

The background of the image consists of several horizontal, overlapping brush strokes in various shades of teal and blue, creating a textured, watercolor-like effect. The strokes are centered and fill most of the frame.

# SOCIAL MEDIA POTENTIAL FOR BUILDING MEANINGFUL CONNECTIONS

# PROJECT MEMBERS AND CURRICULUMS

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- Psychology
- Recreation Management
- Spanish Language and Culture
- Well-Being and Health Behaviour

# PRESENTATION TOPICS



## INTRODUCTION

Problem, importance, and aim



## ACTIVITIES + METHODS

What we did and what methods we used



## RESEARCH FINDINGS

Theoretical and interviews



## MOCKUP IDEAS

Examples of our mockup ideas for apps




## RESULTS + CONCLUSIONS

What were the results and did we achieve our aims



## SELF-REFLECTION

About our experiences in this project



# **PROJECT INTRODUCTION**

# THE IMPORTANCE OF THE PROBLEM

**People feel lonely and socially isolated.**

**Most existing social media platforms are used for:**

- ❖ reaching large audiences,
- ❖ communicating with already-existing friends,
- ❖ forming short-term connections.

**Very little research has been done on this topic.**



# PROJECT AIMS

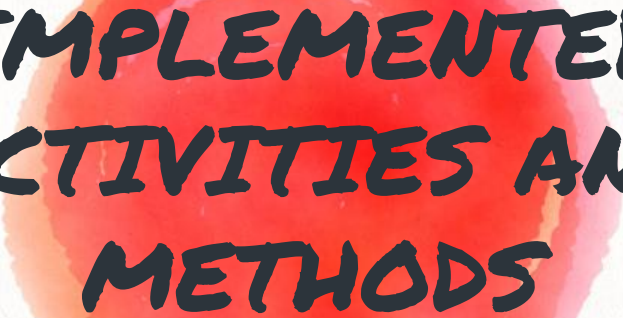
## 1ST AIM

Explain how to create meaningful connections online.



## 2ND AIM

Envision a new social media app.

A large, textured red circle with a watercolor-like gradient, centered on the page. The text is overlaid on this circle.

# **IMPLEMENTED ACTIVITIES AND METHODS**

# ACTIVITIES

- Collecting theoretical material
- Preparing interview questions



- Writing the theoretical overview
- Conducting interviews



- Speculative Science Fiction workshop



- Coming up with our own social media app ideas
- Designing app mockups



# METHODS

A Venn diagram consisting of three overlapping circles arranged horizontally. The circles are drawn with dashed white lines. The background is a textured blue wash. The left circle is labeled 'QUALITATIVE RESEARCH', the middle circle is labeled 'THEORETICAL RESEARCH', and the right circle is labeled 'SPECULATIVE DESIGN'. The circles overlap in pairs and in the center.

