunch of friends to the women's March.

00:22:29.010 --> 00:22:29.310

Isabelle Robles (she/hers): Right. Yeah, that makes sense. Okay I'm going to switch to the third set so this is third for. You so just take your time to look them over and then, when you're ready, if you want to kind of describe. What you how you see these posts being similar what is.

00:23:07.560 --> 00:23:10.590

Participant Three: Yeah, so it seems like these are all statistics. A lot of numbers, which I think are really good to see especially people maybe like don't see the issue originally, right. This is something that I would probably for sure to post, because I do have people that follow me that forget about this stuff. And like being able to see like "Okay, this is what we're working toward, this is what's going on. Like, this is what sucks, and this is what's great." I think that's again easily digestible. yeah.

00:23:45.990 --> 00:23:53.310

Isabelle Robles (she/hers): That makes sense, I had another respondent just said it's like nice to have metrics to kind of see yourself or see others, like how you compare. So that makes sense to like you said you would be like interested in engaging or sharing these posts, can you just further detail out like why the numbers are helpful to.

00:24:10.710 --> 00:24:17.700

Participant Three: A lot of the time, like with other ones, maybe it's like a story or a news article you kind of have to click. You can maybe get the base of it from just the infographic, but a lot of the time you have to click on a link or look at the caption or read the whole story right, and maybe people who don't care so much are not going to do that. **So these ones it's like hardly anything to read the facts that are like right there and usually I think numbers and actual statistics can affect people's view a lot more than something like a news article or a personal experience or something like that.**

00:24:53.130 --> 00:24:55.380

Isabelle Robles (she/hers): Right, I understand. I tend to do the same thing as well. So I know you said that you like to share these, so do you think when you're engaging with these posts are you kind of doing it more for the personal benefit or for like a potential social benefit.

00:25:11.820 --> 00:25:14.940

Participant Three: I think, probably for these a potential social benefit. Like this is the kind of stuff that I'm lucky enough to learn about in my classes, so a lot of the stuff I might already know. But I think probably more for the hope that someone who doesn't learn about these things might read it.

00:25:35.100 --> 00:25:39.390

Isabelle Robles (she/hers): Yeah, for the sake of kind of like educating those in your circle. Cool, alright. So moving on to the last set of posts - this one is two sides long so just let me know when you're ready, if you want to see the second slide. And I can slide over.

00:26:04.740 --> 00:26:06.330

Participant Three: Okay, you can slide.

00:26:06.960 --> 00:26:08.760

Isabelle Robles (she/hers): Great then there's a second.

00:26:17.790 --> 00:26:24.750

Participant Three: Okay, so these are kind of us that have like multiple pics, that kind of stuff.

00:26:25.320 --> 00:26:27.420

Isabelle Robles (she/hers): Right, yeah. What stands out or what about these posts, like feels engaging to you. And let me know if you want me to slide happy to do so.

00:26:36.870 → 00:27:03.930

Participant Three: I think it's a good question. I think these posts to me, they look and i'm sure that they are written by a professional in the field, someone who knows this kind of stuff. It's very factual rather than maybe anecdotal or something. **I would say that these posts for me are definitely a little bit harder to digest, they're usually longer, it's not like something that you can just like post on your story and then like they have to click on it, they have to swipe through the slides so a lot of time with these like if one slide is like i'm like wow that's really interesting like that's the one that most of my story. Because I know they're not going to click on the whole post.** Just read the one that's on my story.

00:27:38.670 --> 00:27:40.260

Isabelle Robles (she/hers): Right yeah. That makes sense, so when you do get personally engaged with these posts, like even just reading these like what if you see them on your timeline what might make you most interested in reading more of like these long form multi swipe posts.

00:28:05.610 --> 00:28:22.920

Participant Three: I think, personal interest but usually **if it's like a longer one almost least swipe on it, if it's something I don't know a lot about** like paid leave, yeah I would probably swipe on that because i've never even seen a post about that, before. So yeah.

00:28:27.360 --> 00:28:31.560

Isabelle Robles (she/hers): cool yeah that makes sense, I know you said you might read them yourself and then just kind of share the highlights, but do you feel like it's got more potential for a personal benefit to you or like a social benefit for your interest?

00:28:58.650 --> 00:29:00.750

Participant Three: I actually don't know if I know the answer to that.

00:29:02.010 --> 00:29:03.240

Isabelle Robles (she/hers): That's alright.

00:29:07.530 --> 00:29:12.270

Participant Three: Like I know if I post something like that I've read the whole thing, so I'd probably say me. Just because I don't know how many people are going to read the whole thing. So yeah.

00:29:20.100 --> 00:29:27.390

Participant Three: Yeah, that makes sense. Do you feel like if you see these kinds of posts on your feed, do you often try to read them, or are they like, maybe less top of mind for you.

00:29:38.580 --> 00:29:44.250

Participant Three: I would say that the longer ones are probably the ones that I am more likely to skip. yeah um. But. probably more than the average person, I read them.

00:29:55.710 --> 00:29:56.790

Isabelle Robles (she/hers): That makes sense. That makes sense. Well that really closes out all the questions with these posts, is there anything that maybe you've been thinking about in the back of your head that you want to mention about these posts?

00:30:22.530 --> 00:30:23.670

Participant Three: Nope.

00:30:25.050 --> 00:30:32.310

Isabelle Robles (she/hers): No, no alright cool well that's it, so thank you so much for taking the time it was really nice to. hear your thoughts.

Participant Four

00:00:00.359 --> 00:00:00.719

Isabelle Robles (she/hers): So.

00:00:03.389 --> 00:00:16.770

Isabelle Robles (she/hers): Thanks again for taking the time to participate. So, the first few questions are just going to be a little bit about how you use Instagram, and then for the second part I'll bring up like a couple of examples of Instagram posts and ask for some of your reflections on it. Does that sound okay?

00:00:17.550 --> 00:00:17.820

Participant Four: Sure.

00:00:19.140 --> 00:00:26.790

Isabelle Robles (she/hers): Okay, so I'm curious: what specifically do you like about Instagram? Why do you choose to use Instagram when you do?

00:00:29.550 --> 00:00:52.890

Participant Four: I think it's just like a really consolidated way to see what everybody's doing - the stories are quick. I don't really use it very often [to post on my feed.] I do run a meme page that I use like as a joke, but it's just mostly like a silly thing for my friends. But I don't really use [posting to] Instagram very much like actually except for like posting like a silly little meme every once in a while.

00:00:53.250 --> 00:01:02.520

Isabelle Robles (she/hers): I see. So, how often would you say you go on Instagram? To look at the accounts that you follow, browse, things like that?

00:01:02.520 --> 00:01:09.270

Participant Four: Maybe like one or two times a day. I usually only look at the stories - I don't really look through my feed.

00:01:09.660 --> 00:01:20.340

Isabelle Robles (she/hers): Gotcha. Can you tell me a little bit about the kinds of accounts and follow? This could be like different organizations, friends, family, celebrities.

00:01:21.570 --> 00:01:43.380

Participant Four: I mostly just follow people I know, and then I follow some environmental stuff. I think the best example [of that] is this one called "Big Trees of Ohio," and they just post pictures of large trees. I just like accounts that post stuff like that. I don't really use Instagram as like a way to gain information.

00:01:43.950 --> 00:02:07.470

Isabelle Robles (she/hers): Okay, gotcha. That's good to know. So then, what kind of things do you think you've gained from like the Big Trees of Ohio or, other accounts or stories you have seen on Instagram.

00:02:07.830 --> 00:02:18.060

Participant Four: I just see things that are interesting, it's entertainment. I don't really get very much information on Instagram. Most of it is just like seeing what people in my life are doing.

00:02:18.510 --> 00:02:27.840

Isabelle Robles (she/hers): Cool. So, do you ever share posts on Instagram? Whether it's posts or stories, I know you said you have a meme account that's more for posts, but for either of your accounts?

00:02:27.930 --> 00:02:46.200

Participant Four: Yeah, on my main Instagram I post like barely. Like, every few months I post. I put something on my story like once every other week. But not very often, maybe once a week. I'm not really active you know.

00:02:46.200 --> 00:02:50.520

Isabelle Robles (she/hers): I get that, I'm not always that active either, so I gotcha. What kind of things do you tend to post on your story?

00:02:52.080 --> 00:03:19.380

Participant Four: Sometimes I'll see something that I think is interesting. Like, the Kansas City defender - I follow them, they do like political action. And then Stand Up KC, they do like organized labor advocacy. They post things that people probably wouldn't find out in the news, [which I think] is really useful. So I'll post that, or stuff from like Indigenous Rising, which is about indigenous people. And I'll post on my story. You know, just like political stuff sometimes. Or sometimes it'll just be like a picture of a creek or something.

00:03:20.550 --> 00:03:38.370

Isabelle Robles (she/hers): I gotcha. Okay so, maybe this feels a little repetitive, but like do you ever like share things with friends or family members that you see on Instagram? I know you said you tend to share things to your stories, but do you ever share specifically for friends or others?

00:03:38.400 --> 00:03:50.640

Participant Four: Yeah. Yeah, I've messaged something that I liked to my friends. Like if I see something I like – like I just saw this cool mug that I sent to my friend.

36

00:03:51.960 --> 00:04:08.250

Isabelle Robles (she/hers): I gotcha. Okay, cool. And then going back to the introductory survey that you filled it out, you indicated that there were like a couple of women's issue-related accounts that you follow. Do you remember which ones those were?

00:04:09.330 --> 00:04:11.610

Participant Four: Planned Parenthood I think is the only one I follow.

00:04:11.910 --> 00:04:22.230

Isabelle Robles (she/hers): Can you take me back to maybe when you first like decided to follow that account? What might have interested in following them?

00:04:22.410 --> 00:04:35.700

Participant Four: I don't know. Maybe it was a few years ago I might have just like seen something and was like, "Oh, I guess, I can follow planned parenthood." I like to know what they're up to, I think, maybe during the defund planned parenthood thing. When that was in the news, yeah.

00:04:39.540 --> 00:04:45.300

Isabelle Robles (she/hers): Okay, cool. Do you like pay attention to their content at all? Or how much?

00:04:45.780 --> 00:04:46.410

Participant Four: Not really.

00:04:46.770 --> 00:04:47.700

Isabelle Robles (she/hers): Not really, okay.

00:04:48.750 --> 00:05:03.450

Isabelle Robles (she/hers): You may not know the answer to this, and that's okay, but do you think that some of your friends or other accounts that you follow tend to follow similar accounts that you do?

00:05:03.810 --> 00:05:04.800

Participant Four: Yeah.

00:05:06.930 --> 00:05:26.520

Isabelle Robles (she/hers): Okay, awesome. So now I'm going to pull up a variety of posts that have been posted from accounts like Planned Parenthood and other women's issues advocacy organizations and just ask you a couple of questions about them. Does that sound okay?

00:05:30.480 --> 00:05:30.840

Participant Four: Yeah.

00:05:35.490 --> 00:05:36.840

Isabelle Robles (she/hers): Okay, great. Let me just take a minute to pull it up. I've been having all these computer issues, so it might take me a minute to pull it up from my phone.

00:05:59.700 --> 00:06:01.560

Participant Four: That's okay.

54

00:06:02.190 --> 00:06:29.790

Isabelle Robles (she/hers): Okay cool. Thanks. Just a second. Can you see that okay?

00:06:30.330 --> 00:06:33.200

Participant Four :Yeah.

00:06:37.530 --> 00:06:52.710

Isabelle Robles (she/hers): Okay, awesome. So, if you want to just take like a couple minutes or however long you need to sort of just look these over. And then, when you're ready, if you could just describe to me how you would define these posts. Like, if you see anything similar, if anything is interesting to you?

00:06:53.550 --> 00:07:22.080

Participant Four: Okay, so they're all news articles about an issue related to women, the first one has more words in the post, and it seems more like a screenshot from an article. Same thing with the second one. But the first one has really long caption and the second one, she has like a short caption and then a screenshot from an article, and then the third one has like a sentence long infographic and then probably a long caption.

00:07:22.500 --> 00:07:32.460

Isabelle Robles (she/hers): Yeah, for sure. So do you gravitate towards any of these posts? Like, any thoughts immediately that you'd be more interested in one of them or a couple of them for any reason.

00:07:32.940 --> 00:08:01.020

Participant Four: So, I gravitate towards stuff with more information. I don't like the infographics or something that just says something really simple and short. I like when they have like a lot of information, because otherwise I feel like it's kind of less useful. I like them to be a lot of integration, as opposed to just like one infographic.

So with that, I think probably the first one [is interesting to me]. And then, if the Planned Parenthood one's caption was like long and extensive, I think those would be good.

00:08:03.450 --> 00:08:17.940

Isabelle Robles (she/hers): So, kind of building on that: do you think you'd be likely to engage with any of these posts in any way? Like, if they were on stories or on your feed? And that can mean just like reading it, or sharing it in any way. And your answer can be no, of course.

00:08:18.030 --> 00:08:37.170

Participant Four: Yeah, well the issues I usually post about are more related to my field like natural resources, but if I were to post probably posted a planned parenthood one about the affordable care act because I think that's probably the most relevant to me and something i'm the most knowledgeable about and I'm the most passionate about.

00:08:38.760 --> 00:08:53.910

Isabelle Robles (she/hers): This might be kind of a hypothetical question, but do you think you benefit personally from any of the content of the posts in these groups? I know you said you tend to like posts that are relevant to natural resources and your passions.

00:08:55.050 --> 00:09:34.110

Participant Four: Yeah, so like obviously all of these things are good, like, I think it is like all these like are accounts that I would support. But I usually don't post things about women's issues.

One, because I have a lot of annoying men that follow me, so if I'm going to post anything about women's issues, I want it to be something they haven't heard before, so I tend to post more things they know less about. And I think like you know the affordable care act is like it's a woman's issue but it's also like everybody's issue and I just don't want to deal with that.

And the other two are very like things that men would be annoyed by just because they're focused on women.

00:09:34.170 --> 00:09:50.760

Isabelle Robles (she/hers): I understand. So, I guess on that note, do you think the information in these posts feel more valuable to you personally, or like potentially more valuable to your social group compared to you?

00:09:51.300 --> 00:10:15.480

Participant Four: I don't know. Maybe my social group would find all these things are valuable. Like they're all important news. Like, if I saw the caption in the newspaper, I read it. But I don't really try to share that stuff on social media, very often, unless I think it's like something really significant that not a lot of people are sharing. But these I feel like are things that would be shared very frequently, so I'm like "Oh, I don't need to share this everywhere."

00:10:15.900 --> 00:10:29.790

Isabelle Robles (she/hers): That makes sense, that makes sense. Okay, cool. I have three other groups of pictures, just like this, and I'm going to ask you the same kinds of questions, so it might be a little bit repetitive

00:10:46.260 --> 00:10:54.210

Isabelle Robles (she/hers): So, here's the next one, and like before, feel free to just take a minute, and describe what feels like most interesting or stand out to you.

00:10:55.770 --> 00:11:39.630

Participant Four: So, these are all posts for an event or like yeah. I think I would probably share the ones that I was most interested in participating in, like the women's march or if I was planning on going to the webinar, I would share it. But otherwise, I probably wouldn't share that.

Just the ones that are the easiest for people in my life to interact with because realistically I don't see people in my life going to a webinar, but I see people in my life, maybe doing like the volunteer thing so maybe that one I would share.

00:11:40.080 --> 00:12:00.270

Isabelle Robles (she/hers): Yes, I can see that, too. Is there anything about these posts, like visually or otherwise, that stands out or would make you potentially engaged with it?

00:12:01.020 --> 00:12:14.160

Participant Four: **I mean graphically I really like the first women's march one, I think it looks nice**, but I think all of them are fine. I don't see anything about them that would make me engage with them, like nothing about the way they look aesthetically.

00:12:16.650 --> 00:12:31.200

Isabelle Robles (she/hers): So do you think you gain any personal benefit, like if you were to see this on your feed or on the stories, do you think you would gain any personal benefit from seeing it at all? Do any of these posts, like speak to you at all, or like feel interesting to you?

00:12:48.750 --> 00:13:02.070

Participant Four: I'd be interested in knowing about events. But I'm not likely to attend a webinar. I would, you know, I would volunteer, I would go to a protest. I'm not going to go to a webinar that's not related to my field but, yeah.

00:13:02.550 --> 00:13:15.780

Isabelle Robles (she/hers): I get what you mean. Do you think you could be likely to share any them, to post on your story?

00:13:16.800 --> 00:13:22.350

Participant Four: If I was planning on attending or doing it myself I would share it, but I would not if I was not planning on it.

00:13:22.680 --> 00:13:33.150

Isabelle Robles (she/hers): Sure, so then do these posts feel like they provide any like benefit to you or do you think they provide benefit to others, more so than yourself?

00:13:37.800 --> 00:13:38.820

Participant Four: I'm not sure.

00:13:40.920 --> 00:13:57.990

Isabelle Robles (she/hers): That's a reasonable answer. Okay cool, so I'm gonna move on to the next set and then we're already halfway done. So yeah, take your time to look over these and then tell me if there's anything that you like about them, what stands out to you.

00:13:59.820 --> 00:15:17.250

Participant Four: So these are all infographics. Yeah, I'm kind of anti-infographic on the story if it doesn't have a lot of information in the caption. Because I feel like there are a lot of infographics that people posts and stuff that are like maybe like misconstrued or whatever, and I don't want to post misinformation, so I'm not going to post an infographic unless it has an insane amount of information on it, even if it's from a trusted source. Just because I don't want something like that to come up, and I also don't really post infographics. I don't know if I would post any of these.

If the women's march one had more information, like statistics and stuff like more in the caption I would do that because, obviously that's something that resonates to me, like women working during the pandemic. But that's not something that resonates to people who aren't women who

worked in the pandemic. So, it's just, it's not convincing to me to be posting, it's not really convincing to those people who would see it, so I wouldn't.

The post about Latina women, I like that one, but it doesn't have at least, from what I can tell, it doesn't have much more information in the caption, so I'm sure the comments are a cesspool.

00:15:19.350 --> 00:15:24.780

Isabelle Robles (she/hers): So, if something's going to be shared, you want to make sure that it feels educational?

00:15:24.810 --> 00:15:36.150

Participant Four: Yeah, yeah, and I'm kind of anti-story infographic. I feel a lot of them feel disingenuous and people like to share every single one they see that they agree with. So, I'm trying not to share ones that are not like really, really good.

00:15:38.520 --> 00:15:59.310

Isabelle Robles (she/hers): That makes total sense. That was a lot of my interest in this research, like the upsurge of people sharing like social advocacy graphics on Instagram. So I understand what you mean. So would you say that posts or infographics that are personally very relevant to you are important?

00:16:00.240 --> 00:16:05.700

Participant Four: Yeah, I don't feel like they're very relevant to me, and I can see a lot of people, I know, sharing this information.

00:16:06.180 --> 00:16:12.790

Isabelle Robles (she/hers): Cool, okay. So moving on to the last one, there are two sets of slides. So, let me know when you want me to move on to the second set. But similar question: what are your perceptions, are things that you might like.

00:16:25.230 → 00:16:59.520

Participant Four: I like the women's march one. **I like that it says what people's rights are because I feel like a lot of people don't know that. I don't like the feminist account - I think they're run by a bunch of men or something, I'm pretty sure they are, I'm pretty sure I heard thing about that.** But also like, I don't know. "Breaking down the term indigenous" — it's like I care a lot about indigenous issues, but I just feel like that seems like something that someone would just post [and it not go further]. I don't like those kinds of things, but I like the women's march one and I'll post something similar to that probably, yeah.

00:17:00.090 --> 00:17:01.920

Isabelle Robles (she/hers): And then here's the second set.

00:17:05.490 --> 00:17:51.810

Participant Four: Yeah, okay. Parental leave. Okay I like that, too, **but I wish it had more statistics in it.** But I like it, like it's good. I also, you know, I don't really post infographics, but I was nice.

Yeah, it just – **it just it's disingenuous when people post infographics sometimes.** I feel like the “breaking down the term indigenous” one, like, obviously indigenous people are really important and there's something I care a lot about, but I feel like it is a little bit disingenuous, yeah.

00:17:51.960 --> 00:18:08.430

Isabelle Robles (she/hers): I understand. What would you wish was different about these kinds of like educational posts? Or that organizations would be including in these kinds posts for them to feel more valuable?

00:18:08.940 --> 00:18:54.390

Participant Four: **I would rather share something that's like a video of an indigenous person explaining like you know their life, and how these issues affect them,** or like a video. If it were from an indigenous-focused account like indigenous rising - if they posted something on indigenous issues, I would probably be more likely to reshare that than this blanket feminist account which I've heard is one by one man. You know, no matter what it's like, **I would rather it come from a credible actor, as opposed to just being like a photo or like just a blank screen.** It doesn't really say anything about who the author is, what their intentions are.

00:18:57.000 --> 00:19:17.670

Isabelle Robles (she/hers): I think that's valid. So it seems like something you noted, which I think is really valuable is it being genuine is something you look out for, and it also being very educational, right? What kind of things do you pay attention to when you're assessing those aspects about social media?

00:19:18.060 --> 00:19:52.950

Participant Four: **I pay attention to the nuance, like stuff I have never seen before,** stuff that I think is important and is new. Like all of these are things that I think that most people would probably be familiar with. **If it's a new story, maybe it's not the biggest news story in the world, whatever, but if I was to share something, it would be something that I think is really significant and really resonates with me and I think would resonate with other people.** So, something about someone's rights on election day would be nice to post on election day, but I would never post at any other time. It's really just got to – **I have to feel like something will happen because of me posting.**

00:19:53.370 --> 00:20:14.490

Isabelle Robles (she/hers): Yeah, that makes sense. This might not be the best way to ask this question, but like when you say that, like you want something to resonate with you, what are the

characteristics of the accounts that you follow that resonate with you outside of personal passions?

00:20:14.490 --> 00:20:39.840

Participant Four: Yeah, nuance. **Things I haven't seen before, others maybe haven't either. And photos. I really like good photojournalism. I think that's resonates with me. Like, just words on a colorful screen doesn't do it for me, and I feel like it's not very convincing. It's easy to skip through.**

00:20:40.260 --> 00:20:45.900

Isabelle Robles (she/hers): Is it maybe getting to see the people behind the issues that you're talking about?

00:20:45.960 --> 00:20:59.760

Participant Four: **I think that's definitely a part of it. I also just feel like it humanizes them, because with this it just feels more like the aesthetic of being a political activist, as opposed to being a political activist.**

00:21:00.000 → 00:21:20.340

Isabelle Robles (she/hers): I think that's a really valid perspective. Like how much is this like slacktivism and performative activism? Does that influence people? Are they aware of it? I don't know.

00:21:21.600 --> 00:21:35.040

Participant Four: **I think a lot of it is performative, and I think sometimes, people will already share something because it's performative. But I try not to share things that are not useful or valuable. I don't want to clog up people's Instagram stories, the things that are just going to be tapped through. Even though I'm sure almost everyone taps through what I do post, but yeah.**

00:21:36.120 --> 00:21:40.260

Isabelle Robles (she/hers): You want to like have something you can defend it? Like different things from others?

00:21:40.440 --> 00:21:49.890

Participant Four: **I want to be able to fully have a conversation about everything that I put on my story. I don't want to put anything that I just post because I think it needs to be posted.**

00:21:50.460 -->00:22:10.110

Isabelle Robles (she/her): That makes sense. Okay awesome. I'm going to stop my screen share because that's all the examples, but is there anything else that is on your mind about what you wish was different about like social advocacy on Instagram or anything like that?

00:22:10.320 --> 00:22:12.090

Participant Four: Not really – yeah, not really.

00:22:12.570 --> 00:22:14.880

Isabelle Robles (she/hers): Alright, well, thank you so much.

00:22:14.880 --> 00:22:16.290

Participant Four: Absolutely.

00:22:17.400 --> 00:22:18.420

Isabelle Robles (she/hers): Thank you. Bye bye.

Participant Five

00:00:02.310 --> 00:00:14.849

Isabelle Robles (she/hers): So the first question is just what specifically do you like about Instagram? Like, when you open up Instagram, what are the different purposes for using it?

00:00:15.599 → 00:00:44.550

Participant Five: I really like it because I stay up to date with what people are doing. I usually will use it to stay kind of in touch with my friends and what they're doing like back home. And the people that can't be around here at school necessarily so, I feel like they usually go on there to either look at that. Or just kind of the Instagram stories to really definitely keep you up to date on everything.

00:00:45.030 --> 00:00:48.900

Isabelle Robles (she/hers): For sure. How often would you say you go on Instagram and look around?

00:00:49.470 --> 00:01:01.620

Participant Five: Um, let's say about six times a day because I usually am on it for a good chunk of time.

00:01:01.920 --> 00:01:17.820

Isabelle Robles (she/hers): Yeah, and then I know you said you kind of talk with your friends or are up to date with your friends, but what kind of accounts do you follow on Instagram? So you know, friends, personal interests, organizations, news, anything.

00:01:18.720 -> 00:01:34.020

Participant Five: I follow a lot of my friends, and then a lot of teams, athletes. I feel like a good chunk of my following is like the teams that I like to follow, yeah.

00:01:34.290 --> 00:01:53.490

Isabelle Robles (she/hers): For sure that makes sense and then how often do you share posts on Instagram so with this question, I mean like you posting yourself, you posting on your story or even like how often you might like DM things are like interact with your friends that kind of thing.

00:01:53.790 -->00:02:26.610

Participant Five: I would say I post at least once a month, like on an average basis. I don't post too much in the actual feed, but to my story, I would say I post, maybe twice a week or so. And then I often will do my friends, if I find something or find an outfit or something that I think is cute so it's like here and there, but maybe also like two times a week as well.

00:02:26.820 --> 00:02:36.060

Isabelle Robles (she/hers): Yeah, what kind of things do you usually post on your story? Is it like reposting things you see or your own kind of content or something else?

00:02:36.690 --> 00:02:52.530

Participant Five: It's usually repost. Whether it's recognizing women in sports, or me reposting something I was attached to from one of my friends' accounts stuff like that.

00:02:52.800 --> 00:03:02.730

Isabelle Robles (she/hers): Gotcha, makes sense. And then you mentioned you'll share outfits and like different things like that, what other kind of posting that you share with your friends?

00:03:05.370 --> 00:03:18.450

Participant Five: I would say it's often usually something that makes me think of somebody else, so if we had a conversation, and like I said for the outfits or on, we are talking about someone maybe back home, and then they post something about what they're doing, and I'll send it off to them kind of stuff like that.

00:03:22.770 --> 00:03:54.240

Isabelle Robles (she/hers): Yeah. That makes sense um yeah mines always like I have like friends that have their animal session since. Okay, so which of the women's issues or women's advocacy like oriented accounts do you follow?

