

**Word Count: 2500**

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**Research Methods for Sociology**

## **01. Introduction.**

For this project, my research question asks, “How do young adult Instagram users feel about the trustworthiness of Instagram infographics?” Based on the Merriam-Webster online dictionary, an infographic is defined as a “chart, diagram, or illustration (as in a book or magazine, or on a website) that uses graphic elements to present information in a visually striking way”. I focused solely on Instagram - a social media site especially popular with young adults - and excluded from my operational definition of infographics any guides or posts made by the company itself. I landed on measuring and coding indications of trustworthiness within three categories; as evaluated by the interviewees, these included the factual and opinion-based accuracy of the information provided in the graphic, the varying positive or negative intentions of the infographic’s use by the creator or someone sharing it, and the successful use of infographics to advance a cause. This decision was rooted in my realization that during the drafting of my own interview questions, I wasn’t quite sure what I was looking for; these three categories have covered my bases the best, as my interviewees differed in which category was most important to them.

Social media has been struggling with a flood of disinformation across platforms, and Instagram in particular has sparked debate among the population of young adults shifting their feeds to better respond to today’s heightened political discourse. While numerous pages and organizations centering social justice have long used infographics as a tool across platforms, the widespread use of infographics among the general population has offered Instagram users a new way to contribute to political discourse. This spread of infographics also bloomed with the death of George Floyd, as young Americans across the country turned to Instagram to express their feelings; additionally, how people gauge who and what is trustworthy has evolved to include and exclude people based on their social media presences, and in-depth interviews offer a chance for interviewees to present their opinions on all of these facets of trustworthiness and activism in a structured, yet uninhibited, manner. This method also allowed me to build rapport and gently push interviewees to expand on their answers, offering insights and examples of their interactions on Instagram that I otherwise would not have received from a survey with ordinal measures or by asking them to answer the questions I had prepared alone. With the in-depth interview research method, I aimed to explore the feelings, perceptions and values of young adults on Instagram as they navigate this new experience.

## **02. Sample and Interviewing.**

I interviewed three freshman students at New York University (NYU), and one 21 year old senior student at the University of Maryland, Baltimore County (UMBC). Two of the three NYU students responded to my short advertisement in a group text chat for my residential building; these two were previously strangers. The third NYU student is a member of the First Year Class Board group that I am also in; we were familiar but had not spoken in depth before. Interviewing three unfamiliar students gave me the chance to decrease the influence of my own opinions on their thoughts. The UMBC student is a friend of mine who I chose in large part because of her position as a graphic designer, and in part because of our existing rapport, the influence of which I was less worried about because of her honest personality with me. My first NYU interviewee self-identifies as an 18 year old Asian woman of unknown sexuality from Massachusetts; my second NYU interviewee is a 19 year old gay half-white, half-Latino man from Dallas, Texas; my third NYU interviewee is a 18 year old straight Asian man from Hinsdale, Illinois; and my UMBC interviewee is a straight Pakistani woman from Baltimore, Maryland. I specifically selected interviewees that had variation in such identities, as their views on the trustworthiness of infographics may have been skewed by their perspective on particularly social justice issues explained or introduced by those infographics. If I had more time and resources to do this project, I would first aim for a wider age range to be included in my sample. I would also include a proportionally equal number of interviewees to the American population of Black and Native people, and especially the former because the Black community was directly involved with the onset of the protests after George Floyd's death. As my interviewees later described, they saw booming infographic use during the summer in correlation with the rise and fall of this summer's protests, and having greater social diversity within my interviewees would have ensured my results more accurately captured the feelings of young adult Instagram users in response to my questions.

The main questions I asked remained mostly the same, but my follow-up questions often varied based on whether interviewees answered them in the answers, needed clarification, and/or if they were not forthcoming with answers. With three of my interviewees, they offered up how they felt in response to certain questions without prompting, and with a fourth, more prompting was necessary. After my first interview, I did add two questions to the interview schedule itself, the first of which asked if interviewees read the infographics they saw on Instagram, following a reminder that there are no right or wrong answers. I added this question after realizing that not everyone always read the infographics they saw. I also asked everyone except my first interviewee what they considered infographics to be, which ensured that my interviewees and I were on the same page. With one of my interviewees, the subjects of the infographics he saw were drastically different than the other interviewees - mostly non-social justice-related - so I also had to ask him a number of questions to probe what he thought of the some of the points my other interviewees raised. These often began with "Some people think" or were followed with reminders like "feel free to respond however you like" to avoid emphasizing my own biases. I

also highlighted parts of my interviewees' responses and asked if they "could expand on that" or "clarify that" so that they didn't feel judged and offered additional insight into their views.

### **03. Analysis.**

My interviews were all transcribed using the Otter transcription service, so all quotes used are exact quotes and not paraphrased. As aforementioned, I coded my transcripts with three different main categories; these included codes for "positive or negative intentions with infographic use", "accuracy of the information provided in infographics", and "successful use to advance a cause in some method". Within each category, I coded for multiple subcategories, and used different shades of colors to indicate whether the interviewee's evaluation was positive, negative, or unclear in reference to the content.

First, my interviewees shared conflicting thoughts on how much information infographics do and should include. Speaker 4 said that "infographic should be very comprehensive", but acknowledged that he didn't "think infographics are made to share everything about the subject", because they were meant to "raise awareness" and "spread ideas" and there's "nothing wrong with that". Speaker 2 agreed, saying "I don't blame these infographics and their creators for being able to condense information into 10 slides", which is the maximum number Instagram offers; much like Speaker 4, Speaker 2 acknowledged that "infographic creators, they are trying to make these complex ideas more accessible." My sample found that information in infographics, as such, was meant to educate the viewer as much as possible, without necessarily offering the entirety.

Whether that aim was effectively carried out without missing the mark on factual accuracy was questionable. Speaker 1 noted that "it does concern me just like, how quickly people will share me just like, how quickly people will share them and post them places without double checking" the information's accuracy, while Speaker 3 had the opposite reaction, stating, "I guess maybe this is naive of me to think but if they're putting time into making an infographic, I feel like the information is so too." Speaker 2 noted that she felt that some Instagram users might do the same as Speaker 3, explaining, "the danger is...people reading those and then feeling like they have enough information...to go out into the world and argue that opinion". Notably, three of my interviewees had concerns about others' intentions, and not their own. Speaker 1 said, in response to being asked whether the source of the infographic changes how she views it, "I definitely take that into consideration, because I realized anyone could make an infographic and put false information"; Speaker 3 added "I definitely try to fact check everything"; and Speaker 2 stated that "everyone thinks that everyone else did their research, and so they don't need to do their research, but in actually, nobody is doing their research".

These judgement calls on other people's behaviors pointed to a stronger acknowledgement of increasing groupthink behavior, which they felt were reflected in infographics, irrespective of whether they viewed that positively or negatively. For example, Speaker 4 explained, if you "see that there's people out there who think the same way as you,

other people are liking that infographic/commenting on it, that validates your argument in your head to yourself.” Speaker 1 noted the same phenomenon from another perspective, stating, “people who have differing views don’t want to post infographics online, because people will call them out and start commenting really bad stuff.” Speaker 1 and Speaker 2 both noted Blackout Tuesday, a grassroots event on Instagram in which users were encouraged to post black squares in support of racial justice following the uprisings regarding the deaths of Breonna Taylor, George Floyd, and Ahmaud Arbery, among others. Speaker 1 said, “I have friends who literally told me that the only reason that they posted the black square was because everyone else is doing it”; Speaker 2 added that “a lot of people will get upset at their friends and they’ll be like ‘Why didn’t you post this?’ ‘Why don’t you have Black Lives Matter in your bio?’”. Speaker 1 and Speaker 2, both questioned the intentions of white people sharing infographics in particular. Speaker 1 said, “It was like, also like really kind of like hypocritical that it was like, I feel like for the most part, like the performative things, it was like white people making art and being like, Black Lives Matter. Yeah.” Speaker 2 shared similar sentiments, stating, “This might sound weird, but if it’s by white people, I don’t trust it.” She continued later, “Like, what- what is your business here in this area? In this, this topic that you have no experience in?”

Speaker 3 noted his own acknowledgement of his social identity as a half white man, stating “...We all need to nicely keep each other in line, if that makes sense. Constantly monitor each other and keep everyone on the same page.” For Speaker 3, he appreciated it if infographics matched his opinions, stating “I find that I am passionate about a lot of things that they are already posting, and I just need evidence to back up my passion and back up my opinions”; Speaker 4 noted that regarding concerns about people “just trying to hop on a movement” that he “can’t really talk to or speak to their intentions behind why they did that...but I think it’s a good thing that they are”. For Speaker 3 and Speaker 4, the outcomes outweighed the benefits.

Lastly, all four of my interviewees in my sample also agreed on infographics, generally, being meant well; they also agreed that the sharing of infographics could be overwhelming. Speaker 4 said, “You can get stuck in your social media, if you like see something that you’re interested in...I try to keep these things out of my feed, so that I don’t spend hours on Instagram.” Speaker 2 and Speaker 1 both used the word “overwhelming”, and Speaker 2 added,

“You just looked at the titles and you were like, that’s too much for three o’clock on a Wednesday afternoon, you know, I can’t read this right now. But then the seed is planted in your head and you’re like, I really don’t know anything about ableist language. I should learn about that. But then it’s like, you also have 100,000 other things that you have to do. And so I think it really contributes to feelings of anxiety and depression and just feeling so overwhelmed and like you’re never doing enough for the world.”

#### **04. Conclusion.**

Based on my sample, I found that Instagram users generally feel that infographics are supposed to be trustworthy, but can miss the mark because of feedback loops, misinformation,

and groupthink behavior. The results reflected a desire to trust infographics, especially in regards to who shared them and what ideas the infographics reflected. They were willing to share information if it would help with “opening people’s perception”, as Speaker 1 said, or help “dream of a better world”, as Speaker 2 said. A majority of my sample negatively changed whether they viewed infographics as trustworthy based on the social identity of the person that posted. As mentioned in the results, Speaker 1 and Speaker 2 explicitly questioned the intentions of white people sharing racial justice infographics, with Speaker 1 adding “I think for a lot of infographics, you should be looking at who is creating them? What’s their intention? What is their role in this movement? Or whatever the infographic is on?” and Speaker 3 - in paraphrased terms - noting that “I don’t think it’s right for me to post certain things” as a gay Latinx man. They also found themselves questioning the trustworthiness of infographics because of misinformation, with all acknowledging that they would fact check at least sometimes. Speaker 3 particularly noted that “if it’s a big claim, generally I will check it”, and Speaker 1 and Speaker 4 both commented on the need to “spread awareness” on a wide variety of ideas but feeling unsure if that was actually happening, because as Speaker 4 said, “there is a feedback loop” of opinions on social media.

Speaker 3 added that “Sometimes infographics can be scary? A lot of information at once.” They all shared such sentiments of acknowledging social media’s connection to mental health; but found some positive notes. Speaker 1 noted that taking action was “very accessible” because of infographics, and as aforementioned, Speaker 4 appreciated “spreading awareness”; Speaker 2 used the same phrasing, and Speaker 3 said “I loved reading them, I loved learning things”. How much of this multifaceted understanding the interviewees showed, along with their understanding of the creators’ attention and accuracy and judgement of others sharing, was central to whether the interviewees generally trusted infographics or not. This new brand of Instagram activism has introduced possible long term consequences on this new generation’s evaluation of shared values and priorities; I found that generally, all interviewees felt that infographics were in danger of misinformation and thus could not be fully trusted; some felt that more so because of how often they saw infographics flood their feeds and whether they could trust the people sharing the infographics, and none chose to opt out of sharing infographics because of the benefits they hoped they could maintain regardless of their concerns.

## Appendix:

### 1. Coding Legend and Interview Schedule

**Research Question:** How do Instagram users feel about the trustworthiness of infographics shared by others on the platform?

*(Key words: trustworthiness, infographics)*

**Coding legend:** Trustworthiness will be measured through three concepts: varying positive or negative intentions behind the infographics' creation, accuracy of the information provided, and successful use to advance a cause in some method.

- Positive or negative intentions
  - Evaluation of infographic use in general (positive/negative/unclear)
  - Evaluation of the creators' bias (positive/negative/unclear)
- Accuracy of the information provided
  - Groupthink behavior or lack thereof (positive/negative/unclear)
  - Personal attention to learning (positive/negative/unclear)
  - Attention to opinion-based accuracy (positive/negative/unclear)
  - Attention to fact-based accuracy (positive/negative/unclear)
  - Complexity/nuance in information provided (positive/negative/unclear)
- Successful use to advance a cause in some method
  - Impact on viewers' engagement levels (positive/negative/unclear)
  - Impact on viewers' emotional response (positive/negative/unclear)
  - Impact on issues themselves/movements involved (positive/negative/unclear)
  - Impact on whether people take action (positive/negative/unclear)

*Schedule Format:*

- **Question Category**
  - Questions
    - Possible follow-up questions

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**Introduction:** With your consent, this interview will be recorded; your interview responses will be kept confidential, and you can withdraw your consent to participate at any time. No answers are right or wrong; I'm open to all related comments you are willing to share with me.

- **Context Questions:**

- How old were you when you began using Instagram?
- How often do you use Instagram nowadays?
- How often do you see infographics on your feed?
- **Viewership of Infographics:**
  - What do you consider to be an infographic?
    - Did not ask Celeste.
  - What subjects do you most often see infographics on?
  - This may sound obvious, but do you read the infographics you see?
- **Sourcing/Citation:**
  - Does the source of an infographic change how you view it? How?
    - Expanding on the sourcing, do you think whether the infographic comes from a news account or a verified account matters to you?
  - Do you think infographics need statistics?
    - Does it depend on the subject?
    - If an infographic doesn't need statistics, when do you think that exception applies?
    - And if the infographics are opinion based?
  - Do you check the sources of information on the infographic?
    - Is an infographic not having sources an issue?
  - Does the number of likes on the infographic change how you view it?
- **Personal Opinions and Infographics:**
  - Do you think the design of the infographic changes how you view it?
  - How often do you see infographics that match with your opinions or don't match your opinions?
  - Do you think infographics have changed your actions, habits, or opinions in any way and how?
  - On that note, do you think infographics offer enough information on the subject?
  - Related question, do you think infographics need to share enough information?
  - Do you share infographics yourself?
  - Can you expand on how you pick and choose?
  - What makes you decide to post an infographic on your account?
    - What about a certain slide of an infographic?
    - When others post a slide or slides of an infographic - do you think that specific slide choice is intentional?
- **Judgement of Others:**
  - How do you feel about other people sharing infographics?
    - Do you trust the infographics your friends share?
  - Some people think that infographics are performative, and that users are posting them to show off. Other people think infographics are another way social media makes activism more accessible. How do you approach that issue?

- With the Black Lives Matter protests this summer, many infographics were spread on Instagram. How did you react to seeing those? What did you think of them?
  - When someone shares an infographic, does their social identity - race, gender, disability, sexual orientation, religion, all of that - change how you view their sharing of the infographic?
- When you share an infographic, what do you hope viewers gain?
  - Do you ever share infographics that ask people to take action? And can you talk a little bit about that?
  - How would you measure whether they've engaged, reacted or responded to the infographics you share?
- **Societal Impact:**
  - Do you think infographics impact mental health?
    - Is that okay with you? Do you feel some type of way about that?
    - Has that ever affected you?
  - Do infographics ever worry you?
    - Well, are there any last comments that you would like to add on any of the questions, something that you think we missed? Or something that you want to clarify from earlier? Anything from the above?

## 2. Field Notes: Speaker 1

- Eighth grade
- Sees infographics every time she goes on Instagram
  - Politics, voting, BLM, women's rights
- "Can just get overwhelming when they're so many"
  - "Kind of a lot seeing everyone post similar things"
  - "Don't feel educated on what someone is posting or what I'm saying, I will read it"
- Source of the infographic:
  - "Definitely take that into consideration" - biased by question?
  - "Anyone can just make an infographic and put false information"
  - News source is trustworthy
- Likes:
  - More trustworthy, more important
  - What my brain thinks automatically
- Reinforces stuff that I already know
- "Where I come from, politically, 90-99% of the people have the same views on everything"
- from time to time if I think it's something really, really important



- Said negatively: “Some people post like a million every single day”
- “I try to share stuff that people with all different beliefs could see and get something out of”
- “I feel like a lot of people actually don’t really care when they share infographics; I feel like a lot of people do it just to feel better about themselves”
- Popular trend in media at the time, felt they had to do something
- Get sick of really pretty infographics with “less information”
- “Made to just sway people’s opinions one way or the other”
- Send it to my friends and say “hey this is good, check it out”
- “Everyone I know is constantly trying to just educate themselves, everyone’s really open to learning”
- “People who have other beliefs definitely have the right to make infographics”
  - “Won’t share [posts that disagree] but will read them to try and get a better understanding”
- “The country is really polarized now. And everyone is just like always yelling at each other” - contrast with earlier
- “White people making art and being like “Black Lives Matter”!” = mocking tone
- “You should be looking at “Who is creating them? What’s their intention?”
- “Friends who literally told me that the only reason that they posted the black square was because everyone else is doing it, and they didn’t want to seem like a bad person”
- “Knowing the context of the life that these people lived,” more artsy infographics without info/facts “didn’t feel right, and felt performative”
- “For a lot of people it did seem authentic because I would know that they have supported these issues for forever”
- “Really redundant when 600 people posted the same exact thing”
- “Opening people’s perception even more past their own views”, “not about changing minds”
- “Very accessible, so quick and easy” = easier to take action
- “For opinion based ones, I like to see links for where they have found their information just to see if they were swayed any way from their resources”
- “A lot of people don’t fact check it”
- “It’s just too much information” = overwhelming
- “Kind of weird how people are changing their whole friendships based off of one thing”

### 3. Coded Interview Transcript: Speaker 1

Adiba Chowdhury 0:01

All right. Okay, um, well just to give some introduction, some- do some, like consent things: so again, with your consent, this interview is being recorded. Um, I'm not going to be sharing this interview with anyone, it's literally just for my sociology class.

Celeste Newman 0:22

Okay.

Adiba Chowdhury 0:22

My professors will see it, and you'll see, obviously, I'll see it. It's not gonna, like, come up again in a couple of years, and you're gonna be like, "That girl shared my info!" Yeah, so no worries about that. Um, none of your answers are right or wrong; you can share whatever you want to say. I'm open to anything, and obviously, you can withdraw your consent or say actually, like, please don't quote me on that. Like, don't mention that. Um, that is about it for that. Does that sound good?

Celeste Newman 1:02

Okay. Yeah, sounds good!

Adiba Chowdhury 1:04

Um, all right. Well, I'm basically going to be asking a couple like contextual questions, trying to learn more about, like, how you started using Instagram and like some of that and all that

Celeste Newman 1:14

Yeah.

Adiba Chowdhury 1:15

kind of thing. And then I'm gonna

Celeste Newman 1:16

Okay.

Adiba Chowdhury 1:16

move on to some questions about like, infographics themselves.

Celeste Newman 1:21

Okay. Sounds good. Cool.

Adiba Chowdhury 1:23

All right. Okay. So, for context, how old were you when you began using Instagram? If you remember-

Celeste Newman 1:32

Okay.

Adiba Chowdhury 1:33

-an estimate.

Celeste Newman 1:34

Okay, I remember I was in eighth grade. So I would have been 14. And it was the very last day of eighth grade. Because I remember like, I remember I was like, asking my mom for like, a while if I could get it. And she was just like, freaked out by social media in general, because she had like, read stuff about, like, kids getting traffic and stuff like that. So she was like, and also like, I feel like, a lot of times, 14 year olds aren't the most responsible on social media. So she was kind of worried. But like, she was like, okay, you can get it. I had to make like a list of pros and cons for her. And I got it on the very last day of school, so I could like connect with everyone before vacation started for summer. Nice.

Adiba Chowdhury 2:23

My parents were similar. So I get that.

Celeste Newman 2:25

Yeah.

Adiba Chowdhury 2:28

How often would you say you use Instagram nowadays?

Celeste Newman 2:33

Um, I'd say I go on maybe like, once or twice a day. I don't think I use it. As much as I used to, like, do you want me to check my screen time?

Adiba Chowdhury 2:46

That's fine, you're fine.

Celeste Newman 2:47

Okay!

Adiba Chowdhury 2:48

I don't need statistics.

Celeste Newman 2:49

Okay, yeah, just like one or two times a day.

Celeste Newman 2:52

Yeah.

Adiba Chowdhury 2:53

Cool. Got it!

Adiba Chowdhury 2:54

And how often would you say you see infographics on your feed?

Celeste Newman 3:14

Definitely, every single time I go on?

Adiba Chowdhury 3:19

Oh alright.

Adiba Chowdhury 3:28

Okay, got it. On what subjects do you most often see infographics on?

Celeste Newman 3:39

Um, right now, there are a lot of I've seen a lot of infographics about politics, and fvoting, Black Lives Matter, women's rights.

Celeste Newman 3:57

Stuff like that. Yeah.

Adiba Chowdhury 3:59

Got you. Um, this might sound obvious, but do you read the infographics you see?

Celeste Newman 4:08

Yeah, I do. The most part, um, sometimes I don't, because it can just get overwhelming when there's so many. Like, especially when, like, a major event happens, like, for example, like when Trump got COVID like, I feel like every single person I know, put some kind of infographic about, like, the effects of COVID on like, normal society. Um, and like, it was just kind of a lot seeing everyone post similar things. So when I was like that, I tend not to read it. Um, but if I, if I ever, like don't feel educated on what someone is posting or what I'm saying, I will read it. Yeah,

Adiba Chowdhury 4:54

I got you.

Adiba Chowdhury 4:56

So I'm just writing that down. Thanks.

Celeste Newman 5:00

Yeah, no worries.

Adiba Chowdhury 5:01

yeah. But, uh, I will be doing that at points. So don't mind me if I am

Celeste Newman 5:06

okay,

Adiba Chowdhury 5:07

looking away, but uh, okay.

Adiba Chowdhury 5:12

When you do decide to read those infographics, does the source of the infographic change how you view it?

Celeste Newman 5:27

Oh, yeah, I definitely take that into consideration because I realized with like, a lot of the things posted on social media, like anyone could just make an infographic and put false information. So, okay. So I tend to look, I see if it's like a, like a news source I usually think about is like, something I can trust more. And then if it's more like an independent person making it infographic I often like, will fact check it just to make sure it's right or like, look in the comments, because a lot of times, like the comments will be like, if this is not true at all, like do your research.

Adiba Chowdhury 6:19

All right. Um, so speaking of looking at the interaction, does the number of likes on the infographic change how you view it?

Celeste Newman 6:35

Um, it makes me think that maybe it's more trustworthy, or more important, just because, like more people have seen it, which probably isn't the case. But that's just like, what my brain thinks automatically.

Adiba Chowdhury 6:53

I understand that, um, do you think after reading infographics, you've changed in any action, habit, or opinion and how?

Celeste Newman 7:15

Um, I feel like a lot of times, it just, like, reinforces stuff that I already know. Yeah, I'm trying to say, yeah, I think just for the most part, it just, like reinforces information that I already know.

Adiba Chowdhury 7:38

All right. Um, how often do you see infographics that match or don't match your opinion?

Adiba Chowdhury 7:49

Um, and you don't have to say anything particular.

Celeste Newman 7:54

Okay, I feel like, honestly I feel like I never do. Because I'm, like, where I come from, like, politically, 90, like 99% of the people have the same views on like, everything. So I feel like, and like a lot of times, like the people who have differing views don't want to post like infographics online too, because, like, people will call them out and start commenting really bad stuff. Um, so I honestly like never see things from the opposite view as mine.

Adiba Chowdhury 8:46

Um, so do you share infographics yourself?

