

***Attitude and Emotional Response to Social Media
Among Aspiring Musicians and Music Consumers and
Design Approaches to Mitigate Negative Emotional
Outcomes***

Researcher: Alexia Ventura
Mentor: Dr. Darren Denenberg
Department of Informatics
University of California, Irvine

Summer 2025

Table of Contents

Acknowledgments

1. Abstract

2. Introduction

3. Background

4. Methods

5. Results

6. Discussion

7. Resources

Appendix A: Questions from Study 1 Survey 1

Appendix B: Questions from Study 1 Survey 2

Appendix C: Questions from Study 2 Survey 1

Appendix D: Questions from Study 2 Survey 2

Appendix E: Questions from Study 2 Survey 3

Appendix F: Unused responses from Study 1 Survey 1

Appendix G: Unused responses from Study 1 Survey 2

Appendix H: Unused responses from Study 2 Survey 1

Appendix I: Unused responses from Study 2 Survey 2

Appendix J: Unused responses from Study 2 Survey 3

Appendix K: Results from Study 3

Appendix L: Designs

Acknowledgments

Four years ago, I saw undergraduate students researching, applying for and receiving scholarships, and participating in the honors program, and doubted I could be like them. This all changed once I asked for support, and I want to thank everyone who inspired me to keep going. First of all, I want to thank my mentor, Dr. Darren Denenberg, who was the first person I told my idea to. It began coming to life when I took his technical writing class and thought of an app that could help new musicians like me, and I believed in it becoming a real project. His guidance, patience, and enthusiasm for my project encouraged me to keep going, even when I felt stuck. This project led to me becoming the exact student I once thought I could not be, and now that I started it, it could become a real product someday.

I also want to thank the ICS Honors Program and academic advising staff at the University of California, Irvine for their guidance and interest in my project's mission. One of my favorite memories before graduating was when they all came as a group to see my poster at the 2025 ICS Expo, which led to giving my poster to them for future students to see. Additionally, I want to thank everyone else who saw me working on this project and believed in it, including my former professors, former classmates and co-workers who helped me with my user research, and the Undergraduate Research Opportunities Program and Scholarship Opportunities Program staff members who endorsed my idea. I started this project entirely from my own idea, and even I needed to use these findings to help my own social media accounts grow, so I had no outline of how I would complete it. Given that, any support I received helped me not only finish the project based on my findings, but also believe in myself to finish.

1. Abstract

This research project investigated how social media designs influence musicians and music consumers, and specifically addresses the challenges with self-promotion and finding preferred content. There are various scholarly articles debating how to best succeed with the current designs while social media and music are very important and influential for people. With this uncertainty, methods such as surveys, posting in a specific way on the algorithm, and promoting in real time on a multiplayer game were used to collect data for design ideas. This data includes graphs and free responses that represented numerical values while also allowing for user opinions. These results implied that various design improvements can be implemented to improve the user experience for both creators and consumers, and a redesign was proposed.

2. Introduction

More than ever, a key factor of a musician's professional success is to fully reach their target audience. With social media on the rise, it has become an integral component of self-promotion and social establishment for content creators, and especially musicians. However, it can be unclear how a new musician manages to become noticed for monetization, especially when every experience will be different. While there are resources and success stories that hint at how to get noticed online, it is not guaranteed and success may still depend on factors such as offline popularity, wealth, and age. It can be mysterious and challenging for any musician starting out to get their voices heard. On top of this, current social media designs favor creators who utilize algorithmic reach, which tailors suggested content to fit a constructed norm and potentially diminishes the personal connection that creators and consumers alike desire.

Following the principles of creating a design challenge problem statement, the foundational question for this project came to be: “How might a social media app support aspiring musicians who want to connect with their audience and make music their career, but feel like they cannot do it easily and authentically with existing social media designs?”

To address this problem, this research project investigated how music consumers interact with musicians online and how this affects their social media visibility. More specifically, social media users were given online surveys to state their preferences for social media layouts, musicians’ public images, type of content, and more. This data would ideally clarify how current social media platforms determine successful musicians, as well as result in social media design improvements that can benefit musicians and their audience. Additionally, this project explored how existing methods for growing a social media audience can be effective or ineffective for meeting content growth objectives, and concluded with a proposal for a new social media app.

3. Background

This project consulted various resources to initiate the fundamental user research studies.

First, the importance of social media to consumers was analyzed. It is considered an integral portion of people’s social lives. For instance, in the article “Social Media and Its Role in Friendship-driven Interactions among Young People: A Mixed Methods Study,” one of the research results stated that “[t]hree out of four (76.1%) young people stated that they very often or often use the Internet ‘to interact with others’ or ‘to stay in contact with others’” (Décieux 22). Additionally, social media is important for connecting people through music, but “[w]ith the scales tipped firmly in favour of commercial considerations, a new system of promotional

gatekeeping threatens to circumscribe the diversity of musical sounds, voices and perspectives privileged” (Meier 3).

Multiple scholarly resources conclude that current designs dissatisfies users. For instance, using social media becomes a negative experience when users “generate hate messages to garner reward, for their antagonism toward mutually hated targets, by providing friendship and social support that enhances perpetrators’ well-being as it simultaneously deepens their prejudices” (Walther 1). Additionally, achieving attention on the algorithm can vary for people even if they follow known techniques, and involves needing to be aware of how social media changes (Luttrell 11, 25).

4. Methodology

Four studies were conducted for this research throughout 2024 and 2025. The first two studies focused on initial user data to generate initial design ideas and allow for constructive feedback. The last two studies used existing social media platforms to test commonly used strategies for growing an audience, as well as gauge how well the content creator connected with the audience.

Study 1: User Surveys (Round One)

To gather initial data, two surveys were designed in Google Forms to make the user experience simple and accessible. The surveys were sent to the researcher’s Instagram followers, an audience of 100 - 200 people within 18 - 30 years old, through reposting an Instagram story with the survey link for a week. To encourage participation, a gift card raffle incentive was

offered per survey, and the survey responses were made anonymous to also allow for asking demographic questions. Qualtrics surveys were created separately to let participants enter the raffle without having their responses associated with their personal information.