00:03:55.470 → 00:04:27.510

Participant Five: I definitely follow a few women in sports accounts, like I follow a Women in Fox Sports or ESPN W. I'm blanking right now, because I follow another one as well - Oh She's So Sporty, it's a brand that promotes women in sports and so it's um they have like that you know the anti social club.

00:04:30.750 --> 00:04:32.220

Isabelle Robles (she/hers): Okay cool, that makes sense. What prompted you to follow that account even if you remember.

00:04:48.210 --> 00:04:52.440

Participant Five: Actually, I came across one of the accounts because a reporter who I follow promoted it, so I went on to it. Also, the Women in Fox sports followed me first and I was like "Oh, cool." So, I followed that. And it's usually also through other people, my friend told me about She's So Sporty.

00:05:24.000 --> 00:05:36.030

Isabelle Robles (she/hers): This might sound kind of silly, but have you noticed any benefits from following those accounts? Do you like it? Do you take anything away from what the content they post and, if so, what is it?

00:05:36.930 --> 00:05:52.440

Participant Five: Yeah I will have Women Fox Sports will post things like promoting like the females that work for fox sports and so that's encouraging, but on top of that they'll post a job bulletin board everyone's well, so I like to make myself get that. **So they'll have that usually most of them are just encouraging the females**, who are working within sports and so that always is nice to see you nice to hear, because you don't always see that.

00:06:06.210 --> 00:06:12.570

Isabelle Robles (she/hers): Right, that's cool.

00:06:45.780 --> 00:06:47.100

Isabelle Robles (she/hers): Okay, do you know other of your friends, or I know you mentioned that some journalists follow these accounts, but do you think like your friends or even like celebrities or athletes or other people you follow are following the same kinds of like women in sports accounts, do you know?

00:07:12.900 --> 00:07:24.630

Participant Five: I don't know if I would say so much about the women in sports. I mean I will, I can see mutual followers so I can see that there are some high-profile people who follow it and even um when my friend noticed the She's So Sporty is because a football player, I think it was like Russell Wilson, was wearing merch during an interview or something so that's how she came across it so. But outside of women in sports, I know I have a lot of friends that follow accounts that are based on supporting women.

00:07:49.050 --> 00:07:51.840

Isabelle Robles (she/hers): Yeah, makes sense. And then Russell Wilson just went to Denver!

00:07:52.290 --> 00:07:57.540

Participant Five: Yes, he did, he took Drew Locke's spot.

00:07:54.960 --> 00:08:07.620

Isabelle Robles (she/hers): I know don't know, it's good for Denver but it's gonna be rough for Seattle. Do you know the journalist, Mina - I don't know her last name.

00:08:08.400 --> 00:08:20.970

Participant Five: Mina Kimes, yes I like her.

00:08:22.380 --> 00:08:24.360

Isabelle Robles (she/hers): Yeah, she tweeted something, because you know she's a Seahawks fan, about his announcement, she was like yeah like she didn't know if that'd be good.

00:08:40.230 --> 00:08:56.670

Participant Five: She is the nicest person. I've met her, with AWSM, and she is cool, she is literally the most humble human being ever, she's so sweet.

00:08:56.850 --> 00:08:57.930

Isabelle Robles (she/hers): I'm not surprised, that's so cool.

00:08:57.960 --> 00:09:06.000

Participant Five: It's so nice when you actually get to meet them and you're like okay, you're a good person that me here I don't even need to be scared right.

00:09:07.680 --> 00:09:17.850

Isabelle Robles (she/hers): Okay awesome. Okay, so that's kind of all the Instagram questions. Is there anything else that you feel like you'd want to share about your Instagram use or any other reason?

00:09:18.390 --> 00:09:28.800

Participant Five: I feel like recently I have tried to get off my phone more, and so I don't really pay attention as much. Like I have a million notifications on Instagram I just leave there for days. I feel like right now, this world is kind of sad a little bit, like there's just a lot of bad things going on. So recently I've gotten off my phone more so, like the numbers I was telling you is on average, but recently I haven't been on my phone as much.

00:09:50.190 --> 00:09:59.160

Isabelle Robles (she/hers): Yeah, I understand that. Actually, I feel like every few months I go through a phase where I'll just delete Instagram for a couple weeks or a month, it's the content, and then also like the distraction factor to be honest.

00:10:08.760 --> 00:10:39.044

Participant Five: Right, especially with spring break and all that, too. I feel like even seeing all the posts and stuff like that I know it looks so luxurious and stuff like that, and I know people and they make it look like it, and so I'm just part of me like that's one thing I kind of pride in my Instagram - I never make it look like I'm having fun if I'm not. So that too.

00:10:41.790 --> 00:10:45.000

Isabelle Robles (she/hers): Yeah, I mean even just seeing that content can still be damaging I think today.

00:10:48.960 --> 00:10:51.360

Participant Five: Right, exactly. Yeah, yeah, yeah.

00:10:51.600 --> 00:11:02.460

Isabelle Robles (she/hers): Yeah, for sure. Okay, well then I'm going to go ahead and pull up the slides, just take just a second, I'm gonna pull up the my screen to share. My computer got water damage and wasn't working with any audio or anything for a while, and it miraculously just started again, so this is my first interview on my computer, which feels a little funny. Sorry for the delay.

00:11:27.720 --> 00:11:28.560

Participant Five: No you're fine.

00:11:40.560 --> 00:11:42.450

Isabelle Robles (she/hers): Okay got it. All right, can you see this Okay, I know you can tell that adobe but okay so I'll just give you a couple minutes to look over these posts, and then, if you're ready or whenever you're ready, if you could just kind of describe to me what similarities you see, how you would describe these post generally.

00:13:01.140 --> 00:13:03.480

Participant Five: So you want me to say what is similar among the three?

00:13:03.690 --> 00:13:09.720

Isabelle Robles (she/hers): Yeah, or your impression, how you would describe those posts if that makes sense.

00:13:12.480 --> 00:13:15.270

Participant Five: So I would say, like the women's march one and the USO women one are similar in a sense that they have like the news look to it. And that's like the first thing being a journalist that catches my eye. It's not really as graphic, like the other one. **It looks like you can learn more. What stuck out to me, too, and the last one was like the graphic is that there's like pink maybe to stand out to women. Those are the things that really caught my eye.**

00:14:00.540 --> 00:14:16.350

Isabelle Robles (she/hers): Yeah, Out of these posts, what feels most engaging to you? What are the ones you gravitate toward more than others?

00:14:17.820 --> 00:14:38.430

Participant Five: I think that the swimming caps one definitely is what I gravitated towards the most just because I feel like there's so many things going on right now with rules and regulations, like the Leah Thomas kind of situation, all that and then also the ice skaters and having the one girl who's in track and field in the US, not be able to participate, because she had smoked and all that. So there's all these boundaries, but they're not really followed. So like reading that kind of thing, like that's so dumb because it's not like they're doing it to get around or speed and swimming or anything like the others wearing a cap for their hair.

00:15:10.320 --> 00:15:28.080

Isabelle Robles (she/hers): Right. Do you think if you were to see women's-advocacy related things on your feed, would it make you engage with it further? So that could mean reading it, liking the post, sharing it. And that's kind of a hypothetical question as well.

00:15:36.390 --> 00:15:46.860

Participant Five: **Like I said, the first two, since it's more newsy, if I could get engaged in it with going to their bio or something to read more I definitely would have done that because it looks like there's more to the story.** I definitely would share if it was sports-related, like the

one in the middle. I have a group of friends and we talk about things going on in sports and stuff like that, so I think we share stuff like that all the time that we see, so I probably would have sent that to them and shared it in our text group chat. But I would say yeah it's stuff like that we're just doesn't seem right and sports, especially something I tend to engage in.

00:16:21.270 --> 00:16:28.500

Isabelle Robles (she/hers): Yeah that makes sense, I've noticed just across the board, having them post about things you're passionate about is important in these cases.

00:16:31.020 --> 00:16:37.290

Participant Five: Right and I'm not very political so the first and the last one are less relevant maybe.

00:16:39.780 --> 00:16:47.790

Isabelle Robles (she/hers): Yeah, right. So his might sound a little odd, but do you think that you gain anything personally from posts like this? We could take the USO women example in the middle. Does it feel like it impacts you as an individual?

00:17:10.020 --> 00:17:15.540

Participant Five: Oh yeah definitely. I think that it just makes me more knowledgeable of what's going on in general. Even when it comes to those that first and last post as well, even though it's something I might not engage in, I'm still happy to know what's going around in the U.S. and even all the way in Tokyo with the Olympics. Sometimes I get so focused on some other stories that I feel like I lack the knowledge of others that are going on, so it's definitely beneficial, in my opinion.

00:17:46.470 --> 00:18:05.160

Isabelle Robles (she/hers): And then sort of on the flip side, do you think these posts feel like they would add any value to your social group? I know you've said you share posts, but do you think this feels like more personally beneficial or more valuable to social implications or is it a mix of the two?

00:18:06.390 --> 00:18:14.520

Participant Five: I would say it's a mix of the two because, personally, I know that when I read stuff like this, I take it, I consume it. And it's definitely something I feel like I'd go and talk about if I like like the one in the middle, where I disagree with it and want to hear other people's opinions, so I think it's good on social media to because it allows other people to do that, but also voice their opinions, kind of make it an open conversation.

00:18:31.920 --> 00:18:34.560

Isabelle Robles (she/hers): Right yeah okay awesome so that's the first lady's house and then it's going to be the same exact questions for the next set. So then yeah you just want to take a minute look them over and then kind of describe anything that stands out to you or feels like you notice or are engaged by.

00:19:12.120 --> 00:19:27.240

Participant Five: So, I really liked the numbers that they put in with all are the first and second one, just like all 50 states, and then the other numbers to that definitely like sticks out to me when you have that quantitative value. I think all of them are like a like. pleasing to the eye as well, like it makes me want to read it. So that was definitely one thing I've noticed as well.

00:19:42.420 --> 00:19:56.190

Isabelle Robles (she/hers): Then, do you think if these were on your timeline that you would engage with them in any way? I know it can depend on the webinar and these being events on your schedule.

00:20:07.440 --> 00:20:11.040

Participant Five: Yeah, I definitely think that I would want to engage in these. Like you said, depending on my schedule and all that, I do think stuff like this is important. And on campus there was that march, it wasn't for Metoo, but it was against sexual assault on campus and I was really upset – I saw so many graphics like this and I wanted to go, but I was busy that day. But I don't know so much about webinars and I think it's nice but honestly, I'm like over zooms and stuff like that now. I feel like I can gain more knowledge if I'm there, and like physically with a person or if it's like one on one.

00:20:59.760 --> 00:21:02.550

Isabelle Robles (she/hers): Right, I understand. And then, do you think that, like the information in these posts benefits you personally at all? Or on the other side, would you at all share them socially?

00:21:20.820 --> 00:21:28.920

Participant Five: Yeah, I think it is beneficial, especially since I am a woman, I like reading these, I know it pertains to me immediately. And even like the first one, too, like I said I don't get too political, but I saw that Oklahoma recently made it illegal for abortions, in general, so that's kind of something I'm like that's interesting. So I like that first post, I feel like definitely I would want to be involved in that.

00:21:53.880 --> 00:22:10.530

Isabelle Robles (she/hers): And then, do you think that these are posts that would be valuable to your social group in any way? Would you be likely to share them, talk about them with your friends or does it feel maybe less valuable and that way?

00:22:11.370 --> 00:22:13.200

Participant Five: A part of me says I would post them and then a part of me says, I wouldn't just because I'm scared to post something that is political most of the time, especially being a journalist. I feel like it's really hard to express your opinion and not get any backlash so that's so hard, because sometimes I just want to do it and other times, I'm just like I can't.

00:22:41.790 --> 00:22:55.350

Isabelle Robles (she/hers): Do you feel like you have to maybe sort of monitor like your attention or your attendance for these kinds of events like because of your profession and what you hope to do?

00:22:55.950 --> 00:23:04.800

Participant Five: Oh absolutely. I feel like a lot of things I do I've changed recently, because I feel like eyes are on me now. Like since I've been on KOMU, I've had people come up to me and they're like "hey I've seen you on TV" and that's a little terrifying, I'm not gonna lie, yeah. Because I have no idea who you are. So I realized that there are people that recognize me and I have to be careful.

00:23:26.370 --> 00:23:36.270

Isabelle Robles (she/hers): I understand that, there were some others I interviewed who just said as they are entering the job market they're being a little more cautious. It becomes difficult sometimes.

00:23:46.020 --> 00:23:47.880

Participant Five: It does, it really does.

00:23:47.970 --> 00:23:59.190

Isabelle Robles (she/hers): yeah okay so then already on to the next set. Let's see. There we go. So then, take a couple minutes, and then you kind of describe what is working for you in these posts, and what isn't working.

00:24:15.300 --> 00:24:29.040

Participant Five: **So, like, once again, like I said in the last one, the quantitative value and all these definitely speaks volumes, to me, I think, seeing numbers mean so much more than just saying that there's a lot of people who have lifetime costs for as a survivor stuff like that. So that definitely speaks out to me.**

00:24:37.980 --> 00:24:39.090

Isabelle Robles (she/hers): If you were seeing any of these on your timeline, how do you think you would engage with them, if at all?

00:24:55.560 --> 00:24:59.340

Participant Five: Since they do not really pertain to me, I probably wouldn't share. And also, I feel like this could be a sensitive subject, so even though it's talking about the wage gap for Latino women I probably wouldn't send it to my Latina friends or anything like that. Because usually, when I'm like sharing and engaging it's because it's something I feel like I could share with other people. So, I feel like this is a little bit of sensitive information, so I probably unless I was really comfortable with somebody.

00:25:38.520 --> 00:25:49.320

Isabelle Robles (she/hers): I understand that. So do you think that these kinds of posts are maybe less socially relevant, or maybe instead more personally relevant? Or are they personally relevant at all?

00:26:03.690 --> 00:26:12.480

Participant Five: Even though I don't personally relate to it, I feel like the journalist in me always will pay attention to stuff like this because I like to find a way that maybe we can represent minorities or people who are struggling, and even if you can take a sports angle to it too. So I'm always thinking of ways that maybe we can talk about this in the news to try to fix the issue so even though it doesn't pertain to me, I feel like there's maybe like it's good to get this knowledge, because maybe I can do something about it.

00:26:44.040 --> 00:26:55.950

Isabelle Robles (she/hers): awesome and then we'll move on to the last set and this one is two slides worth so after you've kind of checked out this one let me know and I can switch to the next. And I can switch back and forth. But the same question as before: what stands out to you about these kinds of posts and is there any aspect about it that would make you likely to engage or not likely to engage with it?

00:28:10.890 --> 00:28:18.960

Participant Five: **What I liked about these is that it tells you what's wrong and why it's wrong or how to fix it. I feel like a lot of times these posts will just say like there's issues in the world, but it doesn't give you any way to fix it or know. I like how these go in depth and they're explaining what's wrong and what you can do about it.**

00:28:38.400 --> 00:28:46.620

Isabelle Robles (she/hers): Do you think if these kinds of longer form posts were on your page, how likely are to engage in them in some way?

00:28:58.710 --> 00:29:01.350

Participant Five: Honestly, with the "breaking down the terms indigenous," like I probably would have swept past it because it doesn't pertain to me. But because it says like your rights on election day, and then it has some right there I would read it, because it's just right there and also, what I told you, I don't get very political so i'm not very knowledgeable in things like my rights so I'm like oh, it's just more knowledge for me, and it's an easy read right there, so I probably would have engaged more with that post.

00:29:35.250 --> 00:29:43.380

Isabelle Robles (she/hers): Do you think there's other like individually personal benefits that you might gather from engaging with these kinds of posts?

00:29:56.340 --> 00:29:56.880

Participant Five: Can you go to the next one? I mean honestly like I said, with the election and then this paid leave, it pertains to me more, and so I definitely would like to know how to go about these issues, better, so I would say that, like those two posts definitely are something that's more personal to me. Because they can apply to me. And while the indigenous one is something I can apply to because I can be knowledgeable and use that I feel like I usually don't act out in a sense, like that so at the same time I'm like I don't know.

00:30:36.600 --> 00:30:38.370

Isabelle Robles (she/hers): Yeah, I understand. And then sort of the last question, do you think that, like when you look at these posts, do they feel like they have more of a personal impact or like a potential impact on like your social group or what is your reasoning for engaging?

00:30:55.140 --> 00:31:07.530

Participant Five: **I feel like they have more of a personal impact just because it's my decision to know my rights or to try to better understand what indigenous means or. Also, how to go about the paid leave, like it's all on me now to go about using this information.** And so I feel like it's more personal.

00:31:19.260 --> 00:31:30.570

Isabelle Robles (she/hers): Yeah. And a follow up while I'm thinking about it - do you think like the source of where it's coming with would impact your likelihood to share it maybe? Just thinking about the accounts you follow being journalists, especially. But also, just me thinking aloud, I don't want to put words in your mouth.

00:31:49.350 --> 00:32:00.120

Participant Five: I think it definitely brings up a good point because like I told you, I lack to follow a lot of these groups that are outside of women's equality in sports, other than the feminist page. So I definitely do think that certain sources I would gravitate towards and probably like lean on more than others. Because I actually have been on that feminist page quite a bit so i'm like familiar with that, so that would have gained my interest more just because i've seen so many posts and I usually like to post from feminist. But like Women's March is an account I just don't engage in and is not on my feed. **But it's verified and so that's another thing that helps because I'm like okay, they're not going to put out information that's not credible. And if they do, they'll own up to it but. Well, I would assume.**

00:32:45.240 --> 00:32:49.770

Isabelle Robles (she/hers): Yeah, so the verification kind of adds reputation, at the same time.

00:32:49.770 --> 00:32:50.910

Participant Five: Right.

00:32:51.000 --> 00:32:56.370

Isabelle Robles (she/hers): That's interesting, that's a really good point. I think I also subconsciously think about things like that. Okay awesome i'm going to stop my share so that's pretty much it. Is there anything else, any thoughts, you have about like you know, maybe like what some of the like women's advocacy sports accounts do well, the feminist account does well.

00:33:20.640 --> 00:33:29.100

Participant Five: I think they do a great job of showing that you don't have to be a woman to support women. Because I feel like sometimes, like with AWSM, on our Instagram stuff where we say guys are welcome as well to all of our meetings. And I think that's so important, because I feel like those guys have appreciated our work more because they sit down with us and interview with these other females that we do interviews with, like Mina was one of them. I feel

like when you're talking about women's issues, like showing that anyone can pertain to this and, like health issues are so important. So having a platform to do that well, that definitely sticks out to me.

00:34:13.680 --> 00:34:16.680

Isabelle Robles (she/hers): Yeah, that's a great point. Anything else that you want to add or any other thoughts?

00:34:23.880 --> 00:34:24.990

Participant Five: No, that's it, yeah.

00:34:25.050 --> 00:34:27.570

Isabelle Robles (she/hers): Perfect I really appreciate it, thanks so much. It was nice to talk about these things with you.

00:34:39.030 --> 00:34:40.620

Participant Five: Yeah, of course, thank you so much.

00:34:40.740 --> 00:34:41.550

Isabelle Robles (she/hers): Sounds good. Bye.

Participant Six

00:00:02.220 --> 00:00:12.030

Isabelle Robles (she/hers): There we go Okay, so my first question is, why do you like about Instagram like when you open the app kind of what are you looking to get out of it.

00:00:12.929 --> 00:01:40.590

Participant Six: So my two main things that I really liked out of instagram are keeping in contact with like long distance friends and also kind of like casual acquaintances. And then also. Instagram reels for recipe ideas like literally all of my recipe or all of my instagram reels are just like vegan recipes. And that's allowed me to like start cooking like fully vegan at home, this year, which has been really cool but that like I use Instagram meals for vegan recipes and then like. My regular Instagram feed I love that like being able to like keep up with friends that are from like different places around the world like from an exchange student experience I did I have like a lot of friends that live in different countries. And so, we obviously don't really ever see each other anymore, but we can still kind of like keep up with each other's lives and like see what everyone's doing and see like Oh, that person got engaged like. Oh, that person joined the military and like I don't keep in contact with these people in any other way, so I still get to like feel like i'm a part of viewing their life, and I hope that they kind of feel that way about me too. So that's it and also just friends that like I know from mizzou but that i'm not like in the same social circles with I can still like see what they're doing at mizzou and like keep up with people that i'm not in constant contact with. So those are my two main things that I really liked about Instagram.

00:01:41.220 --> 00:02:02.940

Isabelle Robles (she/hers): So outside of like your friends that you mentioned, like, whether they be at Mizzou or abroad and the recipe kind of accounts on reels, what sort of accounts do you follow on Instagram? So could be like anything from news organizations, Mizzou-focus, you influencers, etc.

00:02:03.450 -->00:03:07.290

Participant Six: Yeah, I would say, probably 85% of my account is like following my friends and like family and people. I would say 5% is following like businesses like local Columbia businesses I love following Columbia businesses or like restaurants, that I really like or like restaurants that I've been to before that, I think, have really good food I like to see like what recipes there are like what type of food they're posting. I would say 5% is like accounts that are related to things i'm interested to like I follow my nonprofit organization that I internship with over internship with over the summer in DC, Search for Common Ground and, like some other related nonprofits. And then, I guess, like the last 5% would be like photography accounts are like National Geographic just like pretty pictures, you know, like of landscapes things.

00:03:07.710 --> 00:03:27.300

Isabelle Robles (she/hers): For sure. So how often would you say you share to Instagram? Like posting, sharing stories or even just like how often you like message your friends or other people you interact with.

00:03:28.590 --> 00:06:21.540

Participant Six: I definitely don't ever go a day without checking Instagram but I don't really use the feed anymore, like the scrolling feed, I hardly ever use that I mean. **I honestly don't remember the last time that I really like went through my feed, I think that Instagram algorithm is different now than it used to be. I don't really get a lot out of it like I feel like it pushes people's posts to the top that are like the most popular like that are getting the most engagement and usually those aren't the ones that I want to see the most. If I scroll through I'm not seeing like my friends that I know from exchange or something like that, like I'm seeing like people who are having like the most engagement on their posts. But I would say I use the stories function like I post on stories like if not daily, like every other day, like I use stories a lot because it's just like casual. Like you can just post a picture of like what you're doing like if you're out to dinner like you know you can post a picture of something a lot more casual I feel like than you can with a regular like real post.** Stories are for all the time. I also really like stories, because I feel like it's a really nice timeline. I started recently putting highlights of Winter 2020, Spring 2021 so I can go back to that chapter of my life and watch the casual real unfiltered version of my life at that time because it's a lot more casual. I feel like it's a lot more authentic. I feel like there's a lot more pressure on a real post on Instagram and I definitely post less now than I used to. In the past, like my freshman year of college really and like before that, whenever I was doing my exchange experience, I would feel like I couldn't stop stressing about it, if I were going to an event like a concert, or like, if I were on a family vacation or like anything like that, if I did something cool like some cool experience I couldn't stop stressing during the experience until I took my Instagram posts and like once I got a photo that I liked I was like okay, now I can finally enjoy the experience, but now I feel like since I've kind of taken the pressure off myself and like I put a lot more emphasis on just like casual stories. I don't really feel the pressure like that as much anymore to get a really good post like I'll

just post a story and then like move on. So that's nice, like I definitely use stories more than regular posts. Like regular posts I'll only post if I randomly like a good picture that a friend is like "Oh, let me take a picture of you." I don't like actively seek out photo shoots anymore which is like taking a lot of the pressure of using Instagram for me so that's nice. But did I cover everything?

00:06:21.750 --> 00:06:38.610

Isabelle Robles (she/hers): Oh yeah, you totally did, that was awesome. Can you remind me what accounts you follow specific to women's advocacy issues or anything like that? Anything local, too, in addition to the national ones.

00:06:53.490 --> 00:07:21.960

Participant Six: You know actually I don't really follow any dedicated women's organizations, honestly I follow like a lot more like peace building nonprofits.

00:07:22.320 --> 00:07:44.610

Isabelle Robles (she/hers): Gotcha, gotcha. Good to know, okay. If you had to guess, do you think other friends or people in your social group are engaged with women's issues or women advocacy kinds of accounts on Instagram?

00:07:44.640 --> 00:08:11.670

Participant Six: Yeah, I feel like the people in my circle really care about these issues. And I do too. And like I obviously care about women's advocacy and like women's issues and stuff, but I don't know if Instagram is the place I'd go for information about it, you know, and I don't know if my friends do or not.

00:08:12.090 --> 00:08:17.550

Isabelle Robles (she/hers): Ah, okay. So where do you go to get your information about women's issues?

00:08:18.120 --> 00:08:32.850

Participant Six: I spent a lot of time on Twitter and I follow a lot of funny accounts and like I use Twitter for entertainment purposes, but I also follow serious accounts that talk about real things you know.

00:08:32.910 → 00:09:20.730

Isabelle Robles (she/hers): That makes sense, okay cool. So that's the first section about just Instagram and then now I'm going to share my screen with the examples. Since you said you maybe don't see as much of this kind of content on Instagram, it's totally understandable if you feel like you can't answer the question. Just to reiterate, there's no right answer at all, just your truth. Okay, just making sure you can see that okay?

00:09:21.840 --> 00:09:22.080

Participant Six: Yeah.

00:09:22.410 --> 00:09:42.870

Isabelle Robles (she/hers): Okay, so if you want to just take a minute to kind of look over those posts and then whenever you feel ready, if you want to just kind of describe to me what you know stands out about these posts, or just how you would describe them generally, whether that be similarities, differences, anything like that.

00:09:43.410 --> 00:09:44.580

Participant Six: Mmhmm okay. So I would say something I immediately noticed was that, like the third one, that one wasn't explicitly stating something about women's advocacy. Obviously the Affordable Care Act has to be related to women's I can see, because of all the benefits that women received from the affordable care act. But that one didn't say anything explicitly about women. USO women, that one focused on Black women's issues. So something. kind of like intersectionality there and then the first one, the only thing I noticed that you're not the only thing, but something I was going to point out about that one is that the focus of the post was that an all-female White House communications team was being like hired or appointed, but the only name that was featured and, like the headline or the caption was Biden And I was just like: Okay, so the white man is being highlighted in this one.

00:11:54.060 --> 00:11:55.830

Isabelle Robles (she/hers): Yeah, that's a really good point.

00:11:56.790 --> 00:11:58.230

Participant Six: Yeah I thought that was kind of funny.

00:12:00.570 --> 00:12:23.970

Isabelle Robles (she/hers): If you were to see like any of these posts on stories like if someone was re sharing it from these accounts, do you think you would be likely to engage with them, for any reason. And if so, what would it be, and if not, you know, maybe, how come?