Celeste Newman 9:02

Um, I do from time to time if I think it's something that's really, really important. Or I think that would help people like, um, so I'm from Massachusetts, and I just did my mail and ballot. And, um, like, a lot of my friends at college, like were confused on how to get their ballot to them because they had their home address when they were registered. So like, I posted something on my story for like, I was like, people from Massachusetts, this is how you can get your ballot like that. So I thought that was important, but like, some people post like a million every single day. And I don't do that. I just like pick and choose kind of what I think. Yeah.

Adiba Chowdhury 9:53

Can you expand on how you pick and choose?

Celeste Newman 9:57

Yeah, sure. Um, Let's see. I feel like I always choose something like usually it has to have, like, facts or evidence, like a lot of people can do like infographics that are very, like, personalized and like I try and share stuff that like people with all different beliefs could see and get something out of. And I'm trying to think, how do I even choose?

Adiba Chowdhury 10:39

Take your time, we're here.

Celeste Newman 10:43

I feel like I also just kind of like look on what's going around in the world too, and seeing if what I would be sharing would be applicable to the current situation.

Adiba Chowdhury 10:57

Yeah, got it. That's fair. Um, how do you measure if someone has engaged or responded to your infographic?

Celeste Newman 11:14

Um, I guess through like people commenting, or DM'ing, likes, stuff like that. I think I feel like a lot of people actually don't really care when they like they do. Like they share infographics, I feel like a lot of people just do it to feel better about themselves. If that makes sense, like, I think, especially during the Black Lives, like the height, the start of quarantine of like black lives matter. I think that, like a lot of people, they didn't really care about how many likes, like, or shares or whatever it was just like, they saw that it was a popular trend in like media at the time, and they felt like they had to do something. And so they just would like, share and make a bunch of infographics, but then like, not really do anything else. So I don't know, I feel like it can get complicated.

Adiba Chowdhury 12:22

Does the design of the infographic change how you view it?

Unknown Speaker 12:33

Um,

Celeste Newman 12:35

I think to some extent, yes. Like, if it's really ugly, like, I'm not gonna want to sit there and read it. But I also kind of get sick of seeing just like really pretty infographics that I feel like, like they do their job. But I don't know, I feel like it's more important to have like actual facts, then have something that's like, really pretty with less information.

Adiba Chowdhury 13:10

Got it. On that note, on the less information note, do you think infographics offer enough information on a subject? And do you think that they need to?

Celeste Newman 13:25

I feel like oftentimes, they don't. Um, and they're often very, like one side leaning. So you're getting a very biased perception of whatever issue they're talking on based on who created the infographic. So I don't think oftentimes, they have enough information and they're, like, kind of

made to just sway people's opinions one way or the other. So I think, what was the second half of the question?

Adiba Chowdhury 13:52

Do you think that they need to share enough information?

Celeste Newman 13:57

Yeah, I think that this should share a good amount of information or if it's not directly listed there, like have a link to where people could find more information. Yeah.

Adiba Chowdhury 14:10

Um, have you ever seen infographics that do that effectively? And can you describe one for me?

Celeste Newman 14:25

I think I saw an infographic during all the protests about like, safety. And I thought that was a really important and essential and then also at the end had links to what you should do if you're at a protest and you're like you're arrested or you feel unsafe. I think that one was really good. Um, when, let's see...When, um like women's rights were being taken away from some states, there were a lot of ones I saw that were good and like talking about, um, what taking those rights away would do and like how rates for like teen pregnancy have gone down, and stuff like that I thought that was good and also like, left links to places you could like help. I thought some of those things were good. Um, I'm trying to think. Yeah.

Adiba Chowdhury 15:42

Um, on infographics like those, have you ever followed up yourself or read the slides? Or interacted with the infographics that you see?

Celeste Newman 15:57

Usually, if there's like, good information, I will like it. And like, try and look at the things that they link to learn more. Or like, send it to my friends and be like, Hey, this is good. Check it out.

Adiba Chowdhury 16:15

Gotcha.

Adiba Chowdhury 16:18

And do your friends respond? Do people who see infographics that you share, or react or engage with them?

Celeste Newman 16:29



Yeah, I think for the most part, they do. Um, I feel like everyone I know is like constantly trying to just educate themselves on society right now, because it's kind of an interesting time. I feel like so, yeah, I think for the most part, like, everyone's really open to learning and reading new stuff.

Adiba Chowdhury 16:54

Um, I want to expand on that a little because we've been discussing, um, infographics that we disagree with and infographics that share a lot of different information. So I just want to ask, um, how you feel about infographics that you disagree with? If you have seen any of those? Because I know you mentioned you often don't - When you do see those, how do you respond to them or feel about them?

Celeste Newman 17:32

Well, I feel like if people who have my beliefs are making infographics, people with other beliefs are definitely like, have the right to make infographics. And it's, it's fine that they're doing that. And, like, honestly, I will read them, because I think it's important to see like how other people view issues so you can better understand where they're coming from, if you disagree with them. Um, so I'll read them. I won't like share them, probably, but I'll definitely read them to try and just get a better, better than... well, a better understanding. Yeah.

Adiba Chowdhury 18:11

Gotcha.

Adiba Chowdhury 18:12

Um, do you have an example of something that you read that you disagreed with?

Celeste Newman 18:18

Um, I, yeah, it was like, after the debate, someone was like posting about, like, how well Trump had done and like all the great things he's done for the country. Um, and I'm not a Trump supporter. But I do think it's interesting and important to interact with people who have different political beliefs, because, um, like, the country is really polarized right now. And everyone is just like always yelling at each other, instead, like sitting down having a discussion about why people actually think the way they do so I'm just like, trying to understand where this person was coming from, by reading what they said.

Adiba Chowdhury 19:06

I got that, that makes sense. Um, and then also, so we mentioned earlier, Black Lives Matter and like the events of the summer, um, as I'm, since you've noted this, I want to talk about this as well. And so some people would say that infographics can be super performative. Other people

could say that infographics are making social media more accessible. How would you approach that? How do you react to that?

Celeste Newman 19:49

I think it all depends on the person's intention, who's making the infographic, which it's hard to tell like as you're viewing them, but I feel like always a lot of things were performative. And I feel like if you can look at something and like guess what someone's intentions are and see that it was more performative. Like, that's not something you should be sharing. Um, it was like, also like really kind of like hypocritical that it was like, I feel like for the most part, like the performative things, it was like white people making art and being like, Black Lives Matter. Um, so, I don't know, I think for a lot of infographics, you should be looking at who is creating them? What's their intention? What is their role in this movement? Or whatever the infographic is on? Yeah.

Adiba Chowdhury 20:52

Um, can you expand on an example again? Or tell me Yeah, specifically, like, how you felt in a certain situation where someone shared something and you thought it was performative, or something like that?

Celeste Newman 21:09

Yeah. Let me see if I can find an example as I'm talking but basically, like, a bunch of...Okay, so my town is like, 90...my county's like, 93% white I would, I think, um, so obviously, not very diverse. And like, a lot of people, like in school, you will see that, like, friend groups, it's like, divided by race, kind of, um, which is like, isn't great. Um, and then like, suddenly, as soon as the Black Lives Matter, um, like, it, like, kind of started trending. And then it was like, all these celebrities started taking part. So it became cool. Um, and like, okay, the blackout Tuesday with a black square like, that was performative on so many levels, because I have friends who literally told me that the only reason that they posted the black square was because everyone else is doing it. And they didn't want to seem like a bad person. So they did it, but they like never donated, they never went to any of the rallies, they never posted anything else. It was just that. Um, so I think that was one of the things and then also, like, people would make, um, like, pink infographics that would just say, like, Black Lives Matter, and it had like flowers and stuff like that. And they would just, like, post a different color one on their story every day. Um, but it doesn't have like, information or facts, which I guess like, it doesn't need to. But I feel like just knowing that like, the context of the life that these people lived, it just didn't feel right. And felt performative.

Adiba Chowdhury 23:17

Okay, um, so when someone does share an infographic - does their social identity, like race, gender, disability, sexual orientation, religion, all of that, does that change how you view their sharing of the infographic?

Celeste Newman 23:43

Um, I think it depends. It depends on what they're sharing. And, like, who I- if I know them as a person, um...like, I feel like they're oft-...like for a lot of people it did seem authentic because I'm like, I would know that they have supported these issues for forever, or for woman's rights, I would show up to like, these meetings that they were that were with like our state rep about the possibility of abortions being taken away and I would see those people there and know that like they were actually there because they believe and they're not doing it because it's a trend on social media. But I do think that like it definitely affects the way I see people when I don't see them interacting with any of the infographics or participating in any of these movements. And just like being fine with not saying anything, I think because I think that like, social media, so many people use social media as their news source and a place to learn. And I feel like it's like, everybody can do their job to help keep everyone educated. Yeah.

Adiba Chowdhury 25:22

Um, how do you approach your own role? When you share an infographic, what do you want viewers to gain?

Celeste Newman 25:34

Um, just like, knowledge and being able to see my perspective, I feel like, I'm like, I usually only share something. I myself learn something new from it. Like, I think it's really redundant when like, 600 people post the same exact thing. So I usually tend to post only things that I learned something new. Or I just think that it's like, so important that everyone has to see it.

Adiba Chowdhury 26:09

Gotcha. Yeah, do you...do you want them to change their minds? Or would you just want them to know your opinion?

Celeste Newman 26:22

I don't think it's about changing their minds. I think it's just like about opening people's perception of even more past their own views.

Adiba Chowdhury 26:33

Okay, um, do you share infographics that ask people to take action? And

Celeste Newman 26:42

I have before? Yeah.

Adiba Chowdhury 26:44

Gotcha. Can you talk a little bit about that?

Celeste Newman 26:49

So I shared, I've shared infographics about, like, emailing local representative state Senate, when the whole Roe v Wade thing was happening, because I went to a meeting, and they were like, y'all, like, probably wouldn't happen in Massachusetts, but like, it is a possibility that they could take, like a lot of women's rights away. Um, so I thought that was like, really important. And there are some state reps who are very against abortion. And so I thought it was important that like, people would reach out to these people and let them know, their views. And like, at the meetings, they're like, wow, these people are like, scared of the next generation. So if you get like a bunch of young people to call these state reps, they're gonna get scared. Which I was like, okay, that could be good. I shared stuff about registered registering to vote. And not only in this election, but like, the Massachusetts primary for senate and some other local elections. Because especially local options, like not that many people my age care, I feel like they only want to vote in the presidential election, which like, fair enough, but like a lot of the things that were on the ballot were important, like, they're things about the school committee committee and funding and stuff like that. And then like enacting some stuff for climate change, which is very important because we live in a coastal community, which in like, 50 years can be gone. So I shared infographics, like asking people to vote and like checking their polling place and how they can get a absentee ballot if they're not going to be here. And then during Black Lives Matter, I did had some infographics about like, places where you could donate which like, had been checked as like good places, that would they use your money wisely. I shared some stuff about like people you could write to. Um, yeah.

Adiba Chowdhury 29:26

Just to clarify, when you say those donation sources were checked- can you tell me by who you mean?

Celeste Newman 29:39

Yeah, I don't even I don't know. I kind of forget but like I think it was just like a compilation of businesses and nonprofits and stuff like that, that were like, known to use their money to actually help the cause, like I know that like some charities will take some of the money for themselves. So these ones were known to actually help people.

Adiba Chowdhury 30:13

Gotcha. Um, and this wasn't your own infographic just to clarify.

Celeste Newman 30:22

I've only made one infographic, it was about voting. So.

Adiba Chowdhury 30:26

Okay. Um, so on these infographics that you've shared, how, how would you measure whether people have responded or reacted and like, specifically on the taking action ones?

Celeste Newman 30:43

Um, I don't know, I would just kind of put them out there with hopes that people would, like, I know, I would like check into some people that I'm close to and be like, hey, like, this is a great resource. And then they'd be like, "Oh, great, just donated; thanks for sending." Stuff like that. I feel like I wasn't like very aggressive about it. Like, I have one of my friends- one of my friends would be like, "Send me a screenshot after you donate." And she would like, post that on her story? Um, yeah. So I wasn't like, really measuring how many people would follow through?

Adiba Chowdhury 31:31

Gotcha. Um, do you think or do you imagine that people do follow through when they see infographics like that - in general, not just yours?

Celeste Newman 31:45

Um, I would say, like, a percentage of the time, I think, yes. Um, I think with donating money, it can be hard, because, like, it can get expensive to spend a lot of money donating. Um, I know, like, for the ones that will be like, really easy, just click this one link, it'll write a whole email, and you just have to put your name and click send. Like, I know, a lot of people did those, because it was just like, very accessible. And a lot of people have been using the register to vote ones, like checking that they're registered, because again, like those are made so quick and easy. So I think it depends on how easily the website is set up or the link or however it works.

Adiba Chowdhury 32:41

Ah, all right! Well, first of all, I have a few more questions, and then I'll let you go.

Celeste Newman 32:54

Okay. Okay, don't worry about it.

Adiba Chowdhury 32:57

Yeah. Um, but all the answers so far have been great. Thank you. And I actually, I want to go back to talking about the sources and the facts of an infographic. Do you think infographics need statistics?

Celeste Newman 33:30

I don't think they always do. Um, um, wait, I think. Okay, I think that, um, for me, like, I'm kind of like a, I want evidence to back things up. So for me, personally, I like there to be, if there's not facts, like a link to where they got what they're saying. I don't think you don't like a lot of times, it wouldn't make sense to have statistics or facts. Um, so again, I also think it depends on the context. Um, yeah,

Adiba Chowdhury 34:22

Gotcha. Um, if an infographic doesn't need statistics, when do you think that applies? Like when do you think that lack of statistics applies?

Celeste Newman 34:41

Um, like if it's an infographic telling you how to register to vote, like I don't think it's. I don't think it's that important to say like this many people have registered to vote or something like that. I think it's like If it's giving you directions on how to do something, I think it doesn't need statistics.

Adiba Chowdhury 35:06

Yeah. And if the infographics are like opinion based?

Celeste Newman 35:18

I don't think they necessarily- necessarily need statistics. But for the opinion based ones, I like to see, like, again, links for where they have found their information, just to see if like, they were swayed any way from their resources.

Adiba Chowdhury 35:38

Um, all right, that makes sense. When others post a slide or slides of an infographic - do you think that specific slide choice is intentional?

Celeste Newman 36:02

Yeah, I feel like people often will share the thing that they think will grab someone's attention the most. So like, whether it's like the most colorful slide, like a phrase that you're like, I don't think that's right, or like asking a question, and then you have to, like, click on it and swipe to see the answer. Um, or, like, sometimes, like people, like at the beginning or end of an infographic, like there could be something like a graphic image of some kind. And so I think, like, sometimes, it could be used to draw people in to read it, or sometimes it's just like, I don't know, like, I don't know what their intention is.

Adiba Chowdhury 36:52

Um, do infographics ever worry you? How many people are sharing them? Or whether they're wrong or something like that?

Celeste Newman 37:03

Yes, sometimes, because literally, anyone could make an infographic and share it, and people will read it. And I feel like a lot of people don't fact check it. So they could be reading something completely false. And just believe it and like, thousands of people, millions of people will see it. So sometimes it does concern me just like, how quickly people will share them and post them places without double checking. How valid the statements that are posted are.

Adiba Chowdhury 37:38

Got you. Um, do your friends or the people you follow share infographics and how do you feel when they do?

Celeste Newman 37:48

Yeah, I think that like the majority of people's stories right now, especially, it's just like infographics or screenshots of tweets. Um like, of course, when I go on, I view a couple, but I feel like at this point, it's gotten overwhelming, so I can't even see them all anymore. Like it's just too much information. Um, and it's hard to take it all in at once. Like, if you're just sitting there tapping on things for five minutes, you have like, 100 different infographics being thrown at you.

Celeste Newman 38:25

And yeah.

Adiba Chowdhury 38:29

Do you think infographics impact mental health?

Celeste Newman 38:36

Um, yeah, I would say so. Um, yeah, I don't know how, but I feel like they would do like, I feel like people can feel pressured to share them. Or like, people will get upset if an infographic doesn't match your belief. And it creates a lot of tension between people like friends. And like, if they don't have the same beliefs, they just, like won't talk to each other anymore.

Celeste Newman 39:11

And yeah.

Adiba Chowdhury 39:15

Is that okay with you? Do you feel some type of way about that?

Celeste Newman 39:22

Like, it's kind of weird how people are like, changing their whole friendships based off of like one thing from social media. Um, like, I understand, like, not wanting to have wanting to be like friends with someone who's like, homophobic or racist. Like, that totally makes sense to me. Um, but also, like, I feel like infographics, sharing infographics isn't the right way to make those decisions about like cutting people out of your life. And I think just social media makes it so much easier for people to act on things that might not seem like such a big deal. And like, social media also adds like a layer of confidence to people. Like it's less intimidating to like, go off on someone through DMs than in person, so I think it definitely could have, like the effects of infographics could have a negative effect on people's mental health.

Adiba Chowdhury 40:31  
Has that ever affected you?

Celeste Newman 40:35  
Um, I haven't had a problem, but like, I know, one kid at my school shared an infographic or he, I think he shared it and just like x'd it out and was like, "This is not true." And it was about women's rights. And then like um, a million people. Like, basically, he was like, canceled which like should, like shouldn't even be a thing like cancel culture, which is toxic in general, but, like for a 17 year old kid, um, I feel like that's hard. But also like, the people who used to be his friends were like, going through a hard time because they're like, "What do we do? Like, I considered him one of my best friends. But like, he's been doing stuff like this a lot. I don't want to associate with that. But also like, he was a good friend." And then his ex-girlfriend had this whole like, they...So I, like I haven't had it happen to me, but I've seen it happen to people around me.

Adiba Chowdhury 41:35  
Gotcha. Yeah. Makes sense. Um, okay. Well, are there any last comments that you would like to add on any of the questions, something that you think we missed? Or something that you want to clarify from earlier? Anything from the above?

Celeste Newman 41:55  
No, I think that was good. I'm really interested to see like what other people say or what you find out!

Adiba Chowdhury 42:01  
Yeah, I am too! Well, clearly, I'm doing this today. But um, yeah, I am obviously an Instagram user, myself and your age as well. So I'm very interested to know the...I'm essentially researching how Instagram users feel about infographics, which feels like a particularly relevant question. So...



Adiba Chowdhury 42:02

Yeah, for sure.

Adiba Chowdhury 42:31

Yeah. Hold on...Well, again, interview's confidential. If you remember that you wanted to add anything, let me know.

Celeste Newman 42:59

Okay, great.

Adiba Chowdhury 43:01

All of that jazz. And again, thank you so much for doing this. I really appreciate ya.

Celeste Newman 43:06

Thank you for reaching out, that's great.

Adiba Chowdhury 43:08

No problem.

Celeste Newman 43:09

I'm excited to see everything.

Adiba Chowdhury 43:12

Gotcha, well, I will let you guys know.

Celeste Newman 43:15

Okay, great.

Adiba Chowdhury 43:16

And that is all for today. Have a good night.

Celeste Newman 43:18

Thank you, nice meeting you. Good luck.

Adiba Chowdhury 43:21

Bye.

Celeste Newman 43:22

Bye.

#### 4. Extended Notes: Speaker 1

Positive or negative intentions:

Evaluation of infographic use in general (positive/negative/unclear)

- I think I feel like a lot of people actually don't really care when they like they do. Like they share infographics, I feel like a lot of people just do it to feel better about themselves. If that makes sense, like, I think, especially during the Black Lives, like the height, the start of quarantine of like black lives matter. I think that, like a lot of people, they didn't really care about how many likes, like, or shares or whatever it was just like, they saw that it was a popular trend in like media at the time, and they felt like they had to do something.

Evaluation of the creators' bias (positive/negative/unclear)

- Oh, yeah, I definitely take that into consideration because I realized with like, a lot of the things posted on social media, like anyone could just make an infographic and put false information. So, okay. So I tend to look, I see if it's like a, like a news source I usually think about is like, something I can trust more.
- "You should be looking at "Who is creating them? What's their intention?"

Accuracy of the information provided

Groupthink behavior or lack thereof (positive/negative/unclear)

- Um, it makes me think that maybe it's more trustworthy, or more important, just because, like more people have seen it, which probably isn't the case. But that's just like, what my brain thinks automatically.
- Send it to my friends and say "hey this is good, check it out"
- "Kind of weird how people are changing their whole friendships based off of one thing"
- "Opening people's perception even more past their own views", "not about changing minds"
- Okay, I feel like, honestly I feel like I never do. Because I'm, like, where I come from, like, politically, 90, like 99% of the people have the same views on like, everything. So I feel like, and like a lot of times, like the people who have differing views don't want to post like infographics online too, because, like, people will call them out and start commenting really bad stuff.
- Um, I feel like everyone I know is like constantly trying to just educate themselves on society right now, because it's kind of an interesting time. I feel like so, yeah, I think for the most part, like, everyone's really open to learning and reading new stuff.
- And, like, honestly, I will read them, because I think it's important to see like how other people view issues so you can better understand where they're coming from, if you disagree with them.

- But I do think it's interesting and important to interact with people who have different political beliefs, because, um, like, the country is really polarized right now. And everyone is just like always yelling at each other, instead, like sitting down having a discussion about why people actually think the way they do so I'm just like, trying to understand where this person was coming from, by reading what they said.
- Um, and like, okay, the blackout Tuesday with a black square like, that was performative on so many levels, because I have friends who literally told me that the only reason that they posted the black square was because everyone else is doing it. And they didn't want to seem like a bad person.
- Like, it's kind of weird how people are like, changing their whole friendships based off of like one thing from social media. Um, like, I understand, like, not wanting to have wanting to be like friends with someone who's like, homophobic or racist. Like, that totally makes sense to me. Um, but also, like, I feel like infographics, sharing infographics isn't the right way to make those decisions about like cutting people out of your life. And I think just social media makes it so much easier for people to act on things that might not seem like such a big deal. And like, social media also adds like a layer of confidence to people.

#### Personal attention to learning (positive/negative/unclear)

- Um, but if I, if I ever, like don't feel educated on what someone is posting or what I'm saying, I will read it.
- Um, I feel like a lot of times, it just, like, reinforces stuff that I already know. Yeah, I'm trying to say, yeah, I think just for the most part, it just, like reinforces information that I already know.

#### Attention to fact-based accuracy (positive/negative/unclear)

- Yes, sometimes, because literally, anyone could make an infographic and share it, and people will read it. And I feel like a lot of people don't fact check it. So they could be reading something completely false. And just believe it and like, thousands of people, millions of people will see it. So sometimes it does concern me just like, how quickly people will share them and post them places without double checking. How valid the statements that are posted are.

#### Impact on viewers' emotional response (positive/negative/unclear)

- Um, and like, it was just kind of a lot seeing everyone post similar things.
- Um like, of course, when I go on, I view a couple, but I feel like at this point, it's gotten overwhelming, so I can't even see them all anymore. Like it's just too much information. Um, and it's hard to take it all in at once. Like, if you're just sitting there tapping on things for five minutes, you have like, 100 different infographics being thrown at you.