Study 1 Survey 1

The first survey (Appendix A) focused on asking questions depending on if the participant identified as a musician or a music consumer. For simplicity, this research project defined a “musician” as a person who is pursuing music for money or a career, regardless of experience, what kind of music they are making, and whether they are using social media or not to promote themselves. This would help filter out other possible “musicians,” such as people posting music content only for fun. On the other hand, a “music consumer” would be anyone else, and ideally people who use social media to access music content. This category accepted people who have played or written music before, but not for a career.

The questions for musicians focused on how they used social media, if at all, and how they feel about social media. For example, one series of questions asked what word would best describe a musician’s reason for encouragement or discouragement with using social media. Music consumers were asked to describe how they show or do not support for musicians online, such as if they prefer to click the like button or just view the content.

All five people who responded to the survey identified as music consumers.

Study 1 Survey 2

The second survey (Appendix B) focused on how participants would like to see social media presented, whether based on the way the platform appears or the content that they prefer. This survey was designed to be answered by anyone who uses social media for music content, regardless of if they are a musician or not. Such questions included asking if the participant liked to see musicians post about their personal lives, if they liked seeing the thumbs up count on a YouTube video, and whether they listen to explicit music. This survey also included more questions to determine the reasons people may or may not support a musician. For example, there were questions asking if participants supported musicians based on physical appearance, identity, and views.

All six people who responded to the survey identified as music consumers.

Study 2: User Surveys (Round Two)

In the second round of sending out surveys, users were asked for their opinions on a possible Instagram redesign, Spotify's existing design, and what humanizes or dehumanizes social media. These surveys were designed based on the first study's survey results to confirm the data analysis and implied demand for design improvements.

All three surveys were sent to the researcher's Instagram followers with a gift card incentive in the same way as during the first study, and the second and third surveys were also sent to a public Discord server maintained by computer science students and alumni in the researcher's university.

Study 2 Survey 1

The first survey (Appendix C) tested a possible redesign of Instagram to have more filtering options for following a content creator. One of the eight people who responded to the survey identified as a content creator.

Study 2 Survey 2

The second survey (Appendix D) asked the participants for their opinions about Spotify to determine what people currently like about a popular music streaming platform. One of the seven people who responded to the survey identified as a Spotify artist.

Study 2 Survey 3

The third survey (Appendix E) asked the participants to describe in detail when they witnessed dehumanizing behavior on social media, as well as to provide feedback on possible design solutions and features to humanize the user experience. One of the eight people who responded to the survey identified as a content creator.

Study 3: Instagram Account Growth

In early 2025, commonly known methods for growing an audience were tested through posting on the researcher's music account on Instagram. The researcher experimented with creating a better hook through the thumbnail caption, posting frequently and consistently, and varying the type of content posted. For a month, the analytics were tracked closely based on categories determined in advance for gauging success:

- ***Flopped:*** Any post that failed in views and engagement comparison to other posts
- ***Average:*** Any post that performed moderately well in views and engagement
- ***Successful:*** Any post with exceptional performance in views and engagement

A description of each reel, when the reels were posted, how the number of followers changed, and additional notes were also recorded. If the exact number of followers after a specific reel was unknown, it was approximated based on any screenshots taken in order to complete the graph. The number of views of a reel would be approximated for the graph after engagement slowed down.

Study 4: Animal Jam Classic Livestreaming

This research project incorporated a study of growing a social media audience through Animal Jam Classic, a game selected for its multiplayer design and frequent involvement in livestreaming. As a player of this game, the researcher observed that multiple players grow a YouTube audience through real time self-promotion while livestreaming their gameplay, and conducted this study for inspiration to design social media based on a virtual environment. The first 35 publicly available livestreams of two Animal Jam Classic livestreamers were observed based on their subscriber growth only for privacy. Based on observing both subjects, the researcher started livestreaming on YouTube as a third subject. To help display the data coherently, the following contributing factors were determined:

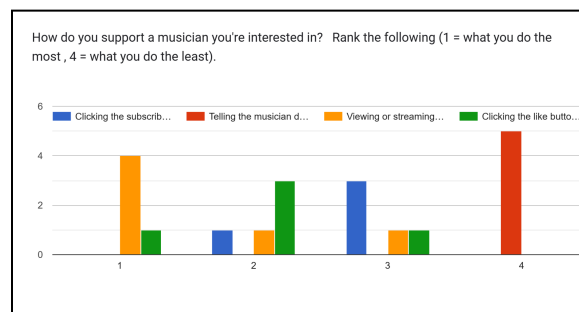
- ***Livestream Number:*** which of the 35 livestreams the data is representing (approximated by the date streamed if there are multiple streams in one day)

- **Total Subscribers:** the total number of subscribers (exact number if available, estimated if not available) after the stream was over

5. Results

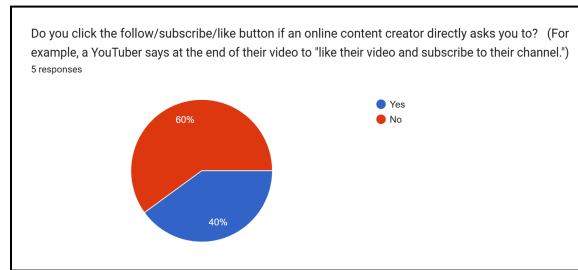
Some results from the studies were not used in the final analysis, which can be found in their respective appendices. For privacy, any free responses that revealed personal information or opinions were either excluded from this thesis or summarized with a short description.

Figure 5.1: responses to Study 1 Survey 1 question 17



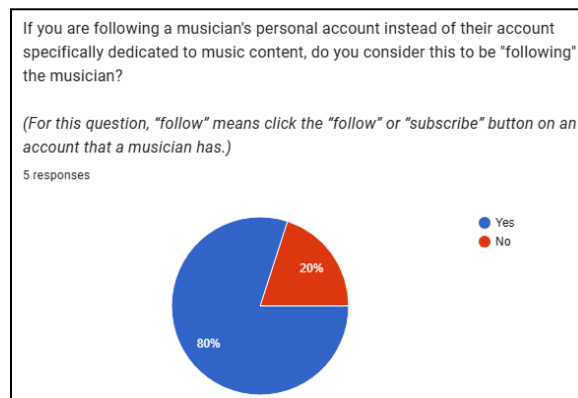
This question asked the research participants what they were more likely to do on social media to support an audience through interaction. On average, participants responded that they only view or stream the content, then would click on the like button, then would follow or subscribe, and then would be direct through messages (comments, DMs, or talking in-person).