QUALITATIVE  
RESEARCH

THEORETICAL  
RESEARCH

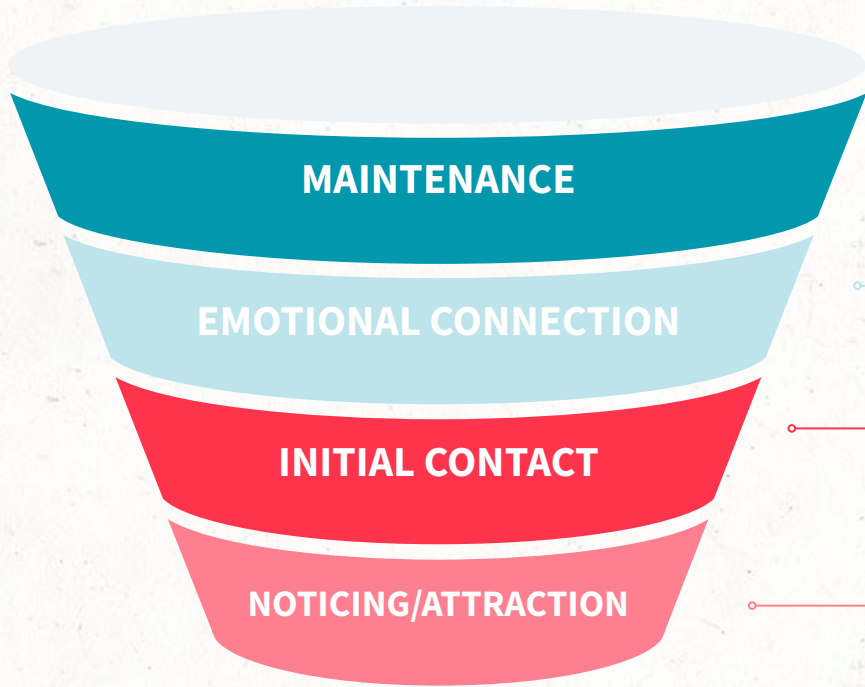
SPECULATIVE  
DESIGN



# **RESEARCH FINDINGS**

**THEORETICAL AND INTERVIEWS**

# THEORETICAL FINDINGS



How do people support and maintain their relationships online?

**Provision of social support** (Baym, 2012)

What makes emotional connection between two individuals possible?

**Creating intimate moments** (Pang, 2018)

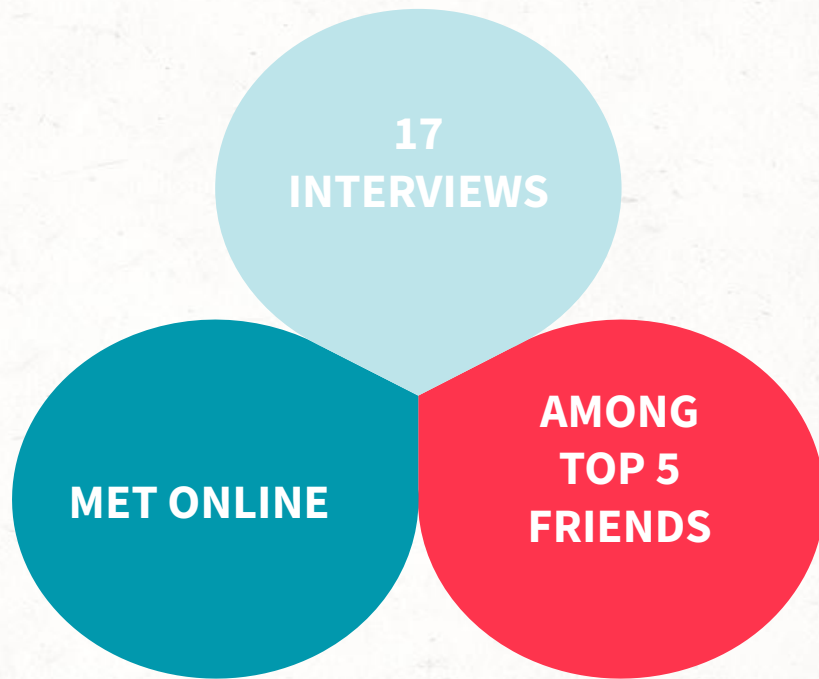
How and why do they make the first step?

**Complementing** (Schwarz, 2010)

How do people notice others with whom they eventually become good friends with?