- “Every time I go on Instagram”
- Said negatively: “Some people post like a million every single day”
- “Opening people’s perception even more past their own views”, “not about changing minds”
- “Really redundant when 600 people posted the same exact thing”

#### Impact on issues themselves/movements involved (positive/negative/unclear)

- “For a lot of people it did seem authentic because I would know that they have supported these issues for forever”
- People would make, um, like, pink infographics that would just say, like, Black Lives Matter, and it had like flowers and stuff like that. And they would just, like, post a different color one on their story every day. Um, but it doesn't have like, information or facts, which I guess like, it doesn't need to. But I feel like just knowing that like, the context of the life that these people lived, it just didn't feel right. And felt performative.
- “White people making art and being like “Black Lives Matter”!” = mocking tone
- “Very accessible, so quick and easy” = easier to take action

#### Impact on whether people take action (positive/negative/unclear)

- Um, I do from time to time if I think it's something that's really, really important. Or I think that would help people like, um, so I'm from Massachusetts, and I just did my mail and ballot. And, um, like, a lot of my friends at college, like were confused on how to get their ballot to them because they had their home address when they were registered. So like, I posted something on my story for like, I was like, people from Massachusetts, this is how you can get your ballot like that.
- I feel like I always choose something like usually it has to have, like, facts or evidence, like a lot of people can do like infographics that are very, like, personalized and like I try and share stuff that like people with all different beliefs could see and get something out of.
- Um, I know, like, for the ones that will be like, really easy, just click this one link, it'll write a whole email, and you just have to put your name and click send. Like, I know, a lot of people did those, because it was just like, very accessible. And a lot of people have been using the register to vote ones, like checking that they're registered, because again, like those are made so quick and easy. So I think it depends on how easily the website is set up or the link or however it works.

### 5. Field Notes: Speaker 2

- Started somewhere between 13-15
- Used a couple times a week
- Follows “50% artists and designers and 50% activists”

- Explainer kind of thing, w research or not
- Saw a lot of ones targeted at specific racial groups
- Read to briefly understand what's happening
- "If it's by white people, then I don't trust it"
- Doesn't trust accounts whose "only purpose is creating infographics"
- "What is your business here in this area? In this topic that you have no experience in?"
- A part of the @Muslim team, can see how much research goes into creating the graphics
- Helps people frame the information in the context of the world
- "I think people tend to use that to their advantage in like, when they present statistics, they can sometimes use it to their advantage"
- "And so I was really shocked to see a lot of people that I really look up to resharing this, and without researching anything, and without knowing whether the information was legit, and just making these posts on Instagram being like, "This is unbelievable, you know, how could they do this?" And it wasn't true."
  - Emotional tone, pain, frustration
- Mistrust of the entire Internet because of "bubble of sensationalized news"
- Checking the temperature of how others feel
- "Content farming very real and legitimate issues"
- "Highlighted police brutality, and chose a nice font" = judgement
- Skeptical of the information consumed on the internet
- Exhausting to read
- "Losing that love and respect for them" because of misinformation
- Shared Matthew Rushin's info because she "did my due diligence in figuring out if that's legitimate" and "also sent the email, signed the petition, everything like that"
- "I don't want people to think that about me, that I'm not doing my research"
- Check the Business account profile
- "People feel like they have gained awareness, which can be more dangerous"
  - "Less willing to say I don't know anything"
  - "Resharing posts" = activism is done!
- "Artists and designers are kind of profiting off of this Instagram activism rush that everyone is going through"
- Assumption that everyone is researching what they post, fact-checked by others
- "A lot of people will get upset at their friends and they'll be like "Why didn't you do this?""
- "Normalization of resharing", "social media makes these kind of things more accessible"
  - "Ableist language", provides alternatives
- "If it's a person who holds one of the identities that were mentioned in the infographic, I'm more likely to trust it because they've used their personal experiences in evaluating the validity of this infographic"
- "I tend to reshare infographics that support my feelings that there is a better world"

- “People have often dedicated their entire lives...entire volumes could be written about certain subjects”
  - People are reading those and feeling like they have enough information after those infographics
  - “Probably not ill intentioned, not actively harmful, just concerning”
- “Makes you feel like you have to care about everything”
- “That’s too much for three o’clock on a wednesday afternoon”
- “Also have 100,000 other things you have to do”
- “Gives me so much anxiety”
- “Feel better sharing ones that at the end, they’re like, here’s what you can do to help!”
  - Generally not big asks at all
- “Long term consequences on our generation’s ability to process”

## 6. Coded Interview Transcript: Speaker 2

Adiba Chowdhury 0:31

Hello, hello, how are you?

Adiba Chowdhury 0:35

Good. Um, first of all, thanks for doing this; second of all, give me a minute, to just get set up and then we should be good to go. Cool. Also I will be recording, and the recording will be shared. It's just the transcript.

Tirzah Khan 0:57

Okay. Just audio of the transcript, right? Yeah, I was like "Do I have to pull up my scarf?"

Adiba Chowdhury 1:02

No, you're good.

Adiba Chowdhury 1:05

But I did just want to give you a heads up that this file, like this recording will be saved to my laptop. And then I'm gonna upload it so that I can transcribe it. But it's literally going to be the audio. So you're good.

Tirzah Khan 1:19

Cool. Yeah.

Adiba Chowdhury 1:23

All right. Give me just one second. Okay, um, I am setting up.

Adiba Chowdhury 5:23

Yes. Grabbing my pencil. Okay. So we've kind of talked about this a little bit already. But for the purposes of this interview - for the transcript - I'm just going to repeat some consent things and give you some information on what this is all about. So, this interview, again, will be recorded, audio will be used for transcript, will not be shared with anyone except for me, and my professor, and my TA. And so that information is not going to be shared on any publication or anything like that. You can obviously say, I don't want to participate anymore. Let me know if your mind changes. You can say, um, don't quote me on this certain thing. All of that is perfectly fine. If you change your mind on something that you said earlier, just let me know. I will ask you at the end, have you had like, any comments that you want to change again? So that is an opportunity for you to be like, "Don't repeat that to anyone ever again!" Um, yeah. So that is about it for consent. Does that sound good?

Tirzah Khan 6:53

Yeah. Yep.

Adiba Chowdhury 6:54

All right. So as you know, this interview is essentially about Instagram infographics and how you personally feel about them. I'm basically just going to be asking you some contextual questions, and looking for some of your answers on those. Then getting into more of the "what you think" questions.

Tirzah Khan 7:30

Okay.

Adiba Chowdhury 7:31

Yeah. So I'll start with the context questions. How old were you when you began using Instagram - if you remember an estimate?

Tirzah Khan 7:46

I think it was freshman year of high school. So I was probably 14, somewhere between 13 to 15. Yeah.

Adiba Chowdhury 7:57

Got you. How often would you say you use Instagram nowadays?

Tirzah Khan 8:05

Probably a couple times a day. I have like, my personal...colloquial term is finsta...I have that. And then I also have, like, my art, Instagram. So yeah, I think I would say I use both probably a couple times a week. Or a couple times a day. Yeah. I wish it was a couple times a week.

Adiba Chowdhury 8:39

Fair enough! Um, how often would you say you see infographics on your feed?

Tirzah Khan 8:45

Um, a lot. A lot of the people that I follow are designers. And so they'll, they'll create them or they'll reshare cool ones that they've seen from around the internet. And yeah, I think I would say I follow like 50% artists and designers and then 50%, like, activists and things like that. So I would say, I get...I see a lot of them from both sources.

Adiba Chowdhury 9:25

Gotcha. And can you tell me what you consider an infographic to be?

Tirzah Khan 9:31

Yeah, so I think there's a lot of them that are kind of structured that like so you want to talk about this topic or like, you've always wanted to know more about...I don't know...like, female genital mutilation or something like that, and like, so it's like a...it's like an explainer kind of thing. Generally, you use up the full 10 slides and some of them are- some of them come with research, or like sources, some of them don't. Yeah.

Adiba Chowdhury 10:13

Gotcha. What subjects do you see infographics most on?

Tirzah Khan 10:23

I remember when I first started seeing them a lot back in early June, end of May. They were, I came across a lot of them that were like, first of all, what is happening around the protests, I saw a lot of ones that are like, targeted at specific racial groups, and they're like, how do you have conversations with people within this racial group about the protests and all that kind of stuff? I also see a lot more lately about like, like, ableism issues about gender and sexuality, anytime a... like a current event happens, like a...like after the Beirut explosion? There were a lot that were just like, "What is happening? Why is it so important?" Yeah.

Adiba Chowdhury 11:33

Gotcha! Okay, this might sound obvious, but do you read the infographics you see?

Tirzah Khan 11:42

I, I do read them. If there's a topic that sometimes I'll read them to be like, if I if it's the topic that I already know about, I'll read it to be like, "How accurate is this?" If it's a topic that I don't know about, I'll use that as like a...It's like, I'm just a general way to very briefly understand what's happening. So like, after the explosion in Lebanon I read a couple because I, I didn't understand



what was happening and why it was so important. Or not important. So I guess devastating. And so I think I do read them. But I...it's generally like a... if that's the way that I'm finding out about something, then I'll read a couple, but if I've or if I already know about something that I won't read them, because I'm like, I don't know how reliable this is. I don't know if that makes sense. But yeah.

Adiba Chowdhury 12:58

No, you're perfectly fine. I'm okay, well, does the source of an infographic change how you view it?

Tirzah Khan 13:09

Yes, um, this might sound weird, but if it's by white people, then I don't trust it. But if it's like, like the ones about "So you want to talk to your family about the protests, and you're in XYZ racial group." I read a lot of those because those were created specifically by people from that racial group for people of that racial group and so I was like, I trust these. But there's a lot where there's a lot of accounts that just generate those infographics and like, their only account purpose is generating these graphics. So like, I think there's an account that's like, "so you want to talk about"- right? I think that that's one and so their only purpose is creating infographics. I tend to not look at those because I'm like, you were generating this content. I don't know how well researched it is. And so if it comes from one of those kinds of accounts, I'm less likely to 1) even click on it in the first place, or 2) view the content as like, legitimate. And, like, valid, I guess. Yeah.

Adiba Chowdhury 14:48

Got it. We'll get back to this question. But I also - along the lines of some of what you've said - I want to ask, can you expand on how the racial group of the source affects how you view it?

Tirzah Khan 15:07

Yeah, I think there are a lot of things that... Well, I think the way that I view it is like, I, when I'm reading an infographic like this, I want it to be from people who are experiencing the issue, or they know something about the issue. They know more about the issue than the average person. And I think that's why they should be explaining it to other people. But if all they did was research a bunch of stuff, and then try and present it in a way that is I don't want to say like, clickbait-y, but like Instagrammable kind of thing, then I'm like, I don't know. Like, what- what is your business here in this area? In this, this topic that you have no experience in? So, yeah, that's why I'm less likely to trust these accounts that are just generating this as content because I'm like, you don't actually care about this issue. You just need another thing in your feed, you know? Yeah.

Adiba Chowdhury 16:42

I'm okay. Expanding on the sourcing, do you think whether the infographic comes from a news account or a verified account matters to you?

Tirzah Khan 16:58

Um, yeah, I think that, like, I'm a part of the, the @Muslim team. And so we create infographics occasionally. And like, we reshare them, and I think I can see on like, our writers team, how much research goes into creating the graphics. So I'm like, I trust that people who are doing this are like, legit about it. And I know that if your account has such a large reach, then you're open, opening yourself to a lot of scrutiny. And so you have to be a bit more like, serious or, like, picky about the kinds of information that you include in the graphics.

Tirzah Khan 18:07

But yeah, I think that that definitely has an impact on like, whether I view the information as legitimate or not. Yeah.

Adiba Chowdhury 18:18

Gotcha.

Adiba Chowdhury 18:19

Do you think infographics need statistics?

Adiba Chowdhury 18:30

Yes.

Tirzah Khan 18:34

Because

Tirzah Khan 18:36

I do think they need statistics, because I think

Tirzah Khan 18:48

it's like that.

Tirzah Khan 18:52

I mean, like, that's why we add statistics to like papers and stuff like that, it just gives your argument more validity and it helps kind of frame the information that is being presented in like a, in a way that people can contextualize in like, the context of the world, you know so I know said context twice, but, like, being able to quantifiably place like...okay. I don't know. I'm just making up numbers here, like 60% of people are white, so then you can be like, okay, that means that like 60% of people are white. So if you don't like...if you don't have that, that context, to the

information that is being given to you, then you can't like...you can't like place it in the world and like understand the impact of what is actually being presented. But then also any statistics that are presented have to be uh... have to have like a source at the bottom, you know, like...and I think it it's, I think people tend to use that to their advantage in like, when they present statistics, they can sometimes use it to their advantage by like, misrepresenting certain statistics so that it becomes more clickbait-y or certain facts and figures can support their argument in a way that is more like palatable by their, to their audience, if that makes sense. Like I think because of the fact that people trust infographics that have statistics in them more than they do infographics without statistics, that means that people creating these infographics, if they are trying to get that like, Instagram clickbait factor, they can misrepresent certain statistics to have people be like, what, that's crazy, or - that's ableist - that's ridiculous. Or like, I didn't know that or something like that. Yeah, sure.

Adiba Chowdhury 21:51

If an infographic doesn't need statistics, when do you think that exception applies?

Tirzah Khan 21:58

I think it depends on the, the infographic, like the topic of the infographic, and also my existing knowledge of that topic. Like the ones that we talked about with like, talking about protests with your family, I wouldn't say that those need statistics. Those are more like...that's very experience based and so if they had statistics in there, I'd be like, what are you citing? Like, what's the point? But then there are some things where it's like I mentioned like female genital mutilation, things like that, like those I want to see facts and figures that are well researched and things like that, you know. So I wouldn't say I trust an infographic less if it doesn't have statistics like right off the bat, I think it depends on the point of the infographic like the issue that it's dealing with.

Adiba Chowdhury 23:12

Does the number of likes on the infographic change how you view it?

Tirzah Khan 23:32

Yeah, I think it goes both ways. Like I remember a while back with the there weren't like formal, like, Instagram infographics, at least that I saw about this, but the Wayfair conspiracy thing. I don't know if you remember what happened with that. But...

Adiba Chowdhury 24:06

Do you mind expanding regardless?

Tirzah Khan 24:08

Yeah, of course. Um, so basically, there was this week, I would say, a week on Instagram and Twitter where people went bonkers because they're, these reports were circulating that Wayfair

was just like a sort of storage unit company or like they...they make storage lockers or something like that. There were reports that Wayfair was using those those boxes to transport children that were being trafficked, and that the clues were in the names of the products, because they were like priced weirdly or something like that. And so this was spread very far and very wide, I saw so many people that I love and respect resharing that, like post about that and being like, this is ridiculous, you know how could Wayfair do this and stuff like that. But this was started by- this conspiracy theory was started by QAnon, which is notoriously just bad. Very conspiracy theory like nonsense, oriented. And so I was really shocked to see a lot of people that I really look up to resharing this, and without researching anything, and without knowing whether the information was legit, and just making these posts on Instagram being like, "This is unbelievable, you know, how could- how could they do this?" And it wasn't true. And, and nobody really cared, nobody really researched it enough to know whether it was true or not, they just kept re sharing these posts that were like, you know, like explaining what was going on.

Tirzah Khan 27:01

And so there were a lot of people that I followed that read that like that they reshared that and stuff like that. And that didn't make me like it any more. Excuse me, they did that didn't make me believe it any more. You know, that? Actually, it frustrated me because I was like, "What is your proof that any of this is true? Why are you believing any of this, when if you take one second to think about it, and like think about where this information is coming from?" It's coming from a notorious conspiracy theory, right wing organization. I don't know if you'd call them an organization, but you know, like, notorious right wing conspiracy theorists. And like, I kept waiting for people to be like, "Wait, this comes from QAnon? Oh, then it's nonsense." But like, nobody said anything. And I was like, "What is happening?" And so it was so weird to see like the entire Internet just fall into this bubble of like sensationalized news, without researching anything. And so in that case, the number of people liking it made me more concerned, and it made me believe it less, I think. But I think there are also situations where you will see the number of people liking it and be like, oh, even if you have misgivings, you're like, "Oh, so many of my friends like this, and they reshared it. Like they probably did their research. I don't need to do my research. I'll just believe that they're right, and that they know what's happening." And so I think a lot of people fall into that trap and that's why Instagram infographics are so successful is because everyone thinks that everyone else did their research, and so they don't need to do their research. But in actuality, nobody's doing their research. So everyone's falling for this information, potentially, that isn't true.

Tirzah Khan 29:36

Yeah, so it can be...it can be helpful, but I think I personally use it as a barometer of like, just to gauge whether or not like regardless of whether I believe the information in the infographic. I use it to gauge whether like "What is the response to information?"

Adiba Chowdhury 30:04

Gotcha. All right, well, switching tracks a little. Um, do you think after reading infographics, you've changed your actions, habits, or opinions in any way?

Tirzah Khan 30:26

I don't think so.

Tirzah Khan 30:29

I think it's maybe, I guess, made me more skeptical of information on the internet. And I think it's made me more concerned about like, the ways that misinformation spreads on the internet. Because, like, I, I have a huge problem with...I know, I kind of didn't really talk about this, but I have a huge problem with Instagram infographics, actually. Because, like, these accounts that are like, "so you want to talk about blank", you know, it's like, you're like content farming these very real and legitimate issues that have people behind them that are, like, actually doing activism in these spaces. And like, to take advantage of that in like a, and in like, an aesthetic-y way, you know, it's so weird. Like, being a graphic designer and just thinking about, like, someone had to sit down and they like, they, they created this infographic, like they got this topic of like, "so you want to talk about police brutality". And then they like, highlighted police brutality in Photoshop, and they like, chose a nice font, you know, and like, and so it's very weird and frustrating, seeing how little research people are willing to put into the information that they consume and believe. And so I think it's seeing this rise of infographics and stuff like that has made me more skeptical of the information that I'm consuming on the internet. And it's made me...I don't want to say it's made me like, lose respect for people that are sharing these. But it's just made me kind of... it's kind of like exhausted me, because I know that these people aren't putting in their research to like, find out what is actually true after reading these infographics.

Adiba Chowdhury 33:18

Gotcha.

Tirzah Khan 33:18

It's just made me kind of tired.

Adiba Chowdhury 33:23

Yeah, got it.

Adiba Chowdhury 33:25

Um, how often do you see infographics that match with your opinions or don't match with your opinions? And you don't have to say anything in particular.

Tirzah Khan 33:40

I see a lot about...Okay, I don't think I ever really, genuinely disagree with an infographic. Unless it's about - and I know this is a touchy issue - but unless it's about like Israel-Palestine stuff, because seeing a lot of...I've seen a lot of like pro-Zionist infographics that are so wrong, and seeing people that I love and respect reshare those posts, and then like, losing that love and respect for them, because the information in those infographics is so wildly incorrect. Like, it's kind of disheartening.

Tirzah Khan 34:58

So I would say I don't see infographics that I disagree with all that often. But I am skeptical of nearly every single one that I come across. Yeah, I only really outright disagree with the pro-Zionist ones which I don't see all that often.

Adiba Chowdhury 35:27

Do you share infographics yourself?

Tirzah Khan 35:33

I actually shared one yesterday because I came across this account...

Tirzah Khan 35:50

I'm blanking on his name, one second.

Adiba Chowdhury 35:56

Okay, take your time.

Tirzah Khan 35:59

Matthew Rushin, he was a autistic, mentally ill black, young black man. And he sent us sentenced to 50 years in prison for getting in a car accident. And there's a lot of information as to why that's, it was ridiculous that that happened, chief being that he didn't understand what was happening, and that the 50 years in prison are incredibly excessive and like, while he's I think he's been in prison for like, three years now. And he's like, like, his, he's having trouble with his vision and everything like that. So it's very awful, a disheartening situation, and I reshared that infographic, because it was from an account that was managed by his family. And so I was like, "Okay, I trust this one, that this is legitimate." And after I reshared it, I, you know, I went to the website that they have set up for his, like, central information about his cause. And like I, you know, sent the email to send an email to all the officials in their, their state to, like, tell them to pass this act that would release him from prison. And that's the only reason I felt okay, sharing that was because I knew that I had, it would- the account with everybody's family, and that I had done my due diligence in figuring out like, is this legitimate? Is the information in this being that is being presented legitimate? And I didn't, I also just didn't, I didn't just reshare it. I also sent the

email, signed the petition, everything like that. And like, I know that I will continue to...if I see more information about his situation, then I will continue to reshare that as well.

Tirzah Khan 38:45

But I don't, besides situations like this, I don't do it all that often. Just because, like it just it makes me feel weird, you know? Because I, I look at other people resharing it and I know how that makes me feel where I'm like, I don't know if they actually even read the infographic or if they actually like, processed any of the information or how well researched it is or anything like that. So I don't want people to think that about me- that I'm not doing my research because I know I do.

Adiba Chowdhury 39:20

Yeah, gotcha. Um, can you measure if someone has responded to infographics that you've made, or shared?

Tirzah Khan 39:40

How do you mean like in, in like insights, stuff like that, like in Instagram?

Adiba Chowdhury 39:47

Either way, just whether someone has interacted with your post and gotten something from it?

Tirzah Khan 39:56

Yeah, I... back In May, I don't know if this like, oh, well, I think this is kind of an infographic, a little bit. I made one about...was like text Floyd to 55156. And the other slides were like, "Here are places that you can donate." And then the last two slides were like reminders... like one was like "Being silent is complicit." And another one is in "An arrest is only the first step to justice." So, which, for the record, I now disagree with some of the information that I put in here. But that's a whole different topic. But if you go underneath the post, if you are like a business account on Instagram, you can see insights for that post. And so you can see, I got 86 likes 42 story reshares, six comments, five people saved it. There are profile visits, people, eight people click the website link in my bio, where I listed some places where people could donate. And then you can also see like, where people found your post from. So people found it from my profile, from their home, Instagram feed. Some people found it from my hashtags that I put in there and one person found out from "other"- or not one person 109. Why'd I say one? But yeah, so you can see if you're a business account, you can see the kind of interactions that you're getting on that post. But you can also see in your story, the insights as to like the Matthew Rushin infographic that I shared, I shared all the 10 slides on my story, but on the first one, I can see that, like 11, people saw that I posted that and then exited by story. Two people went back. 55 people kept going.

Tirzah Khan 42:36

And so yeah, you can see the kind of interactions- interactions that you're getting the based on. No one's gonna get that sense, but you can see the interactions that people are giving to your content. Yeah.

Adiba Chowdhury 43:00

Do you think more generally, people have gained awareness from infographics?

Tirzah Khan 43:12

That's a hard question. I think people definitely feel like they have which, in some cases can be more dangerous than not knowing anything at all. Because now, people will read an infographic, and then they'll feel like they have enough information to argue a certain point, when that's not true. You don't have enough information to argue for a certain point because you- not to be skeptical, but like you don't really know anything at all. And I think people used to be able to say like, I don't know anything about this topic, so I don't feel comfortable having an opinion. But I feel like people are less willing, maybe, to do that these days, because they're like, "No, I reshared the post on Instagram. What do you mean, I can't have an opinion about this?" You know, I think like during the, like the height of the protests back in June. There were a lot of people that were resharing these posts on their Instagram stories. And being like, "activism is done!" you know? And like, I think people, a lot of the time now are able to feel like they've done work, quote unquote, by... by resharing these graphics on Instagram, you know, but like in actuality it means nothing. Because people don't know, they don't, they just don't put the same research into things anymore because they're like, "Oh, this person researched for me, so I don't need to do any opinion forming of my own. I'll just regurgitate everything that is in this post." Yeah, I don't remember the original question. But that was it.

Adiba Chowdhury 46:20

Um, no you're perfectly fine. You're good. Do you think- do you think the design of the infographic changes how you view it?

Tirzah Khan 46:51

I think if it looks, well designed, people are more willing to believe it. Because it looks like someone put effort into, like developing that information or like researching it. And so I think the visual aspect of infographics definitely has an impact on whether people are willing to believe it or not. But it's also difficult territory because you want your, your infographic or your posts to reach as many people as possible. And so you try to make it as nicely designed as possible. But then you very much run the risk of like, turning this very real cause into like, a weird aesthetic feed type of thing, you know. Like, I remember people were only resharing or like posting donation... organizations to donate to, on their feed, if it like, matched the aesthetic, you know, and like, that's super weird.



Tirzah Khan 48:43

Because, like, turning movements into an aesthetic is like wrong on so many levels.