00:12:24.540 --> 00:12:32.790

Participant Six: Yeah so, a lot of times whenever I see a story like this from my friends - this actually happens a lot, and I forgot to mention mentioned this earlier, but **my friends will share a post to their story and that's usually how I would see something from one of these accounts, even though I do follow one, yeah. I don't know if attractive is the right word, but more I guess digestible graphic like the planned parenthood one has like a very digestible graphic** that's kind of like attention grabbing I'll usually click on it and then go to it. What I usually really like and get a lot out of those posts like when I click on it I want to go to that post and see a long caption. That's what I would really, really like out of a post like that, like I would I definitely would engage with something like that I feel like. Like the USO women one if that had like one of the graphics like the planned parenthood one did and I clicked on it, I would want to see a really long caption about that starts off with, we need to end hair based discrimination and all policies that unfairly target black people and then went on to like explain the article that it has a screenshot from and like goes on to talk more about the issue, and all of that. **Like, especially if it's being posted to a story, like, I want to see a digestible graphic that like piques your interest about what the story is and once you go to post like you get all the information about it.**

00:13:54.660 --> 00:14:25.500

Isabelle Robles (she/hers): Yeah, that makes total sense, and that was actually something that has been reflected in other people's responses to is like liking to see kind of something that grabs the attention, but then like knowing you can get all the information in the same spot If you're interested in it. I guess like this might seem kind of like a silly question but with these kinds of posts, do you think if you were to see them engage with them like do you think that's personally beneficial in any way to you, and like How would you describe that benefit.

00:14:26.160 -->00:15:56.070

Participant Six: I think one of the benefits is just that it keeps it at the forefront of your mind like. It doesn't allow you to become like complicit or complacent like it doesn't allow you to like sit back and not think about the issues, especially when it comes to something that like it doesn't directly affect my identity, like, I am not a black woman, i've not been discriminated against because of my hair and I also am not a swimmer but like this is an issue like this swimming cups for natural back here rolled out of the Olympic Games that's something that I like absolutely must care about and I think that it's like super beneficial for me to see this article, and like think about it, because it's not something that I'm thinking about on a daily basis because it doesn't impact my identity. So I definitely think that's a super important and beneficial thing that I would get out of like engaging with the post the like the USA women post. Like the women's march one. While like I don't fully think that they did the greatest thing ever with the post like a with the you know, highlighting the white man's name and then like not mentioning any of the all female communications team, I feel like that's beneficial because I get to feel like **"Oh good like, a win for women,"** you know, like I get to kind of feel like a little bit of the uplift of like this is progress, you know.

00:16:00.900 --> 00:16:01.500

Isabelle Robles (she/hers): And then kind of on the flip side, and let me know if this doesn't make sense, you think that was what your social group might be like?

00:16:14.190 --> 00:16:19.350

Participant Six: Can you hold on just a second, it's cutting out a bunch, will you repeat that question?

00:16:19.380 --> 00:16:21.480

Isabelle Robles (she/hers): Sorry, yes.

00:16:21.600 --> 00:16:22.650

Participant Six: No, I think it could be me.

00:16:22.980 → 00:16:30.240

Isabelle Robles (she/hers): No worries, I think my WiFi is reconnecting so probably me. Can you hear me, though?

00:16:30.660 --> 00:16:31.620

Participant Six: Yeah, I can hear you, you're good.

00:16:31.680 --> 00:17:03.210

Isabelle Robles (she/hers): Okay awesome. Okay, so this question might seem a little bit vague but, I'm curious, do you think any of these posts feel like there's kind of an added social benefit to them. I know that you mentioned that your friends tend to post these kinds of things. Do you think that it coming from your friends account might change how you like, whether or not you choose to interact with it and would that like affect your choice to you know potentially share yourself if you were interested?

00:17:05.520 --> 00:18:29.670

Participant Six: Yeah, I think, honestly I mean this kind of sounds bad to say, but like **if I know that I don't agree with the friends political views, and I see them poster graphic sometimes like that definitely gives me like a preconceived notion of what I'm clicking on** and like sometimes I'll just to like fuel my own like not hatred, not the right word, but like fuel my own like anger at their opinion. And like I almost always will click on those because I'm like I want to see how ridiculous, this is so. I I will definitely look at the person who posted it and kind of if I like agree with their political **if I typically agree with their political opinions or like their social opinions or not, and that definitely kind of like sways the way I feel going into the article or like even if someone that are not the article and going into the post if or if someone that I typically agree with** who is posting, something that I'm kind of like I don't know if I agree with that go into it with maybe like a more open mind, because of who posted it, you know what I mean like if I think that the person who posted It is like cool or like I view them as like smart I'm like maybe they're right, and I should like change my mind on this.

00:18:30.210 --> 00:18:53.970

Isabelle Robles (she/hers): Yeah no I get it makes sense I do the same thing, do you think like what are your thoughts on like sharing these kinds of posts, do you kind of like think about that so social implication, or do you think these posts feel like maybe more like something you want to like maintain sort of personal to you into your learning?

00:18:54.240 --> 00:20:20.910

Participant Six: Yeah I don't I don't have a problem with people showing like sharing things like this on Instagram at all, especially if it's like a post that has a lot of information or has like suggestions for like further reading and, like more research and stuff, but I feel like for me personally, I because I don't use Instagram exactly the way I used to, and **because I do spend a lot less time on Instagram than I used to, this isn't the primary way that I would like to have my opinion heard. I feel like this isn't the primary way that I share my opinion on things now.** I think that there have been times in my life where I felt like this was like what I wanted to do in terms of social justice and I felt like I had like an audience that was like listening to me, and that I had a voice whenever I would post things like this and, like it could possibly make a difference, because it would start a conversation with someone who would disagree with me or something like that. But since I'm a lot less active on Instagram now and, since my followers are a lot less like because of the way the algorithm works I don't like have as much engagement on Instagram as I used to and I don't feel like this is like the most effective way for me to make my voice heard on these issues.

00:20:22.410 --> 00:21:03.060

Isabelle Robles (she/hers): I think that's valid, yeah. Awesome, okay, so I'm gonna switch over to the next series of posts so there's four total so this will be a second one. So if you just do the same, like kind of take a second to look over these and then like some thoughts on like what stands out to you or you know what might kind of draw you to these posts are going to keep you at a distance from these posts.

00:21:03.690 → 00:23:19.500

Participant Six: Mm hmm. **I'm realizing as I'm looking at these that, like the posts I'd be most likely to engage with are like super like hardly any information, like a graph that just like tells this like one little snippet and then you click on it to find the whole story like I feel like that's what engaging. I feel honestly with the me to movement, if someone posted that on their story I would skip right by it like honest, you know and like I don't think because there's just so much information on it like I'm scrolling through stories so quickly that I wouldn't even like stop to look** at that one like the marching in all 50 states join us on October 2 i'd be like oh my gosh we're in my state or they marching and i've clicked on the post, you know um. I feel like this one's a good comparison of like **like just you feel like overwhelmed by the amount of information on a graphic versus like very small amount of information that just Piques your interest and like invites you and don't look for more.**

00:22:33.720 --> 00:22:50.400

Isabelle Robles (she/hers): Yeah, makes total sense and then kind of the same like question, do you feel like, if you like, you said, if you saw these like what would be the like the personal benefits that you would gain from kind of interacting with these posts.

00:22:51.540 --> 00:22:55.500

Participant Six: **I think, just like being a part of it,** you know I mean I think all of these are besides the middle one the women's march one well the other two on the outsides are like inviting people to an event and that's like super cool I mean that event the me to movement event sounds awesome. **yeah like the benefit of engaging with these posts is just like being involved.**

00:23:20.250 --> 00:23:33.210

Isabelle Robles (she/hers): yeah do you feel like the information and in these posts have like any kind of social implication like, would you be likely to share it with friends or talk about it with friends at all, or is that, like not cross your mind as much.

00:23:33.540 --> 00:23:54.240

Participant Six: I think, for both of the events, the events like the me to movement event and the women's march event, **if I chose to go to them like I would definitely share it on my story and then like invite my friends to go with me like, I feel like definitely the ones that are events have a big social implication because, like you would do with your friends right.**

00:23:54.480 --> 00:24:12.750

Participant Six: Makes sense. Perfect I'm going to just move to the next one. Alright here's the third one, so just want to take a minute and then again kind of go with what stands out to you, and what you're drawn to wear what is it as enticing.

00:24:34.800 --> 00:25:16.140

Participant Six: Well I'm I feel like. All three of these to an amazing job with packing like a ton of information and like.: Shocking numbers and to a graphic I think that numbers are always effective because, like I don't know it's just like. You quantify it, you know you quantify this issue with a number: which I think is powerful I also like how the first to the women's March and the time's up now graphics lead to a longer caption I like that a lot yeah I like these ones I think these are effective, and I would probably engage with these ones.

00:25:16.500 --> 00:25:42.930

Isabelle Robles (she/hers): Yeah do you and then kind of the same question like you know, are there any like intrinsic personal benefits that you think you might gather from like engaging with these posts or and then I guess to like broadening out like when you think about like the kind of posts that might like pique your interest what are what are kind of the things that impact that is it like topic is I mean we've talked about format, a little bit.

00:25:44.580 --> 00:27:08.850

Participant Six: Um so I think kind of how I said, with the first one, like the benefit of engaging with any of these is just like. Like not raising awareness in my own mind, but like keeping it at the forefront of my mind to remind me that it is an issue and, like I think: there's always a benefit to caring about things that are wrong in the world, so like also learning more about things that are wrong in the world is important, so I think that's obviously. benefit of engaging with all of these posts, and I would say I'm more likely to engage with posts that first of all, that are like I've been talking about like a graphic that pulls you in and then leads to more information but also things that are. Issues that I have cared about in the past, like what issues like black issues like you know the I or like LGBT Q plus issues, I feel like things that I've cared about in the past I'm more likely to engage in those or on the flip side Basically, the opposition to all of those issues I would engage with those posts as well to kind of like be angry at how does my heart that.

00:27:10.980 --> 00:27:11.670

Isabelle Robles (she/hers): I get that.

00:27:12.450 --> 00:27:25.890

Isabelle Robles (she/hers): That and then same kind of question, do you think that any of these feel like there's any kind of social implication or like social benefit to them or does it feel kind of more on the personal side to you.

00:27:26.940 --> 00:28:39.630

Participant Six: Um I think for especially the sexual harassment graphic I think that, like sharing that one for like me or any of my friends, has a huge social implication because, like we all have a ton of I don't know exactly what the: Statistics are but like. I would say I would confidently say most sexual harassment is perpetrated by a male and like we all have male friends and like them, seeing that I think is important. Like men holding other men accountable is like super important in terms of sexual harassment, so I think that's a huge social implication for that one. And yeah I mean, I think that goes for any women's issue graphic but yeah make sense

00:28:31.170 --> 00:28:32.820

Isabelle Robles (she/hers): okay awesome and then this is the last section, so this one is two slides so I'll let you kind of look over these and then let me know when you're ready to switch to the next one and I'll flop over. You know what stands out to you, what you notice and like how that might affect your engagement with it.

00:28:40.140 --> 00:29:07.230

Participant Six: mm hmm.: Okay.

00:29:08.850 --> 00:29:09.990

Isabelle Robles (she/hers): there's the second part.

00:29:32.910 --> 00:29:33.240

Participant Six: Okay.

00:29:33.870 --> 00:29:48.660

Isabelle Robles (she/hers): awesome so then yeah whenever you're kind of ready just what about all these posts, I guess you notice or stands out to you and how that might like impact your interest if you were to see it on your stories or.

00:29:50.370 -->00:31:18.540

Participant Six: I think that could you go back one page and the breaking down the term indigenous that's definitely the kind of thing that I would see someone posts on their story, and I would like click on it, and then I really liked the format, where you swipe through and see **all of the information like I don't know I like I would definitely engage with that one, I think. The your rights on election day one, I like that one too, I think I will be more likely to engage in it if it were kind of in the same format of the breaking down the term indigenous and it was like the first slide is your rights on election day and I saw that on a story, and I was like what are my rights on election day and then I click on it and go to it** and they'd have like four slides with each of those on the slides. And then, would you go to the next one. And then I don't think I mean simply because this one doesn't really: Like apply to me I don't think I would ever click on it; you know yeah. I like I don't I'm a student and I don't work right now, and like I don't really know that much about paid leave, but I don't know I mean. I think it's definitely something I do need to know about and link should care about, but I don't like if I'm being honest I don't think I would.

00:31:19.560 --> 00:32:44.550

Participant Six: know that that's reasonable I think it's very common to like to click on things that feel relevant.: And you know, maybe kind of avoid things that I'm sort of questioning. How would you describe, like the personal benefits of like deciding to engage with these posts. **Your rights on election day definitely a personal benefit to that one because I get to learn what my rights are at election day that. Breaking down the term indigenous that just like.: helps me have a better understanding of a word that I feel like because, like a lot of I don't know if ambiguity is the right word but, just like a lot of, like, I don't know just like a really important word that I feel like maybe I like, maybe I think I know what it means, but maybe I don't understand everything about it, like I get to learn like education,** you know, and that the paid time off one. I think that that would help me like personal benefit to that one is like learning about an issue that doesn't

apply to me, and that, like. I don't I don't currently care that much about like reading, this would maybe make me care about an issue that I don't care about right or not, that I don't care about it that that I don't think about that often.

00:32:45.060 --> 00:33:01.980

Isabelle Robles (she/hers): Right yeah, that makes sense and then the same kind of last question is about how you feel like this might affect your social group, or you know others around you and or if it feels like maybe something a little more personal and intrinsic.

00:33:03.960 -->00:34:36.120

Participant Six: I think the election day one, I can see that being like Relevant in my social group just because you know, I think that our age group of people is like the least likely, a group of people to vote and reminding people that like voting is something that we should and can do saying like these are your rights on election day like gets people thinking about voting gets people thinking about like how they can vote and like if they feel intimidated by voting this helps you like understand. Like what you should do on election day, so I feel like that one's relevant for like my social group just because, like a lot of the people I know don't vote or like nervous about voting. And then, I think again with the paid time off one I just feel like that one doesn't have that much of a social implication my circles, because Most of the people I know aren't working full time like if they work it's like a part time job balancing that with school, so they don't really have like time or if it's just like you just don't you're not scheduled, you know get your shift covered.: and breaking down the term indigenous **I feel like I don't know how much of a social like how relevant, that is, in my social circles. I think that the people who care about it would read it and, like the people who don't want it, won't.**

00:34:37.470 --> 00:34:57.510

Isabelle Robles (she/hers): Yeah that makes sense. Okay I'm going to stop share because that's the rest of the slides but that that's it on my side is there, like any other thoughts or questions or comments or anything that you kind of had about our conversation or things you wanted to share that maybe I didn't ask about or anything like that.

00:34:58.620 --> 00:35:03.570

Participant Six: I don't think so.

00:35:03.840 --> 00:35:12.510

Isabelle Robles (she/hers): Okay awesome well then that's it, so thank you so much, I really appreciate it, and it was nice to hear your perspective.

Participant Seven

00:00:00.000 --> 00:00:14.130

Isabelle Robles (she/hers): If you're ready, we can just go ahead and get started. So the first question is just what do you enjoy about Instagram like when you open the APP. What, what are your purposes for using it.

00:00:14.639 --> 00:01:15.000

Participant Seven: Um so I mean obviously it's really nice like catch up with friends that you don't see all the time, so, you know people from high school people from back home, but also people from like classes, that I had taken earlier on in my undergrad as well as like students so keeping a tab on on other people, seeing them flourish is very nice. but also for news like I use. I use Instagram a lot for news try I try to follow like a lot of. Not necessarily like CNN or like big like news kingdom morons it's more so, like I try to file follow like individual activists. get their perspectives on like what's happening because I don't know I find their opinions, a bit more valid and then seeing it but yeah.

00:01:15.690 --> 00:01:22.020

Isabelle Robles (she/hers): cool yeah that makes sense, so then kind of along with that what I know you mentioned friends and activist, but. kind of like what's the range of accounts that you follow across influencer across Instagram, are there any like influencers celebrities like other you know passion related accounts or anything.

00:01:34.470 --> 00:01:40.440

Participant Seven: Yeah so my I think the weirdest one that I follow is toby toad. So it's just this like. girl who has a pet toad and she takes pictures of him. In like these little. The all House says that I think it's like her mom's business is creating like doll houses and like little like incredibly detailed like kitchen sets and like. Like I think there was a recent fruit stand or like a flowers shop that he opened so love toby toad.

00:02:13.200 --> 00:02:14.640

Isabelle Robles (she/hers): that's awesome.

00:02:15.150 --> 00:02:17.190

Participant Seven: And then I follow like a. Few things like celebrities, celebrities that I follow Megan the stallion, I'm obsessed with Megan the stallion so I follow her on Instagram. And also, like my favorite drag Queen, so I have like Trixie Mattel, Katia. yeah. that's it not really any like. Like influencer influencers a lot of historians. yeah.

00:02:50.280 --> 00:02:53.850

Isabelle Robles (she/hers): Cool so historians, activist, friends, toby the toad.

00:02:55.260 --> 00:02:56.160

Participant Seven: Toby the toad who sits at the intersection of all of that he probably has a PhD.

00:03:01.980 --> 00:03:02.610

Isabelle Robles (she/hers): So awesome. So then, how often or I guess the question would be kind of along that. What kind of do you think you gain from those kinds of accounts like what is your like the benefits are the reasons that you like to follow the accounts that you follow, whether it be, and you don't have to touch on all of it, whether it be activists or you know friends or toby or anything.

00:03:26.880 --> 00:03:35.160

Participant Seven: Yeah, I'm definitely like there's like the social element of people that I know and keeping up with them, but. Especially for artists like Megan who I really support, I know that she gets money for likes like I'm. First of all, to see pictures of her is like living your best life because she's beautiful. I love her style. I will also do that and then like the monetization of Instagram i'm like get your bag. But also, like news learning, especially with historians like what. sort of like trends in research but also like best practices are especially because, like i'm interested in American history, public history and the history of like forcefully minority groups so like, proper agency language learn a lot from like activists themselves and also like activist historians, who I follow cool.

00:04:35.280 --> 00:04:35.700

Isabelle Robles (she/hers): awesome. How often would you say that you like to share to Instagram so that could be like stories or you know posting to your feed or even just messaging with friends like within the APP.

00:04:49.140 --> 00:05:04.860

Participant Seven: And yeah I don't really post. I think probably maybe like twice a year on my actual life fee, but I do share a lot of my story so whenever I come across something like an infographic that I think is really. Like important that I learned something from and also think that others could learn from like I'll share that. Whenever Save Read Hall, which is like the Instagram account that I run with a couple of my friends that I work on with whenever they post, something I repost that yeah. yeah, especially because, like, I come from a very rural conservative small town, and this is probably naive, but I do like to think that whenever. Some of the remaining conservative folks that I know are clicking through the least have access to reading that if they so choose.

00:05:48.990 --> 00:06:00.060

Isabelle Robles (she/hers): Yeah no for sure that makes sense um So do you follow any women's issues like specific accounts so that could be activists or organizations and then. If so, like you, don't have to know all of them, but if you could just like name a couple, and then you describe why you chose to follow them or when you encountered them I guess.

00:06:10.710 --> 00:06:23.430

Participant Seven: Yeah so I follow a lot of like pro-choice accounts I'm trying to think of like I don't I can't remember the actual handles but they're both nationally and like state accounts. I just think I mean obviously that feels incredibly important whenever we've got a Supreme Court on the national level that could potentially overturn roe V Wade but also at the State level, we always have legislation coming through trying to curb women's rights, the rights to like reproduction and sexual health, for I mean all people, keeping tabs on those is important to me. I also follow. A lot of like feminist accounts um I think the Audrey Lord project I follow.

00:07:11.910 --> 00:07:20.490

Isabelle Robles (she/hers): That's great do you um can you kind of take yourself back to maybe when you first like chose to follow those accounts? Do you know where they things you saw or things you sought out yourself?

00:07:26.040 --> 00:07:42.600

Participant Seven: Right so um I grew up in a very conservative area and I grew up very conservative myself - it wasn't until the election of Donald Trump in 2016 and the aftermath, and the publicity that came with his "grabbing women by the pussy" comment that sort of led me into feminism. Having access to social media was a really good way for me to at least begin that exploration process, so I would like looked up "feminism," just searched that on Instagram and saw accounts that came up. I could read a lot of their messaging and use it as a tool for education. **That's what I had access to, and it also seemed much more accessible at that time than like reading feminist theory literature, because I was like 16, sort of just introducing myself and familiarizing myself with the concept.** That was nice. And then it kind of expanded from there like, whenever they would reference another account, I'd be like "Oh I'm going to go follow this person and that person and share that with my other friends."

00:08:49.770 --> 00:09:06.150

Isabelle Robles (she/hers): that's awesome that's cool do you are there any like I know you mentioned that kind of following the pro choice keeps you up to date on like any news, are there any other benefits that you think from following like the feminists or women's issues accounts that you do.

00:09:08.550 --> 00:09:12.060

Participant Seven: **Like sense of community and solidarity,** like in leadership roles, working with men constantly and then within like academia, **having a network that reinforces what I am experiencing.** I have experienced micro aggressions out experience like blatant aggressions like and seeing that while it's frustrating that it happens on a larger scale to like other women, it also **helps me not internalize that is like it's my fault like individually. And it helps me like identify these behaviors are problematic on a more structural level and also interpersonal but it's not just something that happens, uniquely to me. And I think to like give voice to that is some is really nice can help be like validating.**

00:10:32.250 --> 00:10:41.100

Isabelle Robles (she/hers): Yeah for sure that makes sense. And then this, you may not know the answer this question, but do you know, like other accounts that are kind of like. In your social network on Instagram so maybe it's like you know your friends your family, like any of the activists that you follow, do you think that they also have like similar interests or maybe follow the similar kinds of accounts as well.

00:10:57.600 --> 00:11:04.710

Participant Seven: I think, so I think there's definitely a vendetta diagram at work for sure of like people who I definitely still follow from high school, who were there's probably very little overlap and who we follow but definitely like the people who I'm closest to now and I interact with more on a daily or more frequent basis. I would say that in the Venn diagram there's definitely a lot of overlap there.

00:11:25.200 --> 00:11:25.380

Isabelle Robles (she/hers): yeah.

00:11:25.410 --> 00:11:34.260

Participant Seven: And I'll see if they repost something and I see it on a story, and I really like the content, like I'll follow that account and like vice versa.

00:11:34.860 --> 00:11:46.890

Isabelle Robles (she/hers): Cool awesome, okay so that's the kind of first section about just your own personal Instagram uses and now I'm going to pull up it's going to be four different sets. Of Instagram posts all from women's advocacy accounts and just kind of get some of your reactions I'll be asking the same questions for all four sets so it might feel. A little bit repetitive. But we'll just go ahead and get started, I'll share my screen. Where are you from?

00:12:10.170 --> 00:12:12.210

Participant Seven: I'm from Salem Missouri.

00:12:12.480 --> 00:12:13.110

Isabelle Robles (she/hers): Okay yeah.

00:12:13.440 --> 00:12:15.840

Participant Seven: Oh yeah, you know, sweet, you know what that is.

00:12:24.180 --> 00:12:30.120

Isabelle Robles (she/hers): I'm familiar, for sure. I used to work as a reporter I would like to hear a lot of you know towns, but where is it geographically?

00:12:30.510 --> 00:12:31.590

Participant Seven: It's about. Do you know Rolla is like central? Yeah it's about 20 miles south of Rolla.

00:12:37.590 --> 00:12:38.520

Isabelle Robles (she/hers): Okay gotcha. I mean I don't know personally if I'm being honest, but I definitely recognize that, like. If anything, it was probably just like. Finding it kind of curious that there's like another Salem.

00:12:52.770 --> 00:12:53.910

Participant Seven: Yes, yeah.

00:12:54.660 --> 00:12:59.040

Isabelle Robles (she/hers): But okay awesome yeah let me do a slideshow. Can you see that okay.

00:12:59.340 --> 00:12:59.940

Participant Seven: Yeah, yeah.

00:12:59.970 --> 00:13:06.240

Isabelle Robles (she/hers): OK cool so if, at first, if you just want to take like a couple minutes or however long to kind of review. These posts and then whenever you feel ready just to kind of

like describe the post to me so that could be like what stands out to you about them what you find similar like what feels engaging or disengaging kind of anything along those lines.

00:13:48.300 --> 00:13:48.600

Participant Seven: I think I'm ready.

00:13:49.530 --> 00:13:58.290

Isabelle Robles (she/hers): yeah so, however, like you could describe like what stands out to you or what feels like most engaging to you about these posts.

00:13:59.070 --> 00:14:09.750

Participant Seven: **Yeah, I think I'm the first to like - it's good to have like I think the visuals of like another person like help identify, it kind of brings it in the other one. or the like final one, the Supreme Court, I think I would just end up scrolling like kind of just scrolling past that it's just not. Like all the text it's not incredibly engaging** um. I also like the first few look like they have articles attached to that, so I mean that would be something that I would end up clicking and like going to that article to read more and it's not just kind of flat information, like the other one.

00:14:44.220 --> 00:15:01.140

Isabelle Robles (she/hers): yeah no that makes sense um this kind of repetitive question but um so just to kind of reiterate like what might make you like engage with something or not is like if it's just like text with a lot without a lot of context, maybe that's less engaging compared to like you know. pictures and seeing access to more information?

00:15:04.650 --> 00:15:06.240

Participant Seven: Yeah for sure.

00:15:07.650 --> 00:15:14.310

Isabelle Robles (she/hers): And then, this might sound kind of silly, but do you think if you saw these posts, like on your feed or on. Your story, and you were to engage with them, do you think you would personally benefit from like any of this? Does that make sense, I can describe it more.

00:15:30.060 --> 00:15:32.940

Participant Seven: Yeah, maybe describe it just a bit more.

00:15:33.090 --> 00:15:34.920

Isabelle Robles (she/hers): Yeah so like if. Like if you were to see this like does it like make you personally feel any kind of like positive way, whether it be like it reflecting some need you have, or like resonating with you at all, or like How would it impact, like you, as an individual if at.

00:15:54.960 --> 00:17:11.220

Participant Seven: I definitely you know, despite the affordable care act not being the most like engaging post I would definitely be like interested in that, as someone so I'm from rural Missouri low income, the financial strain of access to like insurance and like equitable health care coverage that news benefits me, and **benefits my community.** I'm just very skeptical about the

way that like women are sort of like token is this diversity in the administration like it's a very novel thing. And then, also, to see I guess the language of like "all female" feels very weird. I mean, like it's a good thing, but also, I'm like "Nope, sorry."

00:17:14.700 --> 00:17:26.160

Isabelle Robles (she/hers): I was just gonna say someone pointed out in one of my interviews that I had not noticed until she said that she was like it's kind of ironic that the first word is a white man's name.

00:17:29.550 --> 00:17:30.180

Participant Seven: Yes and there's not like a woman's name in the whole headline.

00:17:30.210 --> 00:17:32.010

Isabelle Robles (she/hers): Like who are these about.

00:17:32.670 --> 00:17:34.110

Participant Seven: Exactly I think it's not actually about them at all, it's about Biden doing something.