Figure 5.2: responses to Study 1 Survey 1 question 18



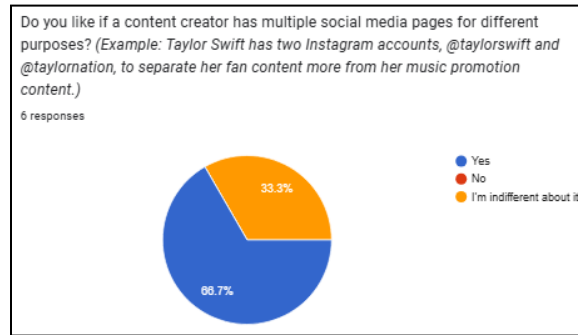
This question was based on a common belief that directly asking people to click on the follow/subscribe or like buttons will help a creator grow their audience. Most of the research participants did not feel more likely to interact if asked to directly.

Figure 5.3: responses to Study 1 Survey 1 question 19



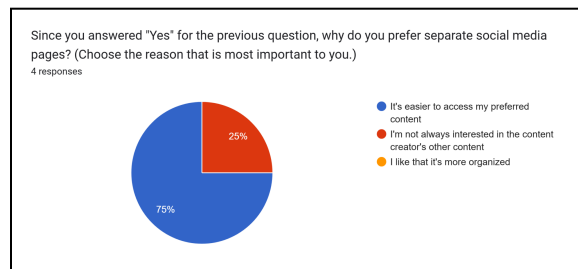
This question addressed how creators sometimes split their content into multiple accounts, and have one designated as their main account. Most of the research participants answered that they would already consider themselves to be following someone once they had already followed one account, but not necessarily the other accounts as well.

Figure 5.4: responses to Study 1 Survey 2 question 13



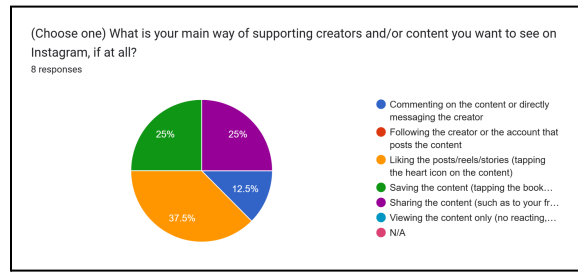
This question addressed how creators sometimes use multiple accounts for different kinds of content they post. Everyone answered with either indifference or support toward it.

Figure 5.5: responses to Study 1 Survey 2 question 14



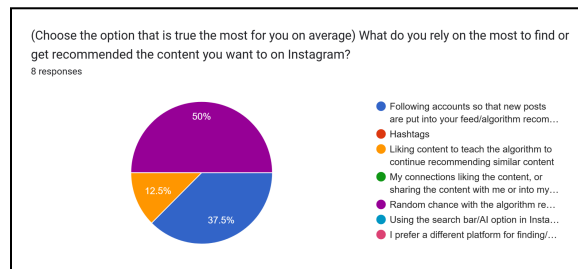
Participants who answered "Yes" to question 13 on Study 1 Survey 2 were asked to explain why through choosing the answer that was closest to their opinion. Everyone answered with interest in only finding the content they wanted.

Figure 5.6: responses to Study 2 Survey 1 question 6



This question asked participants how they primarily show support on Instagram, and all participants responded that they interact with the content directly, whether it is by liking, saving, sharing, or commenting.

Figure 5.7: responses to Study 2 Survey 1 question 9



This question addressed how Instagram users usually find the content they want. Half of them rely on random chance, while half of them interact with content or creators they like for recommendations.

Responses to Study 2 Survey 1 question 10

Most of the participants (6 out of 8) said that it was not difficult to find the content they want to on Instagram, but it would depend on knowing the creators already.

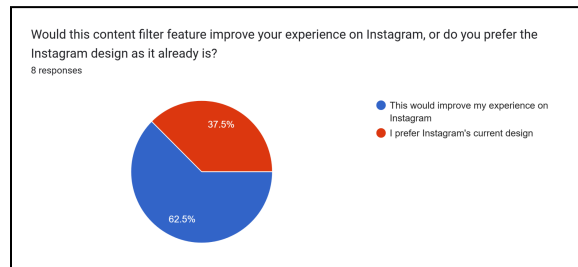
Responses to Study 2 Survey 1 question 12

Most of the participants (5 out of 8) expressed some interest in adding a filtering option for the content of each of Instagram's creators. However, some of them pointed out some possible design problems, such as that the filter's designs should consider edge cases.

Responses to Study 2 Survey 1 question 13

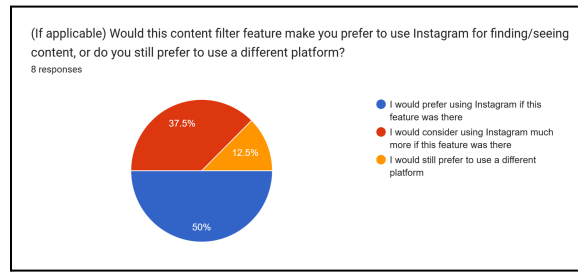
Most of the participants (6 out of 8) expressed at least some interest in the new design's purpose of organizing content per creator better. Some pointed out some further design ideas to make it easier to find content, whether it is to make the filter design clearer or have more options (such as a home search filter or to set a default of following all content from a creator first).

Figure 5.8: Responses to Study 2 Survey 1 question 14



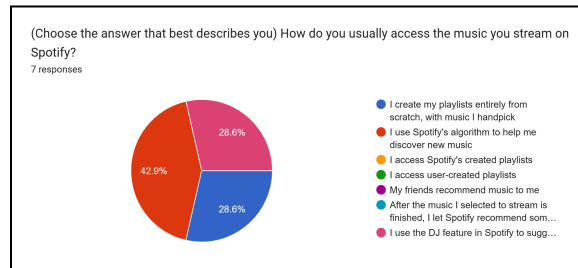
This question asked for participants to state their opinions about the new design idea. Most of the participants stated that the content filter shown in the prototype would improve their experience on Instagram.