Tirzah Khan 48:58

And it's really frustrating to see people do that. So I think it...whether an infographic is well designed or not definitely impacts how other people interact with it and view it as legitimate, but then that also impacts how that person creates infographics in the future because they're like, "Oh, well, this kind of post did well, people appreciated it. Let me do more stuff like that." And so then that's how you end up with content farms like @soyouwanttotalkabout, you know.

Adiba Chowdhury 49:42

Do you think an infographic design impacts how you view it personally?

Tirzah Khan 49:50

I think it's...

Tirzah Khan 49:53

I think yes.

Tirzah Khan 49:57

Because as a designer I want to support good designs. And so I want to believe that the person on the other end cares about the issue as much as I do. So I think, yeah, I think better designs make...it makes the information feel more legitimate. But I also, like I kind of talked about before, but like, I get that weird feeling where I'm like, somebody sat down and like, chose fonts for this, chose colors. And they were like, "Hmm, like, female genital mutilation just doesn't look that good in that weird pink, you know, let's make it green instead," you know, and it's like, it's just weird. It's not necessarily wrong or actively harmful. But something doesn't feel right about it. You know, that, like, people are like, artists and designers are kind of profiting off of this Instagram activism rush that everyone is going through. Yeah.

Adiba Chowdhury 51:36

Can you expand more on the rush?

Tirzah Khan 51:40

Yeah, I think activism right now, is...this is gonna sound weird, but it's very instagrammable right now.

Tirzah Khan 52:01

Because if you're resharing these posts, you feel like people are like, "Oh, she's well informed. She, like, she's on top of things like this." And so they...you feel like they're viewing you in a good way as...in terms of like, "Oh, yeah, she, she knows what she's talking about." But in actuality, like, maybe you just like found a cool looking thing. And you didn't, like we talked about, like, you didn't necessarily research it a lot. And you just put it on your story.

Tirzah Khan 52:52

And I don't know, I think that the protests back in, in May in June. They really made people like, I mean, it's like, they made people realize the importance of activism over social media. And like, the way that this like posts with a lot of reshares can get people thinking about a certain topic and like, actively donating and stuff like that. But it becomes difficult when I don't know how to exactly like, phrase what I'm thinking. But I, I think that we're living in a situation right now, where people have seen that if you aren't speaking up about a certain issue, then people get upset at you. Like if your friends didn't repost, like the black square on Blackout Tuesday and stuff like that, you know, like, a lot of people will get upset at their friends and they'll be like "Why didn't you do this? Why don't you have black lives matter in your bio?" and stuff like that, you know? And so I think that activism is very Instagram performative right now.

Adiba Chowdhury 54:58

Got you.

Tirzah Khan 54:59

I don't know if any of that made sense, because I feel like I didn't...

Adiba Chowdhury 55:04

You're fine. It did make sense.

Tirzah Khan 55:07

What I'm trying to say correctly.

Adiba Chowdhury 55:10

You're perfectly fine. Don't worry about it. Your answers have been great so far. Thank you very much! Okay, well, can you give me an example of...So we've been talking about how some people view infographics are super performative. Other people could say that infographics are making social media more accessible. How do you approach that, and could you give me an example?

Tirzah Khan 55:51

Could you expand a little bit more on the question?

Adiba Chowdhury 55:55

Sure. Um,

Adiba Chowdhury 55:59

Could you expand on a situation in which someone shared something and you thought it was performative? If that has happened to you.

Tirzah Khan 56:12

Specifically, an infographic or...

Adiba Chowdhury 56:16

Infographics, yes.

Tirzah Khan 56:17

Okay.

Tirzah Khan 56:19

Um,

Tirzah Khan 56:28

Well, I think the Wayfair thing was pretty... It illustrated that well, for me. Because, like, if you took five minutes, to actually Google that, like one of the first results was a Snopes article debunking it. It took me five minutes to Google "Wayfair conspiracy", click on the Snopes article, read it, find it fully debunked, and then continue going about my day. But like, nobody who reshared that post did that.

Tirzah Khan 57:25

And there were so many people who share a lot of these kinds of infographics and on their stories, stuff like that. And so that made me think about like, okay, so are they not reading anything that they're reposting?

Tirzah Khan 57:44

And so I think that was the...that was one of the first times where I was like, watching misinformation spread before my eyes, and like, I tried to message the people that were posting this and being like, "Hey, Snopes said no," very thoroughly, well researched. I trust Snopes with my life, you know. And, and then they read it, and they were like, "Oh, my God. Like, I that didn't even occur to me that it was from QAnon who I should not trust, because they've never been trustworthy in their life. "And so it like, it took, like I said, it took me five minutes, if even five minutes to debunk it. And then it took me like 10 seconds to pull up the link again, for other people, send it to them, and debunk it for them. And so, knowing that it was that easy, and that

people still weren't putting in that effort was really frustrating. And it made me...it made me question the other content that they were resharing.

Tirzah Khan 59:09

But also, I've seen, like you mentioned that, social media makes these kinds of things more accessible. And I agree. Because I think that the increase in normalization of resharing these posts on your Instagram story, like that's a good thing. Because if people are actually reading these and thinking about them critically, then that's a good thing, that these ideas and these movements are becoming more popularized, and like acceptable for people to believe and like, talk about publicly, that's a good thing. It's just also like, with that comes this feeling of people being or feeling like they're empowered to talk about things that they don't really know anything about.

Tirzah Khan 1:00:49

Like, I've seen a lot of infographics about like, ableist language, and those are really good because they present the words in, like a way that's really easy for people to read. And then they give, they give like, alternatives to these words that you can use instead of these ableist words. And so it's like, this is really good because if people are actually reading this and thinking, "Okay, how much how often do I use the word crazy? How often do I use, like, the r slur and stuff like that?" You know, if they're actually doing that, then that's really good.

Tirzah Khan 1:01:35

But also like, if they're not, then that's not good.

Tirzah Khan 1:01:43

And, yeah, I don't know.

Adiba Chowdhury 1:01:46

Gotcha.

Tirzah Khan 1:01:47

I think it frustrates me when I think about the all the people that have been doing work in these spaces for so long. And they're doing the unglamorous, un-instagrammable work of fighting for these causes and things like that. And so to have people like Instagram-ify, like aesthetify these massive movements with huge implications.

Tirzah Khan 1:02:23

Like, again, maybe it's not actively harmful, but it's weird.

Adiba Chowdhury 1:02:30

Yeah. Okay, well, I have just a few more questions, because I did want to follow up on some responses from earlier and just a heads up. All right. Um, okay, so when someone does share an infographic, does their social identity - race, gender, disability, sexual orientation, religion, all of that - does that change how you view their sharing of the infographic?

Tirzah Khan 1:03:05

Yes. If it's a person who identifies as...or like holds one of the identities that were mentioned in the infographic in some way, then I'm more likely to trust it because I'm like, okay, maybe they've used their personal experiences in evaluating the validity of this infographic. But that also means that it goes the other way, that when someone doesn't hold any of the identities that are mentioned in the post, especially if they're cis, straight, Christian, white, able bodied people, then I'm like, okay. So what are you like, what are you going to do about this? Like, what have you done besides resharing this Instagram post to contribute to ending this issue? You know, it makes me like, it makes me question the performatism. And, yeah, it concerns me.

Adiba Chowdhury 1:04:58

Gotcha.

Adiba Chowdhury 1:05:00

How do you approach your own role? When you share an infographic, what do you want viewers to gain?

Tirzah Khan 1:05:14

Like I said, I don't share them all that often. And so that means that when I do share one, it has to be...it has to be something that I think people need to read, like, I shared a lot of infographics about what the world could look like, after abolishing the police.

Tirzah Khan 1:05:51

And, you know, like steps that people could take to, like, I remember there was this one that was like, things you can do to, like, get rid of the cop in your head. And so it was, it was an infographic about the ways that we have adopted things that the police do, and we adopt them and practice them in our own life, on ourselves, on our friends and our family.

Tirzah Khan 1:06:28

There was another one that was about like, like, debate club language in...when you're arguing with people about, about issues, and they, they pull these like, "Oh, let me play devil's advocate here!" you know, and so how that language is harmful? And so those are things that I feel like people need to think about.

Tirzah Khan 1:07:10

I think I tend to reshare infographics that support my feelings that there is a better world. And the reason that I choose these specific infographics is because like, you know, not to get like too radical here or whatever, but like, I believe that capitalism takes away our ability to dream of a better world. And so the infographics that I reshare are either they're about the victims of capitalism and the police and everything like that, or they're visions of a better world, or they're steps that we can take to reach that better world. I don't really reshare infographics about news stories. Well, I did about Beirut, but I don't really reshare them about like, topics that I don't really know anything about. Like I wouldn't really share anything about female genital mutilation because I don't know enough about that to be able to gauge the validity of like the information in that infographic. I don't know why I'm thinking about female genital mutilation so much. But yeah.

Adiba Chowdhury 1:08:55

Gotcha. Um, on that note, do you think infographics offer enough information on the subject?

Tirzah Khan 1:09:07

No, it is 10 slides. People have often dedicated their entire lives...entire volumes could be written about certain subjects and still never, you could never know enough to...you still couldn't know everything about the issue. And so to have people think that they can condense something into 10 slides or less, and that that would be enough information to form an opinion, I strongly disagree with that. I think I only really trust infographics, if they use like the last one or two slides to share, like, "This is where you can read more about this. This is where we got our information. Here are accounts that are dedicated to talking about this issue." That's when I tend to trust them a little bit more. Because that shows that they know that 10 slides isn't enough, especially when the first slide is often used up to just be like, "So you want to talk about this?" So it's like, now you have nine slides. And you know? So yeah, I don't think 10 slides are enough. And I think that people often feel like there are enough, but they aren't.

Adiba Chowdhury 1:10:58

Related question, do you think infographics need to share enough information?

Tirzah Khan 1:11:12

I don't think that they do. Because their job isn't to write...like I said, their job isn't to write whole volumes or dissertations about these incredible, like, nuances of these topics. But I think that people - the danger is people feeling like - are people reading those and then feeling like, they have enough information after just reading those infographics to, like, have an opinion and then to be able to go out into the world and argue that opinion, based on the 10 slides that they read on Instagram. So it's like, I don't blame these infographics and their creators for not being able to condense information into 10 slides. I just blame them a little bit. And I blame...um, I don't know, it's, it's a... it's a tough situation because it's like I don't think it's ever from like ill intent,

you know? Like these infographic creators, they are trying to make these complex ideas more accessible to people, and more consumable. But because of that, they're..like I said, they're making people feel like they know enough about an issue, like they know the full nuances of an issue.

Tirzah Khan 1:13:21

But then also, these people who are resharing them, again, it probably not ill intentioned, but it's like all they're trying to do is learn more about a topic in a quick and easy way. But it's like the long term impact of that is people not thoroughly researching ideas and stuff like that. And so it's like, there's no... like, I don't want to point my finger at someone and just be like, you're doing it wrong, and you need to stop, I don't know, creating infographics or like reading infographics or something like that, because it's not like, again, it's not actively harmful. It's just concerning. Sure.

Tirzah Khan 1:14:19

Oh, my laptop's about to die. Hold on.

Adiba Chowdhury 1:14:24

Okay, all good. Hey, I'll give you a minute to fix that up. And then...

Tirzah Khan 1:15:03

Yes, go on.

Adiba Chowdhury 1:15:06

Um,

Adiba Chowdhury 1:15:08

Okay, well, again, I'm nearing the end. Okay. So do you think infographics impact mental health? And again, your answer doesn't have to be anything specific.

Tirzah Khan 1:15:41

Oh, I would say yes. I think that Instagram infographics are another way that people feel like they're not doing enough or like they're not..they don't know enough.

Tirzah Khan 1:16:14

Like for me...Like, let me, let me pull up that account I was talking about. Let's see. Okay. @soyouwanttotalkabout has 100-has 345 posts? @soyouwantthetruthabout - because those are different accounts - has 44 posts.

Tirzah Khan 1:16:50

Like all these, all these accounts, they have so many things, like constantly seeing these infographics everywhere and feeling like you don't, you're not doing enough you don't know enough, ever, at any given moment is, like, for me, it gives me so much anxiety because I'm like, "Well, what am I sitting here doing, like, watching like, random YouTube videos, you know?" Like, I should be using this time more productively to research things and care about things. But it's like, it makes you feel like you have to care about everything, or you have to know about everything.

Tirzah Khan 1:17:57

But it's like, I have a very limited amount of space in my brain and like, it's really hard to feel like you're not doing enough because you're...every single account that you're following is sharing 10 that at any given time, they have like five Instagram infographics in their story. And you didn't read any of them. You just looked at the titles and you were like, that's too much for three o'clock on a Wednesday afternoon, you know, I can't read this right now. But then like the seed is planted in your head and you're like, I really don't know anything about ableist language. I should learn more about that. But then it's like, you also have 100,000 other things that you have to do. And so I think it really contributes to feelings of anxiety and depression and just feeling so overwhelmed and like you're never doing enough for the world. Ever. You know?

Adiba Chowdhury 1:19:20

Yeah! Alright, last question. Do you ever share infographics that ask people to take action? And can you talk a little bit about that?

Tirzah Khan 1:19:33

Yes, I tend to like those ones more because I'm like they're giving me concrete steps to try and help. So like the one that I shared yesterday about Matthew Rushin at the end, they had like a slide about, like all the information to donate to his family, sign the petition, all that kind of stuff was in their Instagram bio. And so I think I feel- I feel bad, sometimes sharing posts that don't tell you how to take action, because then they just kind of dump information on you. And they're like, "Okay, the world, the world sucks, and everyone's dying, and it's on fire. And it's terrible. And we spent 10 slides talking to you about how it's terrible in this specific way. And now, enjoy the rest of your life, you know? Hope you have a great day after reading this incredibly depressing infographic." And so it's like, I feel better sharing ones that at the end, they're like, "Here's what you can do to help or here's what you can do to stay updated about this issue, like here are accounts to try and follow!" Because it, it helps alleviate that feeling of like, I'm not doing enough, because they're giving you things to do. And they're generally not big asks at all. Yeah.

Adiba Chowdhury 1:21:24



Gotcha. And apologies. I actually had a quick clarification question. When others post a slide or slides of an infographic - do you think that specific slide choice is intentional?

Tirzah Khan 1:21:58

When they're like, reposting on their stories?

Adiba Chowdhury 1:22:04

Yes.

Tirzah Khan 1:22:10

I do that sometimes, too. Because like, you know, people aren't going to click on it, you know, they're not going to actually read anything. And so you're like, trying to make it even easier in condensing the 10 slides that people have curated posts on Instagram, you're trying to make it even more palatable for your followers and being like, "Okay, I know, you're not going to click on this post. But if you, if you could just read this, these two slides, I promise, they are worth your time."

Tirzah Khan 1:22:52

And so I think trying to get people to be interested or intrigued or concerned by just a few slides is...it's something that a lot of people do, myself included, but I also think that, again, it's not...it's not ill intentioned.

Tirzah Khan 1:23:34

Like I said, I do all the time. I don't, like, I'm not doing it to, like, do something bad or stuff like that. But it is just like, there's that knowledge that like, people don't click on any of the posts that you reshare on your stories, you know. But I think that there's definitely huge amounts of bias in taking the slides that you reshare on your story. Because it's like, well, how are you deciding? What slide is the most important, you know?

Tirzah Khan 1:24:26

I don't know. Yeah.

Adiba Chowdhury 1:24:30

Well, that brings us to the end. Um, are there any last comments that you want to make?

Tirzah Khan 1:24:38

Um, I think I just like I said, Instagram infographics in my head, they're not bad. They're not great either. I don't love them, but I also don't actively hate them. It's one of those things where it's like, I am suspicious of you. I don't have any reason to actively hate you. But you just make me concerned. And that's how I feel about Instagram and graphics where I'm like, you are

suspicious, and I feel like you're going to have long term consequences on our generation's ability to process and think critically about issues like this. But there's nothing I can do about it right now.

Adiba Chowdhury 1:26:00  
Gotcha.

Adiba Chowdhury 1:26:02  
Yeah. All right. Well, that's it. Um, well, I will talk to you again soon. Thank you so much.

Tirzah Khan 1:26:10  
I'll see you on Saturday.

Adiba Chowdhury 1:26:12  
Bye.

Transcribed by <https://otter.ai>

## 7. Extended Notes: Speaker 2

### Positive or negative intentions:

#### Evaluation of infographic use in general (positive/negative/unclear)

- But I think that people - the danger is people feeling like - are people reading those and then feeling like, they have enough information after just reading those infographics to, like, have an opinion and then to be able to go out into the world and argue that opinion, based on the 10 slides that they read on Instagram. So it's like, I don't blame these infographics and their creators for not being able to condense information into 10 slides. I just blame them a little bit. And I blame...um, I don't know, it's, it's a... it's a tough situation because it's like I don't think it's ever from like ill intent, you know? Like these infographic creators, they are trying to make these complex ideas more accessible to people, and more consumable.

#### Evaluation of the creators' bias (positive/negative/unclear)

- Yes, um, this might sound weird, but if it's by white people, then I don't trust it.
- Yeah, I think there are a lot of things that...Well, I think the way that I view it is like, I, when I'm reading an infographic like this, I want it to be from people who are experiencing the issue, or they know something about the issue. They know more about the issue than the average person. And I think that's why they should be explaining it to other people. But if all they did was research a bunch of stuff, and then try and present it in a way that is I don't want to say like, clickbait-y, but like Instagrammable kind of thing,

then I'm like, I don't know. Like, what- what is your business here in this area? In this, this topic that you have no experience in? So, yeah, that's why I'm less likely to trust these accounts that are just generating this as content because I'm like, you don't actually care about this issue. You just need another thing in your feed, you know? Yeah.

- And they were like, "Hmm, like, female genital mutilation just doesn't look that good in that weird pink, you know, let's make it green instead," you know, and it's like, it's it's just weird. It's not necessarily wrong or actively harmful. But something doesn't feel right about it. You know, that, like, people are like, artists and designers are kind of profiting off of this Instagram activism rush that everyone is going through. Yeah.

### Accuracy of the information provided

Groupthink behavior or lack thereof (positive/negative/unclear)

- Tirzah Khan 24:08
- There were reports that Wayfair was using those those boxes to transport children that were being trafficked, and that the clues were in the names of the products, because they were like priced weirdly or something like that. And so this was spread very far and very wide, I saw so many people that I love and respect resharing that, like post about that and being like, "This is ridiculous, you know, how could Wayfair do this?" and stuff like that. But this was started by- this conspiracy theory was started by QAnon, which is notoriously just bad. Very conspiracy theory like nonsense, oriented. And so I was really shocked to see a lot of people that I really look up to resharing this, and without researching anything, and without knowing whether the information was legit, and just making these posts on Instagram being like, "This is unbelievable, you know, how could- how could they do this?" And it wasn't true. And, and nobody really cared, nobody really researched it enough to know whether it was true or not, they just kept re sharing these posts that were like, you know, like explaining what was going on. And so there were a lot of people that I followed that read that liked that, they reshared that and stuff like that. And that didn't make me like it any more. Excuse me, that they did that didn't make me believe it any more. You know, that? Actually, it frustrated me because I was like, "What is your proof that any of this is true? Why are you believing any of this, when if you take one second to think about it, and like think about where this information is coming from?" It's coming from a notorious conspiracy theory, right wing organization. I don't know if you'd call them an organization, but you know, like, notorious right wing conspiracy theorists. And like, I kept waiting for people to be like, "Wait, this comes from QAnon? Oh, then it's nonsense." But like, nobody said anything. And I was like, "What is happening?" And so it was so weird to see like the entire Internet just fall into this bubble of like sensationalized news, without researching anything. And so in that case, the number of people liking it made me more concerned, and it made me believe it less, I think. But I think there are also situations where you will see the number of people liking it and be like, oh, even if you have misgivings, you're like, "Oh, so many of my

friends like this, and they reshared it. Like they probably did their research. I don't need to do my research. I'll just believe that they're right, and that they know what's happening." And so I think a lot of people fall into that trap and that's why Instagram infographics are so successful is because everyone thinks that everyone else did their research, and so they don't need to do their research. But in actuality, nobody's doing their research. So everyone's falling for this information, potentially, that isn't true.

- Because people don't know, they don't, they just don't put the same research into things anymore because they're like, "Oh, this person researched for me, so I don't need to do any opinion forming of my own. I'll just regurgitate everything that is in this post." Yeah, I don't remember the original question. But that was it.

#### Personal attention to learning (positive/negative/unclear)

- Matthew Rushin, he was a autistic, mentally ill black, young black man. And he sent us sentenced to 50 years in prison for getting in a car accident. And there's a lot of information as to why that's, it was ridiculous that that happened, chief being that he didn't understand what was happening, and that the 50 years in prison are incredibly excessive and like, while he's I think he's been in prison for like, three years now. And he's like, like, his, he's having trouble with his vision and everything like that. So it's very awful, a disheartening situation, and I reshared that infographic, because it was from an account that was managed by his family. And so I was like, "Okay, I trust this one, that this is legitimate." And after I reshared it, I, you know, I went to the website that they have set up for his, like, central information about his cause. And like I, you know, sent the email to send an email to all the officials in their, their state to, like, tell them to pass this act that would release him from prison. And that's the only reason I felt okay, sharing that was because I knew that I had, it would- the account with everybody's family, and that I had done my due diligence in figuring out like, is this legitimate? Is the information in this being that is being presented legitimate? And I didn't, I also just didn't, I didn't just reshare it. I also sent the email, signed the petition, everything like that. And like, I know that I will continue to...if I see more information about his situation, then I will continue to reshare that as well.

#### Attention to fact-based accuracy (positive/negative/unclear)

- Like I think because of the fact that people trust infographics that have statistics in them more than they do infographics without statistics, that means that people creating these infographics, if they are trying to get that like, Instagram clickbait factor, they can misrepresent certain statistics to have people be like, what, that's crazy, or - that's ableist - that's ridiculous. Or like, I didn't know that or something like that. Yeah, sure.
- I think it depends on the, the infographic, like the topic of the infographic, and also my existing knowledge of that topic. Like the ones that we talked about with like, talking about protests with your family, I wouldn't say that those need statistics. Those are more

like....that's very experience based and so if they had statistics in there, I'd be like, what are you citing? Like, what's the point? But then there are some things where it's like I mentioned like female genital mutilation, things like that, like those I want to see facts and figures that are well researched and things like that, you know. So I wouldn't say I trust an infographic less if it doesn't have statistics like right off the bat, I think it depends on the point of the infographic like the issue that it's dealing with.

#### Impact on viewers' emotional response (positive/negative/unclear)

- I think I tend to reshare infographics that support my feelings that there is a better world. And the reason that I choose these specific infographics is because like, you know, not to get like too radical here or whatever, but like, I believe that capitalism takes away our ability to dream of a better world. And so the infographics that I reshare are either they're about the victims of capitalism and the police and everything like that, or they're visions of a better world, or they're steps that we can take to reach that better world.
- Constantly seeing these infographics everywhere and feeling like you don't, you're not doing enough you don't know enough, ever, at any given moment is, like, for me, it gives me so much anxiety because I'm like, "Well, what am I sitting here doing, like, watching like, random YouTube videos, you know?" Like, I should be using this time more productively to research things and care about things. But it's like, it makes you feel like you have to care about everything, or you have to know about everything.
- But it's like, I have a very limited amount of space in my brain and like, it's really hard to feel like you're not doing enough because you're...every single account that you're following is sharing 10 that at any given time, they have like five Instagram infographics in their story. And you didn't read any of them. You just looked at the titles and you were like, that's too much for three o'clock on a Wednesday afternoon, you know, I can't read this right now. But then like the seed is planted in your head and you're like, I really don't know anything about ableist language. I should learn more about that. But then it's like, you also have 100,000 other things that you have to do. And so I think it really contributes to feelings of anxiety and depression and just feeling so overwhelmed and like you're never doing enough for the world. Ever. You know?

