

## **FG – 1 (50-60s)**

Family,  
Market place  
Social club

Once participant thought it was very much like a family because she associates it with linking her family many of which she has not seen for a long time and from her husband's side, which was important when they got divorced.

One said it was like a social club but was like a jungle around it, because the club is where they like to be but and they like to ignore or keep the jungle things outside (bad friend requests, or unwanted commercial communications).

One was very aware of people selling themselves on there, said it was like a market place for that reason.

Interesting they said for younger people it was more like a playground.

### **SOCIAL CLUB**

Club metaphor was chosen because it was somewhere for them to see and communicate with people from their families predominately but also friends. Family is illustrated as a table, but they said sometimes they would drift to other tables to see what is going on with other friends.

One participant said her children were at the family table but another said she makes sure the children are not in her social club as they have their own club and she didn't want them in there.

Interestingly, they kept saying it was 'their' social club hence 'your' at the top of the illustration. This was perceived as their world, where they were the boss. They depicted themselves as the bouncer giving people access through the friend requests. There was also worry that there was a second entrance, that they did not always know so would have to go and check a few times in case others had got in and if the correct privacy settings were up around that door.

There is a dance floor illustrated with people showing off, there is a weirdo / creep person illustrated who just sits and watches people that they do not like.

There is a bar with 'regulars' or heavy users. There was a 'queen bee' which was interpreted as someone who posts a lot and acts like this is her domain.

There is a message board where you read about other people.

Facebook was also very much linked to special events hence a calendar is drawn, the participants said they like to celebrate special events in their club, birthdays xmas, weddings etc.

They thought generally they were the same online as they were offline although one participant said she was less outgoing online as it seemed like a strange medium and didn't want to be interpreted badly.

They said Facebook was a club they went to occasionally while for their kids it was "their lives".

There are also 'friends' who were there but they were not friends with really. Also there was an active membership database to the club as they would cull friends they didn't talk to anymore.

There was also an organiser that would post things.

Their role was really to sit at the family table.

Interestingly they said they liked to connect through the private mediums and not post very much publicly.

They were aware of threats but unsure about the privacy settings, threats were really just strange friend requests.

### **In relation to identity.**

I think that the older generation are much less situated in their identity what they show online is who they are, and what they like to do is just to connect with family and close friends and are not worried about the rest.

Interestingly gaming and commercial entities were rarely mentioned, games not at all.