**Self-disclosure** (Pang, 2018)

# WHO DID WE INTERVIEW?



# WHERE PEOPLE CAN FIND A FRIEND OR COMPANION

Tumblr

Messenger

Snapchat

MeetUp

TikTok

Tinder

Discord

Zoom

Skype

VKontakte

WhatsApp

Instagram

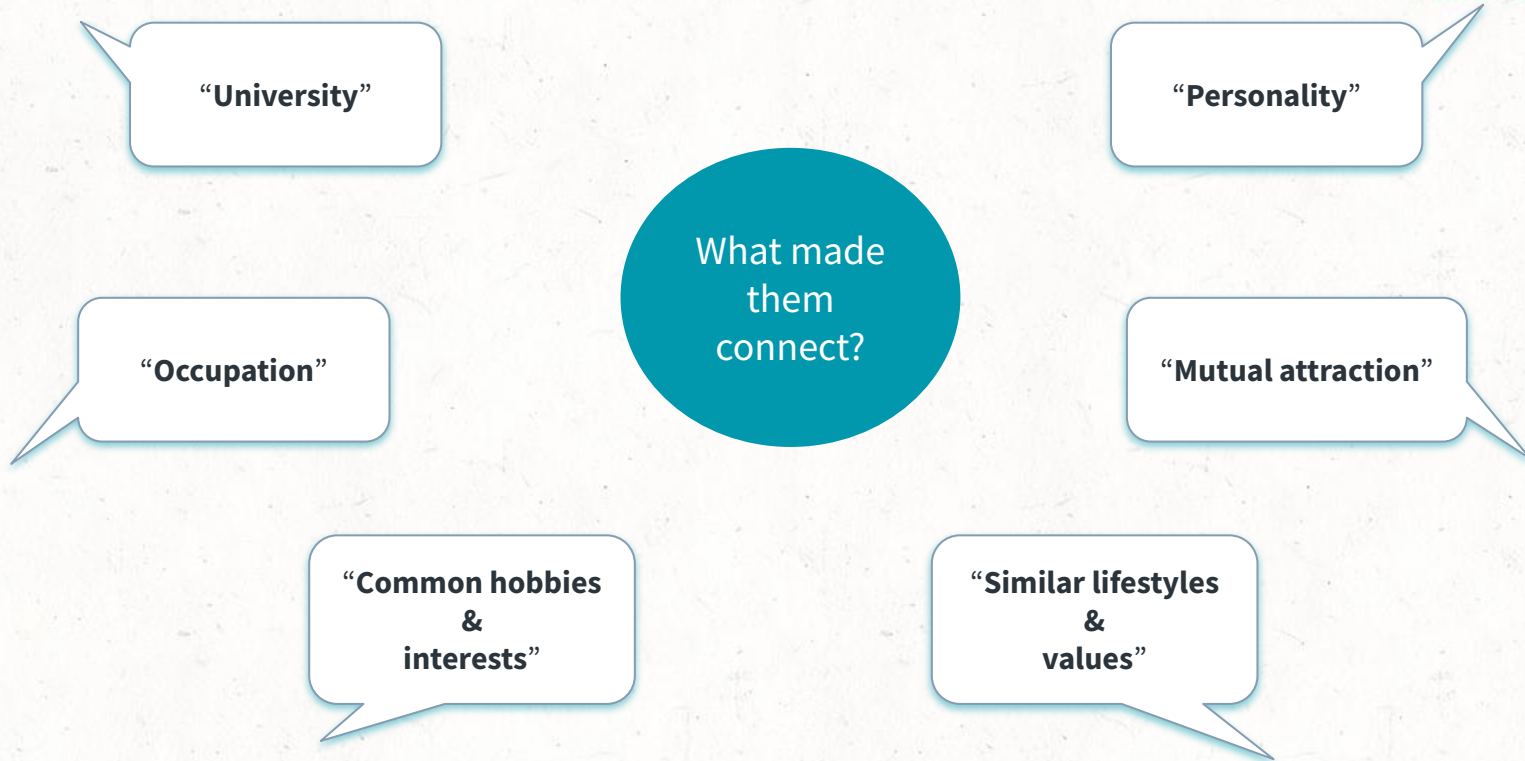
WeChat

Twitter