#### Impact on issues themselves/movements involved (positive/negative/unclear)

- Because, like, these accounts that are like, "so you want to talk about blank", you know, it's like, you're like content farming these very real and legitimate issues that have people behind them that are, like, actually doing activism in these spaces. And like, to take advantage of that in like a, and in like, an aesthetic-y way, you know, it's so weird. Like, being a graphic designer I'm just thinking about, like, someone had to sit down and they like, they, they created this infographic, like they got this topic of like, "so you want to talk about police brutality". And then they like, highlighted police brutality in Photoshop, and they like, chose a nice font, you know, and like, and so it's very weird and frustrating,

seeing how little research people are willing to put into the information that they consume and believe.

- I think that we're living in a situation right now, where people have seen that if you aren't speaking up about a certain issue, then people get upset at you. Like if your friends didn't repost, like the black square on Blackout Tuesday and stuff like that, you know, like, a lot of people will get upset at their friends and they'll be like "Why didn't you this? Why don't you have black lives matter in your bio?" and stuff like that, you know? And so I think that activism is very Instagram performative right now.
- Because if people are actually reading these and thinking about them critically, then that's a good thing, that these ideas and these movements are becoming more popularized, and like acceptable for people to believe and like, talk about publicly, that's a good thing. It's just also like, with that comes this feeling of people being or feeling like they're empowered to talk about things that they don't really know anything about. Like, I've seen a lot of infographics about like, ableist language, and those are really good because they present the words in, like a way that's really easy for people to read. And then they give, they give like, alternatives to these words that you can use instead of these ableist words. And so it's like, this is really good because if people are actually reading this and thinking, "Okay, how much how often do I use the word crazy? How often do I use, like, the r slur and stuff like that?" You know, if they're actually doing that, then that's really good.

Impact on whether people take action (positive/negative/unclear)

- You know, I think like during the, like the height of the protests back in June. There were a lot of people that were resharing these posts on their Instagram stories. And being like, "activism is done!" you know? And like, I think people, a lot of the time now are able to feel like they've done work, quote unquote, by... by resharing these graphics on Instagram, you know, but like in actuality it means nothing.

## 8. Field Notes: Speaker 3

Context:

- "See it almost every day"
- "An easy way to convey information"
- "Information and the graphic both have to be interesting to get my attention"
- Source is "less important than the first two things that we talked about"
- "It's a process to get verified, so from a verified source, I trust the information that they're putting out more than I would an account that isn't"
- "almost like a psychological trick that like when you see a statistic, it's like "This is more factual than if it was just like a phrase"

- From a verified source? Won't check the sources
- Likes
  - if it's not [outrageous] then I probably won't even see how many it has.
  - "That's how I feel my brain would work" [re more likes = more trustworthy]
- "if I see it repeated, then I'll become more interested in it and want to actually look at it"
- "Some of my close friends share a lot of stuff they don't fully read through"
  - Sheepish, unwilling to judge

#### Personal Impact/Experience:

- "Um, I will post an infographic if I think the information in the infographic is worth sharing or something good will come from me sharing it, whether it's like someone reading it and having a new opinion on something or a new perspective or something."
- "Are people going to see this slide and look at it, and not, like tap it to go see the rest, or are they just going to look at this one?"
- "Shift their perspective" or gain "more information" on opinions they already have
- Eddie has a business account
- "I do get a lot of responses if people have similar opinions to what I'm posting"
- "Struggle with finding my own infographics and maybe information", so "I like to put what they're putting out if I agree with it onto my platform"
- "I'm always learning in every aspect on my life"
- "The literal answer would be no, but I do think infographics try and convey as much as they can"
- "If they're putting time into making an infographic I feel like the information is [truthful] too"
- "I love becoming educated on something I was already passionate about in the first place" and "I just need evidence to back up my passion and back up my opinions"
- Will check "big general statements", and "if the information is relaying in my mind, I probably will be focusing on it and want to know if it's actually true"

#### Performativity/Social Impact:

- "I think a lot of activism is performance, and I think a lot of people do feed into that; I personally don't"
- "A lot of people from my high school were posting a lot of Black Lives Matter information or posts, but were very openly conservative"
- "I believe in what I believe, so yeah, I am open to controversy all the time."
- Described conversations "checking in with each other, like as a gay man, I don't think you should be posting something like this, or as a Latin man, I don't think you should be posting something like this, just the back and forth constantly. We are, not everyone knows everything, and I think that we all need to nicely keep each other in line, if that makes sense. Constantly monitor each other and keep everyone on the same page."

- Had someone respond to an infographic that was “very anti Trump, very aggressive with the tone of its message” and “I didn’t change my opinion, but I guess I kind of changed how I wanted to present my opinions” because “I think it wasn’t right for me to share something that was aggressive tone, even if I agreed with the information that was posted” because “a major thing that deters a lot of people from infographics or agreeing with your opinion [is] because it’s masked in emotion that can’t really connect with the reader or the viewer”
- “We also put out resources in case you needed someone to talk to you, so it was like a lot of “thank you for putting this out there””.
- “Sometimes infographics can be scary? A lot of information at once”

## 9. Coded Interview Transcript: Speaker 3

Adiba Chowdhury 0:00

Alright. Um, so to repeat for the recording, with their consent, this interview is being recorded, and your interview responses will be kept confidential. So I'll obviously hear your responses; my professor and my ta will know about your responses. But you are not going to see them anywhere else; they won't be published. In a couple years, you won't be like "That girl shared my info; how dare she!" Um, so no need to worry about that. And you can withdraw your consent to participate at any time. No answers are right or wrong. I'm open to really anything you can give me. Okay?

Eddie Royal 0:45

Okay, awesome.

Adiba Chowdhury 0:46

Okay, so I'm going to start off with some context questions, and then get into more of what you personally feel about Instagram infographics and what you feel about others sharing them. Sound good?

Eddie Royal 1:00

Perfect.

Adiba Chowdhury 1:01

Okay. All right.

Adiba Chowdhury 1:02

Um, how old were you when you started using Instagram?

Eddie Royal 1:08



I was 14. And I wanted to start sooner. But my mom, I got in really big trouble when I was growing up. And so I couldn't, well I was technically like, grounded until I was 14, kind of 14 age.

Adiba Chowdhury 1:24

Gotcha. My parents were like that as well. So I get it. Um, how often would you say you use Instagram nowadays?

Eddie Royal 1:36

Oh, like probably every day. Gotcha.

Adiba Chowdhury 1:42

All right, and how often do you see infographics on your feed?

Eddie Royal 1:48

Um, infographics as in like, posts or ads? Or both?

Adiba Chowdhury 1:55

Or both.

Eddie Royal 1:57

Um, probably every day.

Adiba Chowdhury 2:02

Gotcha. And can you tell me why you consider an infographic to be?

Eddie Royal 2:08

Um, I consider, like an infographic, like, I mean, like a graphic that displays information. Um, I think a lot of people have been making them. Um, like, with the Black Lives Matter movement, and like political stuff going on right now. Like, just like an easy way to convey information.

Adiba Chowdhury 2:30

Gotcha. Makes sense! All right. This may sound obvious, but do you read the infographics that you see?

Eddie Royal 2:42

Yes, a lot of them.

Adiba Chowdhury 2:44

Gotcha. Um, and do you think the design of the infographic changes how you view it?

Eddie Royal 2:51

Oh, yeah Completely.

Adiba Chowdhury 2:53

Can you expand on that?

Eddie Royal 2:55

Um, I think a lot of it, I think, honestly, with an infographic, information and the way it's presented, like the graphic, itself is like, 50-50, when thinking of like, "What is drawing me in?" And so I think that, like, if the graphic isn't interesting, as well as the information, like both have to be interesting to get my attention.

Adiba Chowdhury 3:35

Cool! All right. Um, well, we'll come back to questions about design later. But switching tracks for a second, does the source of the infographic change how you view it?

Eddie Royal 3:49

Yes, but I think it's less important than the first two things that we talked about.

Adiba Chowdhury 3:56

Gotcha. Um, expanding on the sourcing. Do you think whether the infographic comes from a news account or a verified account matters to you?

Eddie Royal 4:08

Um, I think it does matter to me, because I think that's like more of a reliable source. And definitely changes like my perception of like, what I'm viewing.

Adiba Chowdhury 4:21

Can you tell me a little bit more about that? Why you think it's more reliable?

Eddie Royal 4:26

Um, well, I think that like a lot of verified accounts. I think it's a process to get verified. And so like, from a verified source, I trust like, the information that they're putting out more so than I would an account that isn't verified.

Adiba Chowdhury 4:47

Um, do you think an infographic needs statistics?

Eddie Royal 4:53

Um, no, because I think that information can be conveyed in a multitude of ways, not just statistics, but I definitely think it helps.

Adiba Chowdhury 5:06

Okay, um, by helps - do you think that infographics to statistics are more reliable or not necessarily so?

Eddie Royal 5:20

Um, I think it's almost like a, there's probably a name for... almost like a psychological trick that like when you see a statistic, it's like "This is more factual than if it was just like a phrase."

Adiba Chowdhury 5:35

Gotcha.

Adiba Chowdhury 5:36

Do you think that's true all the time or not necessarily?

Eddie Royal 5:40

I don't think it's true all the time. Okay,

Adiba Chowdhury 5:44

Cool. Um, if an infographic is opinion based, do you still, would you say that it also needs statistics in comparison to other infographics?

Eddie Royal 6:01

I think it would help more if it was opinion-based with the statistics, because I think a lot of things that are opinion based need facts to support their opinion.

Adiba Chowdhury 6:13

Gotcha. Do you check the sources of an infographic?

Eddie Royal 6:17

Um, it depends. Usually if it's from a verified source, or like, like CNN or like a major social media account? Probably not. But sometimes if it's from a smaller account than I usually...not usually, but sometimes I will check it.

Adiba Chowdhury 6:38

Gotcha. And would you say you see infographics from verified or news accounts more often or smaller accounts? Or ones without verification?

Eddie Royal 6:53

Um, personally, I view a lot more of infographics from smaller, non verified accounts.

Adiba Chowdhury 7:03

Um, okay. Makes sense! Do you think that the number of likes on infographic changes how you view it?

Eddie Royal 7:16

Yes. I think the more likes it has, I probably am more interested in it. Well, actually, I...like that's how my brain I feel like it would work. But honestly, I usually don't really look at the likes, unless it's like, 2 million or something. Like something...if it's outrageous, then I probably will look at it. But if it's not, then I probably won't even see how many it has.

Adiba Chowdhury 7:46

That makes sense. Do you think if you see an infographic being shared a lot, it changes how you view it? Like if a lot of people you follow are sharing it?

Eddie Royal 7:58

Yeah, um, I definitely think that if I see an infographic shared once and I'm not really interested in it, I won't read it. But if I see it repeated, then I'll become more interested in it and want to actually look at it.

Adiba Chowdhury 8:12

Do you think that how much the information is trustworthy changes depending on who shares it?

Eddie Royal 8:27

Yes. I think that some of my friends... if they shared something, I probably wouldn't. I probably would be like okay, and then other friends might share something and I'll be like, this is more reliable. I trust this friend.

Adiba Chowdhury 8:41

Is there a reason for that? Like, specific differences?

Eddie Royal 8:47

I think that some of my close friends share a lot of stuff they don't fully read through. And like personally, I want my followers and like my people that view my...what like I'm putting out there to know that like everything that I post, I read through all the way, I fact check, I am not going to post something that I don't believe in.

Adiba Chowdhury 9:13

Um, so along those lines of you sharing infographics, right, um, what makes you decide to post an infographic?

Eddie Royal 9:24

Um, I will post an infographic if I think the information in the infographic is worth sharing or something good will come from me sharing it, whether it's like someone reading it and having a new opinion on something or a new perspective or something.

Adiba Chowdhury 9:53

What about posting a certain slide of an infographic?

Eddie Royal 10:00

What do you mean by that?

Adiba Chowdhury 10:02

When others post a slide or slides of an infographic - do you think that specific slide choice is intentional?

Eddie Royal 10:14

Um, I think it, I think it depends, because sometimes I'll post a certain slide, and sometimes they'll just post the first one.

Adiba Chowdhury 10:23

Okay; can you expand on why you might choose a certain slide?

Eddie Royal 10:30

Um, I think that sometimes, when choosing a certain slide, I think of it as "Are people going to see this slide and look at it, and not, like tap it to go see the rest, or they just going to look at this one?" And so I kind of have to, like, debate that before I post it. And so if I think that they'll go through the whole thing, I usually post the first one to get, like people's attention. But then, if I don't think that they'll go through the whole thing, then I might just choose one.

Adiba Chowdhury 11:15

So when you're sharing these infographics, right, what do you hope viewers will gain?

Eddie Royal 11:23

Um, probably just more...either shift their perspective to what I'm thinking about or like maybe have an open discussion about it. Or just get more information and education on the topic that they...like an opinion that they also have.

Adiba Chowdhury 11:50

Um, and I have two follow up questions. Okay. So the first one is, what infographics- on what subjects do you see infographics most on?

Adiba Chowdhury 12:06

The Black Lives Matter movement, and a lot of like political stuff that's going on currently.

Adiba Chowdhury 12:14

Can you give me an example of something?

Eddie Royal 12:20

Like a infographic on a list of things that Trump has done against the LGBTQ community.

Adiba Chowdhury 12:29

Um, and Okay, here's my second follow up question. Do you ever share infographics that ask people to take action? And can you talk a little bit about that?

Eddie Royal 12:44

I didn't hear that. Sorry.

Adiba Chowdhury 12:46

Oh, I'm so sorry. I was asking, do you ever share infographics that ask people to take action? And can you talk a little bit about that?

Eddie Royal 12:59

Yes. So, um, I think at the heat of the, or at the peak of the Black Lives Matter movement, because I do think it has gone down, honestly. Um, I think at the peak, I was posting a lot of infographics about petitions and donations and protest to attend. So I think that's like, kind of like a action to take.

Adiba Chowdhury 13:25

Got you. How would you measure whether people have engaged or responded with those infographics that you share?

Eddie Royal 13:37

Um, I think everyone on Instagram can do it, but I have a business account. And so I can see like, what people are doing with my posts, and like, what I put on my story, and that kind of stuff with infographics.

Adiba Chowdhury 13:53

More generally, do you think people respond to the infographics that they see?

Eddie Royal 14:00

I think that I do get a lot of responses if people have similar opinions to what I'm posting.

Adiba Chowdhury 14:11

All right. Um, okay, switching tracks a little bit again, and how often do you see infographics that match with your opinions or don't match with your opinions?

Eddie Royal 14:26

I see infographics that match my opinions probably all the time almost every day, if I'm on Instagram, because I think that your Instagram feed is kind of curated to you, whether it's like through your follows or through your interests. And so I think that a lot of like, what I personally see is like a lot of what I'm putting out.

Adiba Chowdhury 14:57

Um, does it bother you seeing infographics that match your opinion, or do you appreciate that?

Eddie Royal 15:06

I appreciate it honestly, because I am trying to educate myself in every way possible all the time. But I do struggle with finding my own infographics and maybe information - I'm going to turn just a little bit. So I actually enjoy when other people are posting it, and then I will, like, dig in and do my little research and then post it. Because I think that- I'm not saying like, I'm famous or anything, but I have a heavy following that a lot of my friends don't. So I like to put what they're putting out if I agree with it out onto my platform.

Adiba Chowdhury 15:50

Oh, cool! So you mentioned that you like, using infographics to educate yourself, right? Do you think infographics have changed your actions, habits, or opinions in any way?

Eddie Royal 16:09

Um, I think 100% because that's what I'm, I think it..I think infographics have done that to me, because that's what I want them to do to other people.

Adiba Chowdhury 16:21

Gotcha. Can you give me an example of a way that an infographic has changed something that you do?

Eddie Royal 16:27

Mm hmm. Um, so, obviously, in the beginning of the election, I was very Democrat and pro Biden, pro Harris, all of that, and I still am but um, I didn't know a lot of things that are negative things like Kamala Harris has done. Um, so it really changed my views on her and I, like, don't...I support them, but I'm not like, in favor of a lot of stuff, like the negative things that they've done. So I think it like really educated me. And, like, I definitely- how do I put this - like, when I'm at the dinner table with my family, I'm not like pro Biden and pro Harris as much as I would be. Because I know a lot of stuff that they've done that I personally, also disagree with.

Adiba Chowdhury 17:33

Okay! Are the infographics of- the subjects of the infographics that you read, I should say - are those often unfamiliar? Or would you say that they- that you know about them in advance?

Eddie Royal 17:49

The subject, and topics that they cover I probably am educated on. But it might present new information or statistics, like you said, that I might be unaware of.

Adiba Chowdhury 18:02

Alright! Do you find value in infographics that you often don't know about? Or are those just not things that you see?

Eddie Royal 18:20

Um like, I don't find value in infographics that I don't see?

Adiba Chowdhury 18:29

To clarify the question. Um, you mentioned that many of the infographics that you see, you have some foreknowledge on. On infographics that you see that you don't have foreknowledge, do you value them the same way?

Eddie Royal 18:50

I would think yes; I think that no matter what the infographic is talking about, it might not catch my interest the same, but I definitely think that I'm always learning in every aspect of my life and so like even if it's not a topic that I'm like, actively searching information for, I am always looking for new information.

Adiba Chowdhury 19:20

Um, do you think that infographics offer enough information on a subject?

Eddie Royal 19:29

Um, I think that all the information on one subject can't really be put into one infographic. So I think, I guess like, the literal, like the literal answer would be no. But I do think like,



infographics try and convey as much information as they can, on what their topic is or what they're trying to discuss.

Adiba Chowdhury 19:59

Um, and do you trust the information that infographics share? Or do you feel the need to fact check?

Eddie Royal 20:11

Um, it depends. I like as I said, like with the verified accounts and that kind of stuff like I trust that more openly and most of the time I will fact check it if it's like from a smaller account. But I do think that a lot of like, infographics are truthful because I, I guess maybe this is like, naive of me to think but like, if they're putting time into making an infographic I feel like the information is so too. [Yawn]. Sorry.

Adiba Chowdhury 20:47

Oh, all good. Um, it's midterms week or post-midterms week, I got you.

Eddie Royal 20:54

Yeah!

Adiba Chowdhury 20:57

Um, okay, gotcha. And then talking about Black Lives Matter and the height of that movement - Um, so many infographics during that time were spread on Instagram, how would you say you reacted to those or what you thought of them?

Eddie Royal 21:17

Um, I loved them. I loved reading them, I loved learning things, I love becoming educated on something that I was already passionate about in the first place. And I think honestly, that's my, why I love infographics is because kind of based on who I follow, and who I other infographics that I'm reading and that kind of stuff, I find that I am passionate about a lot of things that they are already posting, and I just need evidence to back up my passion and backup my opinions on these passions and that kind of stuff. Um, so I love reading them all and like, just absorbing all that I could.

Adiba Chowdhury 22:03

Gotcha, can you tell me why you're passionate about them? About the issue?

Eddie Royal 22:13

Yeah, I'm so I'm super passionate about like, gender and racial equality, because I am a minority and I know the struggle. Um, and I think that we should always be trying to make things equal for everyone. So yeah.

Adiba Chowdhury 22:36

How do you think infographics help or hurt with that fight for equality?

Eddie Royal 22:42

Um, well, like I said, like, I feel like a lot of people have passion, like, for equality or for different types of things, but they just lack maybe like the knowledge or I call it evidence that they need to, like support these passions, support these opinions. Because when you are maybe talking with someone that doesn't have the same passion as you or maybe a different opinion, um, talking about that, and like discussing that topic with no evidence or no knowledge on your opinion is kind of difficult. And so I think that the more knowledge you can absorb and be able to spit back out, when people are asking you about things, the better your argument is, the more precise your passion is. I think it just helps and just, I don't know, I'm a very like knowledge person, I love like learning and like, knowing more things about everything. And so for me, like, I have passions about like equality and that kind of stuff, but I also have the passion to put in the effort to learn about those things.

Adiba Chowdhury 24:05

Do infographics ever worry you?

Eddie Royal 24:10

All the time. I definitely try to fact check everything but I know sometimes, like if I'm walking down the street and I'm like, looking at an infographic I might not have the time to look up every little thing. But usually like big things, like if it says something like I don't know, like one in five Americans is depressed, like that's a big number. Like that's like a really big thing. Like I might want to look that up. So like big, general statements, I probably...probably if the information is like relaying in my mind, I probably will be focusing on it and want to know if it's actually true or not.

Adiba Chowdhury 24:54

So, related to sharing of infographics. Some people might think that infographics are performative and that users are posting them to show off. Other people might think that infographics are another way that social media makes activism more accessible, and open to everyone. How would you approach that? Or what do you think of that?

Eddie Royal 25:21

So I think... I literally have this discussion with one of my friends, I think that activism, a lot of activism is performance, and performative I think a lot of people do feed into that. I personally don't; I think I'm a very like, genuine person. Like, if I'm going to post something or repost something, that it's from me, and I like believe wholeheartedly in it, I wouldn't post something, just for people to see it. And like, try and get them to look at me in a new way, or see that I'm posting something and..it's more about the information and less of, hey, look at me posting this. Gotcha.

Adiba Chowdhury 26:11  
Excellent. Expanding on...

Eddie Royal 26:15  
Am I frozen too?

Adiba Chowdhury 26:17  
No, you're fine, I think.

Eddie Royal 26:20  
Okay.

Adiba Chowdhury 26:20  
You're good.

Eddie Royal 26:21  
I can repeat that if you need.

Adiba Chowdhury 26:23  
No, you're fine. Um, so let me just check, then the last thing that you mentioned was that you generally don't think that you do it to show off that, you're doing it in a genuine way.

Eddie Royal 26:35  
Yeah. But I definitely agree that there is. Yeah, yeah. There is like a heavy, a lot of people that are performative in their activism.

Adiba Chowdhury 26:47  
Okay, can you expand on that, or give me an example of like, a situation where you thought something was performative?

Eddie Royal 26:57

Um, a lot of people from my high school, were posting a lot of like Black Lives Matter, like, information or posts. But were very, like, openly conservative as well. And like, were almost like, different in social media, and then in real life with their views and opinions. So I definitely saw like firsthand, like performative activism and that kind of stuff.

Adiba Chowdhury 27:32

Gotcha. And do you think infographics affect the performativeness of activism online? Whether it encourages it, or decreases it or something like that?

Eddie Royal 27:55

I think, I would probably say it's neutral, or maybe just a little bit closer to the performative side of things, because I do think it's really easy to post something online and not agree with it. I try not to do that. Or I mean, I don't do that. But like, I know that some people will post things and not wholeheartedly believe in what they're posting. So I think it has made it easier to be performative and activism.

Eddie Royal 28:35

Yeah.

Adiba Chowdhury 28:38

Gotcha, I'm okay, expanding on the idea that not..like not fully agreeing with infographics that you post. Would you say that, or how do you approach infographics that are controversial or start a discussion? How do you feel about those?

Eddie Royal 29:09

Um, I love it. So I'm from Dallas, Texas. So I went to, I thought I went to a liberal school. But I quickly found out that I didn't. So my friend group was called like, the flaming liberals of our school. And so I have been posting controversial stuff on my story since I was a freshman. A lot of people see things that I post and I mean, it might be controversial for them, but... I mean, it is a controversial issue, but I believe in what I believe. So yeah, I am open to controversy all the time.

Adiba Chowdhury 30:02

Do you feel that your sharing of infographics has helped spread awareness on important subjects?

Eddie Royal 30:12

I think so, I think a lot of people... I used to post about a lot of protests going on, and even if I think that even if I couldn't attend certain protests, or certain gatherings or whatever, I do think

that me, putting information about them online was...helped others attend those protests or meetings or gatherings and stuff like that.

Adiba Chowdhury 30:48

Gotcha. How would you feel about the social identity - so the race, the gender, the disability, the sexual orientation, the religion - of people sharing infographics? Does your view of their sharing of an infographic change based on their social identity?