Figure 5.9: Responses to Study 2 Survey 1 question 15



This question asked participants if they would prefer to use Instagram instead of other platforms if it was modified with this new design. Most of the participants expressed some interest in using Instagram more.

Figure 5.10: Responses to Study 2 Survey 2 question 5



This question asked participants about how they access music on Spotify. Most of the participants access music by random chance.

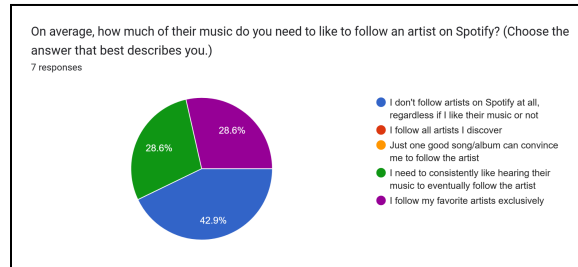
Responses to Study 2 Survey 3 question 9

Most participants (5 out of 8) acknowledged that they have boundaries for receiving memes, such as needing to be friends with who sends them or not getting spammed.

Responses to Study 2 Survey 2 question 10

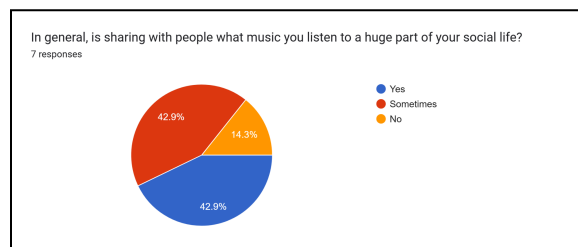
Most of the participants (6 out of 7) expressed interest in having a thorough filter for music they do not want to hear.

Figure 5.11: Responses to Study 2 Survey 2 question 11



This question asked participants for their opinions on what would convince them to follow an artist on Spotify. About half of the participants said they would not follow anyone at all, while the other half would if they consistently like the artist's music or the artist is one of their favorite artists.

Figure 5.12: Responses to Study 2 Survey 2 question 19



This question addressed how music is involved in socializing and connecting with other people. Most of the participants said that sharing what music they listen to is part of their social lives.

Responses to Study 2 Survey 2 question 22

Most participants (5 out of 7) noted how convenient and fun it is to socialize using Spotify, for varying reasons. For instance, the social elements of Spotify help people connect through their music interests or make a playlist directly in the car.

Responses to Study 2 Survey 3 question 3

All participants (8 out of 8) gave specific examples that addressed creators using AI, sponsorships, or lack of emotion. One of the participants self-identified as a creator and gave a personal example.

Responses to Study 2 Survey 3 question 8

Most participants (6 out of 8) do not think following is not more valuable than other forms of interaction. The participant who self-identified as a creator mentioned that it is important for monetization.

Responses to Study 2 Survey 3 question 12

Most of the participants (5 out of 8) said that they do not care about seeing the like and share count numbers. Two participants would hide the numbers to keep the focus on the content instead of comparison, and the participant who self-identified as a creator is interested in seeing the numbers.

Responses to Study 2 Survey 3 question 16

All of the participants (8 out of 8) had conflicted feelings about letting hostile comments boost content on the algorithm. Some participants are against it completely, while other participants recognized it would depend on personal preference.

Responses to Study 2 Survey 3 question 17

All of the participants (8 out of 8) do not think allowing negative comments is worth the cost of mental health to some degree. Some of the participants (3 out of 8) specified that it would depend.

Responses to Study 2 Survey 3 question 21

4 out of 8 participants expressed interest in more filtering options for notifications, while the other four participants did not answer the question.

Responses to Study 2 Survey 3 question 22

Most of the participants (5 out of 8) believe that it is easy for creators to interact with fans and/or prevent negative comments, but one of them acknowledged that they may not be known.

Responses to Study 2 Survey 3 question 23

Half of the participants (4 out of 8) believe that creators can have trouble communicating with new followers about what content they usually post. The other four participants believe that it is either easy to communicate or it could be restrictive to make a specific tool.

Responses to Study 2 Survey 3 question 24

Each of the eight participants had different ideas to make social media more social. Most of them (4 out of 8) were more interested in connecting with other people or having a better experience when communicating online.

Responses to Study 2 Survey 3 question 26

Multiple participants expressed interest in the idea of a realtime environment, with some of them pointing out that bots would need to be moderated.

Results from Study 3

The most significant results after a month of posting reels included going from 63 to past 200 Instagram followers, reaching up to 67.5K views on one reel with less than 100 followers, and receiving attention from a specific target audience (such as musicians with a STEM major in college) based on the reels' hooks. A summary of the most successful reel is shown below, and more detailed notes about the other results are in Appendix K.

Friday, March 28th, 2025
Type of video: Video of Alexia Ventura performing with the cello, with a caption mentioning being a CS student

Purpose: To find a similar audience (since the STEM major security blanket post did well, I started placing focus on being in STEM and the arts)

Time Posted: 7:55 PM PST

Total Followers Before Posting: 81

Number of New Followers: (As of 4/3/25) 36, (As of 4/9/25) 64, (As of 4/28/25) 91. Reached 96 new followers total

Results:

- Passed 500 views in about 3 hours
- Passed 1K views in about 5 hours
- Passed 2K views overnight (about 12 hours)
- Passed 3K views in about 13 hours
- (As of 4/3/25) 28.2K views, (As of 4/9/25) 52.9K views, (As of 4/28/25) 65.6K views. Reached 67.5K views
- **Final Status:** Successful
 - Most successful reel of all (1.3K likes, 958 shares, 180 saves)
 - Consistently reaching people daily without me doing anything else (very unexpected)
 - Lots of interaction (likes, shares, saves, comments)
 - First reel to get negative comments from non-followers (turned off commenting on April 4th, 2025)

