

### **Ben-Playground focus group key:**

Discussed the possibility of it being a jungle as there were dangerous creatures in there and lots of different types of animals.

1. Playground fence denotes the active area of Facebook. Those users who are within the playground are seen to be actively interacting with the technology.
2. Parents/Guardian outside of the playground keeping an eye on the kids in case they do anything wrong.
3. Football pitch illustrates the idea of a 'Facebook group' where groups of people who know each other come to interact.
4. Equipment, showing the use of applications and FB games.
5. Headmasters office, this denotes FB admin. Hence if there is something bad that happens in the playground users can 'report' content to Admin who may remove the content and reprimand the communicator.
6. A loner, a user who interacts with the page themselves but no one else contributes.
7. Group of friends playing (interacting) together through the technology.
8. A 'watcher', this is a user that is inactive with regards to interaction however just watches the communication of others. This may include perverts.
9. Behind the bike shed communication akin with private messenger, where bad things are communicated.
10. Classroom akin with Linked in because professional norms are installed and users are under constant surveillance by a teacher (with high expectations).
11. Canteen akin with Twitter, short sharp social interactions which may occur with people who are not necessarily your friends just people you sit next too at lunch.