Eddie Royal 31:18

I think, yes, I think that because I am a gay Latino man, I'm sharing a lot of things that are LGBTQ rights and minority rights and like race rights, whether it's like, injustice for like black Americans, or injustice for...I was, I'm not sure how to say it, but it's like the Latin...

Adiba Chowdhury 31:49

Latinx?

Eddie Royal 31:50

Yeah, Latinx.

Eddie Royal 31:53

So like all of these types of subcategories. I think that the more that you...not that, I don't want to say the more that you're in, but the more that you identify with personally, I think that the more things that you more infographics, more types of information that you would be absorbing rather than if you weren't part of those categories, subminority categories.

Adiba Chowdhury 32:27

Gotcha. Do you think how you view sharing an infographic changes based on the poster's social identity?

Eddie Royal 32:44

I think so. I think a lot of... I've had a lot of conversations with a lot of my close Black friends about like, the Black Lives Matter stuff that I've been posting. Because I don't want it to seem performative. I don't, I want it to be genuine. I want it to seem like what it...what it is, which is me sharing what I think I want to share, or what I believe in. So I've definitely had conversations of what we both can agree on is right for me to post and maybe not right for me to post, if that makes sense.

Adiba Chowdhury 33:31

Can you expand on the idea of what's right for you to post and what's not right?

Eddie Royal 33:36

Yeah, so I think a lot of things. Um, it shouldn't be...I think a lot of issues going on in like our world and stuff, um, some people should not make their own opinion about. I think a lot of things are divided into two main opinions that like one of them - how do I explain this - neither of these opinions I came up with, I'm just supporting one. And I think it's a really big, not a big thing, but it helps to clarify that I'm not making this opinion. I'm just supporting this opinion. I think a lot of things that I put out, I want to show my support for and show allegiance to something. But I try and make it very clear that like, this isn't...like I'm not starting this. So something that I've like discussed in the past, was... I'm trying to think...it's like I'm trying to remember. It's kind of like, I guess it kind of ties in with like the performative activism. And trying not to do, not feed into like the white savior complex of like, I present, almost- I present as like a white passing person, because I am half white. And so a lot of things that I post can be taken out of context, because if I'm posting Latinx things, or infographics, I...sometimes people like don't see me as Latino. And although I know I am Latino, it can be seen as I'm not and seeing for things, seen in a tone that I'm not trying to present it in. So I've had conversations with people about making sure that it doesn't seem like that and like checking in, almost like monitoring each other, like just like checking in with each other, like, as a gay man, I don't think you should be posting something like this, or, as a Latin man, I don't think you should be posting something like this, or like, just like the back and forth just like constantly. We are...not everyone knows everything, and I think that we all need to nicely keep each other in line, if that makes sense. Constantly monitor each other and keep everyone on the same page.

Adiba Chowdhury 36:35

Can you give me an example of a situation where you've changed your mind on not posting this or posting something and learning from that kind of situation.

Eddie Royal 36:51

So there was an instance where I posted something on my story. And I actually had someone with a differing opinion, like, message me about it. And so we started talking about it. And I think that, like, I obviously felt very comfortable posting what I posted. And I like believed in it. And so I was like having this discussion about, like, why they thought it was wrong, that I posted it. And I think that it's kind of like almost like an internal battle of like, what do I believe in? And what are my opinions that I won't let anyone, like, tear me- not tear me away from but like, I guess like steer me away from or like change my opinion on? Because I think it's kind of difficult mapping out opinions that are morally right and wrong for myself. And so I know, I know, the question, I think the question was, like, how did I change? But I kind of...I didn't change my opinion, but I guess I kind of changed how I wanted to present my opinions. So the infographic was very anti Trump, very aggressive with its, like the tone of its message. And I think that because I'm not a very aggressive tone person, I think it wasn't right for me to share something that was aggressive tone, even if I agreed with the information that was posted.

Adiba Chowdhury 38:41

Um, you mentioned earlier, like, figuring out how to navigate what you should and shouldn't post. Can you talk a little bit about what you've learned from navigating?

Eddie Royal 38:56

Um, I think the best way to think of it is rereading the infographic with...almost like taking your opinion out of your head for a second and reading it as someone that doesn't have an opinion on this. And if they're going to read this, and if it's an aggressive in an aggressive tone, and they don't want to feel aggressive, they don't want to feel...they're agreeing with all of these things, but they feel like the way that they're being conveyed, they don't want to line up with that either. I typically find that it's like anger or just aggression that I don't want to line up with, just by lining up with the ideas. I think that's like a major thing that deters a lot of people from infographics or agreeing with your opinion because it's masked in emotion that can't really connect with the reader or the viewer.

Adiba Chowdhury 39:58

Do you ever make infographics?

Eddie Royal 40:05

I have not made an infographic. Oh, well, okay, actually I have it wasn't for, like an issue going on? Um, well, I mean kind of. I made it for like school projects. I don't know if you know what DECA is, I used to compete in DECA. And so for one of my projects, I had to create, like, infographics about cyberbullying. And so I did post those all over social media and track that and that kind of.

Adiba Chowdhury 40:39

Can you tell me what the response was or describe what you got out of that?

Eddie Royal 40:46

Um, so our project was basically, um, cyberbullying awareness. So we put out a lot of infographics about like social, the effects of social media, and depression, anxiety, all of these things that come from social media and cyberbullying. Like, how common cyberbullying is, and ways to like find help and all that stuff. Um, I think we got like a good response from it, a good viewing, but also like a few, like, interactions, like swipe ups and comments about like, "Wow, I didn't know this," or it was a lot of like, surprise. And then also like, like, surprise, didn't know how common it was. And then, like, almost like a thank you, because we also like, put out like resources in case anyone was being served later, and you needed someone to talk to you. So it was like a lot of like, "thank you for putting this out there."

Adiba Chowdhury 41:56

Um, actually, just a follow up to that. When you share infographics, do you share infographics that take action?

Eddie Royal 42:15

Yeah, I think I do.

Adiba Chowdhury 42:17

Cool. Um, does it depend on the subject? Or how would you pick and choose?

Eddie Royal 42:27

I don't think it depends on the subject. But I definitely think that when an infographic does have connections to other things, whether like it's petitions or donations, that kind of stuff, I find that more interesting. Because an infographic is... can change, like, either my opinion or give me more evidence on an opinion, or something. But I think that can only do so much. And so when it leads to more things, I really like that.

Adiba Chowdhury 43:04

Have you ever interacted with infographics that you thought were misleading or misinformed?

Eddie Royal 43:13

Um, yes.

Adiba Chowdhury 43:15

Okay, gotcha. Can you tell-

Eddie Royal 43:17

I don't have like, I was just about to say, I don't have an example of one. Oh, actually, I do. So my friends and I were just talking about this. I was, for the longest time- we thought we'd like read something about how White Claw (the company) donates to Trump. And so we were like, we're never touching White Claws again. But then I actually, like, researched it and was like, I know, "We've been thinking this for so long. Is this actually true?" And what I found is that it wasn't true. And so we've been believing this for so long that it's not even true. So that is a way that's an example of me being misled.

Adiba Chowdhury 44:11

More generally, do you trust infographics that you see on your feed?

Eddie Royal 44:17

I am a very trusting person. So I'd say yes.



Adiba Chowdhury 44:21

Okay, um, and then we're nearing the end, so I just want to switch tacks real quick and ask do you think infographics ever impact mental health?

Eddie Royal 44:34

Um, I think there probably is a correlation, but I'm not sure of a direct one. Um, I think I think sometimes infographics can be scary? A lot of information at once. Maybe if it's convoluted or just like sensitive information, I think that sometimes it can I don't know maybe like negatively impact mental health if it's statistics of something that is hard to understand or comprehend.

Adiba Chowdhury 45:14

Okay, and then last but not least, are there any comments that you would add or any thoughts that you would add, and things that you think we missed or something you want to clarify from earlier? Any of the above?

Eddie Royal 45:32

Um, not really! I do want to ask more about like your project, and like what you're doing with all of this stuff?

Adiba Chowdhury 45:42

Sure. Basically, so I'm in this class called Research Methods for Sociology, and we were assigned a project in which I have a research question, and I essentially go around interviewing people. Then based on your interviews, I will code them for similar responses or things that either overlapped or disagreed and make conclusions based off of that. So my current research question is, "How do Instagram users feel about the trustworthiness of infographics shared on the platform?" which you can get from the questions that I was asking. I'm basically going to be looking at commonalities versus differences and your responses and trying to gain conclusions based off of that.

Eddie Royal 46:33

Okay cool!

Adiba Chowdhury 46:35

Yeah. All right. Um, so just again, if you remember later that you had something that you wanted to add, feel free to do that. If there is a part of this interview that looking back, you're like, "I need this to never be repeated ever again, out loud." Um, you can obviously let me know and I'll be like, alright! Um, yeah. And repeating the consent things from earlier - still confidential, won't be placed anywhere, won't be published. And I really appreciate you participating.

Eddie Royal 47:17

Yes. Thank you so much. I hope I helped.

Adiba Chowdhury 47:21

No problem. Yeah. I do appreciate your responses. I think they're helpful. So all right. Have a good night.

Transcribed by <https://otter.ai>

### 10. Extended Notes: Speaker 3

Positive or negative intentions:

Evaluation of infographic use in general (positive/negative/unclear)

- I think that activism, a lot of activism is performance, and performative I think a lot of people do feed into that. I personally don't; I think I'm a very like, genuine person. Like, if I'm going to post something or repost something, that it's from me, and I like believe wholeheartedly in it, I wouldn't post something, just for people to see it. And like, try and get them to look at me in a new way, or see that I'm posting something and..it's more about the information and less of, hey, look at me posting this.
- I try not to do that. Or I mean, I don't do that. But like, I know that some people will post things and not wholeheartedly believe in what they're posting. So I think it has made it easier to be performative and activism.
- I present, almost- I present as like a white passing person, because I am half white. And so a lot of things that I post can be taken out of context, because if I'm posting Latinx things, or infographics, I...sometimes people like don't see me as Latino. And although I know I am Latino, it can be seen as I'm not and seeing for things, seen in a tone that I'm not trying to present it in. So I've had conversations with people about making sure that it doesn't seem like that and like checking in, almost like monitoring each other, like just like checking in with each other, like, as a gay man, I don't think you should be posting something like this, or, as a Latin man, I don't think you should be posting something like this, or like, just like the back and forth just like constantly. We are...not everyone knows everything, and I think that we all need to nicely keep each other in line, if that makes sense. Constantly monitor each other and keep everyone on the same page.

Evaluation of the creators' bias (positive/negative/unclear)

11. But I do think that a lot of like, infographics are truthful because I, I guess maybe this is like, naive of me to think but like, if they're putting time into making an infographic I feel like the information is so too.
12. I've had a lot of conversations with a lot of my close Black friends about like, the Black Lives Matter stuff that I've been posting. Because I don't want it to seem performative. I

don't, I want it to be genuine. I want it to seem like what it...what it is, which is me sharing what I think I want to share, or what I believe in. So I've definitely had conversations of what we both can agree on is right for me to post and maybe not right for me to post, if that makes sense.

13. I think everyone on Instagram can do it, but I have a business account. And so I can see like, what people are doing with my posts, and like, what I put on my story, and that kind of stuff with infographics.

#### Accuracy of the information provided

##### Groupthink behavior or lack thereof (positive/negative/**unclear**)

- Yes. I think the more likes it has, I probably am more interested in it. Well, actually, I...like that's how my brain I feel like it would work. But honestly, I usually don't really look at the likes, unless it's like, 2 million or something. Like something...if it's outrageous, then I probably will look at it. But if it's not, then I probably won't even see how many it has.
- I think that some of my close friends share a lot of stuff they don't fully read through. And like personally, I want my followers and like my people that view my...what like I'm putting out there to know that like everything that I post, I read through all the way, I fact check, I am not going to post something that I don't believe in.
- I think that I do get a lot of responses if people have similar opinions to what I'm posting.
- I see infographics that match my opinions probably all the time almost every day, if I'm on Instagram, because I think that your Instagram feed is kind of curated to you, whether it's like through your follows or through your interests. And so I think that a lot of like, what I personally see is like a lot of what I'm putting out.
- I appreciate it honestly, because I am trying to educate myself in every way possible all the time. But I do struggle with finding my own infographics and maybe information - I'm going to turn just a little bit. So I actually enjoy when other people are posting it, and then I will, like, dig in and do my little research and then post it. Because I think that- I'm not saying like, I'm famous or anything, but I have a heavy following that a lot of my friends don't. So I like to put what they're putting out if I agree with it out onto my platform.
- Um, I loved them. I loved reading them, I loved learning things, I love becoming educated on something that I was already passionate about in the first place. And I think honestly, that's my, why I love infographics is because kind of based on who I follow, and who I other infographics that I'm reading and that kind of stuff, I find that I am passionate about a lot of things that they are already posting, and I just need evidence to back up my passion and backup my opinions on these passions and that kind of stuff. Um, so I love reading them all and like, just absorbing all that I could.
- So I'm from Dallas, Texas. So I went to, I thought I went to a liberal school. But I quickly found out that I didn't. So my friend group was called like, the flaming liberals of our

school. And so I have been posting controversial stuff on my story since I was a freshman. A lot of people see things that I post and I mean, it might be controversial for them, but... I mean, it is a controversial issue, but I believe in what I believe. So yeah, I am open to controversy all the time.

#### Personal attention to learning (positive/negative/unclear)

14. Um, so, obviously, in the beginning of the election, I was very Democrat and pro Biden, pro Harris, all of that, and I still am but um, I didn't know a lot of things that are negative things like Kamala Harris has done. Um, so it really changed my views on her and I, like, don't...I support them, but I'm not like, in favor of a lot of stuff, like the negative things that they've done. So I think it like really educated me. And, like, I definitely- how do I put this - like, when I'm at the dinner table with my family, I'm not like pro Biden and pro Harris as much as I would be. Because I know a lot of stuff that they've done that I personally, also disagree with.
15. The subject, and topics that they cover I probably am educated on. But it might present new information or statistics, like you said, that I might be unaware of.
16. I would think yes; I think that no matter what the infographic is talking about, it might not catch my interest the same, but I definitely think that I'm always learning in every aspect of my life and so like even if it's not a topic that I'm like, actively searching information for, I am always looking for new information.

#### Attention to opinion-based accuracy (positive/negative/unclear)

17. Yes, but I think it's less important than the first two things that we talked about.

#### Attention to fact-based accuracy (positive/negative/unclear)

18. Um, well, I think that like a lot of verified accounts. I think it's a process to get verified. And so like, from a verified source, I trust like, the information that they're putting out more so than I would an account that isn't verified.
19. Um, I think it's almost like a, there's probably a name for... almost like a psychological trick that like when you see a statistic, it's like "This is more factual than if it was just like a phrase."
20. Um, it depends. Usually if it's from a verified source, or like, like CNN or like a major social media account? Probably not. But sometimes if it's from a smaller account than I usually...not usually, but sometimes I will check it.
21. All the time. I definitely try to fact check everything but I know sometimes, like if I'm walking down the street and I'm like, looking at an infographic I might not have the time to look up every little thing. But usually like big things, like if it says something like I don't know, like one in five Americans is depressed, like that's a big number. Like that's like a really big thing. Like I might want to look that up. So like big, general statements, I

probably...probably if the information is like relaying in my mind, I probably will be focusing on it and want to know if it's actually true or not.

22. I don't have like, I was just about to say, I don't have an example of one. Oh, actually, I do. So my friends and I were just talking about this. I was, for the longest time- we thought we'd like read something about how White Claw (the company) donates to Trump. And so we were like, we're never touching White Claws again. But then I actually, like, researched it and was like, I know, "We've been thinking this for so long. Is this actually true?" And what I found is that it wasn't true. And so we've been believing this for so long that it's not even true. So that is a way that's an example of me being misled.

#### Complexity/nuance in information provided (positive/negative/unclear)

- "The literal answer would be no, but I do think infographics try and convey as much as they can"

#### Successful use to educate people

##### Impact on viewers' engagement levels (positive/negative/unclear)

23. Um, I will post an infographic if I think the information in the infographic is worth sharing or something good will come from me sharing it, whether it's like someone reading it and having a new opinion on something or a new perspective or something.
24. Um, I think that sometimes, when choosing a certain slide, I think of it as "Are people going to see this slide and look at it, and not, like tap it to go see the rest, or they just going to look at this one?" And so I kind of have to, like, debate that before I post it. And so if I think that they'll go through the whole thing, I usually post the first one to get, like people's attention. But then, if I don't think that they'll go through the whole thing, then I might just choose one.
25. Um, probably just more...either shift their perspective to what I'm thinking about or like maybe have an open discussion about it. Or just get more information and education on the topic that they...like an opinion that they also have.

##### Impact on viewers' emotional response (positive/negative/unclear)

26. So there was an instance where I posted something on my story. And I actually had someone with a differing opinion, like, message me about it. And so we started talking about it. And I think that, like, I obviously felt very comfortable posting what I posted. And I like believed in it. And so I was like having this discussion about, like, why they thought it was wrong, that I posted it. And I think that it's kind of like almost like an internal battle of like, what do I believe in? And what are my opinions that I won't let anyone, like, tear me- not tear me away from but like, I guess like steer me away from or like change my opinion on? Because I think it's kind of difficult mapping out opinions that are morally right and wrong for myself. And so I know, I know, the question, I think

the question was, like, how did I change? But I kind of...I didn't change my opinion, but I guess I kind of changed how I wanted to present my opinions. So the infographic was very anti Trump, very aggressive with its, like the tone of its message. And I think that because I'm not a very aggressive tone person, I think it wasn't right for me to share something that was aggressive tone, even if I agreed with the information that was posted.

27. Um, so our project was basically, um, cyberbullying awareness. So we put out a lot of infographics about like social, the effects of social media, and depression, anxiety, all of these things that come from social media and cyberbullying. Like, how common cyberbullying is, and ways to like find help and all that stuff. Um, I think we got like a good response from it, a good viewing, but also like a few, like, interactions, like swipe ups and comments about like, "Wow, I didn't know this," or it was a lot of like, surprise. And then also like, like, surprise, didn't know how common it was. And then, like, almost like a thank you, because we also like, put out like resources in case anyone was being served later, and you needed someone to talk to you. So it was like a lot of like, "thank you for putting this out there."
28. Um, I think there probably is a correlation, but I'm not sure of a direct one. Um, I think I think sometimes infographics can be scary? A lot of information at once. Maybe if it's convoluted or just like sensitive information, I think that sometimes it can I don't know maybe like negatively impact mental health if it's statistics of something that is hard to understand or comprehend.
  - a. "See it almost every day"

#### Impact on issues themselves/movements involved (positive/negative/unclear)

29. I think so, I think a lot of people... I used to post about a lot of protests going on, and even if I think that even if I couldn't attend certain protests, or certain gatherings or whatever, I do think that me, putting information about them online was...helped others attend those protests or meetings or gatherings and stuff like that.
30. I don't think it depends on the subject. But I definitely think that when an infographic does have connections to other things, whether like it's petitions or donations, that kind of stuff, I find that more interesting. Because an infographic is... can change, like, either my opinion or give me more evidence on on an opinion, or something. But I think that can only do so much. And so when it leads to more things, I really like that.

#### Impact on whether people take action (positive/negative/unclear)

31. Um, well, like I said, like, I feel like a lot of people have passion, like, for equality or for different types of things, but they just lack maybe like the knowledge or I call it evidence that they need to, like support these passions, support these opinions. Because when you are maybe talking with someone that doesn't have the same passion as you or maybe a different opinion, um, talking about that, and like discussing that topic with no evidence

or no knowledge on your opinion is kind of difficult. And so I think that the more knowledge you can absorb and be able to spit back out, when people are asking you about things, the better your argument is, the more precise your passion is. I think it just helps and just, I don't know, I'm a very like knowledge person, I love like learning and like, knowing more things about everything. And so for me, like, I have passions about like equality and that kind of stuff, but I also have the passion to put in the effort to learn about those things.

32. Um, a lot of people from my high school, were posting a lot of like Black Lives Matter, like, information or posts. But were very, like, openly conservative as well. And like, were almost like, different in social media, and then in real life with their views and opinions. So I definitely saw like firsthand, like performative activism and that kind of stuff.

### 33. Field Notes: Speaker 4

- Sixth grade
- once every two days
- community service activism, programming events
- answer in one word, it would probably be Canva
- easy to read and like visually appealing, something that has words and a picture, usually. But a picture isn't required, but usually just something visually attractive. That like tells information.
- Colors, esp dark red colors = negative
- “If it's like the first thing that pops up and that catches my eye, then I would prefer a source that I know, over one that I don't know, for sure”
- “Like, does the source catch your attention?” “No, it doesn't. I don't think I ever noticed that.”
- “If you're trying to make an argument, then it would be good to have it. But if you're just like, personal, whatever, just to share, like your opinion, then? I guess not; it's not required.”
- Mentioned how social media algorithms control views by increased likes
- About matching opinions: “I cannot recall. I guess not that often then if I can't remember.”
- usually for advertising purposes and activism pages
- advice from you know, popular people, you know, well-followed people, inspirational quotes, all that good stuff. Have they ever changed me? Yeah, definitely.
  - one of them was talking about, you know, how you always should support your friends. You have to get their back. If they're starting a business, you should be their first customer, you know, just stuff like that. And that really resonated with me. So, yeah, it definitely has changed my thoughts on things for sure.



- “just important life advice, but not necessarily like socially, like, you know, BLM or other movements that are important. But yeah, definitely”
- A) like, changes my viewpoint for the better. Like, it opens my eyes to like a new idea, and I'd be like, "Okay, this is an important infographic," or B) it's like, this is seen as some pretty bad because I guess, like what's calling...this is what's causing, I guess, partisan politics. But I also enjoy infographics that, I guess validate what I think.
- So if you are scrolling through Instagram, and you see something that like- and you see that other people agree with you? makes people more willing to, I guess, public- publicly, publicly criticize people who don't agree with you. And it also allows people to feel less guilty, I guess, for believing something if they know other people believe it, too.
- On having enough information: “No, they don't. But I think that's by design. I don't think infographics are made to share everything about a subject, that's not their purpose, just to give you a little heading into it, so I don't think there's anything wrong with that.”
- Yeah, I guess I've never like thought about it as, I guess the way I defined it was pretty open ended, and it doesn't really like encapsulate what I was thinking of in my head.
- an infographic is something that is all in one
- Sharing resources that are available to people
- “I did not do anything for like, large social movements. I've never like posted or shared like pictures about that.”
- “I did not start seeing that, to be honest, until I got to NYU. Just because at least in my like, where I came from, a very small conservative town, I guess people...people there did not like...they didn't really care about social issues.”
- “I try to keep these things out of my feed, so that I don't spend hours on Instagram.”
- “To like, show off where they went for vacation. To show something cool that they bought or two, because they look like pretty in a picture or like, jacked in a picture...But people here like, intentionally use their social media platforms. Like accounts as like a platform for what they believe in, you know, they share, they spread ideas. They raise awareness. Yeah, it seems like a lot more purposeful and most meaningful.”
- Do you mean, has that discussion changed how you view infographics at all or added to what you think of infographics? “I guess it would be that I realized how complex infographics are.”
- “I've seen people who typically don't post about activism started posting with the George Floyd murder. Yeah.” “I can't like, really talk to or speak to their intentions behind why they did that on like, why now they are sharing this, but I think it's a good thing that they are, for sure.”
- engagement is pretty low
- “I posted...I can't remember what it was. But it was something that was like more progressive. And, you know, he was just like, flaming it. I can't remember exactly what he said. But it irked him enough to swipe up and share his thoughts.”