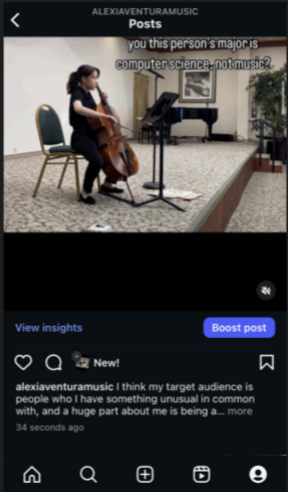


Figure 5.13: subject 1's net growth of YouTube channel subscribers

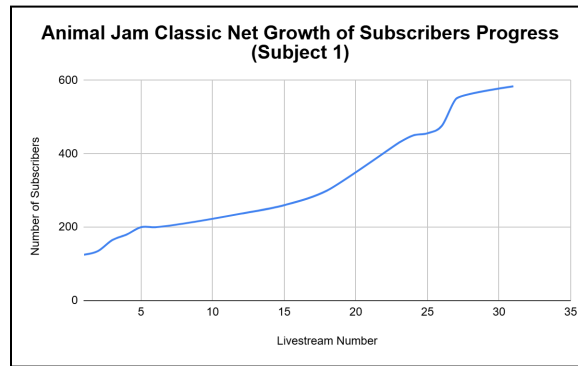


Figure 5.14: subject 2's net growth of YouTube channel subscribers

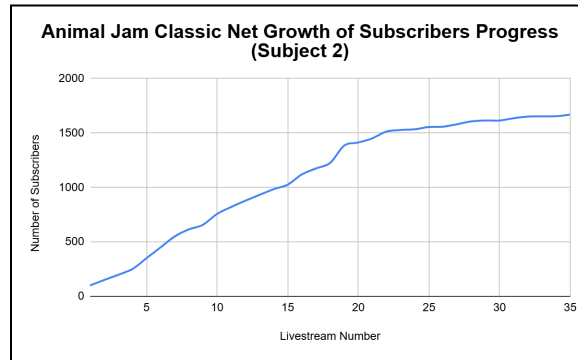
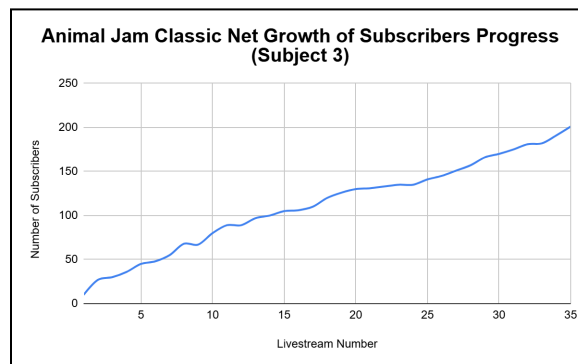


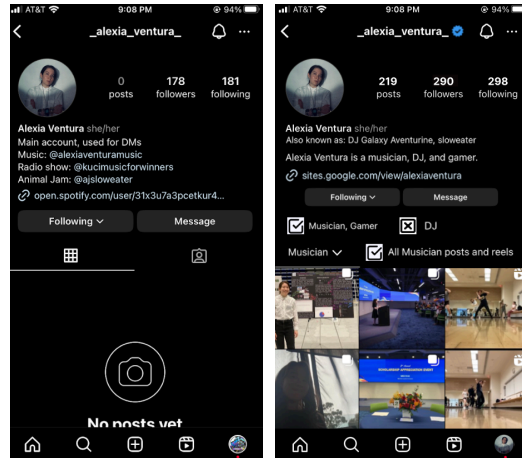
Figure 5.15: subject 3's net growth of YouTube channel subscribers



6. Discussion

As a starting point for the first and second studies, the researcher had hypothesized that a large follower count was important but difficult to accomplish, and collected initial opinions to determine if social media can have an improved design. The responses shown in Figures 5.1, 5.2, and 5.6 implied that in general, social media users do not consider following content creators as the main way to support them. However, when they do follow based on interest in content (Figure 5.7), they are either interested in a creator making separate accounts to organize different content (Figures 5.4 and 5.5), or will default to following a designated main account without interest in following the creator's other accounts (Figure 5.3). With all of these factors, this implied a design issue that could cause a content creator to not grow their audience as effectively, thus not establishing the credibility they could be seeking through profile verification and monetization.

The first survey of the second study had some free responses that indicated while most users may already find content they want, it would depend on already knowing the creator. Additionally, while there is not an existing way to filter content if the creator does not spread it into multiple accounts, users expressed interest in the redesign idea of filters on a single creator account as long as it is carefully implemented. Specifically using Instagram as an example platform to implement the redesign, most of the participants acknowledged that they would be more interested in using Instagram with that design (Figures 5.8 and 5.9). A mockup of the redesign is displayed below:



ORIGINAL

REDESIGN

These initial findings demonstrated that a redesign like this can help content creators of all niches. However, to simplify the scope of the research project, the second survey of the second study focused on how social media and socializing are connected to the music niche only, using Spotify as an example platform.

The answers to this survey implied that in general, users like finding music by chance (Figure 5.10), are either selective about following artists or do not follow artists at all (Figure 5.11). The research participants who responded to this survey also expressed interest in a thorough filter for music they do not want to hear. Additionally, multiple results from this survey confirmed interest in keeping music a part of socializing (Figure 5.12), especially because of how personal it is.

The third survey of the second study expanded on how personal the social media experience becomes, both in positive and negative ways. The responses to questions 3 and 17 acknowledged that users have negative experiences through seeing ingenuine content, and the response to question 9 implied that users may get spammed with content.

To start brainstorming some redesign ideas, the responses to questions 8, 12, 21, 22, and 23 implied that numbers (such as for amount of followers and likes) are not important to people unless they are content creators, thorough filters for notifications would be helpful, and it could help to make it simpler to communicate with fans or filter out negative comments (whether by knowing how to do it or having options in a redesign).

Additionally, the responses to questions 16 and 17 showed concerns with the comments section hurting mental health, while the responses to questions 24 and 26 showed interest in letting people connect more on social media through socializing elements, possibly having some realtime elements as well.

