

Appendix A: Semi-Structured Interview Protocol

1. How old are you?
2. What year and department are you in at [university]?
3. How do you usually access the internet / social media?
4. What social media platforms or apps do you access most? Which is your favorite, and why?
5. What does a typical day look like, in terms of your social media / technology use?
6. How much time would you estimate you spend on each of your social media accounts?
7. When/where do you most often check your social media accounts? Why?
8. How do you identify (in terms of gender, sexuality, race/ethnicity, immigrant status, or whatever else might be relevant to you and your identity)?
 - a. Does that identity affect - in any way - the way you use / interact / present yourself on social media? Why/why not?
 - b. If so, can you give me an example?
9. Do you ever feel like your financial situation affects the way you use / interact / present yourself on social media? Why/why not? If so, can you give me an example?
10. Are there any ways in which you use social media differently than your friends? Why / how so? [*If yes: can you give me an example?; If no, more general: Do you know anyone who uses these technologies in different ways (depending on who they are / how they identify)? How/Why?*]
11. Does social media help you fit in with the crowd, or stand out from the crowd? In what ways?
12. *Let's imagine...* What do the designers of the social media platforms you use look like? Can you describe the designer that made your favorite app / platform / technology?
 - a. How are they similar to you? How are they different from you?
13. *Now let's imagine how they imagine you, the user....* Who do you think these tech designers are designing for? Who is the user they have in mind? Is it you?
14. Can you show me how you usually use your [one or two] favorite social media apps? What do you do once you open the app? [*youth-guided, unstructured "think aloud" tour of favorite social media apps*]

Thinking about the design of your favorite social media platform (in terms of features, interface, usability, layout, notifications, etc):

15. What do you like **best** about the design of these social media apps / platforms?
16. Are there any ways in which they make you happier or more fulfilled? If so, how/why?
17. What do you like **least** about the design of these apps / platforms? Is there anything that annoys you or bothers you? If so, why?
18. Are there any ways in which these apps make you unhappy or less fulfilled? If so, how/why?
19. How would you define a "good" social media platform/app?
20. Do you think there are any ways in which social media empowers you? If so, how/why?
 - a. Do you think there are any ways in which it disempowers you? If so, how/why?
 - b. Do you think these [answers, dynamics] apply to everyone, or just you, or people like you (and what does that mean)?

21. Do you think the designers have any ethical responsibility to you as a user? Should they be thinking about your wellbeing as a user of these technologies? Why/why not? How?
22. Do you ever think or talk about addiction in relation to how you or anyone you know uses social media? If so, how/why?
 - a. Do you think you or your friends are addicted to social media?
 - b. How might the design of social media encourage (or discourage) addiction?
23. If you were the designer, what might you do differently, if anything? How might your favorite / least favorite app / platform / technology be different?
24. If you could send a message to the designer of your favorite / least favorite app / platform, what would you say to them?
25. Is there any way in which your identity as... [*fill in from above answer*] would be better served by designing social media in a different way?
26. Anything you want to add? Any other questions you think I should ask you on these topics?

Appendix B: Participant Profiles

The following is a list of interview participants (using pseudonyms) along with the basic demographic information they provided in the online background survey.

Amy: 21yo, Asian (Chinese) female, first-generation student. Uses Instagram most; also uses Facebook, Twitter, Snapchat, Youtube.

Anna: 18yo Hispanic (El Salvador & Guatemala) woman, first-generation student, lower-middle class, on financial aid. Self-described feminist. Uses Instagram most; also Snapchat, Twitter & YouTube.

Baron: 26yo mixed race (African American & Hispanic) male, first-generation student, low income, on financial aid. Uses Instagram most; also Snapchat and Youtube.

Carla: 21yo Hispanic woman, first-generation student, low income, on financial aid. Uses Instagram most; also uses Twitter, Facebook, Youtube, Tumblr, and Snapchat.

Carlos: 25yo Hispanic (El Salvador) male, first-generation student, lower-middle class, on financial aid. Uses Instagram most; also Snapchat, Twitter, and Youtube.

Christina: 22 yo biracial (half Mexican half black), bisexual woman, first-generation student, lower-middle class, on financial aid. Uses Twitter the most; also Instagram, Facebook, Snapchat, Twitter, Youtube, tumblr (rarely).

David: 18yo Hispanic male. Uses Instagram most; uses youtube; uses Snapchat, Facebook, reddit rarely.

Diana: 22yo Mexican-American (undocumented) woman, first-generation student, low income, on financial aid. Uses Facebook most, also Snapchat and Youtube.

Elisa: 22yo Hispanic woman, first-generation student, lower-middle class, on financial aid. Uses Instagram most; also Snapchat & YouTube.

Fernando: 22yo Hispanic (from Mexico and El Salvador) male, first-generation student, middle income, on financial aid. Uses Instagram most; also uses Snapchat, Youtube, Twitter, Reddit.

Francesca: 19yo Afro Latina (parents are from Dominican Republic and Nicaragua) woman, first generation student, lower-middle class, on financial aid. Uses Instagram most, also Snapchat and Twitter.

Isabel: 27yo Hispanic (from Chile) woman, first-generation student, middle income, on financial aid. Uses Instagram and Pinterest most. Also Youtube, Facebook, and Twitter.

Jackie: 26yo Persian woman. Lower-middle class, on financial aid. Uses Instagram most; also Snapchat & YouTube.

Joseph: 26yo Mexican male, first-generation student, middle income, on financial aid. Uses Instagram most; also uses Snapchat, Youtube, Twitter, and Facebook.

Maristela: 20yo, Hispanic woman; first-generation student, on financial aid, lower-middle class. Uses Instagram most. Also snapchat, Twitter, and sometimes Youtube and Facebook.

Michael: 19yo African American gay male, on financial aid, middle class. Uses Instagram most. Also uses Twitter, Snapchat, Facebook, and Youtube.

Nadia: 22 yo latina (Mexican), bisexual woman, first-generation student, lower-income, on financial aid. Uses Instagram the most; also Snapchat (rarely).

Natalia: 18yo hispanic female, on financial aid, lower-middle class. Uses Instagram and Snapchat; also Facebook and Tumblr.

Olivia: 22 yo bisexual Asian American (Taiwanese Portuguese and Romanian Polish) woman, lower-income class, on financial aid. Uses Instagram, Twitter, and Youtube. Also Facebook, Tumblr.

Parham: 22 yo Middle Eastern male, middle income. Uses Instagram and Snapchat the most; also Snapchat, linkedin, Youtube, Twitter, Facebook, Reddit.

Rebecca: 26yo White female, first-generation student, lower-middle class, on financial aid. Uses Instagram most; also Twitter, Youtube, Facebook.

Robert: 24yo, mixed race (half Hispanic, half white) male, first-generation student, middle income, on financial aid. Uses Facebook most; also Youtube, Instagram, Snapchat, Twitter, and

Reddit.

Sara: 23 yo, Asian American (Chinese) female, first-generation student, lower-middle class, on financial aid. Uses Instagram most. Also Snapchat, Facebook, Wechat, and Whatsapp.

Silvia: 22 yo, Mexican-American female, first-generation student, low income, on financial aid. Uses Instagram most; Also snapchat, facebook, youtube, and Twitter.

Tam: 26yo mixed race (half Asian, half Caucasian) woman, first-generation student, low income, on financial aid. Uses Youtube most; also uses tumblr. Checks Instagram but does not have her own Instagram.