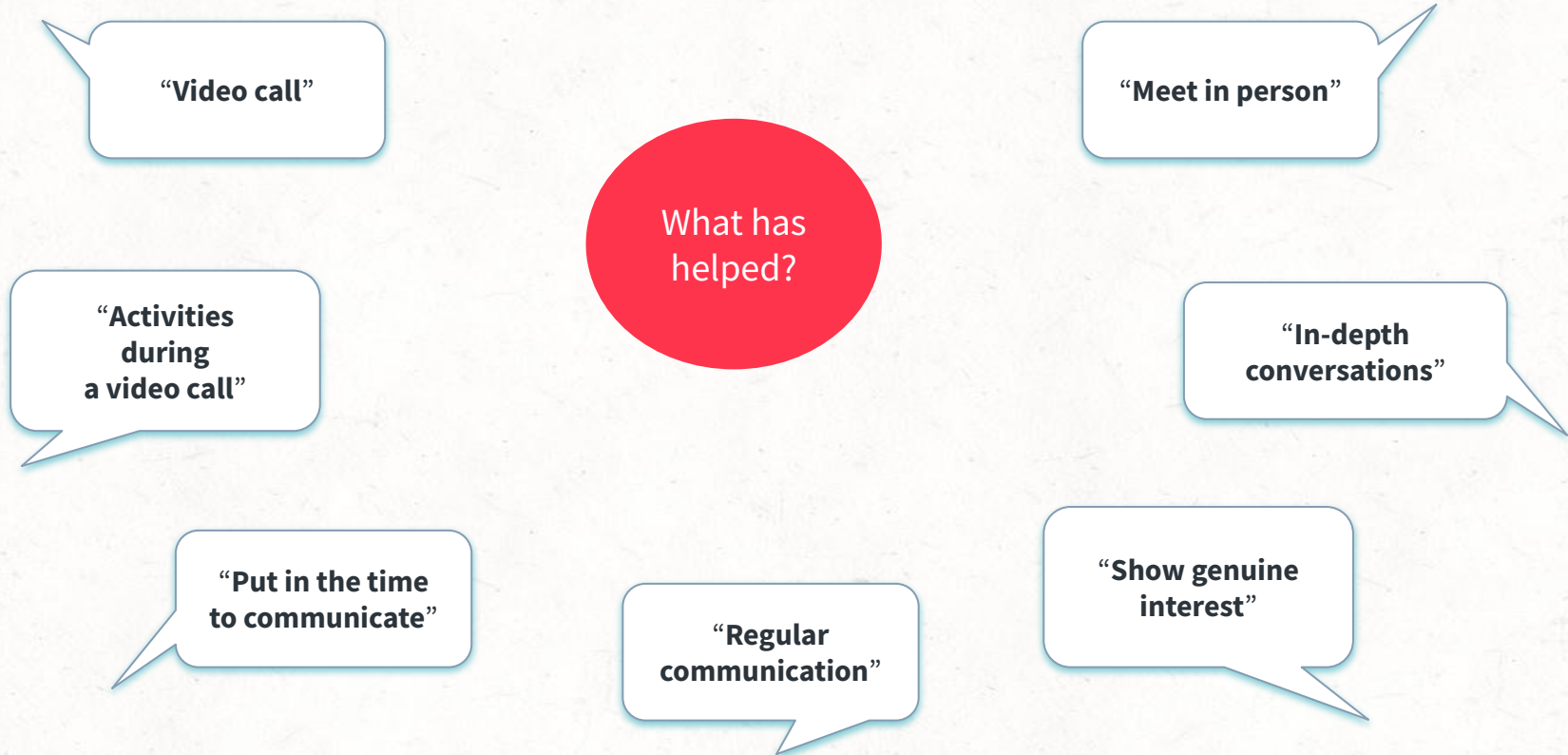
Facebook

PersonalityMatch

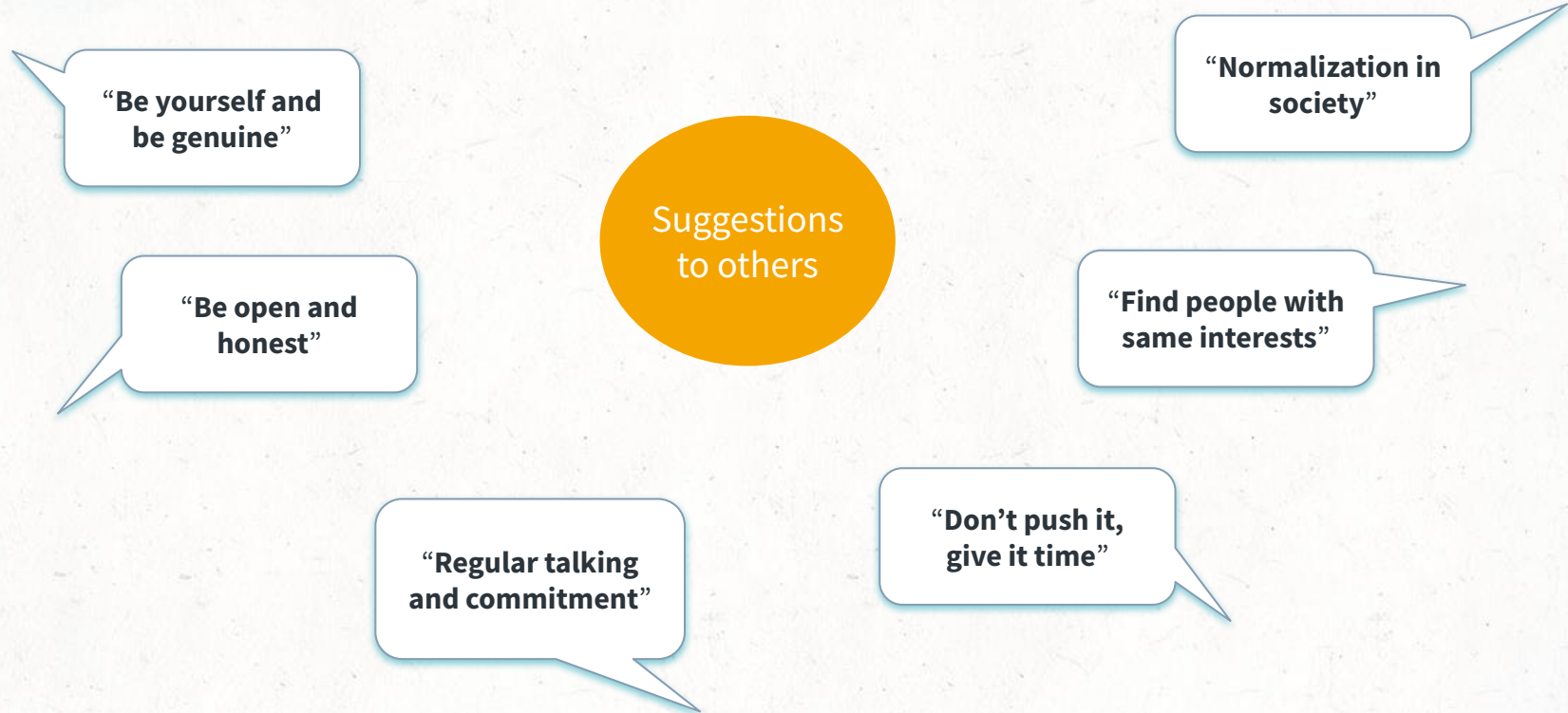
# INTERVIEW FINDINGS



# INTERVIEW FINDINGS



# INTERVIEW FINDINGS



# WHAT WERE THE CHALLENGES

Authenticity

“Not being genuine”

“Differences between desktop & mobile app”

Technical problems

“The app didn’t work properly”

“Manipulation, gaslighting, guilt tripping”

“What are they like?/  
Imagination turned wrong”

“Messages didn’t go through”

“Pandemic affected us in that we couldn’t meet each other in real life”

Communication

“Not responding”