00:17:44.010 --> 00:17:44.250

Isabelle Robles (she/hers): For sure.

00:17:44.310 --> 00:17:45.600

Participant Seven: And then the middle one **I would be interested in like as a white woman. I would be interested in like how I could use like privilege to help this but also, I would just be very** just very annoyed to see that like black women's hair is being policed and regulated, especially with the Olympics, because they've been terrible for black men very publicly for the past like two years it's been I've just seen a lot on social media about it yeah.

00:18:25.380 --> 00:18:40.410

Isabelle Robles (she/hers): Totally. And then kind of on the flip side of that, do you think any of these posts, like feel like they would add value to your social group, or like others around you or would you be likely to share any of these posts. And I can describe that more if it's feels vague.

00:18:50.700 --> 00:18:54.510

Participant Seven: I don't think I would share any of these. Like I think I would read them individually, but I don't know that I would share them yeah yeah.

00:19:01.800 --> 00:19:07.500

Isabelle Robles (she/hers): No makes sense, all right we'll move on to the next set oops. There we go and if you just want to take a minute to look them over and then just kind of describe when you're ready about like what stands out to you or feels engaging and what you might you know kind of glance over.

00:19:29.460 --> 00:19:31.470

Participant Seven: I think the middle one - I don't there's that one just seems kind of boring, I really like the we're marching in like 50 states that's very engaging but the graphic designer for the third did her dirty.

00:19:56.520 --> 00:19:57.120
Isabelle Robles (she/hers): Yeah.

00:19:58.200 --> 00:20:16.260
Participant Seven: I'm pretty sure I follow the Me Too movement and like their posts, but this is just like someone had access to maybe PowerPoint and rudimentary photoshop skills. I don't love the style of that.

00:20:19.380 --> 00:20:29.070
Isabelle Robles (she/hers): I got you. And then kind of what about the content of the post, so you know, like we said, the first one is kind of an announcement, the second one is like some numbers about an event that already happened, and then the third one is like talking about a webinar - do any of those, graphics aside, seem interesting to you?

00:20:41.460 --> 00:20:47.880
Participant Seven: What's unfortunate about the graphic design of this one, because I think access to events like this in the post zoom world, being able to like zoom in and listen t incredible scholars and activists and like writers. is very new since our zoom age and definitely something I would be interested in and like want to like share that opportunity with because why not. But I don't know if I was just scrolling through if I would stick around for that, because it's a little rough visually. I mean it's cool to know that this is happening in October like the first one so it's "set your calendars." I think I would engage with that one. Yeah.

00:21:39.480 --> 00:21:50.430
Isabelle Robles (she/hers): make sense and then kind of on to the to sort of funky questions do any of these feel like personally beneficial like they resonate with you as an individual or. You know kind of catch your personal interest.

00:21:54.900 --> 00:22:03.870
Participant Seven: I love going to, like zooming in to talks um, so I would definitely do that. And just the opportunity to learn, especially - I'm really into public history and public access to like learning opportunities engaging, so I would be really into that i'm. Definitely, so I do a lot of work like voter registration and get out the vote. I was actually a poll worker on Tuesday. It was fun and I'm always down for like women voting or like increasing voter turnout. And then attending the march, I haven't really done that yet. Just haven't done it so yeah.

00:22:46.920 --> 00:22:49.950
Isabelle Robles (she/hers): I haven't either, and I feel, something I should have done right now. But okay cool and then on the flip side like do any of these feel like maybe socially relevant to you at all, like you would think when you see them would you like, think about your friends, I guess that's kind of the best way to ask that question or and then on a similar edge like would you think to share it.

00:23:09.240 --> 00:23:12.120

Participant Seven: **In the same time yeah I think I would share. I think I would share burke's talk. Just because I mean it's a great opportunity to listen to her talk she's been so influential** like I couldn't tell you how many times well i'm sure we've all heard how many times, like the me to movement has been referenced as like an inflection point in women's rights but also like.: Finally, being transparent about the sexual harassment and violence it's commonplace for women um so yeah definitely that one. I mean. The Women's March. I don't know if I would share that but I think it would be a fun thing for my friends and I to like to attend.

00:24:04.770 --> 00:24:12.270

Isabelle Robles (she/hers): Right yeah now that makes sense, it is interesting that you say that about the me to movement like a lot of the reason that. I decided on this specific topic and, like this avenue like talking to women who are interested in these issues is because there's pretty much no information out there in communications and journalism academia about anything except for there's a lot about like content analyses of the Me Too movement and like that's kind of like well that was sort of like a sticking point in history, but like really nothing about like. women's advocacy organizations are activists, I mean maybe there has been more since I did my lit review, but yeah, so interesting. But OK cool then we'll turn to the third one, and so this is three or four. So yeah, same thing just take your time and then kind of describe like what stands out or is engaging or what isn't engaging also course.

00:25:06.900 --> 00:25:10.230

Participant Seven: **Yeah, I just don't really like these, the text heavy infographics.** I feel like because they have become so like. Common and a lot of organizations rely upon them like they have to be well done to be like catch my eye.

00:25:35.820 --> 00:25:36.780

Isabelle Robles (she/hers): Sorry go on.

00:25:39.570 --> 00:25:42.480

Participant Seven: **Oh no I was just i'm probably end up scrolling through these.**

00:25:42.750 --> 00:25:47.550

Isabelle Robles (she/hers): Yeah, what would make these appear more well done and eye catching do you think.

00:25:51.420 --> 00:25:59.580

Participant Seven: Like all I can think of are like examples of ones that I've seen and it's more so, like there's something that feels very. Like stock photos. I've seen graphics that artists actually make, like graphic designers who are also like who partner with like content experts to make something engaging and it feels a bit more like. grass roots-ish and this just feels like these kind of feel very. Like an organization kind of has this on stock. pumps it out yeah.

00:26:33.990 --> 00:26:38.880

Isabelle Robles (she/hers): I know what you mean do you think like the amount of information and texts like has. Any kind of influence, whether that be like the amount of stats and numbers or the amount of text or captions or.

00:26:47.340 --> 00:26:53.010

Participant Seven: **I don't think so I've stuck with some infographics like several like little slides in** you know and they have that organic feeling to them, because these feel kind of like the doctor's office.

00:27:14.220 --> 00:27:22.980

Isabelle Robles (she/hers): I know what you mean. So all of these you think you would probably just end up kind of scrolling past. Probably yeah so, then the answer could be like maybe because of that the answer to both of these is no, but do you feel like there's anything about these that would personally benefit you at all, or they just don't even get to reach you.

00:27:38.730 --> 00:27:54.000

Participant Seven: I mean, I do think like the content is great like if **I think it's just a means of which they've been kind of presented,** especially like the lifetime costs for survivors of like sexual harassment, I think, like. People really don't think about the long-term economic impact which I mean definitely is just, especially when it's so high, like that's. wild and I think very jarring and could sort of light some fires under people to engage with that um yeah **but you know I don't know that I would stick around to really read that.**

00:28:25.440 --> 00:28:36.810

Isabelle Robles (she/hers): No, that makes sense, so then kind of on the same breath, do you think it wouldn't necessarily be something you'd share with friends in any way or be like a social make you think of your friends or anything like that.

00:28:36.840 --> 00:28:37.860

Participant Seven: I think it's like if. Not this post in its original form right, **it was different yes, the content was presented differently i'm sure it.**

00:28:48.690 --> 00:29:54.900

Isabelle Robles (she/hers): Was awesome okay so, then this is going to be the last set and there's two slides so when you're done kind of looking over this first slide just let me know and I'll switch to the next one. But the same question you know immediate perceptions reactions things like that. So let me know if you want me to switch either way back and forth, but what are your immediate perceptions and in kind of stand out or would we do to engage with these if.

00:29:55.050 --> 00:30:05.490

Participant Seven: I really like this set more so than like the last few like this is by far the one that I think I would engage with most um. **I would probably share. I would definitely share these two.** Other one is still definitely more engaging than the last, but. Still on the verge of the doctor's office vibe. The first, I think, is exceptionally important, because people simply do not know these things so that you can stand in line. It's important not to get out of line that you can't,

you do have a right to options, to ask for accommodations you have ways to report like voter malpractice that's all i'm trying to say.

00:30:50.370 --> 00:30:50.670

Isabelle Robles (she/hers): yeah.

00:30:50.970 --> 00:31:04.170

Participant Seven: Well kind of what I'm trying to say is that issues are your polling locations, like all that's integral to preserving like secure elections and also accessible elections.

00:31:05.910 --> 00:31:06.300

Isabelle Robles (she/hers): Yes. Oh, someone just knocked on my door. That never happens. Do you mind if I answer?

00:31:06.300--> 00:31:19.590

Participant Seven: You're fine, you're fine. And then breaking down the term indigenous as. Someone very interested in history. equitable uses of language like I would definitely share that because I think a lot of people don't. know that nuance and so having the opportunity to like scroll through and learn I think is important.

00:31:42.810 --> 00:31:43.080

Isabelle Robles (she/hers): yeah.

00:31:43.170 --> 00:31:50.340

Participant Seven: Especially whenever this information is being like offered in like a space of learning to like, why not read it, you know why not share it but.

00:31:51.210 --> 00:32:04.530

Isabelle Robles (she/hers): awesome okay, so, then the next question i'm kind of further detailing out like any personal benefit that you get and I know you said you would share these so that's kind of the social benefit. But anything. That like feels important to you personally.

00:32:10.860 --> 00:32:14.550

Participant Seven: Yeah well, making sure that people know their rights on election day I just.: I've made. Voting. And voter accessibility is like a personality trait, that's kind of what I do with my student involvement on campus is trying to get people to vote. And then also, I think. I mean similar to the educational purposes of like in breaking down the term indigenous and also, I think, learning language is just really important because it doesn't matter like what your intentions are especially whenever you use like improper. Language you're going to cause harm. Right um so giving people the opportunity to learn myself and then encourage others to learn.

00:33:04.770 --> 00:33:15.210

Isabelle Robles (she/hers): cool I saw I think that really ends up wrapping it all up, then I can stop my share. Is there anything else that you think is important to add about what you'd like to see from creators talking about these kinds of issues or organizations?

00:33:28.200 --> 00:34:18.810

Participant Seven: **I think I've also been able to help curate my social media like what I see.** I know that there are a lot of influencers and celebrities who use their platforms to encourage eating disorders, not body positivity and that's also something that I feel like has been targeted to me as a woman, so, yeah I guess that's like a huge part of social media that you know I don't talk more so than Instagram because Instagram is in doing the whole like getting random stuff on your feet anymore, but yeah.

00:34:19.170 --> 00:34:29.430

Isabelle Robles (she/hers): Awesome, that's good to know. Thank you so much, it was a really wonderful conversation. I feel like I learned a lot, and it was nice to meet you and kind of hear everything you have to share.

00:34:47.580 --> 00:34:48.810

Participant Seven: Nice meeting you, have a good rest of your day.

Participant Eight

00:00:02.129 --> 00:00:13.679

Isabelle Robles (she/hers): What do you like about Instagram? When you open the app, what are your purposes for spending time there and what do you get out of it?

00:00:17.130 --> 00:01:43.230

Participant Eight: The thing I like most about Instagram is definitely how visual it is compared with other apps and the way you can sort of coagulate information together, because you can have a post or a story with multiple pages. So like Twitter, you're really limited with the amount of characters you can use. You can do threads, like I read threads all the time on Twitter, and on Tik Tok you can make longer videos. But on Instagram, the way that you can present information and slides I think it's like one of its strengths that I appreciate a lot.

What I mostly get out of Instagram is not as much about like information, like I don't use it as my primary source of stuff, consuming like information about things. More of like an actually social thing. That's how I'm keeping up with people who I haven't seen in a while. I mostly just follow a lot of people who I know. And they are often people who post about women's activism and stuff, but I don't really use it that way, as far as posting those things.

12

00:01:43.260 --> 00:01:53.610

Isabelle Robles (she/hers): That makes sense. So then the next question, which you already touched on, was just what are the kinds of accounts that you follow on Instagram so I know you mentioned friends, but are there others? Like celebrities, influencers, the whole gamut.

00:02:09.810 --> 00:04:14.610

Participant Eight: I do follow a lot of people. That's probably most of who I follow are like people I've come across in my life. It's kind of a way of keeping them, if at a very far distance

but, a way to keep them in your life somehow. Even though, most people I follow from high school that I still follow I haven't talked to in like three and a half years.

I don't follow as many celebrities just because I have a very cynical view on celebrity worship and stuff. I do follow a lot of like meme accounts and a few fan pages of things that I just like have liked throughout my life and. I don't follow as many like organizations because I feel like most of the important stuff that they're putting out usually happens on Twitter. And it's easier for them to link, it's easier to click links on Twitter than it is on Instagram because you can't like hyperlink.

I like to compartmentalize my social media. Like I don't use Twitter at all for like memes and fan accounts and like posting you know funny thoughts I have. I use it much more professionally and for information and news, whereas people I know is usually what Instagram is. The meme accounts I follow are sort of political, but they're exactly what I want and what I think it's funny. So they're much more cynical about US political news and stuff. Do you know, but do you know who neo liberal hell is?

00:04:24.330 --> 00:04:27.240

Isabelle Robles (she/hers): No, but I definitely seen the posts around.

00:04:27.330 --> 00:04:32.550

Participant Eight: It's hard for me to explain. Uh.

00:04:36.720 --> 00:04:38.370

Isabelle Robles (she/hers): Is it like a satire kinda?

00:04:40.080 --> 00:04:59.280

Participant Eight: It's not even really satire, they literally will just take photos or screenshots of things in the news, or like ridiculous things about like late stage capitalism. I don't know it's, hilarious, it is a little bit of satire but.

00:05:00.120 --> 00:05:13.500

Isabelle Robles (she/hers): I just looked it up, I think I get what you're saying.

00:05:13.980 --> 00:05:15.150

Participant Eight: Yeah, yeah. Did I answer the full question?

00:05:21.330 --> 00:05:34.830

Isabelle Robles (she/hers): I think you did it just yeah the kind of accounts that you follow and engage with. I guess on that note, can you remind me what the accounts that you follow that are focused on women's issues are? And why did you choose to follow them?

00:05:35.640 -->00:06:16.860

Participant Eight: Oh yeah, I follow a lot of hyperlocal organizations and people because sometimes the way they put out information, especially for me, being a journalist, the way they

put out information on Instagram is sometimes slightly different than the way they put it out on Twitter. So, for example, I follow a lot of Mizzou organizations and groups that include women's empowerment ones. Though, if I'm being honest, I don't really keep up or like look for it, but I will see it.

00:06:17.190 --> 00:06:35.760

Isabelle Robles (she/hers): I know what you mean, that makes sense. Can you tell me about how often you post or share to Instagram? So that could mean posting itself, sharing on your story, or just messaging or DMing friends within the app.

00:06:37.980 → 00:07:28.530

Participant Eight: I probably post like a couple times a year. Every so often, like a few months in between. And then stories – I don't really like stories. I'm not a very savvy social media user, so I just post stories whenever I write a story for the Columbia Missouri and, like, I want to post it somewhere, but not on my feed. And then I actually DM people probably most often because.

And, sometimes it's easier it's easier for me to find sources for stories that I'm writing on Instagram, like I just happened to find them on Instagram and nowhere else.

00:07:31.290 --> 00:07:51.870

Isabelle Robles (she/hers): Yeah, that makes sense. So that kind of wraps up my questions about Instagram, but I know you'd mentioned earlier that your relationship to Instagram has kind of changed, your views on it have changed. So how do you view and use Instagram now differently than you have in the past?

00:07:54.450 -->00:09:51.570

Participant Eight: So earlier, you asked me the question what kind of accounts you follow, and if you had asked me that even four years ago, maybe even like three I would have probably told you that I follow a lot more activists – I do still follow a lot of them that was one thing I forgot to say I do follow a lot of them – but you know, most of the people I follow for that are on Twitter because they're posting more there anyways but it was much more about following like people who would post those really classic Instagram graphics of “you should know about this,” but like before that account even really existed.

So I guess, if I were to explain the difference between how I use it now – now I follow accounts that kind of like poke fun at those accounts by making those graphics with information that is like completely useless, or like is like satire, like a joke version of “what you need to know about” stupid things. It's not that I'm not as engaged in those issues, it's that I have felt over the years that the education I was getting on Instagram on like issues and things happening in the world wasn't as thorough as I'd wanted it to be.

00:09:51.900 --> 00:09:56.220

Isabelle Robles (she/hers): Right, I see. yeah

00:09:56.250 --> 00:10:47.970

Participant Eight: I didn't want to solely rely on that. And I just didn't need it anymore, because at one point I guess I realized that was how I was learning about issues and then, as I sort of started to like to expand my intake of news and be more serious about it, I didn't really need it anymore.

I think it's a good way of getting people involved in thinking about empowerment and women's issues. And other issues – like I learned way more than just women's issues on Instagram. I think it's a good entryway, but I didn't want those short couple sentences that you can only fit in a little square to be it. I wanted more than that.

00:10:48.600 --> 00:11:05.430

Isabelle Robles (she/hers): Yeah that makes sense, I think it'll be really interesting to hear your thoughts, then, on some of these examples, because, as you might have guessed some of them are going to be probably similar to what you're talking about.

00:11:05.760 --> 00:11:07.830

Participant Eight: The other thing I want to add to that there's so much misinformation flying around everywhere on the Internet, and I found it a lot easier to find people who weren't citing sources.

Also, just the format of Instagram itself isn't made for getting sort of information in. So it's really hard to go to sources and follow links and go on a path of verification because there's no hyperlink unless it's in a story. You have to click on the link in the bio, and then go to the link tree. I think the link tree is super helpful, but that didn't always exist, like I don't remember there being link trees, a couple years ago when I was mostly following those accounts right.

96

00:12:01.170 --> 00:12:10.620

Isabelle Robles (she/hers): Yeah, I agree with you. Like you said, I wouldn't be surprised if a lot of people felt that Instagram is a great entryway. The information can still be pleasing and catch your eye with these kinds of issues. But then, information shouldn't be lacking and sourcing shouldn't be lacking in the same breath, which can be you know, a barrier on Instagram too.

99

00:12:28.650 --> 00:13:22.080

Isabelle Robles (she/hers): Okay, so then if you're ready I'm going to share my screen and we can go through the examples.

So each slide is going to have a couple of different examples on it and then I'll be asking you the same questions for all the slides. The first question is just if you would take a minute or however long you need to sort of look over them and then describe to me.

Across the three posts, what stands out to you, and what feels engaging? And maybe what feels like it's not working as well, for you, if anything, on either end of that question.

00:13:25.170 --> 00:13:30.660

Participant Eight: Okay. Is it like free reign, like in terms like design, anything?

00:13:30.840 --> 00:13:34.500

Isabelle Robles (she/hers): Yeah, anything. Anything you're thinking of.

00:14:27.390 --> 00:14:30.030

Participant Eight: Wait what's USO Women? I'm not familiar with that one.

00:14:30.210 --> 00:14:31.560

Isabelle Robles (she/hers): Yeah it's just um it's kind of similar to like UNWomen in terms of educational content, but, the USO is the foundation that was created to support the military back in the day. So, when it began – if I have this correctly – is for woman in military, an organizing group and has since expanded to just kind of like women's rights in general, across the States.

00:15:31.890 --> 00:15:34.980

Participant Eight: Okay, gotcha. I think I'm ready for your question.

00:15:35.340 --> 00:15:49.200

Isabelle Robles (she/hers): Yeah, so just if you can describe what stands out to you, and what feels engaging about these posts. Your overall impression, things you don't like or maybe you don't feel as effective to you.

00:15:50.880 → 00:19:58.620

Participant Eight: I think the last one, the Planned Parenthood one is probably the most engaging because when I see a screenshot of like news story – like the one in the middle just seems very obviously a screenshot of like the Guardian, because I know that layout, and I don't know the first outlet – but when I see a screenshot of an article and it's just the headline and the subhead - well, the purpose of an advocacy account or an advocacy organization's Instagram account I think is to like move forward a position and it just feels like a little bit lazy.

The last one is the easiest on the eyes, it's a lot simpler in terms of the layout. It just seems like the one I would most likely be drawn towards.

I mean, I guess it's good that they're posting headlines. It doesn't seem like there's a swipe through. I just prefer when I can read the whole article like if you're gonna there's no way for me to know how I would find that article besides just typing it in **but I think it just doesn't seem like they thought to put a lot of thought into like how people are going to verify and learn more.** The whole point of posting something like this is to raise awareness. You know to celebrate something that is good or to just say something's bad and we need to change it.

Yeah another thing that I get frustrated about with Instagram, and this is probably all social media apps, is the phrasing. Like the USO Women comment says “we need to end

hair based discrimination and all hair policies that unfairly target black people.” I think that's totally a fair comment but, I guess without me knowing much about the organization and the agencies, I don't exactly know how they are doing this. How does this relate to their mission, how are they involved with ending hair-based discrimination policies? Are they telling us that we, as audience members, need to be doing that? That’s not very clear.

When I see stuff like this, sometimes I think it's sort of like dog whistling, which is often used to refer to the far right, but it’s like that. **It seems like you're kind of just like capitalizing on people's desires to either hate something or love something in order to draw them into your organization. And I don't necessarily think that's always a bad thing, but, it just doesn't feel very genuine.** Like what’s your organization's relationship with this issue?

00:19:59.130 --> 00:20:39.210

Isabelle Robles (she/hers): I think that's a valuable reflection. So, I guess if you were to see these on your feed, or maybe more likely, your friends posting these on their stories, do you think you would be likely to engage with them at all? And if the answer is no, that's just as valuable to know. Either way, what might entice you to engage, or what keeps you away from wanting to engage?

00:20:40.650 --> 00:23:11.670

Participant Eight: Well, the thing is when things are as big as the affordable care act standing I usually will already have read about it, or at least seen a headline at the very least. I would have gotten a notification from the multiple sources like that I've subscribed to that are sending notifications all day.

I think I probably don't engage with these posts a lot because how is it inviting you in? I'm not quite sure what I would have to add from engaging. There's no question that's making me reflect on something. There's no reason for me to engage with it, not really an invitation toward action.

Like, if I were to share, it's just like **“look at me, I’m posting something that I care about and I think is important” to my platform of people.**

Sometimes it's educational, but sometimes it seems like virtue signaling. I mean, I usually don't tend to have feelings of judgment towards the way that other people use social media, but I think it is a valid way of viewing [posting this] as wanting to protect your own perception of yourself as a caring person. Especially when a lot of people our age in college are on the brink of disillusionment and they're like “well, this is one thing I can do. To make a post and put it on my story for like 24 hours.”

00:23:12.150 --> 00:23:30.930

Isabelle Robles (she/hers): Yeah, so along those lines, do you think there's any personal benefit you gain from these posts?

00:23:32.280 – >00:26:03.120

Participant Eight: I don't know if I would consider this a benefit, this is probably an observation I have, and maybe it's kind of cynical, but **it does feel like when you follow celebrities and friends and people you want to keep up with and you see all of that mixed together, there's no compartmentalization of "this is news" versus "this is a meme" or "this is a joke" or like "this is propaganda and false information."** There's no compartmentalization. Besides the fact that it has a blue checkmark next to it, I guess, which even in itself is subjective in terms of like how valid it is.

I guess the main thing I was thinking was that it just forces echo chambers, having this kind of information be combined with family members and friends. Because you seek out accounts like this. **Like, I'm not following accounts that are going to post things that I don't think are true or already don't agree with, right?** Like, my roommate this past summer would definitely not follow Planned Parenthood. She follows and posts things that are very different from me and things that I would never follow in my life. I don't know, it does feel like she exists in this pocket of Instagram, following these people, being followed by these people. I just have a totally different pocket of Instagram.

00:26:08.490 --> 00:26:35.310

Isabelle Robles (she/hers): Maybe this is a repetitive question considering how robust your answers were to the last few, but I'm curious if you feel like there's anything about these posts that might feel socially beneficial to you at all? Anything you would want to share with friends or discuss with friends?

00:26:38.880 --> 00:27:54.420

Participant Eight: **I don't use Instagram that way.** I know plenty of people who will swipe up when other people post stuff like this and have like a conversation about it, or even just say like I'm so happy this happened, or like this is so terrible like wait I don't think I use. **I think I have a philosophy more towards social media where I'm definitely there more to observe a lot more than I am to like share my voice and opinions.** Not because I don't think they're important, but I definitely do a lot more like personal censorship of what I put out there. I have a lot of worries that jobs will hold it against me in the future. It's why my Twitter is so boring. I wish I could post every single hilarious thought I think, but I'll just write them down in my notes app for now.

00:27:55.710 --> 00:28:15.210

Isabelle Robles (she/hers): That's awesome. Okay, so moving on to the second set up. So again, if you want to take a minute to look over them and then, when you're ready, tell me what stands out to you, what feels engaging to you and then maybe what isn't working about these kinds of posts.

00:29:06.300 --> 00:29:10.470

Participant Eight: Okay I'm ready. This is the kind of stuff I prefer to see.

00:29:10.830 --> 00:29:18.540

Isabelle Robles (she/hers): Why do you prefer these posts? What is it that you like about them?

00:29:19.560 --> 00:30:34.410

Participant Eight: Especially the first and last one, there is a very obvious call to action and it's more about what the organization is doing versus basically commenting on news that may or may not be related to what they're actually doing.

Maybe I'm being hypercritical about that, but I just prefer to see things with calls for action, or a way that I can click to join a webinar, a zoom meeting and learn more. I've done that before. Like, I followed accounts where they were hosting sessions over zoom throughout domestic violence awareness month and I would join them while I was eating dinner and stuff because they were like around that time of the night.

And then I like the first one too because usually I would already know about that, like if there was a march happening near me but I think it's definitely a lot more effective for what they're [attempting], which is trying to get people to show up.

00:30:36.060 --> 00:30:48.870

Isabelle Robles (she/hers): Outside of the calls to action and knowing there's a tangible kind of event or next step that comes from this, is there anything else about these posts that feels engaging to you?

00:30:50.130 --> 00:31:46.230

Participant Eight: I think the middle one is also interesting. A little different from other ones, there's not as much of a call to action, but there is sort of a message that it's expressing. It's expressing gratitude for the people who did participate in the event. **It's establishing a relationship or not establishing it, but probably maintaining it and nurturing because it's expressing gratitude and saying "thank you for doing this," which is definitely a social media strategy for engaging with your audience.**

00:31:46.800 --> 00:32:05.520

Isabelle Robles (she/hers): For sure. Do you think that any of these feel like they could provide any personal benefit to you? Obviously, you said you enjoy going to events, but are there other things that feel beneficial to you?

00:32:07.980 --> 00:34:07.230

Participant Eight: **I like when accounts will link to content.** Because the thing about Instagram, as I said before, is that you can't really hyperlink to like sites, but you can link other accounts. I'm guessing some of them at least have a link tree you can go to for more information about your state to find out where the marches are happening there, or go to the link tree to register for the Zoom.