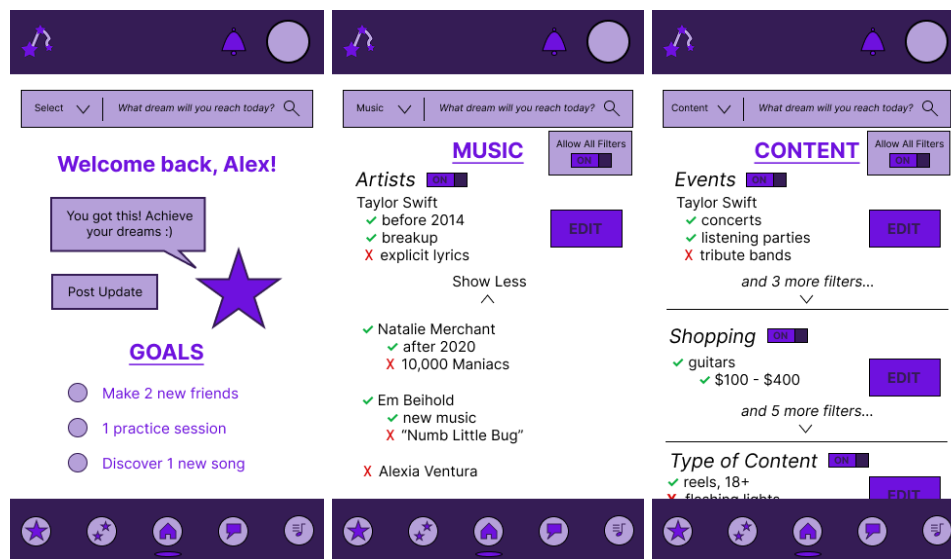
The third study demonstrated that by being able to connect with people through hooks, creators can receive notable attention on the algorithm even with a small number of followers. It raised the question of how to make it easier to do it through a redesign.

Through the fourth study, Figures 5.13, 5.14, and 5.15 showed how realtime self-promotion in a multiplayer game consistently leads to growth, likely because it was easier to establish a personal connection this way than through relying on the algorithm.

After the studies were completed and analyzed, this research project concluded with a simple Figma mockup of a new social media app design, implementing multiple features that could resolve the design issues discovered during the studies. It has a working title of “Constantlation” or “Constelnote,” with stars in its theme to represent growth, individuality, and connection based on the ambiguous meaning of the word “star.” For simplicity, the most important frames of this design are displayed below, and Appendix L contains sketches, wireframes, and the other mockup frames. Ultimately, this design serves as a representation of

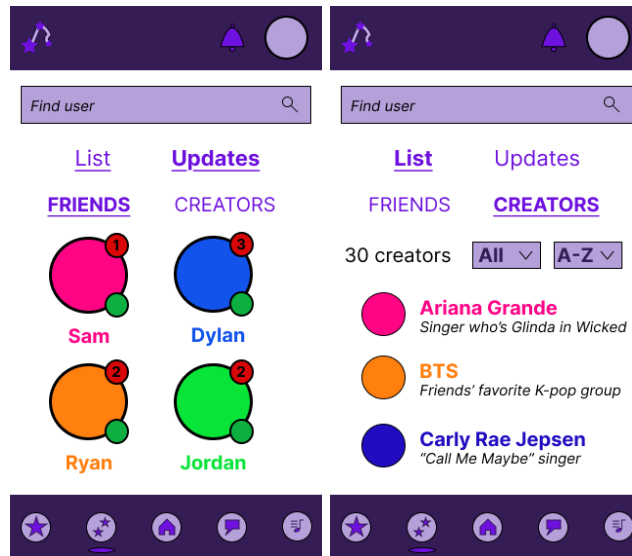
the most significant findings throughout this research, and could lead to the beginning of a new social media experience that accommodates the music community's needs and wants.

Figure 6.1: home page



The home page is simple with a welcome message and a search bar that allows for focused research and filtering, instead of immediately showing a social media feed. This gives the user more control about whether they want to scroll through random content or not when first logging in. Additionally, having these filters would help make it easier for creators to be discovered in their niche and for users to find preferred content.

Figure 6.2: friends and creators list

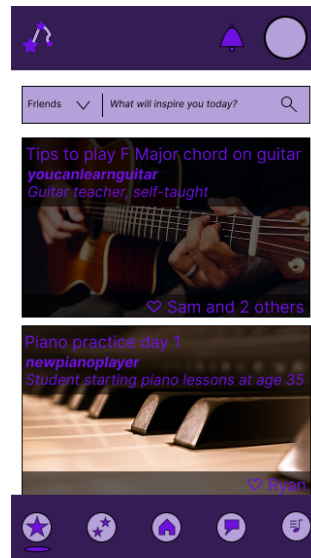


Users are categorized as friends if they are not content creators, or creators if they are. Creators can choose to follow users back, either self-identifying as a creator or friend in that connection.

The filter options on this page would help users prioritize specific friends' or creators' updates in their feed, as well as filter for specific updates from each friend or creator.

Additionally, to protect privacy, a user's status can only be seen by users they connect with as friends. Instead of a status, creators have a description that the user writes to remember who they are.

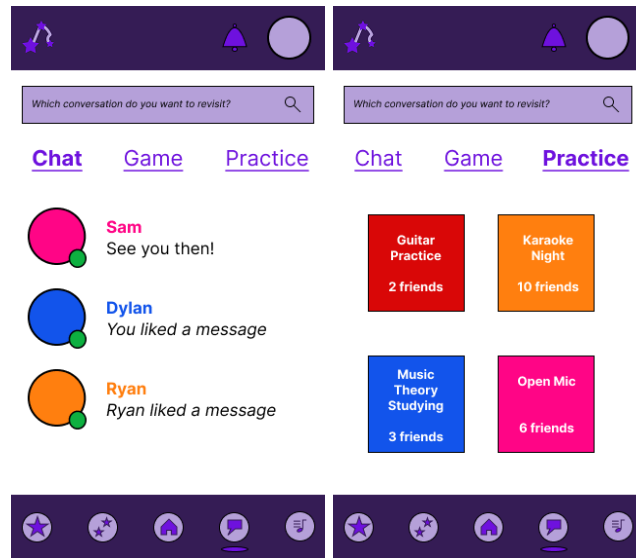
Figure 6.3: inspiration page



The inspiration page is a library of content that a user and their friends have saved, as well as shows what content is trending. To reduce possible spam, the friends filter only shows content that a user has not saved before, and the user's own saved collection shows if their friends saved these posts already.