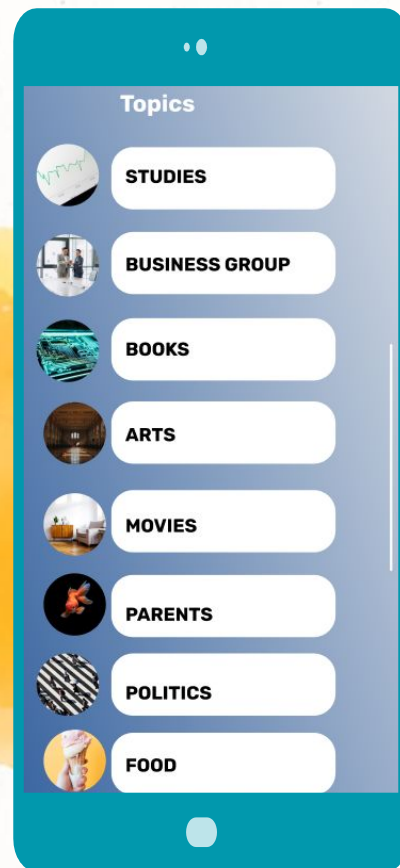
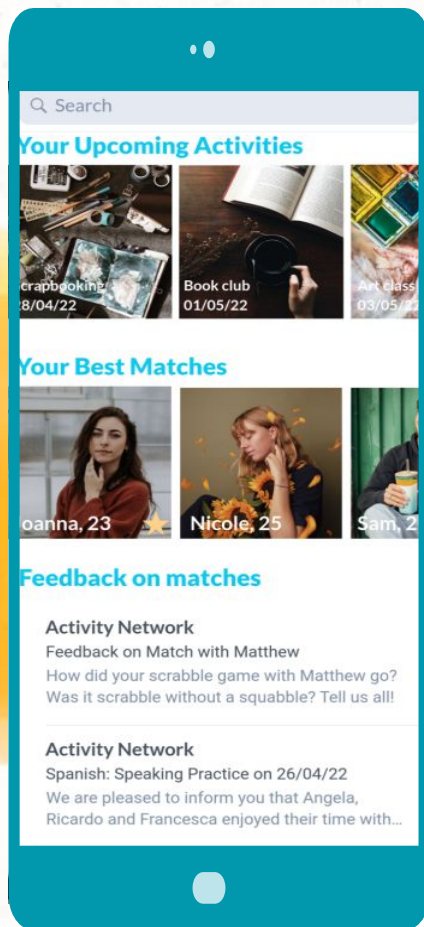
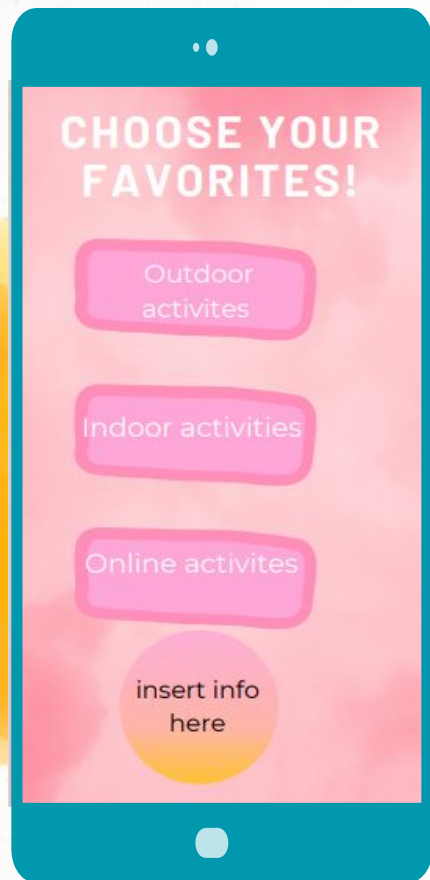
“How to meet up in person?”

Not been able to meet in person

“Can’t see body language”



MOCKUPS





# RESULTS AND CONCLUSIONS

24

TOTAL NUMBER OF THEORETICAL MATERIALS FOR THE OVERVIEW

17

TOTAL NUMBER OF CONDUCTED AND TRANSCRIBED INTERVIEWS

8

TOTAL NUMBER OF IDEAS FOR SOCIAL MEDIA PLATFORMS/APPS

6

TOTAL NUMBER OF PLATFORM/APP MOCKUPS

# CONCLUSIONS

**OUR GOALS WERE ACHIEVED**

**OUR PROJECT CAN BE A SOURCE  
FOR FUTURE RESEARCH**

**GIVES POTENTIAL FOR NEW APPS**



# HOW DID WE PERSONALLY BENEFIT FROM THIS PROJECT

- ❖ Stepping out of comfort zones
- ❖ Building teamwork skills
- ❖ Creative thinking
- ❖ Time management
- ❖ Improving English language skills
- ❖ Developing digital competencies

## KEY TO OUR GROUP SUCCESS:

**High motivation and perseverance from all members, and great leadership from our supervisor**

**12**  
**DIFFERENT**  
**SPECIALITIES**

# REFERENCES

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**THANK YOU FOR  
LISTENING!**