Oh there's a tiny URL, but the text is small. **Yeah, that's kind of hard, it's going to deter a lot of people from typing all those letters in.** But I mean, it is what it is. If you're going to have a social media presence on any platform, I think you just gotta do what you can with the constraints. It's not a problem with these accounts, it's just a problem with the purpose of what Instagram is supposed to be. But the question again, what do I like.

They're things I would look for more information about. They're valuable enough to me where I'd be like "Okay, there's a march, where do I go? When is it? On October 2? Where do I get more information about it? How do I sign up for this webinar?" That kind of thing.

I respect those like accounts and, you know, whatever interns are running like the Women's March Instagram, for actually posting something that I can engage with and be involved in.

00:34:07.620 --> 00:34:47.250

Isabelle Robles (she/hers): Do you think you'd be likely to share that? Whether it be on the app, or knowledge of the content in these accounts, is there any kind of social implication or any reason for you to discuss or further share the information within these posts with your network?

00:34:47.940 → 00:36:05.910

Participant Eight: **Yeah, definitely the first and last ones.** I don't tend to focus on sharing. I really don't post stories or content a lot, but in the past, especially during the summer of 2020 I would post information about local protests and local events and also local zoom webinars about **systemic racism and anti-capitalism and stuff like that.** I haven't done that recently, except for a city council meeting that I was reporting on, because I was curious to see if anyone was planning on going or had specific thoughts about our money. But I would definitely repost something like either the first or the last. I'm not going to post something that I'm not going to do, because then it just feels performative.

00:36:17.880 --> 00:36:31.320

Isabelle Robles (she/hers): Great, so for the next slide. If you want to take a minute, and then, when you're ready, describe to me your impressions of these posts, and whether or not they feel engaging or interesting to you.

00:37:55.440 --> 00:37:57.120

Participant Eight: Okay, I'm ready.

00:37:57.780 --> 00:38:09.030

Isabelle Robles (she/hers): Awesome. So what do you enjoy or what feels striking about these posts? And then maybe, what isn't working for you or you're skeptical about?

00:38:11.220 --> 00:40:35.520

Participant Eight: **I'm going to be honest, I'm usually much more skeptical about seeing numbers and graphs at least in a single square.** Because studying journalism and reporting, **there's so much behind every number. You need context. There are other pieces of the puzzle that are just always important to understand.** Like a "1.3 million." I think the last one is showing something visually, but I don't know how accurate that line might be, right. **My reaction to this is that these are all interesting pieces of information and interesting numbers, I'd love to read more about them. I hope there's a link tree in each of their bios because that'd be super helpful when people are trying to learn more information.** But, the majority of the time, I feel like people don't usually seek out link trees, they just kind of take a note of it and then move on. I think that can be the nature of social media, which is part of why I stopped following a lot of agencies and organizations that post stuff like this. **When I'm on social media, I'm not in a**

state where I'm ready to engage with a number like 1.3 billion, right. I'm in the mindset of doom scrolling and like seeing people on vacation and seeing a hilarious meeting.

It goes back to what I was saying earlier about social media activism being a great entryway and getting people hooked but it's not always the best at giving the most accurate and the most contextualized picture of things which at this stage in life is what I want.

00:40:36.120 --> 00:41:02.100

Isabelle Robles (she/hers): If there were accounts that you felt were doing a good job of that, whether they be issues focus, or maybe some of the activists you mentioned you follow, would that change the way you view it or your intention to engage with them? Or is that not something that really exists in your Instagram right now?

00:41:42.300 --> 00:42:58.440

Participant Eight: Hmm, there definitely are accounts like that on Twitter and Tik Tok, I follow more on there. I will say the people I do follow sometimes post adjacent things to this or that. **But they're more like from individuals who are much more transparent about what their goals are, what their purposes, and their motivation are.** They're probably a lot more grassroots as well, I don't know, but they do a lot more talking and like going on camera, not so much making these graphics. They're like writing in their notes app like 800 words or whatever, and then they take screenshots of it and post them. you know screenshots of this like.

00:43:03.540 --> 00:43:15.030

Isabelle Robles (she/hers): Maybe a more organic or like authentic sort of perspective on these issues?

00:43:16.110 --> 00:43:23.280

Participant Eight: Maybe, yeah. I just prefer to receive this information in other places.

00:43:37.020 --> 00:44:00.090

Isabelle Robles (she/hers): That makes sense. So do you feel like these posts give you any kind of personal benefit? Or on the flip side, things that you would discuss socially with people?

00:44:06.630 --> 00:45:17.230

Participant Eight: This might be a cynical way of describing it, but they kind of reinforce things I already knew, just with big numbers and short sentences. Because I already know that survivors of sexual harassment can experience a financial toll just as much as they would experience, like a mental or psychological toll. I feel like most of this information isn't totally new to me. I read an article about women being healthcare workers and nurses and maybe if I'd seen it when they originally posted it, I wouldn't have known that. So maybe it would. **I think the benefit reading these when they were posted, it'd definitely changed the way I'm thinking about the pandemic.**

00:45:18.390 --> 00:45:26.970

Isabelle Robles (she/hers): That makes sense. And then do you think that there's any social implication where you would use the information from these posts?

00:45:29.790 --> 00:46:51.960

Participant Eight: Honestly, I probably wouldn't. **Like I'd remember the sentiment. Like yeah, the wage gap exists, you know, the financial toll of sexual harassment exists, women on the front lines of the pandemic exist, but I'm not going to remember a single one of these numbers if you asked me in five minutes right.** If it were in an article I was reading. Just because my brain is in a different mode. **It's not in scroll mode, it's in read mode and comprehend mode. I think it would be very general, little inklings of these issues would be left in my brain.** I feel like I mean it's been shown before that we are impacted by our environments, including our Internet environments that we create for ourselves. So yeah, if this was part of my life, my daily environment, like taking in this information, maybe I would remember more.

00:46:50.970 --> 00:47:07.170

Isabelle Robles (she/hers): I think that's a good point. Awesome. And then we're moving on to the last set, this one's got two pages. Here's the first one, and then, when you're ready just let me know, and I can switch to the to the second set.

00:48:44.190 --> 00:48:47.220

Participant Eight: Okay.

00:48:47.700 --> 00:48:50.010

Isabelle Robles (she/hers): Awesome. And then this is the third example.

00:49:25.800 --> 00:49:26.040

Participant Eight: Okay.

00:49:27.420 --> 00:49:46.110

Isabelle Robles (she/hers): Awesome so, then let me know if you want me to switch back and forth between the two, but the question is what are your impressions of these posts, their format and content, and if you'd be likely to engage with them or there's anything about them that kind of deters you.

00:49:48.510 --> 00:50:00.660

Participant Eight: **These posts are the ones I'm most likely to stop and actually read because I see there's multiple slides and there's more of an entire look at something. Like,** this is answering multiple questions. What is paid leave, why do we need it, who benefits. I'm getting multiple questions answered, and there's a little bit more context than I think the other slides have. I like the first one a lot because, you know, voting can be really scary for people and be really time consuming as well, so that's very just super helpful information. And breaking down the term indigenous. **It made me want to keep scrolling, like I want to know more about what their position is or what kind of lens they're going to take to break down the term indigenous. It seems like they're taking a stance.** I mean, it is focusing a lot on colonialism, which I think is what I would want to read more about because I think it's interesting. Most of this information, I've probably engaged with. I mean not like repost it [now] - I've definitely posted stuff on election days before, I haven't done that recently. **But I would for sure keep reading because**

when I come across something that I follow and engage with, things that I think are useful for me. **Like, is this gonna be an account that's going to frequently provide me with information that is new? Am I getting something out of reading this here, more than I am out of reading it in like a newspaper or an article? I think these are the types of posts that kind of do have something to them that you get in a social media post as opposed to an article.** Like the types of quotes they're using. Yeah.

00:52:50.340 → 00:53:10.350

Isabelle Robles (she/hers): What else are things that you look for when you're looking for these longer form posts that would maybe keep you engaged? I know you mentioned like design, visuals might play a little bit of a role or potentially like the time of year timeliness, but is there anything else, like specific kinds of content or.

00:53:10.860 --> 00:52:58.470

Participant Eight: You know whether you're, **the most important thing for me, I don't even know if I do this consciously, but I'm really looking for transparency about where this information is coming from, why you're choosing it.** I'm like, I don't I've definitely seen the feminist account before I don't exactly know what they're doing, I mean It just seems like they're posting things that are related to feminism. So yeah **I want to know, like what are you, what is your goal and posting like, why do you have this account who are you because you're a person or you're like a group of interns or something I want to know these things.**

Otherwise I don't really like feel comfortable like surrounding that you know, putting that information in like my spaces.

00:54:08.670 --> 00:54:22.170

Isabelle Robles (she/hers): yeah that makes sense, are there any aside from or I guess if you further elaborate on kind of like the personal benefits, you might gain from these kinds of posts, and you know why that yeah.

00:54:24.360 --> 00:55:49.710

Participant Eight: I definitely. i'm like, you know when you're going to vote, a you, you know certain things about like what you're supposed to do, but when you couldn't have someone validate or reiterate it's kind of like a buttress that's like you know that's the kind of posts that if I were like maybe in a different situation like you know, a couple years ago when I was just starting to vote and I didn't you know I wasn't going with my mom.

Like she was the one who brought me when I went to go vote, but if I just you know didn't have her I would have saved that post and been like okay if I'm having problems on election day I know I can go through my saved list on Instagram and I can like call this hotline that they have at the bottom yeah so that's a huge benefit. And then the other ones, I think the benefit is that they're like they're making an argument or saying something they're like they seem I mean one of them just seems to be explaining it's like more enterprise, and then the other ones used to be making I mean kind of doing the same thing. Here's arguments and there's arguments and everything that's just like a fact of like just consuming information, but I think they're pretty clear. Right and they've quoted the person that they've or they've attributed the person they quoted so like I could go look up who current races, if I wanted to.

00:55:51.330 -->00:56:13.710

Isabelle Robles (she/hers): yeah for sure is there anything about these posts that feel that could be very beneficial to your social group, or something that you would share in some kind of way with others around you. Good feel like more personal individual kind of benefits.

00:56:14.130 --> 00:56:15.840

Participant Eight: **I think I just have a mindset on social media that's not actually very social. It's a lot more selfish in that I'm not really on there to post things. I feel like I'm in another world.** I would be someone who would repost this. But I do have a lot of Cyber Internet fears like I've had dreams about being does so I'm a lot more nervous about what I post online. So I do have a much more individual look like I'm following things in reading things like my personal you know education and learning experience and not really trying to make other people see those things as well, unless I'm really close to them. But mostly my mom when I'm doing that.

00:57:28.170 --> 00:57:45.930

Isabelle Robles (she/hers): I get that, that makes sense. I'm going to stop my screen share because that's all the examples and that's also all my questions, so thank you so much for taking so much time to be really thoughtful I learned a lot, I think this was a really wonderful interview and I'm really glad that we made it happen so um do you have like any other thoughts about like advocacy messaging on Instagram or anything you were thinking of while we talked to that maybe I didn't ask you directly, that you would like to share?

01:01:55.200 --> 01:02:42.970

Participant Eight: **The reason I have, I think, a more of a cynical view of activism on Instagram is because I did watch everyone I knew post something during that time and like just constantly wondering like "what is the purpose of this." Like what am I doing I'm like what is the purpose of the posting this like do I want to feel better about myself?** Like part of me at this point now is like I'm not going to post things because I don't want people to see me as a performative person, which I don't I mean I don't know if that's like the answer because you know the things people see it influenced them, so if I'm not posting things like I'm not great, with people but.

01:02:44.730 --> 01:04:34.620

Isabelle Robles (she/hers): I resonate with that a lot. I remember one of the conversations I had with one of my closest friends, who is someone that always had an interest in politics and in social policy and those kinds of things and at the same time was about this. I was also interning in the communications department for a think tank focused on social and economic policy, pretty commonly talking about how we communicate issues like those on social media or other avenues, even if that wasn't really a part of our organizations' goals.

But that conversation with my friend – I poignantly remember she was like “I feel like paralyzed where I kind of don't want to be another voice in this conversation anymore, but I don't want people to also think I am choosing to ignore this either.”

She had thought this very early on in the summer and was like, she had said she thought maybe people were sort of checking off boxes of who's aligning or choosing their side of this like conversation and was like “are people noticing that I'm not there? Even though it feels inauthentic in some ways to be a part of this conversation?” All despite the fact that she is someone with very concrete interests in these issues academically and professionally..

01:04:34.740 --> 01:07:01.980

Participant Eight: Yes, exactly. I remember those exact same thoughts going through my head like if I don't do this, what are the consequences if I do this? Over time, I've watched people go from being super engaged and reposting everything. I don't like that I don't know what the right way to use social media is. I don't know if there is a right way, I kind of just have observed that people just do whatever they want.

And that changes over time I've watched people go from being super engaged and posting things about like people who would repost all the things you showed me, and would have like millions of little tiny like dots at the top of their story because they'd be like reposting everything, and then they just like straight up stopped and I never knew why.

Like at the end of the day, what's interesting about it is like it's a social media site. You are just an account, you're not like a news organization. You know these aren't like journalists, putting this information out there. And not that everyone trusts journalists or that the field is totally safe from its own complications. It is definitely a new situation that I don't know whether other generations have had to confront it as much as we have.

01:07:50.130 --> 01:07:52.370

Isabelle Robles (she/hers): I totally understand. Well thank you again, this was really great, so thank you.

Participant Nine

00:00:02.669 --> 00:00:14.820

Isabelle Robles (she/hers): So the first question I have for you is just what specifically do you enjoy about Instagram and sort of when you open up the APP what are your purposes behind using it.

00:00:15.719 --> 00:02:12.450

Participant Nine: I don't know, that's kind of a complicated question because I've thought about deleting Instagram, right it's um I, so I don't know how relevant this is but I've moved around quite a bit so being able to keep in touch with people that I went to like middle school with but like didn't really talk to you after that are like people I went to high school with um you know kind of seeing what everyone's up to is always nice and I feel like if I didn't have instagram I probably wouldn't be able to like keep up with those people. And then I like looking at home decor and like outfit stuff. I feel like in terms of activism, and what you're doing, I was really, really into like “yeah, we need to be doing a bunch of like posts and like this is really important” in summer of 2020 like I was doing a lot of that, and then I kind of as it kept going and, as I was thinking about it, I was like I don't think that anyone is like seeing the specific

posts that I'm putting on my Instagram story and like changing their mind about something or like learning something. I don't think that this is doing what I think it's doing. And so I kind of stopped using it for that, I mean I'll use it occasionally you know, but for the most part, I think that, like activism needs and you know **doing like social justice and like di work needs to be a little bit more like in person in your life, you know, give me to be doing stuff other than like posting on instagram.**

00:02:36.570 --> 00:04:10.740

Isabelle Robles (she/hers): I totally get what you're saying um I guess on that note what kind of accounts do you follow across Instagram so I know you mentioned friends from all different stages of your life and inspiration accounts, is there anything else, like celebrities, organizations news, influencers, family.

00:03:00.210 → 00:05:16.110

Participant Nine: I don't really follow a lot of celebrities. There are like a couple where I'm like if they're working on a project that I'm really into, sometimes they'll be posting about that project like a TV show or something and I'll be like oh yeah I'll follow them for like you know, like maybe the summer that they're posting about it, and after that whole like unfollow. There are a few brands that I follow that I would never actually buy anything from but I like the way that they style things so I you know I like that um and then **I circled back to like summer of 2020 I followed a bunch of those accounts, you know that people were posting there were like these are people that like to talk about these issues and everything and I like consistently looking at you know their posts and what they're saying you know. I think it's good I haven't figured out like you know I guess I haven't really thought about downsides to that or whatever it seems good in my life good, practical steps yeah. And then with women's advocacy accounts I follow like people that do DEI work um and they talk about like a lot of inner sectional like feminism and like woman ISM and stuff um so that's you know kind of the the perspective i'm taking on it, I don't really follow a lot of nonprofits because I feel like a lot of nonprofits don't perhaps do the best work, and you know operate as efficiently as an individual who you know cares about things um. I think that nonprofits you know can go from like a people driven mission to like being a company like you know pretty quickly. Which isn't like a novel idea or anything I just you know.**

00:05:17.940 --> 00:05:40.770

Isabelle Robles (she/hers): One worth considering for sure. That makes sense and then kind of on the flip side of your own Instagram use how often would you say you're sharing across the account so that could mean anything from posting to your feed posting stories even communicating through DMs with friends.

00:05:41.640 --> 00:05:43.290

Participant Nine: Yeah I feel like, I don't know I mean it depends a lot on what's going on, like I'm sure I'm going to be posting a lot of like graduation stuff so probably like a several times in a month, but like you know, there have been like times, where I haven't posted anything for like a month or like a month and a half, you know.

00:06:09.840 --> 00:06:14.910

Isabelle Robles (she/hers): What about with stories, do you enjoy stories or post to them?

00:06:15.720 --> 00:06:55.880

Participant Nine: Yeah only post silly stuff to my stories like to have a good time like to joke around and laugh not doing a lot of serious business on there. You know that sometimes I do like repost posts from like I don't know like pha or like group allies, or something if they're having an event i'll like repost like here's an event that's going on cool so yeah.

00:07:03.270 --> 00:07:20.460

Isabelle Robles (she/hers): Cool and then how often do you use the app to communicate with friends like do you send your friends like DM each other often or comment or interact much within the app or visit with outside of that.

00:07:21.210 --> 00:07:44.820

Participant Nine: I do DM sometimes probably like a few times a week or something I just have like some friends that communicate and dance and so i'll also communicate with them there you know, we have one friend that sends me posts, like every week and because she doesn't have a tick tock so she just likes reels. So that's fun.

00:07:58.080 --> 00:08:16.710

Isabelle Robles (she/hers): Okay so going back to you mentioning like certain activists, DEI focused accounts that maybe talk about intersectionality - can you like remember and then take me back to maybe when you would have encountered those in pounds, or what would have led you to follow them.

00:08:19.560 --> 00:09:12.210

Participant Nine: So, like **summer 2020. Everyone was like getting super sucked into their phones and everything um with like the black lives matter protest and everything and everyone was like popping off on their instagram activism**, and like you know every few stories you'd be like, here are people to follow, and I was like look at their accounts and I'd be like yeah I like I this message like what they're saying, I feel like I'm learning something from this, should I follow them. So I would say, most of them are like from there. And then, like you know I also sometimes like if they repost a lot of stuff from someone that I might like, look at their mutual's or whatever, and be like oh yeah like I like what this person saying too.

00:09:12.840 --> 00:09:26.010

Isabelle Robles (she/hers): Do you feel like you're still or maybe you never were, but do you feel like you're still gaining benefits from following those accounts you still follow today.

00:09:34.740 --> 00:10:37.650

Participant Nine: I feel like I you know I maybe this is like super trite right, but like I feel like understanding other people's perspectives is important, and trying to understand you know how people think, and I think that instagram especially people who have like large followings and are posting their thoughts about things like really frequently you know you can kind of like, it's not like in a para-social way where you like feel like your friends or whatever, but you'd like kind of understand like where they're coming from like what their experiences are, how their opinion is

informed and like you can think about that and go like yeah This is like I understand where this is coming from, I also agree with this, I think that, like these actionable steps that you're proposing are good ones, or you know, like I understand why this person feels that way, but like I you know, I think that you know, based on like other information I have, maybe that's not the best way to go about this.

00:10:38.190 --> 00:11:01.140

Isabelle Robles (she/hers): Mm hmm. Do you think other people in your social networks, other accounts you follow on Instagram, whether they be your friends, these organizations, etc. that are also following those kinds of accounts.

00:11:08.550 --> 00:12:01.980

Participant Nine: I don't know, I'm not sure about my friends, I didn't really ask my friends who they like to follow on Instagram ever I think like that's kind of an interesting thing to think about right. But I do know that like I don't know I don't know how pertinent, this is, but like on Tik Tok a lot of people talk about mutual's all the time and they'll like you'll see that, like oh yeah all of these people that I follow him that I listened to, for like di stuff like follow each other and they you know, like are in conversation with each other, until like maybe you know, like circling back, maybe like I had a feeling about something where I was like maybe this is like the best way to go about this. And then, like one of their mutual's who's like in the same community who like is also you know, maybe this isn't the best way to go about this and the like, be able to like talk about why you know which, like I couldn't really grasp, other than like this feels not right to me.

00:12:31.110 --> 00:12:42.120

Isabelle Robles (she/hers): Do you think of Tik Tok as more of a place where you're kind of attentive to this kind of content, or is it a mix of both or if not, is it somewhere else.

00:12:46.440 --> 00:13:55.080

Participant Nine: I don't know **I like to be able to see, like the person behind what's talking about the person behind the message, or whatever I like I think that people can more efficiently** transmit information when they can just like sit in front of the camera and say something, instead of like having to like package, it as something that people want to consume right. And like we can get into like you know, do people's perception of like messages change based on who's saying it like yes, obviously. You know, and like so maybe it's you're still paying attention to the presentation um based on like what the person looks like that's talking about you know, the message, or whatever, but um I don't know, I think that it's just like more efficient, you can get stuff done quicker I do feel like it tick tock does at times like start getting into like being chronically online right where like you've got so many takes that are like so go touch grass.

00:14:04.800 --> 00:15:42.240

Isabelle Robles (she/hers): Yeah definitely easy to get down rabbit holes okay great so now that's all the questions I have about Instagram unless there's anything else you kind of want to add about your Instagram use for any reason, but um I'll go ahead and pull up the examples so.

So I'm going to have four different slides full of examples. And i'll be asking you the same question to process, all of them, so it might feel a little bit repetitive, by the time we go through. But the first question is just after you take a minute or so to look over them whenever you're ready if you can just kind of describe what your impressions are of these posts, so there's anything that stands out to you that you like and feels engaging or um there's anything you dislike about it. And detailing out a little bit why but I'll just give you, however long you need to to kind of absorb the posts.

00:15:49.350 --> 00:18:30.000

Participant Nine: I mean, it seems like it's all pretty effective. It's communicating the point, you understand, like where they're coming from. You kind of get an idea of what the organization's about based on the posts and, like the subject matter and I think they're all pretty neutral posts. I mean like I would understand if someone saw them they're like oh my God, this is such like a huge thing to celebrate or like oh my God, this is, you know, like a tragedy like we need to do something about this right now, but you know I don't know, it feels like pretty small consolation when you're talking about like the Supreme Court allowed the affordable care act to stand.. Like great. Or you know all female White House communications team like cool but like. That's sorta it.

00:18:31.920 --> 00:18:58.140

Isabelle Robles (she/hers): Right. Is there anything about the posts specifically that feel engaging to you if you were to like to see it on your feed or see someone else posts about it, like anything that would make you stop and read it, for any reason or.

00:18:59.160 --> 00:19:46.020

Participant Nine: I mean, I would probably read the headline. I feel, like you, you get the just you know there's not a lot of room for interpretation you know, the White House communications team like Okay, I know what that means I know what those words mean sounds good. The middle one I might look for some details on the swimming caps. You know I might want to look it up and click on an article like figure out details like you know what the context of that was and the affordable care act. I don't know I feel like I would read it and go okay.

00:19:53.820 --> 00:19:59.760

Isabelle Robles (she/hers): And then, this might sound a little bit odd, but do you think you gain anything personally from engaging with these posts?

00:20:20.430 → 00:21:19.140

Participant Nine: From like seeing these posts? I feel like I'm generally more informed. If someone was talking about it later I might be able to say something like oh yeah I saw that you know, but I don't know if I would like think of it much outside of that. I don't know, maybe if I was having like a relevant conversation with someone I would bring it up.

00:21:37.830 --> 00:21:39.870

Isabelle Robles (she/hers): Shoot – you cut out for me during that response. I'm sure you just poured out this eloquent: thing and I didn't even hear it, but do you mind repeating that?

00:21:49.530 --> 00:22:25.980

Participant Nine: It wasn't that eloquent. I'll be able to do it better, the second time. But yeah, in terms of benefits, yeah I feel like i'm generally more informed about this very, very specific topic right. And I would be able to like if someone brought it up later be like yeah I heard about that I might have like formed an opinion right other like these are all pretty like neutral, like the the article kind of like gives you your opinion on it and, like you know.

00:22:27.120 --> 00:22:46.830

Isabelle Robles (she/hers): Right. On the flip side of that, do you think there's any social benefit to this kind of information? I guess a way to think about that would be, would you be interested in sharing whether it's information or the posts with anyone in any kind of way?

00:22:47.850 → 00:23:42.990

Participant Nine: I mean correct me if I'm wrong, if I'm like misunderstanding what you're saying, but I think that, like a lot of what this does socially right as it's like you might not be like I'm informing anyone on any specific topic, but you are like collectively curating like social values right, you know so like if all of someone's friends are posting like articles that have the same lean on like a certain subject you might not be internalizing that subject for more than like a day, but you are internalizing the idea that, like people that I know and care about and respect our pro affordable care act or are like anti- hair discrimination in the Olympics, you know.

00:23:43.320 --> 00:23:59.190

Isabelle Robles (she/hers): I think that's a valid perspective, completely. Okay cool, any other thoughts on any of these posts that you're curious to share? Otherwise we can move to the next.

00:23:59.280 --> 00:24:00.480

Participant Nine: Nope no thoughts.

00:24:02.370 --> 00:24:16.290

Isabelle Robles (she/hers): No thoughts, okay. So then yeah if you just want to take a minute or however long to look them over and then kind of share what your impressions are, what stands out, what you like and don't like.

00:24:19.830 → 00:25:54.840

Participant Nine: Yeah, these are all like calls to action. Because the first one is like join us, the second one is like pure examples of people that joined us, you should engage next time. The third one is come to this event. I don't know none of these are like super compelling for me like I don't think that I would take action based on like any of these posts yeah.

00:25:00.510 --> 00:25:11.910

Isabelle Robles (she/hers): What could they do, do you think, that would be more compelling? Are you looking for this information, like in a different format, a different way?

00:25:13.320 --> 00:25:14.130

Participant Nine: I think that of people that I knew personally were engaged with an event like this, you know if I if I had like a community of people that were like really invested in like

women's issues and they were like we should put on a march or something fun I might go to that or like if there was like a specific issue where it was like Okay, we need to do, like a text drive, but I think that, like these are just points of action that i'm not like particularly interested in, you know.

00:25:55.440 --> 00:26:07.110

Isabelle Robles (she/hers): If these were points of action that you were interested in, whatever that might be, do you think that, like, that content would change your interest level?

00:26:07.830 --> 00:26:38.460

Participant Nine: yeah I think that if, like this was a post that looked exactly the same, but the wording said come to like X Greek Allies meeting or you know come to X event that the like Asian American student association is putting on at the zoo you know, then i'm sure I would go but it's more about like what it is that I would be attending and less about like how its presented to me.