Like sharing content, a user can also choose whether their friends can see saved content or not. This would also eliminate collaboration libraries and using DMs.

Figure 6.4: social page



There are multiple options on the social page to allow for various types of online socializing. The Chat tab contains DMs, the Game tab lets people play games together, and the Practice tab implements online video or voice call meetings and realtime multiplayer interactions.

7. Resources

Décieux, Jean Philippe, et al. "Social Media and Its Role in Friendship-driven Interactions among Young People: A Mixed Methods Study." *Sage Journals*, 20 March 2018, <https://journals.sagepub.com/doi/epdf/10.1177/1103308818755516>.

Luttrell, Regina. *Social Media: How to Engage, Share, and Connect*. Google Books, <https://books.google.com/books?hl=en&lr=&id=poZ4EQAAQBAJ&oi=fnd&pg=PT5&dq=how+to+grow+a+social+media+audience&ots=ZUmlX82bmH&sig=ZVER21Pk2ubOwP1V4TUJnv mFgYE#v=onepage&q=how%20to%20grow%20a%20social%20media%20audience&f=false>.

Meier, Leslie M. *Popular Music as Promotion: Music and Branding in the Digital Age*. Google Books, <https://books.google.com/books?hl=en&lr=&id=DWdNDwAAQBAJ&oi=fnd&pg=PP1&dq=music+social+media&ots=L-7M9Su3p8&sig=OzFYVRJ9O9nCr0ia9n2Tciic0HE#v=onepage&q=music%20social%20media&f=false>.

Walther, Joseph B. "Social media and online hate." *Current Opinion in Psychology*, *ScienceDirect*, vol. 45, June 2022, https://www.sciencedirect.com/science/article/pii/S2352250X21002505?casa_token=m2X_NGsiOO4AAAAA:04xsmIHc93mAN3VaY3mBTUMCnqdoIYHuockGHYkAZHbOXQ_ksfW2j4mJd2m4KCQ5zEt7CSAd.

Appendix A: Questions from Study 1 Survey 1

Demographics

The following questions, except for the last question, are about how you identify yourself. **These questions are optional and answers are anonymous**, but answering them will be helpful for seeing how social media can influence musicians and their audience based on self-identity.

Please only answer the ones you're comfortable with, if any. Some questions are in short answer form to avoid excluding people based on only having specific options shown.

1. What is your age?

- ☐ 18 - 24 years old
- ☐ 25 - 34 years old
- ☐ 35 - 44 years old
- ☐ 45 - 55 years old
- ☐ 56 - 70 years old
- ☐ 70 and above

2. What is your gender?

3. Do you identify as a member of the LGBTQIA+ community?

- ☐ Yes
- ☐ No

4. What is your race/ethnicity?
5. What is your annual income?
- Less than \$20,000
 - \$20,000 - \$50,000
 - \$50,000 - \$80,000
 - More than \$80,000
6. Are you a musician? (In this survey, “musician” means you are trying to get attention from the public for your music content. This includes but is not limited to singing/playing a musical instrument, composing music, and/or producing music. Choosing "Yes" means you are answering this survey as a musician. Choosing "No" means you are answering this survey as someone who consumes music content in the audience.)
- Yes *Skip to question 7*
 - No *Skip to question 17*

Answer to "Are you a musician?" = Yes

7. Do you use social media to promote your music?
- Yes *Skip to question 8*
 - Sometimes *Skip to question 8*
 - No (never) *Skip to question 14*
 - No (I used to) *Skip to question 14*

Answer to "Do you use social media to promote your music?" = Yes or Sometimes

8. Do you feel like you need to use social media to become noticed for your music?
- ☐ Yes
 - ☐ No
9. What platforms do you primarily use to promote and/or share your music? Check all that apply.
- ☐ Apple Music
 - ☐ Facebook
 - ☐ Instagram
 - ☐ Spotify
 - ☐ TikTok
 - ☐ YouTube
 - ☐ None of the above
 - ☐ Other
10. How many followers do you have on your main social media platform?
- ☐ Less than 100 followers
 - ☐ 100 - 500 followers
 - ☐ 500 - 1000 followers
 - ☐ More than 1000 followers

11. How long have you been using social media?

- Less than 1 year
- 1 - 3 years
- 3 - 7 years
- 7 - 10 years
- More than 10 years

12. How often do you post on social media?

- Once a day
- Once a week
- Once a month
- More than once a day
- Very rarely (such as once a year)
- Other

13. What do you hope to achieve from using social media? Rank the following (1 = most important to you, 5 = least important to you).

- A large follower/subscriber/like count on my content
- Fame/Recognition
- Popularity/Becoming viral
- Monetization
- Credibility

Feelings of Encouragement/Discouragement

The questions in this section will ask you what you experience while using or thinking of social media for music promotion.

14. When using or thinking about social media for music promotion, which of these feelings of **encouragement** do you experience *the most*?

- Connection
- Excitement
- Motivation
- Satisfaction
- Success
- Validation
- None of the above

15. When using or thinking about social media for music promotion, which of these feelings of **discouragement** do you experience *the most*?

- Failure
- Frustration
- Hopelessness
- Intimidation
- Invalidation
- Jealousy

- None of the above

16. For the music skill you want to be MOST recognized for, what is your current experience level? (This is to simplify the question for anyone with multiple music skills. For example, the creator of this survey is an advanced cellist. However, she wants to be known as a singer-songwriter, which she is a beginner at. She would answer "Beginner" for this question.)

- Beginner
- Intermediate
- Advanced

Answer to "Are you a musician?" = No

17. How do you support a musician you're interested in? Rank the following (1 = what you do the most , 4 = what you do the least).

