

Focus group 1 Friday the 6<sup>th</sup> July, 11:00.

Two participants ---- (Approx 40, approx 20).

Zoo metaphor:

They saw themselves as both the zoo keeper and the visitor to the zoo. There were different enclosures where animals were kept, where different animal cages represented different social spheres, or friends from different points of life. Monkey = Bath university friends, Zebras old friends, Penguins, colleagues. Interestingly a reptile enclosure was discussed for more pressing audiences specifically parents where they could be locked away behind glass. This glass was discussed as being in some circumstances privacy settings.

Illustrated are lines denoting network connections, but also the lines extending outwards from the zoo keeper can represent the feeding of the animals (i.e. the content broadcasted) and in return the zoo keeper gets joy.

The zoo owner is mark zuckerburg.

Also interestingly the older participant, segregated his animal enclosures based on age as can be seen by the numbers above each cage.

The younger member though her facebook image was a more idealized version of herself, whereas the older member thought it was a more accurate representation of who he really is but acknowledged that the multiplicity of audiences restricted the identity he could create online.