00:26:38.940 --> 00:26:44.520

Isabelle Robles (she/hers): Yeah that makes complete sense and then may have kind of answered this already but do you think you benefit at all from this content and or any these kinds of posts generally?

00:26:56.820 --> 00:27:16.740

Participant Nine: I would, if these were things that I was like personally interested in them like I if I didn't know that there was a if I was the kind of person that was like oh I love going to women's marches and I didn't know that there was a march on October 2, then it would be absolutely amazing that this poster was out there, that was telling me like go to the march on October 2.

00:27:17.370 --> 00:27:37.920

Isabelle Robles (she/hers): Right, and then on the flip side you know we can think about it the same way of it being you know the content issues that you're a little more passionate about, but does it feel like there's any social implication or a social draw into engaging with the content?

00:27:39.300 --> 00:27:45.840

Participant Nine: You mean like what I want to post it to show people that I care about like something like this?

00:27:46.020 --> 00:28:01.080

Isabelle Robles (she/hers): That could be it or just like I guess the way to think about it is like, if you see this post like would it feel like there's a benefit that you could share with other people in some way, rather than it being existing like only within your own brain.

00:28:04.260 --> 00:28:47.730

Participant Nine: Yeah, I mean like I guess i'm coming up with a whole bunch of theoretical examples right. I don't know how useful this is, but if I knew that a lot of people like that followed me on instagram like they cared about a woman's March, and even if I wasn't going to

go like putting it out there, I don't really know, I guess theoretically, it could. But I having a hard time coming up with an example of when these posts that I like personally wouldn't even engage with in the first place would have a social benefit to not know me myself.

00:28:50.010 --> 00:29:05.430

Isabelle Robles (she/hers): Of course, that's completely valid. I don't want you to feel forced to come up with anything.

00:29:05.430 --> 00:29:09.600

Participant Nine: Oh no, no worries.

00:29:21.030 --> 00:29:35.520

Isabelle Robles (she/hers): Okay well, we'll move on to the third of four sets and same deal, do you want to take a minute, look them over, and let me know your impressions.

00:29:44.010 --> 00:31:10.410

Participant Nine: Okay, these these ones are really piquing my interest here right because they're theoretically, I think that they're like more effective because they're like sharing concrete facts that like might be surprising to someone or whatever, but you're also dealing with like credible sourcing and stuff which is you know at least when you've got like generalized facts right like with the first set, those might be facts, but you know it's like pretty easy to be like, yes, no that's true with these you know might not even have their sources on there if they do have their sources that might just say like I don't know something.com and then you've got to like go through, and like figure out how they collected their data and everything. **On the surface, I think that this is like way more effective communication you're really like getting down a point you're like you've got a solid figure you're going to be going like this thing that like you don't think he's a problems actually like a worse problem than you thought it was and you know figure out like what your action is going to be from there,** but you know, like beyond that you're dealing with like maybe like 1530 minutes of like additional research to figure out if that's like even right per post right.

00:31:11.160 --> 00:31:17.100

Isabelle Robles (she/hers): Right, do you think you would, if you see a post like this, is there any part of you that would hope to find the rest of that information like what I mean even it being like do you ever wish you could kind of seek out more information from these kinds of posts or do you keep it kind of I see the post and then I move on.

00:31:38.220 --> 00:32:26.460

Participant Nine: I feel like I should, you know, like I definitely feel like I should because people can literally put whatever numbers they want on something. And post it on the Internet. But also like I don't really have any interest in like spending all of my time fact checking like instagram stories and that's like maybe the one of the other reasons why like stopped posting so many like infographics and stuff on my own stories because it's like, **you know i'm not going to like. put something up that I don't know if it's true or not,** but I also don't want to spend like an hour fact checking and making sure that, like this position that i'm taking is 100% like that perfect or amazing or you know, like flawless like nobody can poke holes in it.

00:32:30.780 --> 00:32:36.750

Isabelle Robles (she/hers): I know you mentioned that might have like kind of been a part of the consideration set as to like why you share stuff potentially - are there any sources out there that you feel like you can trust them to have done that already for you and that might like sway your opinion of the content or.

00:32:46.230 → 00:34:03.150

Participant Nine: Yeah I feel like I mean there's some people that I follow where if they post something i'll be like this is like a credible organization right. Like it's the organization that I like interned with this summer posted something that was like X amount of like Arab people experience discrimination in terms of like, I don't know voting or whatever you know, then I would know like yeah I know these people, I know, like where they're getting their information they're pretty like solid: I can trust them, they are like people that are like experts in the field of DEI. Oh there's this there's this woman in like Layla something that wrote, like me and white supremacy right like if she posts, a fact, and I see it, i'm going to be like yeah I feel like this is trustworthy because she's literally like ac ollege Professor that like just research on this full time like.

00:34:03.360 --> 00:34:19.650

Isabelle Robles (she/hers): Right, you know right that makes total sense, and then the two kind of weird questions do you think there's any social burnt piece any personal benefit that you gain from these kinds of posts are having them.

00:34:20.550 --> 00:34:21.660

Participant Nine: yeah I feel like.

00:34:22.080 --> 00:34:36.450

Participant Nine: You know, assuming that they're true right like are assuming guys time to like check if they're true or not it's like you know additional information I think is always good to have.

00:34:37.350 --> 00:34:45.000

Isabelle Robles (she/hers): Right and then flip side there any social implication or reason for sharing this kind of information with others.

00:34:46.500 --> 00:35:06.480

Participant Nine: Yeah, if you like, if you know that a lot of people have misconceptions about something right or if it was something that like surprised you and you think that it might like surprise other people, or change the way that you think about something or change the way that other people are thinking about something that.

00:35:07.230 --> 00:35:31.38000:35:15.180

Isabelle Robles (she/hers): Yeah for sure great and then on to the next one, so this has two different slides, so just let me know when you've kind of looked over this first one and I'm happy to move on to the second. But yeah same thing any kind of impressions, 2that stands out what you don't like.

00:35:39.240 --> 00:37:02.160

Participant Nine: I think that the first post is pretty solid. It's just telling you about your rights and everything you know no harm done with that.

00:35:50.760 --> 00:35:51.990

Participant Nine: Assuming everything that they put down this true was like you know. I don't know I guess I would be like curious with the second one like, I don't know, I think it's interesting I don't really have an opinion either way on it, but it's like interesting who feels like they have an authority to teach people about things you know. Like I don't know what this like feminist is I don't know if it's like a nonprofit or if it's like some instagram account that like you know a few people during college run or like if it's like a side project for like I don't know like soccer moms or something I don't know like who runs it or like what makes them credible to be like posting about things I don't know it's like the people who are writing this blurb about the term indigenous our indigenous themselves right.

00:37:02.730 --> 00:37:13.560

Isabelle Robles (she/hers): Right is that something that you think is valuable like kind of a transparency behind accounts and their motives are?

00:37:16.380 --> 00:37:40.980

Participant Nine: I certainly like wouldn't follow an account that I don't like understand like exactly who's running it and um, you know, like where they're coming from like at least some background information about them. Um I say I wouldn't I'm sure probably like do I guess I wouldn't like to take it as seriously, you know.

00:37:41.850 --> 00:37:56.520

Isabelle Robles (she/hers): Right that makes sense and then here's a last example, if you have any thoughts on this one, but, as you can see it's kind of a similar to the other one where it's like a scrolling for lack of a better way of describing it.

00:38:04.350 --> 00:38:12.690

Participant Nine: yeah it's just like I like an outline of like desired policy yeah yeah.

00:38:13.560 --> 00:38:25.500

Isabelle Robles (she/hers): Is there anything across these posts, and feel free to tell me to switch slides that you feel like is particularly engaging or would you know catch your attention if you were to see it across stories or your feed?

00:38:29.820 --> 00:39:36.270

Participant Nine: **I don't know, I think, usually I read like the first words like the title or whatever, and I decide whether to read it, based on that right.** So that's like a topic that I already know about i'm already like pretty well informed on it sometimes i'll skip by it, because I, you know you get to a point where you read the exact same over and over and over again, you don't need to like read it again and I don't know sometimes if the content content matters like particularly engaging to me it's something that like resonates with me then i'll like click in and

like read the rest of them, but for the most part, I think that, like I don't know I, in general, like as i've moved away from like reposting stuff myself I kind of don't really engage with like infographics and stuff all that much it's just I know that I am serving my community like in other ways, you know.

00:39:47.910 --> 00:40:03.930

Isabelle Robles (she/hers): yeah that's been a pretty consistent kind of theme across the interviews and conversations I think like you put it really well earlier where it's like if it's something incredibly like novel or surprising than that yeah that might be like worthy of sharing. And then our favorite two questions so first of all, are there any like personal benefits that you think you might gain from these kinds of like explanatory education posts.

00:40:30.360 --> 00:41:22.140

Participant Nine: If it's something that I don't know anything about then yeah I would know more about it, you know if they were breaking down I don't know something that was like did something that I thought was interesting or something that like is particularly pertinent to my life, you know, maybe they're breaking down like here's why you know, like. international economic policies such and such and so, and so is like damaging to like X group of people, and like you know here's I like like politics stuff and like government stuff so if there's you know discussion beyond like his policy that everyone knows is terrible is terrible and here's why.

00:41:23.880 --> 00:41:43.350

Isabelle Robles (she/hers): yeah that makes sense, some more context and maybe nuance or other yeah and then does this feel socially relevant to your social group in any way these kinds of posts or something you would want to share have a social benefit to it.

00:41:44.280 → 00:43:22.680

Participant Nine: Yeah I don't know I sometimes have trouble figuring out if the reason that people aren't receptive to like information like this, because I, the point of these posts are to like teach people who don't know about the thing something new right. There are like specific groups of people that do not know that thing. And like it is like evidence to you through talking to them or whatever that they don't know like this information about like the government or something whatever it is like nuance about the term indigenous or whatever you know. But it's always difficult for me to like figure out if it's because those people have like never been presented with this information and like, maybe these posts would be beneficial to them, or if they have seen the information and they know it, and they just make a decision on it like this is not relevant to me or my life, this is not, or like I disagree with this, or you know i'm intentionally choosing to like not follow this like di practical like whatever it is. Right and so I feel like the only way that I would know if it's like socially benefiting anyone or not is if I could figure out what's going on there, you know. I just think it's like the million dollar question right.

00:43:29.190 --> 00:43:41.010

Isabelle Robles (she/hers): And I think it's valid, it is like a question that I think we think about a lot of cross you know it's like you seen the social dilemma, or whatever it's just like I think it's a concept that hopefully a lot of like communication professionals are thinking about is like, as

you utilize these different media platforms like how're echo chambers being created or how are closed off communities being created.

00:43:58.380 --> 00:44:35.220

Participant Nine: I think that it's interesting also that, like stepping back another step, we think about like why like intentionality is the thing that's emphasized in our culture right, like the difference they're seemingly like pretty nominal right like someone's either being like intentionally ignorant or they're be a unintentionally ignorant, you know. But the people that are being unintentionally ignorant well no it's not their fault, you know they just didn't know you know the people that are being intentional right like it is their fault get them.

00:44:37.830 --> 00:44:46.470

Isabelle Robles (she/hers): Yeah that's a really good point that's a really good point um i'm going to stop my screen share because that's all the examples, but.

385

00:44:47.670 --> 00:45:07.140

Isabelle Robles (she/hers): That kind of wraps up all my questions. I know it went a little bit later so thanks for hanging in there through those wifi drops and everything. Are there any things that you had on your mind, while you're talking that maybe I didn't ask about specifically or kind of any other thoughts about like instagram advocacy in general.

00:45:14.700 --> 00:45:21.540

Participant Nine: You know that's I don't know, I think that it's really interesting that you're doing this project. I think it's really timely right now. So I liked getting to talk through it and I'd be curious to see what you learn. Yeah.

APPENDIX IV: WEEKLY FIELD NOTES

1/17/22- 1/31/22

Professional Project:

I've created the Qualtrics pre-screening survey ([linked here](#)) and the Sign-up Genius ([linked here](#)) for scheduling. The questions in Qualtrics are the same as in the proposal. So far, I can't figure out how to redirect to the Sign Up Genius, and Qualtrics doesn't present hyperlinks as linkable. So, I prompted those interested to enter their email. Do you think this will work? I'll keep poking around if not — I'm sure there's a way to make it work! Either way, I would appreciate the second glance or other feedback!

I plan on reviewing the interview questions and practicing with a friend to make sure the questions fit within the timeframe, including my presentation with the posts and so on. I have the interviews started next week in my Sign Up Genius right now, but may end up moving it back a week, considering I'll start sending it out on Monday at the earliest —any thoughts?

Internship:

I've been interning at APCO Worldwide for four weeks now, and I'm really enjoying it! I'm an Earned Media intern and split my time between assistant work for two clients — Audi of America, mostly focused on Corporate Social Responsibility efforts and earned media, and ScanSource, an IT company that seeks assistance with media relations, social media and other earned media — and assisting with the Earned Media team. In the latter, I help with back-end media relations work like media list building, and also assist with ad-hoc media relations projects including pitch writing and pitching, executive interview preparation and so on.

What's going well: I'm really enjoying the variety of work - my day is often filled with working with a half a dozen or more people on projects ranging from social media writing, emailing pitches, monitoring media, and flagging media feature opportunities, and shadowing meetings. Even virtually, the environment is dynamic, and I'm given a lot of opportunities to try my hand at new tasks. I'm feeling put out of my comfort zone, but in a good way, because I know I'm growing in new schools. Another plus: the staff is all very attentive and great at giving instruction and feedback.

What I'm still learning: I've not really struggled with virtual working or learning the last few years, luckily, but I'm finding it more difficult this time around. I think mostly it's that I'm feeling a bit lonely/out of touch with my office since I'm working at home alone, especially after getting to be in person for classes last semester, but that's what everyone is struggling with right now. I'm still getting fully integrated into what my role is day-to-day; some days are lighter than others, but I've made a point to be proactive in offering up help or asking for assignments when I feel a bit underutilized. I think it all boils down to just an adjustment period of getting back into full-time virtual amidst (yet another) frightening wave of COVID. It's not all bad, just some thoughts.

1/31/22 - 2/6/22

Professional project:

This week, I reviewed my interview questions and created the final presentation that I'll use to display the Instagram posts for the participants' reactions. I also conducted a trial interview, which went well! The interview was exactly 30 minutes long, so the 30–45-minute ask was right on par! The interview helped me see which interview questions worked and which were repetitive, and I also took note of follow-ups and clarifying questions, so I feel prepared to start on the interviews this week.

I updated/finalized the Signup start-up genius according to the new timeline. But I'm at an impasse with the Qualtrics. When testing, I realized that if I include the SignUpGenius link in the last block, they will be taken off the survey and into the SignUp. Since they likely wouldn't finish the survey then, I wouldn't get access to any of the data within the survey or have a way to contact them unless they for sure filled out the SignUp Genius. I considered adding the link to the end of the survey, so they are still taken there in the same process, but then all of those who take it, even those who aren't eligible, will be given the chance to sign up. I think the best option is to have a spot for them to add their email, which I can then follow up with them. What are your thoughts?

I have created a list of individuals I'm going to be reaching out to tomorrow to disseminate the survey. I'm excited to get the interviews started! I have high hopes that recruitment will go smoothly.

Internship:

This week was busy and productive at APCO. On Monday, I was onboarded to a new client, a statewide chapter of a national insurance company. It's a large team, consisting of digital, media relations and creative work. My work will officially start with them this upcoming week. My work will focus on an upcoming donation announcement they are making in the coming weeks, which they anticipate will have large reach considering the level of impact the donation amount has. I will be assisting with media outreach, including outlet research to pitch drafting and dissemination, and creating metrics reports. I was trained this past week on the media tracking tool Meltwater, so I can track the reach, engagement and ad-value from all media mentions we may get.

While I'm still getting to know this new client, I am beginning to feel much more integrated in my other two accounts, Audi and IT company ScanSource. I've found it interesting how much the clients differ in personality and expectations. Audi is fast-paced, busy and very detail-oriented. There is an established order to how things run, and I typically only work with one or two others on the team who are junior level. A lot of my work on the account is research on event requests of Audi executives, which Audi passes along to us to vet. As I've completed these, I've gotten more familiar with Audi's core messages and focus, through marketing materials and other research. This week, I felt myself get more efficient at completing them as I've gotten to know the client better. I also regularly use MuckRack, an online site that provides information on reporters and their outlets, to gauge the reporter's expertise and the outlet's readership. Whenever I complete an ask, my work is looked over by probably 3 or 4 people, who provide feedback along the way. At first, this constant loop felt overwhelming, but I've become more used to it now.

ScanSource is a completely different story. The team is much smaller -- only five people. We are focused mostly on media outreach and social content, including drafting social copy and carrying out paid campaigns. APCO has had the account for over 20 years now, so the relationship is established, and it is more laid back. I've been surprised how much autonomy I've been given on the account so far. This week, I finalized a thought leadership piece on behalf of the executives. It was nice to be writing long-form again! A lot of my work for this client, however, is managing pitches and reporter contact. To do this, I utilize HARO, or Help a Reporter Out. This platform allows journalists to submit pitches which are funneled into a newsletter. When subscribed, like many PR professionals are, you can pitch back a response to their request. I regularly monitor these newsletters and flag anything that may be relevant to ScanSource to my team. With their approval, I then reach out to the client and have assisted in seeing through these pitches. It's been wonderful to be given some trust and autonomy in taking on roles that interns don't often get in their first month. A lot of this has to do with how established our team's relationship with the client is.

2/6/22 - 2/13/22

Professional Project:

As mentioned last week, I started reaching out to contacts at various organizations that I think may have interested individuals. I chose the following organizations to start:

- Tour Team/Mizzou Visitor Relations, as in my past experience with the organization in undergraduate school at Mizzou, students regularly presented on inclusion and diversity education resources, often including women's equality;
- Past Panhellenic Counselors from the Panhellenic Association. I reached out to this group as my own experience being involved in the Panhellenic Association at Mizzou exposed me to a lot of women's equality support organizations, resources and educational materials.

I chose to reach out to friends I had that were involved in these organizations to gauge the potential interest of these groups. So far, I have received all positive responses, and they agreed to share the information with their organizations in GroupMe and other avenues on my behalf. I am hopeful I will start hearing back through the survey this week.

Internship:

This week was a busy one at my internship. On Thursday, I assisted in the media outreach and monitoring of a large ask from Blue Cross Blue Shield NC, as they were announcing a \$3 million grant to 17 organizations state-wide. The ask was unique from other monitoring and outreach efforts I have assisted with for Audi as we were targeting small town newspapers from across the state. To maximize success, we had to ensure our pitches were as tailored as possible, meaning we created at least a dozen different pitches that detailed the work these organizations do in their respective counties or cities and how Blue Cross's contribution would help them further their work. This was also the first time I assisted in developing the strategy for sharing embargoed news. The week before, the team determined who we would be sending an embargoed release to, and ensured we had all media toolkits, quotes and other information at the ready.

The day of the release was also a busy one: we sent out dozens of emails as the press release crossed the wire. After sending, we had to be continuously monitoring throughout the coming days for coverage and their sentiment. It was a great opportunity to understand how large media launches go, and I'm glad to have it under my belt. Additionally, it was the first time I felt really thrown into responding to reporters, coordinating interviews and answering inquiries. The overall success of the launch was a confidence boost, and the support from the team made me feel a part of a team effort in a new way, which I enjoyed.

2/14/22 - 2/20/22

Professional Project:

Sadly, I was out sick this week from Tuesday - Thursday. I had planned to start combing through the responses I had received in Qualtrics, but chose to rest as much as possible and begin reviewing the next week.

Internship:

As mentioned above, I was out sick this week from Tuesday afternoon through Thursday morning. I had been attempting to work through the symptoms on Tuesday, but in giving my manager a heads up I was going to take some time to rest before a meeting and may not respond quickly – as is normal practice amongst my teams and the company as a whole – she advised me to take the rest of the day off, or longer if I needed. It was reassuring to be met with patience and kindness from those I work with when I was feeling ill. Additionally, being out opened up the opportunity to reflect with my manager, who I consider a mentor, about the need for taking care of yourself and maintaining a work-life balance.

2/21/22 - 2/27/22

Professional Project:

Though I did get responses in the Qualtrics survey from initial outreach last week, respondents who selected they were interested in interviewing exited the survey before including their email in the final question. For this reason, I updated the response type of the interview-interest question to include a type-in option for their email. (Appearing “Yes: _____”). I then asked those I shared the survey with if they could re-share the new link with their groups, explaining there was an error in the previous survey, which they agreed to.

Internship:

This week, I realized being sick forced my hand in considering how I prioritize my work with limited time and how my work affects others on my team. When I went into taking the time off, I had to communicate properly with my teams to determine our expectations of and needs from one another. I needed to clearly communicate what was on my plate that I could still handle, and what I needed assistance with as I took the time to rest. I've always felt my teammates to be thoughtful and patient, and it became clear this week the company's commitment to being honest and communicative is what builds trust and, in turn, thoughtfulness and understanding. While I was only sick a few days and it was not particularly major, this experience did illuminate how important empathy and patience is, particularly in a virtual working environment. I was initially anxious to take the time off, having first resisted my cold, but was relieved by the kindness and

assistance my team demonstrated. It was comforting to see that my co-workers do in fact view each other as friends and humans first who have lives outside of work. Recognizing this made me feel more trusted and seen, and it increased my level of comfort within my teams.

2/28/22 - 3/6/22

Professional Project:

As I had yet to receive any new responses with the updated survey link, I checked back in with my contacts, who confirmed they would resend, as one of them had forgotten. In the process, one of them referred me to a close friend of hers she knew had taken the survey and qualified, but didn't include her email in the survey response. I was able to set up an interview with this individual for next week.

Internship:

This week's main highlight at work was my mid-semester review. Last week, I had assessed the goals set at the beginning of the internship, and spent some time reflecting on how well I thought I had achieved them. My goals initially were to land a successful pitch to a reporter, set up meetings with more senior individuals each week, learn two new platforms and assist with longer-form written content. So far, I have accomplished all of the above. I assisted in the identification of an opportunity for Audi in USA Today, which published, and also individually pitched and landed media coverage for Blue Cross and ScanSource. I also have written two executive thought leadership articles for ScanSource, one of which was published without edits from the outlet. Lastly, I have learned how to monitor coverage and create engagement reports using both Meltwater and Cision. And, I have learned how to use Critical Mention to monitor radio and broadcast clips. So overall, I was feeling good going into my review.

Thus far into the internship, all my feedback has been really positive. Aside from some general editing, I hadn't gotten much so-called negative feedback. For that reason, I was really excited to have time set aside to hear some constructive feedback on my work. I was really pleased to hear that so far, my feedback has remained positive! I was told I was operating at a higher level than my position, and that all my client teams trusted me at the same level they would trust a full-time project assistant to identify media opportunities, vet events, take a successful first pen at byline development or social media content and create thorough research. For constructive feedback, I was told I should have more confidence in my place on the team and feel free to push back if I don't have the time for an ask, rather than agree to do it and turn it in late, which happened twice with small asks. My manager then provided me with strategies to set up my calendar so I have a better gauge of my workload going forward and don't overextend myself.

3/7/22 - 3/13/22

Professional Project:

While I had planned to interview my first participant this week on Wednesday, she needed to reschedule after learning one of her friends would be receiving the Mizzou 39 award – the announcement event was scheduled at the same time as our interview. So, we rescheduled our interview to be next week on Tuesday.

Additionally, I got one more response from previous recruitment that I followed up with. I have yet to hear from the individual, but am hoping to schedule an interview soon.

Lastly, I reached out to a friend with Mizzou Student Democrats, asking for her perspective on if other club members would be interested in participating. I chose Mizzou Student Democrats as my own personal experience with this friend and others I have met in the organization were interested in social issues such as women's equality. I was hopeful that other Democrat-identifying individuals, who may be more outspoken about women's issues like women's rights or women's health, would then be eligible and interested in participating.

Internship:

A lot of my week was spent assisting with media list strategy and coverage reporting for two events with Audi. First, Audi executives announced and presented a new VR-technology at South by Southwest. It was my job to monitor and flag coverage on Thursday and Friday, and create a report detailing engagement for the team. While I had created coverage reports for Audi in the past, this was the first one I was conducting on my own. The report requirements are relatively extensive: in addition to an Excel spreadsheet that details the date of publishing, outlet name, reporter name, headline and engagement, we also put together an email upfront detailing out the information with a summary of the articles and the sentiment. It was a time crunch, but a confidence boost to have handled it successfully on my own!

The second ask was to prepare a media list for a hyper-niche story on bicycle technology. When tasked with creating the media list, I had to conduct research on cycling, high-tech and city technology outlets, which were all new to me. Then, when approved, I sent out pitches and monitored our results to flag to the team. Similarly to the above, this was the first time handling all those aspects start to finish on my own. It's rewarding to see how my capabilities have grown over the past few months.

3/14/22 - 3/20/22

Professional Project:

I finally had my first interview, and it was a success! I felt comfortable and confident going through the interview with the participant. I owe this to having already done the practice interview, which helped me to determine the kinks that needed to be worked out, like follow up questions.

Additionally, I scheduled three interviews with survey respondents for next week, including the response from the week previous. They will be on Monday and Thursday of next week. I have gotten about four more eligible respondents that I have reached out to, but have yet to hear back from them. I plan to follow up early next week to ask about their potential involvement, but am expecting a bit of mixed responses considering the week before Spring Break can be a busy school work week for students.

Internship:

The highlight from this week was being told I would get to take on a larger, client-facing role on the Blue Cross account. My work so far on this account has largely been focused on the client's

community investment workstream, which is amplifying their community involvement, grant-giving and foster care policy advocacy. I've been really interested in this workstream, having sought out APCO for the work they do assisting clients in the public affairs and advocacy space. After mentioning this curiosity to my line manager on the account last week, she asked if I would be curious to get involved further. That came into effect this week. I was given ownership of developing the media strategy for a small, upcoming grant we wanted to amplify in late April. This included developing the pitch, identifying media outreach, and assisting in brainstorming our additional tactics, like social media amplification and other creative elements. I really enjoyed getting to spend some time working on my own strategy-building. I also set up a meeting to meet the client alongside my team next week where we would be discussing the community investment strategy and workstream as a whole.

3/21/22 - 3/27/22

Professional Project:

This week, I conducted three interviews, which all went well! Especially as the interviews occurred in succession, I've begun to see themes across participant responses. So far, I've identified themes of what drives their likelihood or desire to engage with the Instagram content, which is almost always posts with content relevant to their passions or career interests. I am happily surprised by how much the participants have been able to recognize if the posts felt more relevant to their personal desires or their social group, which was a concern of mine coming in. So far, I have seen some variety of respondents' preferences with formatting, visual styling and the amount of information provided.