- “I feel like my responding, it's like something that would either offer them a new perspective, that would like- that they actually might act on? Then yeah, I'll respond. But in this case, this guy is ultra conservative, I guess you could say; so I guess no matter what I said it wouldn't really have changed anything. It just would have provoked an unnecessary, like a conversation that would waste everyone's time.
- “like if I saw an infographic from some local organization, they needed volunteers or something, if that was the purpose of the infographic? I would be much more inclined to volunteer than if it was like, some, like global organization that, you know, is requesting like \$5 or is like requesting.”

### **34. Coded Interview Transcript: Speaker 4**

Adiba Chowdhury 0:01

All right. Um, so just to cover it again for the interview, and for the recording. So with your consent, this is being recorded; your interview responses are being kept confidential; you can withdraw your responses at any time; and you can withdraw your consent to participate at any time. So you are not going to see these responses published anywhere; you won't be like, you won't be applying for your law degree in a few years and I'll show up with "Kyle said this!". You're good. No need to worry about that. Again, no answers are right or wrong; I'm open to any comments that you're willing to share. Sound good?

Kyle Shrader 0:45

Yeah, that's perfect.

Adiba Chowdhury 0:47

All right. Okay, so I'm gonna start off with some context questions. I'm trying to get an idea of how you use Instagram, and how often and then get into more of the complex questions.

Kyle Shrader 1:03

Awesome.

Adiba Chowdhury 1:04

All right. Um, so how old were you when you began using Instagram? If you remember an estimate.

Adiba Chowdhury 1:16

I was just saying if you're

Kyle Shrader 1:18

Cutting out...Okay, yeah, definitely. So let's see, I would say probably sixth grade sounds about right.

Adiba Chowdhury 1:30

Gotcha and how often do you use...how often do you use Instagram nowadays?

Kyle Shrader 1:39

Let's see. How often do I use it? Now? I mean, I'll probably hop on once every two days, at least once every two days or once a day. But I don't use it a lot, but I'll check it every now and then I like redownloaded it because of the first class board stuff, but usually, it's not that much.

Adiba Chowdhury 2:03

Gotcha. Um, and how often do you see infographics on your feed?

Kyle Shrader 2:16

No, I'll be honest, I only see it from like community organizations that I follow, or that I like interned at. Maybe it's because I'm not like following that many, like activist pages. Because I tend to see like more infographics with community service activism, programming events, and such; I never see like just a typical person posts about it. So yeah, I'd probably say like a sixth of my feed is infographics.

Adiba Chowdhury 2:51

Gotchu, and do you post any infographics yourself?

Kyle Shrader 2:57

I do on occasion? I will- I posted it during the campaign for Student Council. But otherwise, no, I do not.

Adiba Chowdhury 3:07

Gotcha. All right. And don't mind me. I'm taking notes as we do this. All right. Um, what do you consider an infographic to be?

Kyle Shrader 3:24

If I had to like answer in one word, it would probably be Canva. That's like the first thing that comes to mind. But in terms of like defining it, probably something that's usually easy to read and like visually appealing, something that has words and a picture, usually. But a picture isn't required, but usually just something visually attractive. That like tells information.

Adiba Chowdhury 3:54

Gotcha.

Adiba Chowdhury 3:56

All right. Um, so actually, along the lines of visually appealing; do you think the design of the infographics that you see changes how you view it?

Kyle Shrader 4:09

Definitely. It's funny you say that because I actually took like a...not like a class, like it was like this. This person came in during one of my internships and talked about infographics and how the colors like actually matter. So and you know, how you arrange texts and what you decide to build, that all matters.

Kyle Shrader 4:28

Yeah, I think to answer your question, yes, it does matter. Especially the color, like if it's something that's red or dark red, you might associate it with something that's at least for me, not negative but like, you know, yeah, brighter colors might like be happier and darker colors might not be.

Adiba Chowdhury 4:58

Does the source of the infographic change how you view it?

Kyle Shrader 5:08

Um, as in, like, where the information was? Okay, where it's got from? Mmm hmm. Depends, I mean, depends on how long I look at the infographic for. If it actually captures my attention and I'm able to look at it for more than 20 seconds, then, yeah, I think the source does matter. If it's like the first thing that pops up and that catches my eye, then I would prefer a source that I know, over one that I don't know, for sure.

Adiba Chowdhury 5:46

What about whether the infographic comes from a news account or a verified account?

Kyle Shrader 5:58

Yeah, that that definitely helps.

Adiba Chowdhury 6:05

Do you notice that often?

Kyle Shrader 6:09

If I see...Do you mean like if it's like, reposted from...?

Adiba Chowdhury 6:13

Yeah.

Kyle Shrader 6:14

Okay, I got it. Hm.

Adiba Chowdhury 6:20

Like, does the source catch your attention?

Kyle Shrader 6:22

No, it doesn't. I don't think I ever noticed that.

Adiba Chowdhury 6:25

Gotcha.

Adiba Chowdhury 6:27

All right. Um, do you think infographics need statistics?

Kyle Shrader 6:34

I mean, it definitely depends on what the infographic is trying to, like, tell you, uh, as long as you keep the statistic short, I don't think it hurts. Yeah.

Adiba Chowdhury 6:48

Sounds good. Um, if the infographics are, like, based on personal opinion, um, do they still need statistics?

Kyle Shrader 7:05

Yeah, I mean, if you're trying to make an argument, then I think you need it more so. And like a personal thing? Yeah. I think so. Well, okay, actually, if you're trying to make an argument, then it would be good to have it. But if you're just like, personal, whatever, just to share, like your opinion, then? I guess not; it's not required.

Adiba Chowdhury 7:32

Gotcha. Yeah, that makes sense. I get that. Um, what about the number of likes on an infographic? Does that change how you view it? If you notice?

Kyle Shrader 7:47

I think social media algorithms notice it. So more people see it more people like it.

Kyle Shrader 7:54

But I think maybe subconsciously, it might make it seem more credible. But I don't think I really look for that, look for the number of likes it receives.

Adiba Chowdhury 8:08

Cool. Um, and this is switching into a little bit of a different track. But do you think infographics... or let me rephrase the question. How often do you see infographics that match with your opinions?

Kyle Shrader 8:31

I'm trying to, like, think about the infographics I've seen. I mean...

Adiba Chowdhury 8:36

Take your time.

Kyle Shrader 8:37

Yeah, some of them are. I'll think out loud right now, if that's okay. Some of them like advertise events. Some of them...I'm trying to think of infographics that I've seen that are like trying to make a point or like further an argument.

Kyle Shrader 9:04

Can you repeat your question one more time?

Adiba Chowdhury 9:07

Sure. How often do you see infographics that match with your opinions?

Kyle Shrader 9:17

**Yeah, to be honest, I cannot recall. I guess not that often then if I can't remember.**

Adiba Chowdhury 9:23

Gotcha, fair enough. Um, can you tell me what subjects you most often see infographics on?

Kyle Shrader 9:40

Oh, I got you. Yeah. Um, typically, activist organizations or like, youth groups, or community groups.

Unknown Speaker 9:55

Or, like student governments, I know. Like, I mean, we make infographics ourselves and I know a lot of other activity boards and stuff, they make infographics. So yeah, usually for advertising purposes and activism pages.

Adiba Chowdhury 10:14

On those activism pages, what focuses are those on?

Kyle Shrader 10:21

Like the infographics, what are they talking about? Yeah. Am I allowed to like pull up my phone and check or is this?

Adiba Chowdhury 10:27

Go for it.

Kyle Shrader 10:28

Okay? Yeah. All right, cool. Look at this one page, then that I follow. It's Origin Youth Group. Okay. Let's see, oh, these are some of the infographics. I'm not quite sure if you can tell.

Adiba Chowdhury 10:48

Gotcha. Yeah, I can see them.

Kyle Shrader 10:54

So what are they on? Let's see, they are. This one's talking about like, they're giving out care packages. So if you'd like to request one, you can, like fill out the form to get the care package, which is food, clothes, all that stuff.

Kyle Shrader 11:14

This one's just giving updates on what the organization is doing.

Kyle Shrader 11:18

And what events they're hosting.

Kyle Shrader 11:24

Yeah, that's about it.

Adiba Chowdhury 11:27

Do you ever see in?

Kyle Shrader 11:29

Yeah I don't know- Sorry.

Adiba Chowdhury 11:32

All good. Um, do you ever see infographics that try to promote a certain idea or social justice concept?

Kyle Shrader 11:47

I mean, I know for a fact they're out there. Yes.

Kyle Shrader 11:52

But I do not follow many of those pages on Instagram. So I do not see. See those. But for people who do I'm positive that yeah, there would be.

Adiba Chowdhury 12:06

Makes sense. Um, do you think infographics have changed in any way your actions, your habits or your opinions?

Kyle Shrader 12:21

Holy cow, yes, they have. I totally forgot about this one page. Yeah. Shoot, I totally forgot. It was called...there's actually this one page. All they post is, I guess. Actually, I don't know if these count as infographics. But...but it's called Billionaire World. And if I can show you some of the posts. You know, just advice from you know, popular people, you know, well-followed people, inspirational quotes, all that good stuff. Have they ever changed me? Yeah, definitely. Changes they've got...I can read a quote. And I'll be like, wow, that makes sense. For example, one of them was talking about, you know, how you always should support your friends. You have to get their back. If they're starting a business, you should be their first customer, you know, just stuff like that. And that really resonated with me. So, yeah, it definitely has changed my thoughts on things for sure.

Adiba Chowdhury 13:54

Mmm, cool. Cool. Do you think that infographics spread awareness on important subjects?

Kyle Shrader 14:04

Yes, for sure. Okay.

Adiba Chowdhury 14:08

Can you give me an example of one that did that for you? And you can take your time thinking about it, we're here.

Kyle Shrader 14:18

Appreciate that. Let me go back...I usually save some of the infographics that resonate with me.

Kyle Shrader 14:51

I mean, again, I don't like really follow many like activism, ones that talk about, like socially important concepts. And, and that but like, there's things that, for example, this infographic page

says that are important to me. And like, I think just important life advice, but not necessarily like socially, like, you know, BLM or other movements that are important. But yeah, definitely.

Adiba Chowdhury 15:23

Can you expand on some of what the infographics have said that are important to you?

Kyle Shrader 15:31

Yeah, definitely, um, I think some of the things are... I would find an infographic important to me, if it does one of two things, either A) like, changes my viewpoint for the better. Like, it opens my eyes to like a new idea, and I'd be like, "Okay, this is an important infographic," or B) it's like, this is seen as some pretty bad because I guess, like what's calling...this is what's causing, I guess, partisan politics. But I also enjoy infographics that, I guess validate what I think. Yeah, I can give you an example. This one I'm looking at right now says "Life advice: avoiding certain people to protect your emotional and mental health is not a weakness. It's wisdom." Yeah, I thought that was pretty interesting. And I never thought about it like that, but definitely gave me a new perspective on something that I value.

Adiba Chowdhury 16:35

And, and can you...So you mentioned that, like, you will see infographics that validate your opinions? And can you expand a little bit about that, and a little bit about the partisan politics aspect?

Kyle Shrader 16:53

Yeah, definitely.

Kyle Shrader 16:56

Well, I mean, some, some, I guess, organizations that post infographics are probably like, I can imagine that there's organizations out there that post infographics that are very tailored to their audience, in order to like ramp up support for their ideas or to, like validate their audience which I mean, like, who doesn't like validation? Right? So if you are scrolling through Instagram, and you see something that like- and you see that other people agree with you? I guess through the form of like an infographic, you see that there's people out there who think the same way as you, other people who are liking that infographic/commenting on it; they're like, you know that that validates your argument in your head to yourself. So I think it makes you... it makes people more willing to, I guess, public- publicly, publicly criticize people who don't agree with you. And it also allows people to feel less guilty, I guess, for believing something if they know other people believe it, too.

Adiba Chowdhury 18:14

Do you think that's an issue with social media in general?



Kyle Shrader 18:27

Like does social media, I guess, like strengthen viewpoints? Is that what you mean?

Adiba Chowdhury 18:37

Yeah, don't let me put words in your mouth.

Kyle Shrader 18:39

Okay.

Adiba Chowdhury 18:41

But yeah.

Kyle Shrader 18:42

I just want to clarify what the question was.

Kyle Shrader 18:46

Yeah, does social media strengthen viewpoints? Yeah. I would think so.

Adiba Chowdhury 19:01

Um, do you think that there's a feedback loop with people seeing their opinions validated?

Kyle Shrader 19:13

Feedback loop?

Adiba Chowdhury 19:17

Meaning, like a cycle of people sharing their opinions, and then having those opinions validated and just creating an echo chamber?

Kyle Shrader 19:27

Yeah, without a doubt. For sure. I've actually, like read some articles about that term and I can't remember what they're talking about, but that's definitely effective. Like Twitter, I think was an example that was used.

Kyle Shrader 19:41

For sure.

Adiba Chowdhury 19:41

Can you...have you seen that happen in your own experience with social media? Or have you felt that happen personally?

Kyle Shrader 19:50

Um, I think, I mean, I don't know if this counts as like a feedback loop. But, you know, there's like some people out there in this world that are just like negative people.

Kyle Shrader 20:04

There's negative people out there. And I guess like, commenting, you know, just saying something absurd on another person's post, like makes them feel better, for whatever reason. Like, you know, like, let's say, there's like this baby shower, and this lady like posted about the baby shower. And then everyone in the comments was saying, you know, like, what a beautiful party that you have such a beautiful child and then, like someone in the comments will say, like, "I hate kids" or like.. you know, just something absurd just because that, like, excites them. And then I think if like that comment was just ignored, then it would disappear. But for the most part, people like to respond to that.

Kyle Shrader 20:57

And I guess that could like, if other people are, I guess, supporting that mean comment, then it would form some kind of feedback loop and a lot of negativity.

Kyle Shrader 21:14

For sure.

Adiba Chowdhury 21:16

Makes sense. I'm returning to the subject of infographics. Do you think they offer enough information on the subjects that they design?

Kyle Shrader 21:34

No, they don't. But I think that's by design. I don't think infographics are made to share everything about a subject, that's not their purpose, just to give you a little heading into it, so I don't think there's anything wrong with that.

Adiba Chowdhury 21:49

Um, do you share infographics yourself?

Kyle Shrader 21:58

**I do on occasion, either when it's when I'm like working for an organization, like uh, Origin, that I just showed you. Like they do, like care packages and stuff. So I mean, I'll help share that for them on their page, not...not on my own private page. But if I see, like an interesting infographic, like scrolling through Instagram, I might repost it. Usually those**

**aren't like infographics though, they're usually just like images and then there's a caption that's like, pretty powerful. Um, but I mean, oh, does that count as an infographic?**

Adiba Chowdhury 22:41

If you think, because I know you mentioned earlier, infographics are easy to read, appealing and tells info.

Kyle Shrader 23:10

**Yeah, I guess I've never like thought about it as, I guess the way I defined it was pretty open ended, and it doesn't really like encapsulate what I was thinking of in my head.**

Adiba Chowdhury 23:21

Do you want to clarify your definitive definition or tell me something more specific?

Kyle Shrader 23:33

I guess all in one, like, an infographic is something that is all in one,. There doesn't have to be, like there shouldn't be a barrier behind what's in the caption and what's in the image. The thing that you're saying? Like the caption? Should not add on to anything more that the infographic doesn't already show. So the...Yeah, the infographic should be like, very comprehensive, everything you need to know should be found in that one I guess like image, an image usually has words on it. And everything you need to know about a subject, like at least the basics for introductory, like an introduction to that topic, should be able to find to be found in that picture.

Adiba Chowdhury 24:23

Then going back to the question, um, the infographics that you share, what are they on? Either on your private page or on other pages up to you.

Kyle Shrader 24:42

Okay, um,

Kyle Shrader 24:46

Let's see; for other pages what are they on?

Kyle Shrader 24:51

Just like sharing resources that are available to people.

Kyle Shrader 24:55

Like for example, with Origin we share like resources like we usually, in the beginning stages, we're just advertising the page, advertising what we do on like little infographics. So this is who

we are, what we do, how we do it. But I think maybe in the further stages, once we start actually creating events, you know, we'll detail all that stuff for events.

Kyle Shrader 25:19

Yeah, on my private page, I don't really share infographics, like how I defined it,; I'll share images that have like, powerful captions, but not like infographics.

Adiba Chowdhury 25:33

And when you share those images with the powerful captions that you mentioned, um, I actually have two follow up questions. The first is, what are those on? And the second is, what do you want viewers to gain?

Kyle Shrader 26:05

So what do I share it on?

Kyle Shrader 26:25

See, I did not do anything for like, large social movements. I've never like posted or shared like pictures about that. Mmm..hmm. Maybe like. And again, these aren't like infographics, but maybe if it's like a, like a breaking news or travesty of some sorts. Something that I think like just other people should know about, then I'll share it. Yeah, so what I want them to get out of it. I just want them to know what's happening.

Adiba Chowdhury 27:09

And can you give me an example of like a current event post that you shared?

Kyle Shrader 27:18

Yes. I think off the top of my head. Well, okay, I mean, I never shared this one. But I know a lot of people shared stuff about like, Ginsburg's death that was sad, so I saw a lot of stuff about. I did share that on my Snapchat story.

Adiba Chowdhury 27:47

Did you see any other infographics on large social movements or current events from other people?

Kyle Shrader 27:55

Yeah, definitely. All the time. Yeah, pretty much any. Actually, you know what, I did not start seeing that, to be honest, until I got to NYU. Just because at least in my like, where I came from, a very small conservative town, I guess people...and you know, that's why I came to New York University right of all places, because I felt like I was [mumbles] there. And people there did not like...they didn't really care about social issues. So yeah, in high school, I did not see like pretty

much anything related to like global affairs, current events. Like no one shared that stuff, really. But once you got to NYU? Yeah, I can put money on it that I see it every day, for sure.

Adiba Chowdhury 28:49  
Gotcha.

Kyle Shrader 28:49  
Which is a good thing. Yeah, it's a good thing.

Adiba Chowdhury 28:55  
Okay. I have a couple follow up questions, actually. Um, you mentioned that you don't follow activist pages. Um, Is there like a personal reason for that or preference?

Kyle Shrader 29:15  
Yes. It's not just activism pages. It's pretty much like any big pages that are public, I do not follow. Whether it's like sports center, or like UFC, or activism pages, or news pages. Or like meme pages, I don't follow those. If they're public I don't even follow them through private. So I don't follow these pages. Because, as you know, there's a loop. You know, you can get stuck in your social media. If you like see something that you're interested in, you'll like... you're following it; it's constantly in your feed. These like memes, or, like knockouts or like, trick shots or like, insane plays or like activism things. And once you like - for me, I don't want to project - but like for me when I see these things like, I'll go to the page and then like, like look through everything pretty much. So yeah, it's a personal preference, I try to keep these things out of my feed, so that I don't spend hours on Instagram. That's kind of what's allowed me to just check it once a day or whatever, whatever.

Adiba Chowdhury 30:44  
Do you...you said you also have seen more posts since moving here. Can you expand on the difference that you see between social media use here and before?

Kyle Shrader 31:04  
Yeah, for sure. I mean, it's, it's a stark contrast. Like, I expected it coming here. And that's why I decided to come here. I knew this was going to happen, like, believe it or not, like it did exactly how I thought it would be.

Kyle Shrader 31:20  
Yeah, like, so why do people use social media back home?

Kyle Shrader 31:25

To like, show off where they went for vacation. To show something cool that they bought or two, because they look like pretty in a picture or like, jacked in a picture. They'll post it. Or like, yeah, I mean, sports highlights people. Like, they'll post that, like, you know, what, whatever finals, like this guy, you know, like, there's one like, this is great. But people here like, intentionally use their social media platforms. Like accounts as like a platform for what they believe in, you know, they share, they spread ideas. They raise awareness. Yeah, it seems like a lot more purposeful and most meaningful. Yeah.

Adiba Chowdhury 32:21

How do you feel about people doing that? Is that a good thing, a bad thing, neither?

Kyle Shrader 32:26

Great, it's great for society.

Kyle Shrader 32:29

Wait you mean in New York, right, like what we do in New York?

Adiba Chowdhury 32:33

Oh, yeah. Referring to people who use their platform, as you mentioned.

Kyle Shrader 32:56

Yeah. For people who use their social media accounts as like a platform to spread awareness about important social issues, that's a very, very, very good thing.

Adiba Chowdhury 33:10

Um, I know that. Or well. Rephrase. Some people might think that infographics are performative: users are posting them to show their opinion off. Other people might think that infographics are a way social media makes activism more accessible and makes the quality more accessible. Um, how did you approach that?

Kyle Shrader 33:46

There's a lot of talk about this during the BLM. Like blackout. Like Tuesday, I can't remember? Tuesday, but..

Adiba Chowdhury 34:00

Are you referring to Blackout Tuesday?

Kyle Shrader 34:04

Yeah, I got to see it with the George Floyd protests.

Kyle Shrader 34:11

Yeah, I mean, so what's the question? Like, what are my thoughts on this?

Adiba Chowdhury 34:16

Yeah, exactly.

Kyle Shrader 34:18

Okay. Um, I mean, I think that's a true statement. Like I don't think it's one or the other. I think it's both. Both are definitely happening but like,

Kyle Shrader 34:43

Am I supposed to like judge both, both of the sides to like just say whether or not I think what they're doing is good or bad?

Adiba Chowdhury 34:53

Not necessarily to judge. Do you fall on either side of the issue or do you see examples more of either side of the issue? Um...Is it good or bad as part of that; you can answer however you want.

Kyle Shrader 35:14

Definitely. I mean, I think for like any social movement, there's definitely the bandwagoners. Right? Who will just post...which and okay, there's like a bad time to take like connotation behind bandwagon-a bandwagoner. I don't think it's like bad or good. I think it's just a word that like, describes people who, I guess like hop on a, like movement or trend. I don't think it's inherently bad or good. But I think with all social movements, yes, there are bandwagoners, who will hop on it, and share information like accordingly.

Kyle Shrader 36:03

Yeah, I think whatever the intention is behind sharing that information, I think it's a good thing that it gets shared.

Adiba Chowdhury 36:15

Gotcha.

Adiba Chowdhury 36:16

Um, so you mentioned that you've heard discussions on the topic with the BLM movement. Can you tell me about some of what you heard? And if you want to add your own thoughts to that, you're welcome to.

Kyle Shrader 36:35

Okay, for sure.

Kyle Shrader 36:39  
So what have I heard?

Kyle Shrader 36:51  
I, you know, I've heard that, like, people, okay.

Kyle Shrader 37:01  
It seems...seemingly, like out of nowhere, a lot of people have started to become very, like, invested in, like, equal, like, justice, equal rights. Specifically, especially with I guess, like, white people being suddenly, like, sympathetic to, like, what's happening to like, black communities in the US? Seemingly like, it's like, coming out of nowhere, like, so. A lot of people like, I listen to NPR a lot. I read a lot of NPR reports.

Adiba Chowdhury 37:48  
Same.

Kyle Shrader 37:48  
Yeah! It's, I mean, it's like an, it's an elite place to find info. So but like, they, you know, they talked about this a lot. Yeah, I mean, it's just seems like it came out of nowhere. And so people are getting judged. Like, saying, like, you know, their beliefs are fake, and they're just trying to hop on a movement, so they seem like good people.

Kyle Shrader 38:17  
Yeah, I don't have like an opinion on that. That I want to, like, share, so. Well, yeah. It's like, yeah, it's like, that's what's happening. That's what some people think.

Adiba Chowdhury 38:29  
Gotcha.

Adiba Chowdhury 38:35  
Do you mean, has that discussion changed how you view infographics at all or added to what you think of infographics?

Kyle Shrader 38:46  
Yeah, I mean, it's definitely...Well, I mean, I mean, I guess it like if I had to, like, create like some like, revealing thing then I guess it would be that I realized how complex infographics are.

