

Friday 6th, second focus groups 12:30

Five participants all around 24.

Originally they thought Facebook was like a café but later adopted this to be a place where people meet and sit e.g. could be a bar. Different tables represented different social groups or spheres where people had swivel chairs and could turn around and talk to each other. Parents were sat at a small table by themselves. On tables were games (apps) that people could play with. In addition there were also other games like slot machine that people could interact with within the need for others. All round the walls were big TV screens that people that showed the news feed of what everyone was doing. There was also a troll illustrated in the middle. There are gate keepers at the door that require users to give up their personal information before entering the café. The draw was free coffee but you give up your information in a trade off.

Facebook admin was also presented illustrated by the person holding a clipboard. Furthermore there was much awareness of commercial identities shown within the metaphor as a waitress trying to sell the users things (get likes promote products etc).

Furthermore this group acknowledged the problem of identity when there were multiple audiences by the character that resembles a spider with four spheres illustrated. They said they were vulnerable wherever they were sat as if they were showing one side to one audience (catering their impressions) than others who had different expectations may not like what they are showing.

Interesting employers were shown to be sitting on a rectangular table watching what on in the café, the rectangular table showed they that they were not part of the café social system but more of an observer from a business world.

Towards the end of the group, sparked by the conversation about multiple audiences they started to draw on another piece of paper, Facebook as a stage with the presenter, presenting to different audiences that were at different points in the theatre.... In the front row were close friends, while others less close were in the 'nose bleed seats' parents and employers had positions in the boxes. Segregation was said to be employed using privacy settings.

With regards to the difference in age ranges, this group thought that Older Facebook users didn't really understand the etiquette of presenting online and would shout at each other in the café or act inappropriately. Teens were also seen to misbehave in this environment but would do so using full use of the technology.