Internship:

My work this week remained largely the same across my accounts. I continued working on my normal asks of doing ad-hoc research and converge reports for Audi, project management and media identification for ScanSource and general media assistance and now strategy building for Blue Cross. My main update is from ScanSource. This week was the last week our main client contact would be at ScanSource before moving into a new position. We had meetings to determine how we can assist the client in the transition period, and one of the roles we decided on is assisting with social media scheduling. So, I was trained on how to schedule posts using Falcon.io, which was very straightforward.

3/28/22 - 4/2/22

Professional Project:

I didn't have any interviews scheduled this week as it was Spring break, so I began editing my transcripts for the conducted interviews, which is pretty straightforward. I began looking into thought whitepapers, but admittedly haven't found many so far that feel a fit. A lot of the Instagram-focused marketing whitepapers out there I have read to this point are data focused and are written in listicle format. Since I'm not finding any qualitative data, this won't be the avenue I should take. I have found others that are "best practices for X social media marketing" and I think that could be a good way to conceptualize, but I think I'll have a better idea of where the piece will go as I finalize interviews. So far I've been on Hootsuite, Edelman, and around other

marketing blogs/LinkedIn, but have asked those I work with and other classmates where they look for marketing whitepapers or thought leadership.

Internship:

I took Monday - Thursday off from my internship this week. Friday was light. I spent time getting caught up on my email and reviewing all of the content my teams were working on through the week. I also ensured my calendar was ready for the following week, updated coverage trackers for all my client teams – a task I typically do on Fridays. I spent the rest of my workday in a catch-up meeting with my manager, and working through the digital skills video learning series APCO houses in their “SkillsHub,” which I often consult if I have extra time in the workday.

4/3/22 - 4/9/22

Professional Project:

So far this week, I have scheduled the remainder of my interviews: one for Thursday, one Saturday, two on Sunday, and one on Monday and Tuesday. Earlier in the week, I followed up with three others who expressed interest after my recruitment push two weeks back – I held off following up until this morning with last week being Spring Break. Technically, I wouldn’t need these interviews to happen to meet my 8-10 interview goal, but figured the more potential the better.

Outside of the interviews and editing transcripts, I found a whitepaper on Harvard Business Review that will serve as my example, linked [here](#). I like this example from HBR because it begins my placing context around their research and why it’s beneficial, then moves into the main themes they discovered and how it can be applied to marketing strategies. It’s comprehensive, but the concise writing makes it easy to understand. It reads like a whitepaper, rather than a research analysis, which I hope to emulate.

Internship:

This week was business as normal at work, aside from a couple of new asks, from ScanSource I got to own. First, I helped in the creation and development of our monthly report for March, where we detail all social and media wins and outline our strategy for the next month. Second, the client came to us asking for our assistance in a press release detailing their ESG strategy in the upcoming years. We don’t tend to write press releases for the client, so we were all happy to be of assistance in this new way. Additionally, the client is new to developing ESG strategy, which is one of APCO’s strengths. We were excited to bring this new skillset, especially as the client is new to ESG strategy as a whole. I was asked to take first pen at the press release, which I began work on later in the week. Overall, I’m looking forward to tackling this additional skillset for the first time.

4/10/22 - 4/17/22

Professional Project:

This week was the busiest yet in rounding out the details of my professional project. As mentioned in last week's update, I completed all my interviews this week. It was rewarding not only to complete the core research gathering, but also to see the themes become more pronounced as I was completing the final three interviews. Also, this week, I developed my coding guide and coded all the interviews. Then, I spent time synthesizing this information and pulling out quotes to form the major themes I want to focus my analysis on, and the first draft came into fruition before the end of the week. The bulk of this week was spent on the analysis, editing transcripts and coding.

Internship:

This week was exciting at APCO. I was officially offered a full-time position upon graduation to work as a Project Assistant out of the Chicago location this summer. To prepare for my new location, I was reassigned and met my new manager, as my original manager was based out of the D.C. office and company policy is that the manager and managee should work within the same office to maximize comfort. I was sad to at this soft goodbye process to my original internship manager, as I've considered her a valuable mentor in my time at APCO. Thankfully, we aren't too distanced from one another as she is also the client lead on ScanSource, and we often work together on that account. On a bright note, however, it was great to connect with my new manager. The whole company takes a few weeks in April to brainstorm their yearly goals, as the yearly review takes place in March. To mirror this timeline, I was introduced to my new manager and we began brainstorming some of my goals. I was glad to take do this, as I think it will be a great way to prepare to take on the Project Assistant role in the summer. Next week, we will have a more formal session to discuss and input my goals.

4/17/22 - 4/22/22

Professional Project:

Everything came together this week. I incorporated all edits provided and wrapped up all the loose strings on formatting and preparing all elements for inclusion. The biggest advancement this week was in my analysis – after meeting, I felt much clearer on how to take the analysis to the next level by more clearly outlining the personal and social benefits and adding applicable takeaways for the industry. I sent off my full project to the committee on Friday, April 22. I'm eager to hear responses in my defense next week.

Internship:

As mentioned last week, the most novel activity on my to-do list this week was to develop some concrete goals in preparation of joining as a Project Assistant later this summer. I appreciated the opportunity to reflect on this so early before starting the new role, as I'll get to take time to reconsider these goals throughout the remainder of my internship before stepping in with this new capacity. It was also a great first exercise to get to know my manager and start our relationship off on a productive, strategic first step. I chose the following three goals:

- While it's not until the project consultant level that I am expected to help contribute to strategy, I made the goal to garner a better understanding of strategy development through shadowing strategy calls when appropriate. Additionally, I plan to consider how I can take my daily tasks one step further to realize our strategy.

- I want to be cognizant of my time management. While I haven't had too much trouble in managing my team, I think it's vital to keep it top of mind on how I am becoming more efficient. To do this, I plan on spending some time each week when I submit my hours to review how I have noticed my time being strained, and what I would've told myself beforehand with the knowledge of my new experience. I can then carry these learnings into the weeks to come.

- I think understanding our tools is vital to making me a valuable contributor to my teams. I will focus on deepening my understanding of these tools by completing APCO's extra learning modules on Meltwater, Cision and MuckRack.

APPENDIX V: SELF EVALUATION

This past Spring, I interned remotely in the Earned Media Practice for APCO Worldwide, a PR firm based in Washington, D.C. with over 30 offices worldwide, including six offices in the United States. The communications consultancy assists clients ranging from corporate to public affairs and advocacy to corporate and consumer communications in a range of practices, including public relations strategies like corporate social responsibility and earned and paid media. While I was based remotely, much like the majority of APCO's workforce, I was associated with the Washington, D.C. office, where the Earned Media Practice is located.

I thoroughly enjoyed my time so far at APCO Worldwide. While I've been fortunate to have a variety of communications internship roles in the past, my time at APCO was my first opportunity to work for an agency. I sought out an internship with an agency as I was keen to learn from a variety of teams and mentors who were experts in their craft. And I sought out APCO specifically for their history and reputation of operating in both the public affairs space and in advising corporate clients on their environmental, sustainability and governance (ESG) strategy. On both fronts, APCO did not disappoint. The apparent highlight from my experience at APCO was the people. My manager and each of teams were incredibly supportive, patient and were advocates for my own learning through going out of their way to help me learn new skills or better understand our work. Additionally, the culture at APCO is one that encourages learning from others, and I constantly had the opportunity to engage in new skills through lunch and learns, shadowing meetings with senior team members and the client and trainings.

I believe this culture helped tremendously in my success at APCO. As the agency environment was new to me, I experienced a bit of a learning curve in balancing my time across my accounts and managing competing priorities. While at the start of the internship I found

myself saying yes to all asks and then struggling to complete them on time, over time, I began to develop a better gauge on my availability and became more efficient in the tasks I was learning. I believe developing this awareness was one of the most apparent soft skills I gained in my time at APCO.

Regarding more tangible skills, I had no shortage of opportunity to try my hand at something new. Throughout my internship, I completed a variety of diverse tasks, many of which were new to me. This included developing niche media lists; developing earned media strategy and pitching out to dozens of reporters; using audience engagement tools Cision, Muck Rack and Meltwater for the first time; identifying and landing over a dozen successful media placements – including assisting in the placement of a piece at USA TODAY; developing at least a dozen coverage reports; conducting executive visibility and event research and vetting; and drafting and landing three executive thought leadership pieces. Trying my hand at these new skills took me out of my comfort zone at first but were an excellent opportunity to develop confidence in my skills. I proved to myself and my teams that I am a quick learner and enthusiastic team member and have far more confidence in my abilities than when I first joined APCO.

Overall, I felt that my internship provided me a valuable opportunity to understand the innerworkings of an agency and corporate public relations, develop a range of new skills and establish beneficial relationship with mentors and professionals in the field. I thoroughly enjoyed my time at APCO and the time to step out of my comfort zone. Additionally, I feel confident that my teams benefitted from my addition, as I was offered a full-time position as a Project Assistant in the Earned Media Practice in the Chicago office, which I will begin this summer.

APPENDIX VI: MANAGER EVALUATION

People love working with Isabelle because she always has such a positive attitude when she approaches new deliverables and asks smart and thoughtful questions in order to get the job done well. She is quick on her feet and is able to keep up with fast-paced client work with ease. She also pushes herself to think critically about client strategy and is able to see the big picture of our work, which is a skill that often takes years to develop and is far beyond her level as an intern. One of her key strengths is that she always takes initiative on projects and speaks up with her ideas. During one of her first weeks at APCO, Isabelle was able to identify and secure a thought leadership opportunity for Audi of America's president to appear in a special sustainability-focused issue of USA Today. Identifying these interview opportunities has been a huge focus of the 2022 work so far and she was able to get the ball rolling and knew exactly what to call out through her daily HARO and Qwoted monitoring. She also has been a huge help in producing extensive briefers and opportunity forms and always learns from the feedback she receives, never making the same mistake twice.

In terms of growth, I would love to see Isabelle communicate a bit more on the status of her work. I know this can be difficult in a virtual environment, but often with so many different deliverables floating around and due to the client on a tight deadline, it can often be hard to keep track of what has been done and what is still on the docket. I also am aware that Audi can be a demanding account, so she should feel comfortable asking for help or flagging that she needs more time on a deliverable.

Isabelle has made great progress on her goals of pitching reporters, developing content for clients, and getting to know the APCO network. Isabelle has stuck to her goal of coffee chatting new people at APCO every week, she developed the first draft of a byline for

ScanSource that was eventually placed in a trade outlet, and has pitched announcements for ScanSource. Her pitching efforts resulted in numerous placements, new trade media opportunities for the client, and she now owns all our channel media relationships. For the remainder of the semester, she is going to focus more on keeping a regular cadence of coffee chats and learning more about how to pace her work and communicate effectively with her teams.

Isabelle is a quick learner and is proactive in seeking out feedback. As her manager, she makes my job easy in pushing herself and always looking for new opportunities to grow. I make sure to check in with her every week to make sure she is getting the experiences and skill development that she is looking for and we discuss how any new project would support her goals.

Isabelle is bold and curious on a daily basis. She is not afraid to speak up to have her ideas heard and they are often applied directly to client strategy and are taken to heart. Her teams appreciate that after a deliverable has gone through rounds of edits, she asks specifically what she can do better the next time in order to streamline the process, and then does so with ease! She is a team-player, a fantastic communicator and a great culture fit for APCO.

APPENDIX VII: PROJECT PROPOSAL

INTRODUCTION

My interest in nonprofit communication tactics first blossomed two summers ago while working for a public policy research organization. There, I learned of the opportunities and barriers nonprofits encounter when sharing messages with their audiences on social media platforms. My internship with this social issue-focused think tank coincided with the summer America saw the killing of George Floyd, a black man, by police officer Derek Chauvin in Minneapolis. As I and others around the world were sheltering at home due to the COVID-19 pandemic, I became fascinated with observing the uptick in social media users discussing issues of police brutality, systemic racism, and the #BlackLivesMatter social movement that followed Floyd's death, specifically on Instagram. Even with comments and messaging being ignited by one event, the responses and messaging strategies varied across medium, tone and purpose. As the summer went on, I began paying attention to how companies, nonprofits, activists, public figures, and other stakeholders were enlisting differing strategies to educate, respond, or otherwise take part in the ongoing conversation.

Still fascinated by the movement I observed over the summer, I began investigating research on nonprofit social media communication and social movements online. I wanted to understand two specific phenomena: the tactics nonprofits use to reach interested audiences on social media, and what factors influence individual's social media interest in social movement messaging on these platforms. I will be enlisting the guidance of two theoretical frameworks to do this: social cognitive theory, which is concerned with how users are influenced by social groups in their actions, and uses and gratifications theory, which is an audience-centric approach that is concerned with how users utilize media to satisfy personal needs. In applying both

theories to my research, I want to discover the influence personal or social needs have on people's desires to engage with social movement messaging online, and whether or not existing messaging sufficiently meets these needs. There are many social causes with significant movements behind them today. Having been attune to the feminist movement for most of my life, I attempt to stay up to date with organizations focused on women's equality messaging on social media. With my established interest, I felt focusing my inquiry into messaging surrounding women's equality on Instagram was the perfect fit for my curiosities. Throughout my personal experience observing this content on Instagram, it became clear that organizations can wield the variety of capabilities within the app to share diverse kinds of messages. Organizations were selectively using photo, graphics and video to speak toward specific kinds of messaging to engage their audience with their movement. I will examine multiple times of messaging strategies with the intent of understanding how they meet Instagram users personal or social needs. Although a myriad of strategies exist I will focus on four distinctive approaches: relevant news education, organization news announcement, publication of statistics and explanatory education of relevant terms or phenomena.

RQ: How do nonprofit women's equality messaging strategies on Instagram meet the personal and/or social needs of 18- to 24-year-old women who have a vested interest in such topics?

LITERATURE REVIEW

Introduction

This research aims to understand what personal and social needs are met when young women engage with nonprofits' feminist content on Instagram. Despite being once described as "laggards" on social media for their slow rate of adoption for communication tactics (Curtis,

Edwards, Fraser, Gudelsky, Holmquist, Thornton & Sweetser, 2010), nonprofits are taking to social media for communication tactics, and have a healthy engagement rate of 1.75 percent on Instagram which is 0.63 percent higher than the median engagement rate across all categories (Barhart, 2021). The question then arises of who these organizations are reaching?

The answer could lie with the consumer group I plan to focus on for this study. I selected 18- to 24-years-old female Instagram users for two reasons. First, the target audience makes up a significant share of users on the platform. Of the 1 billion unique visitors to Instagram each month, 40 percent are females under the age of 34. The 18- to 24-year-old female group specifically is the fourth largest of the platform's users, behind 18- to 24-year-old males, and males and females aged 25 to 34 (Barnhart, 2021). And their daily use of the apps is truly meaningful to the group: these users view Instagram and other social media as vital in their daily lives for connecting with friends and learning about news, brands and new communities (Horton, 2021). Second, it is widely known amongst marketing researchers that members of Generation Z (the age group which contains 18- to 24-year-olds) are invested in specific social issues and expect companies and brands to positively impact the social good (Horton, 2021). This investment in the public good doesn't stop at commercial organizations – two thirds of Generation Z donated to philanthropic causes during the COVID-19 pandemic (Leonhardt, 2020). Considering their philanthropic interest and affinity for social media, it is imperative for nonprofit communicators to engage this demographic on Instagram. Thus, this study will discover how various approaches to women's equality messaging on Instagram meet this demographic's personal and/or social needs.

Although there is an intriguing intersection regarding Generation Z and their interest in both social media and social causes, there is little academic research that discusses the concept

with much specificity. However, there is research discussing components of the research question, which will be reviewed in the following section. This includes uses and gratifications and social cognitive theories, and how they apply to media research; nonprofit's social media use and analysis, including advocacy organizations; Generation Z's Instagram use, including women specifically.

Uses and gratifications:

Uses and gratifications theory is an audience-centered approach that believes people actively use media or its platforms in a way that satisfies a need (Ruggiero, 2009). The term “uses and gratification” was first expanded upon and proposed as a theory by Katz and Blumler in 1973, who had the intent to define and place structure around years of inquiry into media use, effects, and consumer response (Katz, et. al, 1973). These researchers believed that “interest in the gratifications that media provide their audiences” was a primary inquiry of Lazarsfeld and Stanton's first venture into empirical research of mass communication in audience impact and response on radio programming, and that mass communication research following was founded in similar questions of media use and gratification. One such contribution to academia was Lundberg and Hulten's (1968) identification of the assumptions that allow for the uses and gratification perspective. First, the model assumes the audience is active and has a directed goal in mind. Next, the media choice is a conscious decision of the audience member when attempting to gratify a need that needs lies with the audience member, and the individual audience members are aware of their interests and motives in particular cases. Lastly, this suggests the media compete with other sources of need satisfaction for the audience's attention. Since it's conception, media scholars today recognize the uses and gratification approach as a

sub-tradition of media effects research (McQuail, 1994; Schramm, Lyle, & Parker, 1961; McQuail, Blumler & Brown, 1972).

At its core, uses and gratification theory aims to understand how people use media to satisfy their needs and desires, and how successful these acts are. Researchers utilizing uses and gratifications see users as active in the process of media consumption rather than passive recipients. In this way, it is a direct contradiction of the linear or one-way communication model, one of the first major communication theories developed back in 1949 by Shannon and Weaver, which suggested messages travel in one direction from the sender to the receiver. Instead, uses and gratifications takes the stance that media consumers have agency in deciding which media to consume, seeing “people as relatively purposive and goal-directed” (Stacks et. al, 2019).

Internet uses and gratification:

Scholars focused on uses and gratifications walked in stride with the creation of the internet. This new and vast “world wide web” with seemingly endless media provided ample data to inform a perspective that audience members indeed have an active role in consumption choice. This is explained by Ko, Cho and Roberts in their 2005 discussion of an “internet uses and gratification theory,” stating the “Internet is considered a virtual marketplace where consumers interact with a wide array of product choices in a nonlinear fashion” (p. 57).

Scholars studying uses and gratification have identified and discussed multiple capabilities of the internet regarding message selection. This includes Williams, Rice and Rogers (1988) who coined useful terms for user customization online. They describe demassification, or the process of internet users exercising freedom to break down the “mass” of information on the internet through controlling their choice of medium to achieve specific, pointed goals. This

suggests that internet users are aware of which platforms, accounts, or types of messaging will best meet their desired outcome.

Another important concept Williams, Rice and Rogers (1988) discuss is interactivity, which has been cited often by other scholars (Ko et al., 2005). As they define it, interactivity is “the degree to which participants in the communication process have control over and can exchange roles in their mutual discourse,” (p.10). Interactivity allows audience members to directly engage with the media, greatly increasing user activity on the sites and even the opportunity to develop new means of communication (Ruggiero, 2009).

Additionally, interactivity allows for social interactions to occur online with not only human to message interactions, but human to human interactions. This further expands the potential landscape of needs to be met – social interaction is included in Ko, et al.’s declaration of motivations in internet and social media engagement, alongside information, convenience, and entertainment (2005). Social interaction is especially core to social media, as they are built on users maintaining and contributing to a social network. Users can interact to the media they consume on social media platforms in a plethora of ways, including following accounts, or liking, sharing or commenting on posts.

Social cognitive theory:

One criticism of uses and gratifications theory is that it focuses too much on the individual, ignoring broader effects of media including societal effects (Stacks et. al, 2019). To counteract a blindside of societal effects a sole focus on uses and gratification could create, it’s important to consider the possible impacts of social pressures in media use and motivation through social cognitive theory. Social cognitive theory is a sociological theory that predominately rests on the function of “vicarious learning,” or that “by observing the behaviors

of others, an individual can develop rules to guide his or her subsequent behavior” (Pajares, Prestin, Chen & Nabi, 2009). This observational learning is grounded through a process of selectively paying attention to a model or action, retaining memory of that model or action, producing it oneself and then undergoing the motivational processes of desiring reinforcement (Parajes, et al., 2009). In many ways, its core focus of human agency (Parajes, et al., 2009), makes it like uses and gratification theory, however with more of an emphasis on learned behavior from observing others and being reinforced in the social environment.

Application of social cognitive theory to media and communication research is not new. Researchers have focused on the attention-garnering, identification-sparking and motivating aspects of behavior that could arise as effects from media consumption, as well as media’s impact on one’s feelings of self-efficacy, another major tenet of the theory (Parajes, et al., 2009). Additionally, the customizable nature that is inherent to the internet “also provides the capability to deliver individualized or tailored messages... to an individual based on characteristics that are unique to that person and related to their behavior interest,” (Parajes, et al., 2009, Krueter, Stretcher, & Glassman, 1999), providing rich data to test the expanse of social cognitive theory as it pertains to effects from media.

Albert Bandura, the author of social cognitive theory, believes that communication systems could be used to effect behavioral change in two major ways: the direct pathway, where “communications media promote changes by informing, enabling, motivating, and guiding participants,” and a socially mediated pathway, where influencers in media are used to “link participants to social networks and community settings” (Bandura, 2001, p. 285). He also notes social networks containing a variety of diverse relationships amongst individuals, from friends to colleagues or peers, is one of the major factors affecting the diffusion processes of modeling

behavior (Bandura, 2001). Additionally, the rapid speed of telecommunications technology has contributed to what he believes is a “new collective consciousness” where “ideas, values, and styles of behavior are being transmitted transnationally at an unprecedented rate... [and] are producing intercultural commonalities in certain lifestyle elements (Bandura, 2002, p. 283).

Nonprofit social media use:

Nonprofits increasingly view social media as a vital tool for outreach (Curtis et al., 2010), and charities and other nonprofit organizations around the world are beginning to embrace social media for its ability to connect with stakeholders, create dialogue with concerned parties and participate in fundraising (Young, 2017). Many researchers have noted that generally, the larger the organization’s size, the more advantageous their social media presence. (Campbell, et al., 2014; Wallace & Rutherford, 2020; Galvez-Rodriguez et al., 2017). Other factors that are positively correlated with social media use are having an established public relations department, perceptions of nonprofit practitioners and having the opinion that social media are credible (Campbell, et al., 2014; Curtis et al., 2010). However, much of the scholarly work concludes that “nonprofit organizations routinely miss engagement opportunities presented by social media” by lumping together communication strategies across platforms, despite their usage differences (Smith, 2018).

Current literature fails to thoroughly address how audiences perceive and engage with nonprofit social media, instead focusing on organizational views (Campbell, et al., 2014; Curtis et al., 2010; Lovejoy & Saxton, 2012). There is robust scholarly research analyzing the content of nonprofit social media use, with a majority examining Twitter content specifically. A major classification of messaging types was first established by Lovejoy and Saxton (2012), which has proved quite useful and been cited consistently. In a content analysis of 2,437 Tweets sent from

73 nonprofit organizations, the researchers discovered 12 codes that made up three functions: information, action, and community. Information tweets aimed to spread information on the organization and its activities, or share information or news related to the organization with audience members and other stakeholders. Action messages encouraged or asked the audience to act on behalf of the cause, and community messages focuses on fostering relationships with constituents, audiences and other stakeholders, especially through fostering dialogue. Lovejoy and Saxton assert that information messaging was used at much higher frequencies than the other two groups, making up 58.6 percent of messaging compared to community's 25.8 percent and action-focused messaging at 15.6 percent (p. 342).

Research is beginning to surface comparing the engagement of nonprofits in the information, action, community model proposed by Lovejoy and Saxton's forms of content, widely finding that information-messages are most likely to be shared by the audience (Saxton & Walters, 2014), including research as recent as this year that finding information messages from Brazil's 100 leading nonprofits garner the most engagement on Facebook in the form of likes from audiences compared to other messaging types (Klafke, Gomes, Junior, Didonet & Toaldo, 2021). These audience or engagement-focused studies often lie in content analysis or in the method of a survey, which fails to address deeper emotional aspects felt by the audience, which could be vital for nonprofits attempting to develop deeper relationships with their constituents (Smith, 2018).

Nonprofit Instagram use:

As mentioned previously, the engagement rate of content posted by nonprofits on Instagram is higher than average across categories at 1.75 percent. Nonprofits have higher engagement rates on average than influencers. Only sports teams and higher education

institutions ranked higher in the study (Barnhart, 2021). Despite this, academic research regarding nonprofit Instagram use remains relatively slim. A 2019 comprehensive literature review of nonprofits' social media use for fundraising efforts found that very few of their selected studies considered more recently emerging social media platforms like Snapchat and Instagram, but "there is already evidence from the grey literature that they can provide numerous benefits for NPOs' fundraising," (DiLauro, Tursunbayeva, Antonelli, 2019).

The literature regarding nonprofit Instagram use is spotty. For instance, researchers found in 2016 that governors, practitioners and nonprofits in Kuwait use Instagram and Twitter the most of the social media platforms, as they believed their best audiences were on those apps most, though these organizations lacked a clear public relations strategy in managing social media messaging (DiLauro, et al., 2019).

Social media use by advocacy nonprofits:

Although there remain large gaps, research generally shows that nonprofit organizations that focus specifically on civic engagement are "using digital media and emerging technologies to engage the public on larger social and political issues, as well as social movements and mobilizing supporters" (Seelig, Milletteb, Zhou & Huang, 2019, p. 18). In turn, social media has become a platform for users to learn of social issues, though the outcomes of their learning or the impressions that are made has not yet been addressed specifically (Seelig, et al., 2019).

While these advocacy organizations use and have mostly positive perceptions of social media, they may not be fully taking advantage of the potential for message dissemination across all social media platforms (Waters et al., 2009; Guo & Saxton, 2013; Smith, 2017). However, nonprofits are becoming more advanced in their use of social media, better engaging and interacting with their audiences and creating more holistic narratives through creating and

sharing content that build awareness and outreach efforts (Seelig, et al., 2019). However, similarly to research regarding nonprofits as a whole sector, these analyses of advocacy nonprofits' social media is a result of contextual analyses, mostly focused on Twitter, Facebook and blogs, ignoring Instagram, and not engaging with audiences themselves on their perceptions (Seelig, et al., 2019; Young, 2017; Smith, 2017; Guo & Saxton, 2013).

Women's equality on social media:

Much like the literature regarding the perception of nonprofit social media messaging, the area of women's equality messaging on social media has been overlooked by scholars. Scholars who have studied women's issues online have focused on high-profile movements like the global #MeToo movement. And, even as one of the most prominent feminist or women's issues movements online, the work is slim, however worth investigating.

The #MeToo movement found prominence on social media in October of 2017 when actress Alyssa Milano took to Twitter to share her experience of sexual assault and called on women to respond #MeToo to share their own personal experiences, though the term was initially coined by activist Tarana Burke in 2006 to help connect young survivors of sexual assault with resources (Griffin, 2019). Within the first week of Milano's tweet, just shy of 1.6 million tweets surfaced with the hashtag, "igniting a movement where victims of sexual assault, abuse, and harassment felt empowered to divulge as much, or as little, information as they wanted about their personal experiences" (Modrek & Chakalov, 2019). Google Trends notes in their "Me Too Rising" report that the movement has been searched online in all countries and has been a source of change in sex education programs and legislation, leaving a "significant legacy" (Quan-Haase, Mendes, Ho, Lake, Nau & Pieber, 2021).