Kyle Shrader 39:23



Because I mean, in reality, they are like a lot more complex than how I defined it an hour ago. Or not an hour ago, however long it was. But yeah, I mean, they're complex. For sure.

Adiba Chowdhury 39:37

Um, with that discussion, and like the issue you mentioned that some people have with infographics. Um, do you think the infographics deal with that issue a lot, or do you not see it yourself? And either answer is fine.

Kyle Shrader 40:07

Like do some infographics deal with bandwagoners?

Adiba Chowdhury 40:12

Do you see that happen in your own experiences with infographics? The bandwagoner's issue.

Kyle Shrader 40:31

I've seen people who typically don't post about activist- activism started posting with the George Floyd murder. Yeah.

Adiba Chowdhury 40:43

Um, how do you feel about that? Good, bad. Okay. Either way.

Kyle Shrader 40:53

I think I mean, only because like, I mean, I think it's a good thing that they're spreading awareness about it. I mean, again, I can't like, really talk to or speak to their intentions behind why they did that on like, why now they are sharing this, but I think it's a good thing that they are, for sure. But it's only...Um, no. Yeah, exactly.

Adiba Chowdhury 41:22

I understand that. Um, what about your own experience with sharing infographics? Um, would you say that your experience with sharing infographics has changed after hearing those discussions?

Unknown Speaker 42:08

No, I mean, I still don't post about BLM or George Floyd, or, I mean, those are just the popular ones that came to my head at first, like, pretty much like, most activism, I don't really share about. I'll do it on occasion, if it's like, something I haven't really heard about on the news or something or like, if it is then something that's like. Yeah, I guess like, if I've already heard about it a lot that I won't share it, but if it's like breaking news, then maybe I'll share it. But for the most part, I still do not share infographics frequently even after or before the bandwagoners and all of that.

Adiba Chowdhury 42:57

Um, and is that based on the personal preference, as you mentioned before, the other reasons or all of the above?

Kyle Shrader 43:09

For why I don't share infographics?

Kyle Shrader 43:19

Maybe, um,

Adiba Chowdhury 43:25

Again, don't let me put words in your mouth.

Kyle Shrader 43:27

Yeah. I appreciate you saying that, too. But yeah, I don't know.

Adiba Chowdhury 43:52

That's perfectly fine. Gotcha. Um, going back again, to infographics that you've shared that are about events or resources, all that um. Can you measure whether people have responded or engaged with the infographics that you share?

Kyle Shrader 44:18

Yeah. Yeah, then. They do. On occasion, depends on the infographic. I think. I mean, I got to assume that if they've seen it, you know, if they've seen a bunch of people post about the same thing, then people are less inclined to swipe up on everyone's stories and share their opinions. But yeah, if like, if I share an infographic that a lot of people haven't seen before, then, um, I guess relative to how many people like follow me. Like, whatever the standard is, I'd say get about, like if I share something interesting that a lot of people haven't heard about before I get about maybe one or two people to swipe up. So I guess engagement is pretty low. But yeah.

Adiba Chowdhury 45:18

Well, when they respond, can you tell me about some of the responses that you've gotten?

Kyle Shrader 45:25

Yeah, um, sometimes. And this varies from person to person, I think some people who are very, like socially active or more, from my experience, like more willing to share, like thought out ideas, whereas other people will just send them the clapping emoji, or something of that nature.

Adiba Chowdhury 45:47

Gotcha. Um, can you give me an example of like, what you shared and what response that got?

Kyle Shrader 45:58

Hm, for like, infographics, you mean like infographics?

Kyle Shrader 46:08

Okay, yeah. So when I read the news, and I heard about Ginsburg's death, I shared that; no response, probably because everyone's seen it.

Kyle Shrader 46:27

Trying to think. What I've shared before.

Kyle Shrader 46:51

Oh, yeah. Oh, is it? There's this one. This is one guy from my- After this question. Do you mind if I kind of like go and pause for a second, look for an outlet to charge?

Adiba Chowdhury 47:04

Go for it.

Kyle Shrader 47:05

It's about to die. But this is one guy from my like, conservative upbringing, you know, from like Hinsdale, which is where I grew up. I grew up in high school and such.

Kyle Shrader 47:20

I think he like swiped up on one of them. It was like something I posted...I can't remember what it was. But it was something that was like more progressive. And, you know, he was just like, flaming it. I can't remember exactly what he said. But it irked him enough to swipe up and share his thoughts. Yeah.

Adiba Chowdhury 47:41

Gotcha. Um, did you ever follow up with that? What was the conclusion? If you don't mind telling me.

Kyle Shrader 47:53

Yeah, definitely. Um, I think if it's like, we'll go with that specific. Okay, in general, I think it's like, if it's...how do I say this?

Adiba Chowdhury 48:13

If you want, you can take the time to plug in your laptop/computer in and then give me your thoughts.

Kyle Shrader 48:22

I'll look around this place. I'm kind of in the basement of Bobst. I'm not quite sure if there's a charger anywhere. If there is, it's gonna be in like the quiet zone, which is not good.

Kyle Shrader 48:49

I'm at 5%. I feel like it could last a while.

Unknown Speaker 48:58

That's one like right up there. But I want to check it. Oh, it is; beautiful. Let's go. Okay, yeah, I can. I can answer your question as I'm walking back to get my charger. So I think if it's, you know, I don't know what the right word is, like worth the time to respond, then. I will if I feel like my responding, it's like something that would either offer them a new perspective, that would like- that they actually might act on? Then yeah, I'll respond. But in this case, this guy is ultra conservative, I guess you could say; so I guess no matter what I said it wouldn't really have changed anything. It just would have provoked an unnecessary, like a conversation that would waste everyone's time.

Adiba Chowdhury 50:02

Do you think in general, and I'll give you a moment...to like, adjust before I ask this.

Kyle Shrader 50:11

Okay,

Adiba Chowdhury 50:12

Um, well, I was gonna ask, do you think, um, in general, for you or for others, have infographics spread awareness on subjects that matter?

Kyle Shrader 50:28

Yes, definitely. I will say, though, I wish more...like a lot of the infographics, you've seen that. Or, sorry, that I've seen, are like from, you know, national activism organizations, but not from local ones, where it's more like feasible to...like if I saw an infographic from some local organization, they needed volunteers or something, if that was the purpose of the infographic? I would be much more inclined to volunteer than if it was like, some, like global organization that, you know, is requesting like \$5 or is like requesting. Like, it's much more- infographics are much more effective when they're localized. Right? They're like targeting an audience, audience that's, like nearby. And I think they're more effective that way. Because they're more personal.

Adiba Chowdhury 51:39

Mm hmm. Gotcha. Does misinformation infographics ever worry you?

Kyle Shrader 51:48

Yes.

Kyle Shrader 51:52

It's, you know, deep fakes. Those are I mean, I okay, actually, that's not, um, well, I don't know, if videos can be infographics or not.

Kyle Shrader 52:08

Most of the infographics I see are like stationary.

Kyle Shrader 52:12

Or at least that's what I like, I consider infographics. But yeah, Fake news is, yeah, it worries me for sure.

Adiba Chowdhury 52:22

Have you ever seen a particular misinformed infographic that worried you?

Kyle Shrader 52:33

Hmm. Not one that like I saw that was like, "Okay, wow, this is fake news." I don't think I've ever seen that yet, which, I guess is a good thing.

Kyle Shrader 52:44

Maybe that means they're not as widespread as I thought, or maybe they look legit, and I got screwed over and believing them. But no, I cannot recall seeing any, like propaganda or like, misinformation campaign infographics.

Adiba Chowdhury 53:05

What about infographics you disagree with? Do you see those?

Kyle Shrader 53:14

I'm sure I do.

Kyle Shrader 53:28

Yeah, I'm sure I do. I can't recall any, though. So, but I'm sure I have.

Adiba Chowdhury 53:34

And then one last question. And we're almost done. Um, do you think infographics impact mental health?

Kyle Shrader 53:58

I mean, yeah, to varying degrees. I mean, it can be for the better for the worse, but, yes, I think so.

Adiba Chowdhury 54:07

Cool. And then last but not least, are there any comments that you want to add anything that you think we missed? Any comments you made earlier that you want to clarify or add to?

Kyle Shrader 54:25

Well, I guess I'm surprised we didn't talk more about like, like, what makes an effective infographic or like, you know what I mean? Like something that like, makes it work, or like makes you take action or whatever the purpose of the infographic is.

Adiba Chowdhury 54:43

Do you want to answer that question?

Kyle Shrader 54:45

Yeah, I mean, I think and it's hard to do, you know, because, like, if the infographic is to whatever the purpose is, it's hard to make it like personalized to every viewer. You know, you can only make it as. But you know, I think the more personalized it is, the more effective it is for sure, it'll pull on people's heartstrings, if they can relate. So, you know, infographics can be more effective if you consider, like, language, for example; that's like a very basic one. Like, making them in multiple languages doesn't hurt. You know, it's not that much extra work, but I think it definitely helps to just do something as simple as that.

Adiba Chowdhury 55:35

Okay, um, have you seen an example of one that did that for you?

Kyle Shrader 55:40

Um,

Adiba Chowdhury 55:41

That was more effective for you.

Adiba Chowdhury 55:44

I see I see.

Kyle Shrader 56:08

For an infographic. No, I guess not. I have not seen one. Cool.

Adiba Chowdhury 56:15

All right, um, anything else that you wanted to add? And that is perfectly fine. I have time.

Kyle Shrader 56:22

Yeah, no, I mean, no, nothing else to add. I, you know, I appreciate you like asking these questions, though. It's, like, I enjoy this because it helps me think about it in different ways. So.

Adiba Chowdhury 56:35

Alright, um, well, just to recap, um, so after this, Zoom is going to convert this to a recording for me, and I won't share the recording itself, just the transcript. And that transcript won't be shared with anyone except my professor, my TA and my brain cells. Um, so no need to worry. Again, if you, if you look back, or think back on this interview, and you're like, I should have said this, or I shouldn't have said this, um, feel free to let me know. I will take it out of my conclusion, or not quote it, or I will add, "Kyle wanted to mention this too, and completely forgot." Or "Kyle changed his mind on this, and now thinks this." That is perfectly fine. I'm open to it all, and it doesn't have to be like, right away, either. If you remember in a week that you're like, "Oh, I should have mentioned this," then that is perfectly fine. You have time. Um, and in general, first of all, thanks so much for participating. I really appreciate it. Your answers do help. Um, so I know people worry about that. So don't worry, your answers were fine. Um, and that's all.

Kyle Shrader 58:07

Perfect. Yeah, thank you so much. Good luck! Is this like a project or a paper?

Adiba Chowdhury 58:11

Yeah. So essentially, what I'm doing is asking a bunch of people very similar, or the exact same questions, um, and comparing what y'all have to say, so that I can answer my research question. I'm essentially researching the, the use of infographics on the Instagram platform and what users think of those infographics. Um, so I'm going to compare your answers to another person and another person and see what did they have in common? What did they say differently? And why? Um, but yeah, that's the goal of the project.

Kyle Shrader 58:57

All right. That's a lot of hard work. So good luck.

Adiba Chowdhury 59:03

Um, yeah, just college things, huh? Um, right. But that is... that is all I have for you today. I will see you tomorrow at debrief.

Kyle Shrader 59:16

Exactly. I'll see you then.

Adiba Chowdhury 59:18

All right.

Kyle Shrader 59:21

Have a good one.

Transcribed by <https://otter.ai>

### 35. Extended Notes: Speaker 4

Positive or negative intentions:

Evaluation of infographic use in general (positive/negative/**unclear**)

- Or, like student governments, I know. Like, I mean, we make infographics ourselves and I know a lot of other activity boards and stuff, they make infographics. So yeah, usually for advertising purposes and activism pages.
- So what are they on? Let's see, they are. This one's talking about like, they're giving out care packages. So if you'd like to request one, you can, like fill out the form to get the care package, which is food, clothes, all that stuff.
- **I do on occasion, either when it's when I'm like working for an organization, like uh, Origin, that I just showed you. Like they do, like care packages and stuff. So I mean, I'll help share that for them on their page, not...not on my own private page. But if I see, like an interesting infographic, like scrolling through Instagram, I might repost it. Usually those aren't like infographics though, they're usually just like images and then there's a caption that's like, pretty powerful. Um, but I mean, oh, does that count as an infographic?**
- **Yeah, I guess I've never like thought about it as, I guess the way I defined it was pretty open ended, and it doesn't really like encapsulate what I was thinking of in my head.**
- I guess all in one, like, an infographic is something that is all in one,. There doesn't have to be, like there shouldn't be a barrier behind what's in the caption and what's in the image. The thing that you're saying? Like the caption? Should not add on to anything more that the infographic doesn't already show. So the...Yeah, the infographic should be like, very comprehensive, everything you need to know should be found in that one I guess like image, an image usually has words on it. And everything you need to know about a subject, like at least the basics for introductory, like an introduction to that topic, should be able to find to be found in that picture.
- To like, show off where they went for vacation. To show something cool that they bought or two, because they look like pretty in a picture or like, jacked in a picture. They'll post it. Or like, yeah, I mean, sports highlights people. Like, they'll post that, like, you know,



what, whatever finals, like this guy, you know, like, there's one like, this is great. But people here like, intentionally use their social media platforms. Like accounts as like a platform for what they believe in, you know, they share, they spread ideas. They raise awareness. Yeah, it seems like a lot more purposeful and most meaningful. Yeah.

- Yeah. For people who use their social media accounts as like a platform to spread awareness about important social issues, that's a very, very, very good thing.
- Yes, definitely. I will say, though, I wish more...like a lot of the infographics, you've seen that. Or, sorry, that I've seen, are like from, you know, national activism organizations, but not from local ones, where it's more like feasible to...like if I saw an infographic from some local organization, they needed volunteers or something, if that was the purpose of the infographic? I would be much more inclined to volunteer than if it was like, some, like global organization that, you know, is requesting like \$5 or is like requesting. Like, it's much more- infographics are much more effective when they're localized. Right? They're like targeting an audience, audience that's, like nearby. And I think they're more effective that way. Because they're more personal.
- Yeah, I mean, I think and it's hard to do, you know, because, like, if the infographic is to whatever the purpose is, it's hard to make it like personalized to every viewer. You know, you can only make it as. But you know, I think the more personalized it is, the more effective it is for sure, \; it'll pull on people's heartstrings, if they can relate. So, you know, infographics can be more effective if you consider, like, language, for example; that's like a very basic one. Like, making them in multiple languages doesn't hurt. You know, it's not that much extra work, but I think it definitely helps to just do something as simple as that.

#### Evaluation of the creators' bias (positive/negative/unclear)

- Yeah, definitely. All the time. Yeah, pretty much any. Actually, you know what, I did not start seeing that, to be honest, until I got to NYU. Just because at least in my like, where I came from, a very small conservative town, I guess people...and you know, that's why I came to New York University right of all places, because I felt like I was [mumbles] there. And people there did not like...they didn't really care about social issues. So yeah, in high school, I did not see like pretty much anything related to like global affairs, current events. Like no one shared that stuff, really. But once you got to NYU? Yeah, I can put money on it that I see it every day, for sure.

#### Accuracy of the information provided

##### Groupthink behavior or lack thereof (positive/negative/unclear)

- Well, I mean, some, some, I guess, organizations that post infographics are probably like, I can imagine that there's organizations out there that post infographics that are very tailored to their audience, in order to like ramp up support for their ideas or to, like validate their audience which I mean, like, who doesn't like validation? Right? So if you are scrolling through Instagram, and you see something that like- and you see that other

people agree with you? I guess through the form of like an infographic, you see that there's people out there who think the same way as you, other people who are liking that infographic/commenting on it; they're like, you know that that validates your argument in your head to yourself. So I think it makes you... it makes people more willing to, I guess, public- publicly, publicly criticize people who don't agree with you. And it also allows people to feel less guilty, I guess, for believing something if they know other people believe it, too.

- Yeah, without a doubt. For sure. I've actually, like read some articles about that term and I can't remember what they're talking about, but that's definitely effective. Like Twitter, I think was an example that was used.
- Yeah, definitely, um, I think some of the things are... I would find an infographic important to me, if it does one of two things, either A) like, changes my viewpoint for the better. Like, it opens my eyes to like a new idea, and I'd be like, "Okay, this is an important infographic," or B) it's like, this is seen as some pretty bad because I guess, like what's calling...this is what's causing, I guess, partisan politics. But I also enjoy infographics that, I guess validate what I think. Yeah, I can give you an example. This one I'm looking at right now says "Life advice: avoiding certain people to protect your emotional and mental health is not a weakness. It's wisdom." Yeah, I thought that was pretty interesting. And I never thought about it like that, but definitely gave me a new perspective on something that I value.
- That's one like right up there. But I want to check it. Oh, it is; beautiful. Let's go. Okay, yeah, I can. I can answer your question as I'm walking back to get my charger. So I think if it's, you know, I don't know what the right word is, like worth the time to respond, then. I will if I feel like my responding, it's like something that would either offer them a new perspective, that would like- that they actually might act on? Then yeah, I'll respond. But in this case, this guy is ultra conservative, I guess you could say; so I guess no matter what I said it wouldn't really have changed anything. It just would have provoked an unnecessary, like a conversation that would waste everyone's time.

#### Personal attention to learning (positive/negative/unclear)

- Holy cow, yes, they have. I totally forgot about this one page. Yeah. Shoot, I totally forgot. It was called...there's actually this one page. All they post is, I guess. Actually, I don't know if these count as infographics. But...but it's called Billionaire World. And if I can show you some of the posts. You know, just advice from you know, popular people, you know, well-followed people, inspirational quotes, all that good stuff. Have they ever changed me? Yeah, definitely. Changes they've got...I can read a quote. And I'll be like, wow, that makes sense. For example, one of them was talking about, you know, how you always should support your friends. You have to get their back. If they're starting a business, you should be their first customer, you know, just stuff like that. And that really resonated with me. So, yeah, it definitely has changed my thoughts on things for sure.

#### Attention to opinion-based accuracy (positive/negative/unclear)

- Yeah, I mean, if you're trying to make an argument, then I think you need it more so. And like a personal thing? Yeah. I think so. Well, okay, actually, if you're trying to make an argument, then it would be good to have it. But if you're just like, personal, whatever, just to share, like your opinion, then? I guess not; it's not required.

#### Attention to fact-based accuracy (positive/negative/unclear)

- Um, as in, like, where the information was? Okay, where it's got from? Mmm hmm. Depends, I mean, depends on how long I look at the infographic for. If it actually captures my attention and I'm able to look at it for more than 20 seconds, then, yeah, I think the source does matter. If it's like the first thing that pops up and that catches my eye, then I would prefer a source that I know, over one that I don't know, for sure.
- “Adiba Chowdhury 6:20 Like, does the source catch your attention? Kyle Shrader 6:22 No, it doesn't. I don't think I ever noticed that.”
- I mean, again, I don't like really follow many like activism, ones that talk about, like socially important concepts. And, and that but like, there's things that, for example, this infographic page says that are important to me. And like, I think just important life advice, but not necessarily like socially, like, you know, BLM or other movements that are important. But yeah, definitely.

#### Complexity/nuance in information provided (positive/negative/unclear)

- No, they don't. But I think that's by design. I don't think infographics are made to share everything about a subject, that's not their purpose, just to give you a little heading into it, so I don't think there's anything wrong with that.

#### Successful use to educate people

##### Impact on viewers' engagement levels (positive/negative/unclear)

- Yes. It's not just activism pages. It's pretty much like any big pages that are public, I do not follow. Whether it's like sports center, or like UFC, or activism pages, or news pages. Or like meme pages, I don't follow those. If they're public I don't even follow them through private. So I don't follow these pages. Because, as you know, there's a loop. You know, you can get stuck in your social media. If you like see something that you're interested in, you'll like... you're following it; it's constantly in your feed. These like memes, or, like knockouts or like, trick shots or like, insane plays or like activism things. And once you like - for me, I don't want to project - but like for me when I see these things like, I'll go to the page and then like, like look through everything pretty much. So yeah, it's a personal preference, I try to keep these things out of my feed, so that I don't spend hours on Instagram. That's kind of what's allowed me to just check it once a day or whatever, whatever.

- Definitely. I mean, I think for like any social movement, there's definitely the bandwagoners. Right? Who will just post...which and okay, there's like a bad time to take like connotation behind bandwagon-a bandwagoneer. I don't think it's like bad or good. I think it's just a word that like, describes people who, I guess like hop on a, like movement or trend. I don't think it's inherently bad or good. But I think with all social movements, yes, there are bandwagoners, who will hop on it, and share information like accordingly.
- It seems...seemingly, like out of nowhere, a lot of people have started to become very, like, invested in, like, equal, like, justice, equal rights. Specifically, especially with I guess, like, white people being suddenly, like, sympathetic to, like, what's happening to like, black communities in the US? Seemingly like, it's like, coming out of nowhere, like, so. A lot of people like, I listen to NPR a lot. I read a lot of NPR reports. Yeah! It's, I mean, it's like an, it's an elite place to find info. So but like, they, you know, they talked about this a lot. Yeah, I mean, it's just seems like it came out of nowhere. And so people are getting judged. Like, saying, like, you know, their beliefs are fake, and they're just trying to hop on a movement, so they seem like good people. Yeah, I don't have like an opinion on that. That I want to, like, share, so. Well, yeah. It's like, yeah, it's like, that's what's happening. That's what some people think.
- I've seen people who typically don't post about activist- activism started posting with the George Floyd murder. Yeah.
- I think I mean, only because like, I mean, I think it's a good thing that they're spreading awareness about it. I mean, again, I can't like, really talk to or speak to their intentions behind why they did that on like, why now they are sharing this, but I think it's a good thing that they are, for sure. But it's only...Um, no. Yeah, exactly.
- Yeah. Yeah, then. They do. On occasion, depends on the infographic. I think. I mean, I got to assume that if they've seen it, you know, if they've seen a bunch of people post about the same thing, then people are less inclined to swipe up on everyone's stories and share their opinions. But yeah, if like, if I share an infographic that a lot of people haven't seen before, then, um, I guess relative to how many people like follow me. Like, whatever the standard is, I'd say get about, like if I share something interesting that a lot of people haven't heard about before I get about maybe one or two people to swipe up. So I guess engagement is pretty low. But yeah.

#### Impact on viewers' emotional response (positive/negative/unclear)

- Especially the color, like if it's something that's red or dark red, you might associate it with something that's at least for me, not negative but like, you know, yeah, brighter colors might like be happier and darker colors might not be.
- There's negative people out there. And I guess like, commenting, you know, just saying something absurd on another person's post, like makes them feel better, for whatever reason. Like, you know, like, let's say, there's like this baby shower, and this lady like posted about the baby shower. And then everyone in the comments was saying, you

know, like, what a beautiful party that you have such a beautiful child and then, like someone in the comments will say, like, "I hate kids" or like.. you know, just something absurd just because that, like, excites them. And then I think if like that comment was just ignored, then it would disappear. But for the most part, people like to respond to that.

- Yeah, um, sometimes. And this varies from person to person, I think some people who are very, like socially active or more, from my experience, like more willing to share, like thought out ideas, whereas other people will just send them the clapping emoji, or something of that nature.
- I think he like swiped up on one of them. It was like something I posted...I can't remember what it was. But it was something that was like more progressive. And, you know, he was just like, flaming it. I can't remember exactly what he said. But it irked him enough to swipe up and share his thoughts. Yeah.

Impact on issues themselves/movements involved (positive/negative/unclear)

- See, I did not do anything for like, large social movements. I've never like posted or shared like pictures about that. Mmm..hmm. Maybe like. And again, these aren't like infographics, but maybe if it's like a, like a breaking news or travesty of some sorts. Something that I think like just other people should know about, then I'll share it. Yeah, so what I want them to get out of it. I just want them to know what's happening.