Despite its significant presence online, scholarly work has been slim – in a synthesis review that covers sources from 2006 to 2019, Quan-Haase et al. (2021) discovered that only 22 studies were conducted examining participation in the movement on Twitter and Facebook. Most of the literature embarked on a content analysis of the social media posts or took on a critical analysis of the participation with recommendations on future narratives, while only one study sought out a qualitative approach through mixed methods, which included surveys to garner “deeper understanding” for reasons of not participating in the movement (Quan-Haase et al., 2021). Thus, researcher have missed out on the opportunity to discover how this messaging impacts participants or interested parties specifically.

Generation Z’s social media engagement:

As scholarly work addressing marketing to Generation Z is thin, marketing publications serve as a useful tool in expanding understanding of these topics. Marketing research often classifies age cohorts into comprehensive profiles as a means of streamlining research information, which is especially true of the marketing research publication Mintel. They reported that 99 percent of all Generation Z members – those born between 1995 and 2007 – are on social media. Members of Generation Z, in turn, are very comfortable with social media and view it as a “multi-faceted tool in their lives,” using it to stay in touch with friends and family, and find new friends or communities (Horton, 2021). Some researchers, like those at Mintel, believe this comfortability with and even reliance on social media by is a result of this age group growing up with social media. This is especially true for “adult Generation Z” members who were born between 1997 and 2003 and aged 18 to 24 and were first age cohorts to grow up with social media access in middle school. Growing up with social media has garnered Generation Z the title of “digital natives.”

Perhaps it is because they have grown up with “instant global connectivity” that this generation places “a greater emphasis on their role in the world as part of a larger ecosystem and their responsibility to help improve it” (Vitelar, 2019). Even though they value this connection, Generation Z still find authenticity and individualism important, and see social media as an outlet to express themselves and differentiate from each other, especially for those who consider social media at the start of their career to build a personal brand and positive online reputation (Vitelar, 2019).

Generation Z on Instagram:

Over half Generation Z members check their Instagram multiple times a day (Mintel, 2021). For many, visiting Instagram is a habit a part of their daily routine and a platform they visit if they feel they have “nothing better to do” or want to escape from their physical environment (Pasztor & Bak, 2020). Their reason for visiting does go deeper, however – many view it as a place to express personal interests, to connect to similar people or to share life events (Pasztor & Bak, 2020), or to learn about or discover new brands (Horton, 2021). They prefer it to Facebook (Pasztor & Bak, 2020), and have positive association with the app, viewing it as entertaining (Horton, 2021). They prefer messy or “raw” messaging as opposed to a picture-perfect life that feels inauthentic for them (Horton, 2021).

Generation Z’s perception of nonprofits:

Scholarly research is still emerging on Generation Z’s perception of nonprofits, despite their demonstrated interest in social causes and interest in brands exercising corporate social responsibility. Mintel’s 2021 Marketing to Generation Z report describes Generation Z as socially engaged, saying they are, “passionate and opinionated” and “see themselves and their

social media accounts as their mouthpiece and are quick to let their opinions on social, political and other issues be known,” (Horton, 2021, p. 33).

However, scholars have studied millennials’ views, the age group closest to Generation Z. This includes attempting to uncover whether social pressure or autonomous motivations influenced their engagement choices. The study found that male and female millennials are receptive to both self-benefitting and others-benefitting message tones used in modeled examples of Facebook events from nonprofits, but that others-benefitting messaging was more consistent in generating an intention to attend (Paulin, Ferguson, Jost & Fallu, 2014). The researchers found that autonomous motivation, or a purely personal interest in the cause, was the main driver of intended participation. Feelings of empathy heightened this. However, they did note that impression management important to this group, which is when users tailor content in their profiles to put off a good impression, like being caring or generous. As a result, they were more likely to share with their social groups (Paulin et al., 2014). While there is research on nonprofit social media message effectiveness and on character traits that go coincide with being receptive to this messaging, like being more altruistic (Gorczyca & Hartman, 2017), there is little research qualitatively determining millennial – or Generation Z – perception or engagement of this messaging.

Conclusion

After reviewing current literature, an apparent gap is present addressing the perceptions of social media users on nonprofit messaging. Instead, research to date has focused primarily on organizational perceptions, or analyzed the content of nonprofits online, with only some determining engagement rates and even fewer considering Instagram as a platform of study. And while this research has created helpful ways to categorize nonprofit messaging content, like the

information, action and community messaging tactics, overlooking the emotions and perceptions of audiences with this content leaves a blind spot for nonprofits who are attempting to optimize their social messaging and connect with audiences in a similar fashion to for-profit organizations or businesses.

Furthermore, the literature has shied away from making the connection between nonprofits and Generation Z as an audience, despite the cohort's demonstrated interest and awareness of social issues. By focusing on this target audience and employing the uses and gratification and social cognitive theoretical frameworks, the proposed research will uncover a vital intersection to advancing the industry's understanding of personal and social needs being fulfilled online by nonprofits. Thus, the following research question that will guide this proposed study has surfaced:

RQ: How do nonprofit women's equality messaging strategies on Instagram meet the personal and/or social needs of 18- to 24-year-old women who have a vested interest in such topics?

METHODOLOGY

The study will utilize the qualitative research method of in-depth interviews to uncover 18- to 24-year-old female Instagram users' perceptions of how women's equality messaging strategies on Instagram fulfill their personal or social needs. I propose performing a series of 8-10 semi-structured interviews with the target audience, 18- to 24-year-old female Instagram users who follow nonprofits focused on women's equality on Instagram, which will be determined through a screener.

The review of literature reveals that quantitative methods are used disproportionately compared to qualitative methods regarding nonprofit social media. In addition to the attractive

chance to fill this hole, utilizing a qualitative research method will allow for a truly open-minded discovery into the creative process of communication and meaning making (Christians, C. & Carey, James W., 1989). In-depth interviews are often utilized by scholars to provide context of the human experience to other data, offering a more complete picture of what happened (Boyce & Neale, 2006). This emotional context is missing from research on the subject currently which has mostly focused on quantitative data regarding nonprofit's social media engagement across different messaging types (Lovejoy & Saxton, 2012).

In-depth interviews are favorable to focus groups, another popular qualitative method, in circumstances where the potential participants may not be comfortable talking openly in a group, including more personal matters such as these (Boyce & Neale, 2006). Considering the personal and potentially emotional questions and topics I may be discussing with participants, establishing trust and a comfortable rapport will be a critical aspect of garnering authentic responses. Additionally, in-depth interviews also avoid group think, when members of a group will sway their opinion or hold back their thoughts to align with others in a group, which is a limitation of focus groups (Brennen, 2013). Additionally, the virtual nature of the individual interviews will cut down on potential logistical faults with scheduling, making the participation more accessible.

Like any research method, there are limitations in in-depth interviews. They are time-consuming for both the researcher and participant, which can hurt recruitment efforts or be potentially straining to participants during the interview (Brennen, 2013). Additionally, interviewers can be prone to asking questions with bias, especially if they are representing the organization whose messaging is in question, which is not the case here (Boyce & Neal, 2006). With organizational bias or not, ensuring wording of questions are neutral and open-ended is critical, as there's always the chance for participants to respond how they assume the researcher

prefers, and the process of verification by observational learning or otherwise is out of the scope of the researchers (Morris, 2015).

I will speak directly to members of Generation Z are some of social media's most prominent users, as discussed in the literature review. About a third of Generation Z are enrolled in college (Intel, 2019). And, at the ages of 18 through 24, a significant portion of college students meet the age margin of Generation Z adults. I will focus my recruitment on those who are actively enrolled in undergraduate studies at the University of Missouri. I chose this institution as it is both my current higher education institution and my alma mater, so I am familiar with the organizations and faculty I plan to recruit from. While there are limitations in choosing just one higher education institution, as the research cannot be generalized to the entire college-aged population, the findings will nonetheless provide new knowledge and insight to the strategic communication industry and future research.

Before being selected for inclusion in the semi-structured interviews, potential participants will have to meet criteria to be selected as a viable candidate to contribute substantially to discussion. This will be determined through a screener survey, which will be created on Qualtrics and disseminated to students through sharing the survey with leaders of women-centered organizations across campus and asking them to spread the word. These clubs include student employees of the Women's Center, the Feminist Student Union, Women in Media, Women in Sports Media, Women in STEM, Undergraduate Women in Economics, the Society of Women Engineers, the Naturelles, student members of the Women's Leadership Conference, the Mizzou Black Women's Initiative and the chapters Mizzou's women's sorority organizations. If enough responses are not gathered through that avenue, I will ask to speak at the

organizations' meetings to promote the survey, and/or disseminate the survey through department and schools across campus.

In addition to the age and college-enrollment requirement, participants should also engage relatively regularly with Instagram, which I will define as users opening the app two or more times a day. Additionally, the potential participants will have to follow at least one nonprofit focused on women's equality's Instagram, like @womensmarch, @plannedparenthood, @nationalwomenslawcenter or others, which were all investigated to determine viable messaging strategies prior to conducting this research. This will ensure they are invested in the movements we discussed and will be able to comment on messages accordingly.

The screener survey is as follows:

Opening: The purpose of this survey is to gather information on 18- to 25-year-old female college students' perceptions of women's equality messaging on Instagram, and to recruit interested participants for a subsequent in-depth interview. Your participation will be kept anonymous, and the survey should take less than 5 minutes to complete. Please reach out to inrd94@umsystem.edu if you have any questions or concerns. Thank you for your participation!

1. Are you currently enrolled at the University of Missouri-Columbia?

- YES / NO

2. Do you study Strategic Communication at the University of Missouri-Columbia?

- YES / NO

Yes will be directed to the end of the survey.

3. What is your age?

- Under 18 – directed to end of survey

- 18 – 25

- Older than 25 – directed to end of survey

4. What is your gender?

- Female / Male / Non-binary

Those who answer other than “female” will be directed to end of survey.

5. How often do you check Instagram a day?

- I don't check Instagram – directed to end of survey

- Once a day or less – directed to end of survey

- Two or more times a day.

6. Do you follow any of the following accounts on Instagram? Select all that apply.

- Women's March: @womensmarch

- Planned Parenthood: @plannedparenthood

- Planned Parenthood Action: @ppact

- Feminist: @feminist

- National Women's Law Center: @womenslawcenter

- Me Too movement: @metoomvmt

- USO Women: @usowomen

- United Nations Women: @unwomen

- Equality Can't Wait: @equalitycan'twait

- The Female Lead: @the_female_lead

- I do not follow any of those accounts.

Those who select “I do not follow” will be directed to the end of the survey.

7. You qualify to participate in a 30- to 45-minute Zoom interview in a study of the perceptions of women's equality messaging on Instagram. Your participation will be kept anonymous. Are you interested in participating?

YES / NO

**Those who select "YES" will be re-directed to a SignUp Genius form to schedule the virtual interview.*

Close of survey: Thank you for time. Please reach out to inrd94@umsystem.edu if you have any questions or concerns.

Eight to ten in-depth interviews will be conducted, or until consensus is reached, which occurs when the same information is being repeated across participants and little new information is brought up (Brennen, 2013). The interviews are projected to last between 30 and 45 minutes each and will be recorded for transcription and note taking purposes, with recordings being destroyed once the conversations have been transcribed. Participant identifiers, including name or student organization affiliation, will be kept anonymous.

The interviews will be semi-structured to further my ability to create a comfortable, conversational environment for my participants. In accordance with Brennen's definition of semi-structured interviews, I will ask all participants the same pre-established set of questions, which will allow for an approach of uniformity to avoid gaps in discussion points across the set of interviews. However, I can exercise a layer of flexibility to best engage in each unique conversation. This includes asking follow-up questions to delve more deeply into some of the topics or issues addressed, and clarify answers with participants (Brennen, 2013).

Interview questions

Part one: Thank you again for taking the time to participate in this research study. For the sake of my records, can you please state your full name and age? Your name will be kept private.

1. What specifically do you like about Instagram?

- Listen for: friends, current events, community events, etc.

2. Describe to me the kinds of accounts you follow on Instagram.

a. Why do you follow these kinds of accounts? What do you gain from them? Can you give me an example of ...

- Listen for: heard from friends; personal interest; want to stay up with trends.

3. How often do you share posts on Instagram with friends, family, or your followers (on story)?

a. What about a post makes you more likely to share them?

Now, I want to discuss women's equality advocacy groups:

4. You indicated in the introductory survey that you follow at least one such account on Instagram. Is that correct? Which account(s) do you follow? Can pull up phone if needed.

5. Take me back to when you first became familiar with this account – when/how did you encounter them?

- Listen for: sought out vs. encountered organically; outside influences, like friends, etc.

a. Why did you decide to follow the account?

Listen for: personal interests; influence from friends, family or others; seeking education.

6. How would you describe your motivation in following this account?

- Listen for: feeling informed; sharing it with friends; feeling "seen."

a. Are there any benefits from following this account? What makes you feel that way?

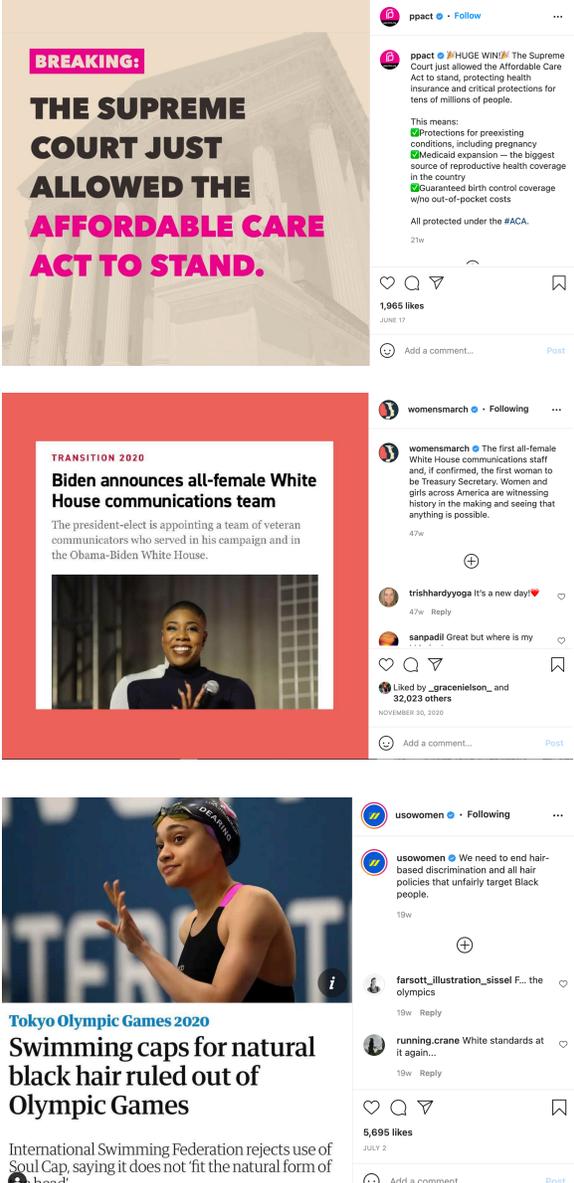
7. Do other users you follow, like celebrities or friends, also follow this or similar accounts?

8. Why do you follow those accounts as opposed to other advocacy accounts on Instagram?

a. Or, do you follow any other nonprofits or social causes on Instagram?

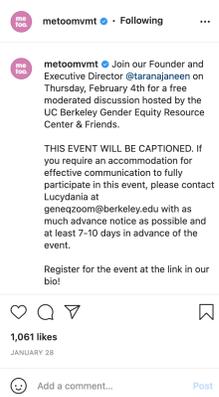
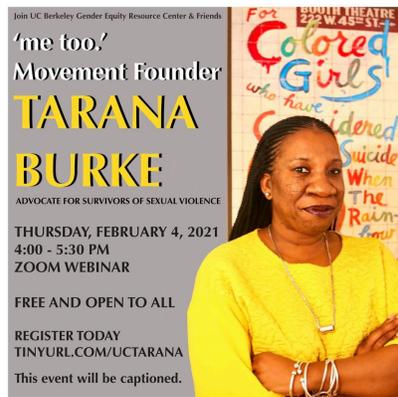
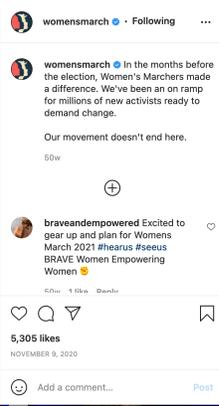
Part two: For the second part of the interview, I am interested in your thoughts on Instagram posts from women’s equality advocacy groups.

9. I’m going to pull up a variety of posts.

Messaging strategies	Examples	Questions
<p>Relevant news</p> <p>education:</p> <p><i>Sharing current events relevant to the social movement or its stakeholders, typically including commentary.</i></p>		<p>How would you describe this series of posts? – What similarities do you see amongst them?</p> <ul style="list-style-type: none"> - Listen for: indicated benefits, like educational, enlightening; formatting that sticks out; preferences in style, etc. <p>What are the main reasons you might choose to engage with posts like these?</p> <ul style="list-style-type: none"> - Listen for: personal and social needs - Potential personal needs: contribution, feeling informed or up-to-date, knowledge/learning/discovery, useful personally - Potential social: acceptance, acknowledgement, attention, connection, influence, recognition, sharing with others <p>Can you describe the personal benefits, if any, that you get from reading or engaging with these kinds of posts?</p>

		<p>- Listen for: personal and social benefits</p> <p>Can you give me an example of how posts like these speak to your personal interest in social movements?</p> <p>- Listen for: how it makes them feel, how it feels reflective of their needs, any use they get out of the post regarding involvement in social movement</p> <p>I'm curious to know if these kinds of posts add value to your social group?</p> <p>- If you feel they do, what is your motivation for liking, sharing or commenting on posts like these?</p>
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Organization news announcement:
News or updates regarding organization activities or campaigns.



How would you describe this series of posts? – What similarities do you see amongst them?
 - Listen for: indicated benefits, like educational, enlightening; formatting that sticks out; preferences in style, etc.

What are the main reasons you might choose to engage with posts like these?

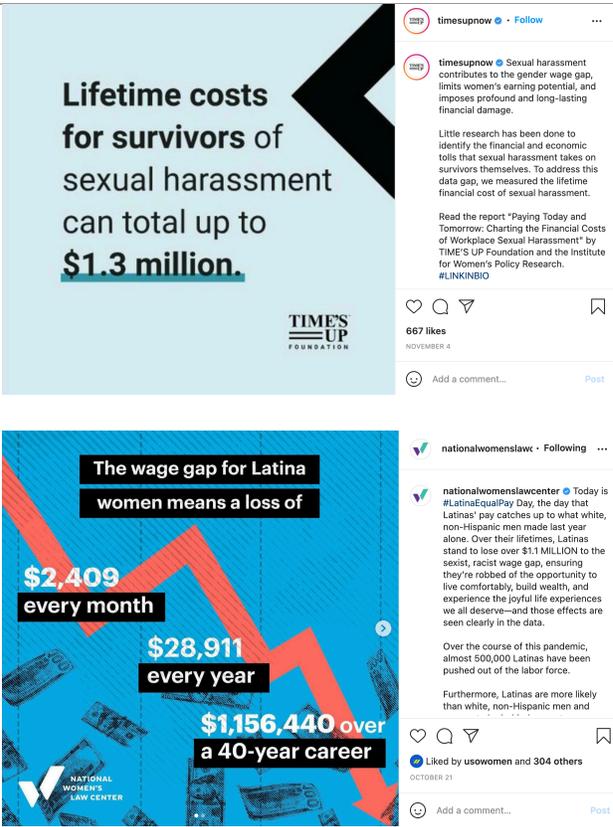
- Listen for: personal and social needs
- Potential personal needs: contribution, feeling informed or up-to-date, knowledge/learning/discovery, useful personally
- Potential social: acceptance, acknowledgement, attention, connection, influence, recognition, sharing with others

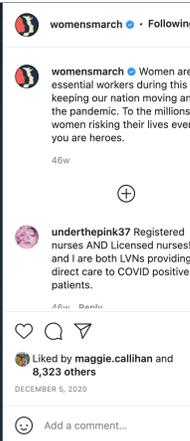
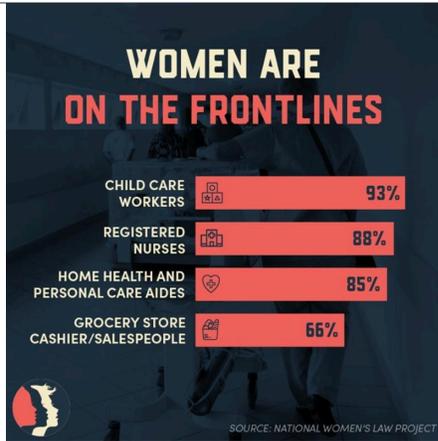
Can you describe the personal benefits, if any, that you get from reading or engaging with these kinds of posts?

- Listen for: personal and social benefits

Can you give me an example of how posts like these speak to your personal interest in social movements?

- Listen for: how it makes them feel, how it feels reflective of their needs, any use they get out of the

		<p>post regarding involvement in social movement</p> <p>I'm curious to know if these kinds of posts add value to your social group?</p> <ul style="list-style-type: none"> - If you feel they do, what is your motivation for liking, sharing or commenting on posts like these?
<p>Publication of statistics:</p> <p><i>Newly-discovered statistics and data relevant to the movement or its stakeholders.</i></p>	 <p>The top post is from @timesupnow, titled "Lifetime costs for survivors of sexual harassment can total up to \$1.3 million." It includes a quote: "Sexual harassment contributes to the gender wage gap, limits women's earning potential, and imposes profound and long-lasting financial damage." It also mentions a report by TIME'S UP Foundation and the Institute for Women's Policy Research.</p> <p>The bottom post is from @nationalwomenslawcenter, titled "The wage gap for Latina women means a loss of" and features a red line graph. The statistics shown are: "\$2,409 every month", "\$28,911 every year", and "\$1,156,440 over a 40-year career". The text explains that on #LatinaEqualPay Day, non-Hispanic men made last year alone, and that over their lifetimes, Latinas stand to lose over \$1.1 MILLION to the sexist, racist wage gap.</p>	<p>How would you describe this series of posts? – What similarities do you see amongst them?</p> <ul style="list-style-type: none"> - Listen for: indicated benefits, like educational, enlightening; formatting that sticks out; preferences in style, etc. <p>What are the main reasons you might choose to engage with posts like these?</p> <ul style="list-style-type: none"> - Listen for: personal and social needs - Potential personal needs: contribution, feeling informed or up-to-date, knowledge/learning/discovery, useful personally - Potential social: acceptance, acknowledgement, attention, connection, influence, recognition, sharing with others <p>Can you describe the personal benefits, if any, that you get from reading</p>



or engaging with these kinds of posts?

- Listen for: personal and social benefits

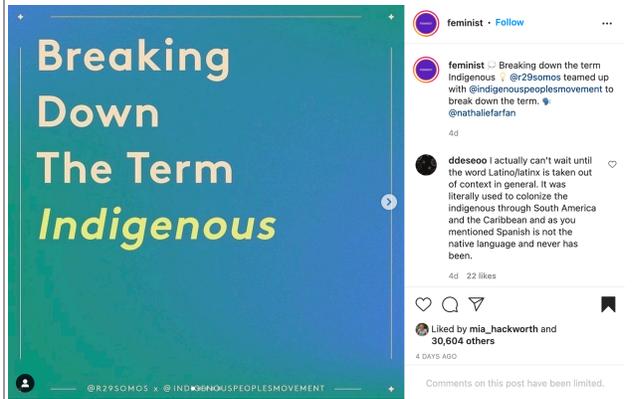
Can you give me an example of how posts like these speak to your personal interest in social movements?

- Listen for: how it makes them feel, how it feels reflective of their needs, any use they get out of the post regarding involvement in social movement

I'm curious to know if these kinds of posts add value to your social group?

- If you feel they do, what is your motivation for liking, sharing or commenting on posts like these?

Explanatory education of relevant terms or phenomena:
A longer-form informative message that aims to educate audiences on terms or phenomena relevant to the social movement or its stakeholders.

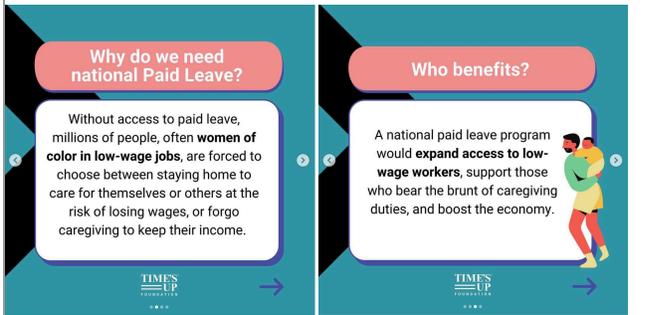


How would you describe this series of posts? – What similarities do you see amongst them?
 - Listen for: indicated benefits, like educational, enlightening; formatting that sticks out; preferences in style, etc.

What are the main reasons you might choose to engage with posts like these?
 - Listen for: personal and social needs
 - Potential personal needs: contribution, feeling informed or up-to-date, knowledge/learning/discovery, useful personally
 - Potential social: acceptance, acknowledgement, attention, connection, influence, recognition, sharing with others

Can you describe the personal benefits, if any, that you get from reading or engaging with these kinds of posts?
 - Listen for: personal and social benefits

Can you give me an example of how posts like these speak to your personal interest in social movements?
 - Listen for: how it makes them feel, how it feels reflective of their needs, any use they get out of the

		<p>post regarding involvement in social movement</p> <p>I'm curious to know if these kinds of posts add value to your social group? - If you feel they do, what is your motivation for liking, sharing or commenting on posts like these?</p>
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That's all the questions I have for you! Is there anything else you would like to add?

Thank you again for taking the time to speak with me.

End of interview.

PROFESSIONAL SKILLS COMPONENT

I hope to intern for a public relations or strategic communication firm this Spring to fulfill the professional competency of the master's proposal. I am focusing my search and application process on agencies that work with social or political advocacy clients, nonprofit and public sector clients, or in assisting clients with corporate social responsibility efforts. The application process has just begun for Spring internships; however, I have been contacted by recruiters at three separate agencies to discuss scheduling interviews within the next few weeks as the formal hiring process begins. So far, I have applied to, or I am waiting for the formal applications to be published at the following agencies:

- APCO Worldwide
- BerlinRosen
- Bully Pulpit Interactive
- FleishmanHillard

- Porter Novelli
- Powell Tate
- ZENO Group

I am applying for either public relations or research strategy internship positions at the organizations. Based on job descriptions or discussions with current employees and recruiters, each of those roles entail regular content creation for advocacy organizations, nonprofits or public sector clients across social media platforms. Therefore, my professional work would be directly tied to my research on social advocacy messaging.

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