- Clicking the subscribe/follow button on the musician's profile
- Telling the musician directly through comments, DMs, and/or in-person interaction
- Viewing or streaming the musician's content
- Clicking the like button on the musician's content

18. Do you click the follow/subscribe/like button if an online content creator directly asks you to? (For example, a YouTuber says at the end of their video to "like their video and subscribe to their channel.")

- Yes
- No

19. If you are following a musician's personal account instead of their account specifically dedicated to music content, do you consider this to be "following" the musician? (For this question, "follow" means click the "follow" or "subscribe" button on an account that a musician has.)

- Yes
- No

20. Why would you follow a musician on social media? (For this question, "follow" means click the "follow" or "subscribe" button on an account that the musician designates for music content.) Rank the following (1 = what you do the most , 6 = what you do the least).

- I am friends with the musician
- I am acquaintances with the musician
- I like the musician's personality or music style
- The musician is popular/trendy/well-known

- I want to stay informed about what the musician is doing, regardless if I like their content or not
- The musician is following me on social media

21. Why would you NOT follow a musician on social media? (For this question, “follow” means click the “follow” or “subscribe” button on an account that the musician designates for music content.) Rank the following (1 = what you do the most , 5 = what you do the least).

- I don't use the platform(s) that the musician uses
- I'm not interested in the musician
- The musician isn't popular/trendy/well-known
- I already follow the musician on a different account
- The musician directly asks me to follow them

Appendix B: Questions from Study 1 Survey 2

Demographics

The following questions, except for the last question, are about how you identify yourself. **These questions are optional and answers are anonymous**, but answering them will be helpful for seeing how social media can influence musicians and their audience based on self-identity.

Please only answer the ones you're comfortable with, if any. Some questions are in short answer form to avoid excluding people based on only having specific options shown.

1. What is your age?

- ☐ 18 - 24 years old
- ☐ 25 - 34 years old
- ☐ 35 - 44 years old
- ☐ 45 - 55 years old
- ☐ 56 - 70 years old
- ☐ 70 and above

2. What is your gender?

3. Do you identify as a member of the LGBTQIA+ community?

- ☐ Yes
- ☐ No

4. What is your race/ethnicity?
5. What is your annual income?
- Less than \$20,000
 - \$20,000 - \$50,000
 - \$50,000 - \$80,000
 - More than \$80,000
6. Are you a musician? (In this survey, “musician” means you are trying to get attention from the public for your music content. This includes but is not limited to singing/playing a musical instrument, composing music, and/or producing music. Choosing "Yes" means you are answering this survey as a musician. Choosing "No" means you are answering this survey as someone who consumes music content in the audience.)
- Yes
 - No

Social Media Design Questions

The following questions ask you about your design preferences when using social media for music content.

7. For accessing music content, which of these platform layouts do you prefer?
- Facebook

- Instagram
- Spotify
- YouTube

8. If you use YouTube to access music content, do you like seeing the thumbs up/thumbs down count on videos?

- I like only seeing the thumbs up count
- I like only seeing the thumbs down count
- I like seeing both the thumbs up/thumbs down count
- I'm indifferent about seeing the thumbs up/thumbs down count
- I don't use YouTube to access music content

9. Does seeing how many followers, likes, and/or views a content creator has usually influence how you interact with their content?

- Yes
- No

10. If you use Instagram, do you like being added to someone's Close Friends list?

- Yes, but only if my friends do it
- Yes, I don't mind if anyone does it
- No, I don't like being added without permission
- I'm indifferent about it

- I don't use Instagram

11. In general, do you compare the number of likes or followers you get to other people's likes or followers?

- I only compare my number of likes to other people's likes
- I only compare my number of followers to other people's followers
- I compare both my likes and followers to other people's likes and followers
- I don't compare either my likes and followers to other people's likes and followers
- I only compare either my likes or followers if I'm using a platform where I can see them

12. If you use YouTube, which of the following influences your decision to watch a video the most?

- The thumbnail
- The title of the video
- The number of views the video has
- The number of subscribers the video creator has
- How popular the video is with your peers
- How popular the video is with your friends
- The comments on the video
- The person or people featured in the video
- The person or people creating the video

- I do not use YouTube

13. Do you like if a content creator has multiple social media pages for different purposes?

(Example: Taylor Swift has two Instagram accounts, @taylorswift and @taylornation, to separate her fan content more from her music promotion content.)

- Yes *Skip to question 15*
- No *Skip to question 14*
- I'm indifferent about it *Skip to question 16*

14. Since you answered "No" for the previous question, why do you not prefer separate social media pages? (Choose the reason that is most important to you.)

- I don't like having to follow/look at multiple accounts/pages to see one person's content
- When someone does this, I consider it as attention-seeking
- I don't think it's necessary to separate content and that it can all just be under one account/page

15. Since you answered "Yes" for the previous question, why do you prefer separate social media pages? (Choose the reason that is most important to you.)

- It's easier to access my preferred content
- I'm not always interested in the content creator's other content
- I like that it's more organized

Content Preference Questions

The following questions ask you about what you prefer to see or not see when using social media for music content.

16. Aside from liking their music, which of these reasons would you most likely

follow/subscribe to a musician?

- The musician is trending because of their music
- The musician is trending for a reason other than music
- Your friends listen to this musician's music
- The musician has a good public image
- You have a celebrity crush on the musician
- The musician sounds similar to musicians you already listen to
- You like to discover new artists
- The musician collaborated with someone you follow/are subscribed to
- You personally know the musician
- This musician is/was featured (as an actor and/or musician) on a movie/TV show that you have seen

17. Which of these reasons would you most likely **unfollow/unsubscribe** from a musician, or not follow/subscribe in the first place?

- The musician is not trending anymore
- The musician changes their music style to one you don't listen to

- The musician advertises too much to where it spams your feed
- You disagree with the musician's personal views
- You are jealous of the musician
- Your own music style changes and you lose interest in the musician
- The musician is inactive online
- The musician does not post enough about their music, and instead posts too much about their personal life
- The way the musician posts is unprofessional
- A majority of people dislike the musician

18. What kind of **musical** content do you like seeing from a musician? (Select all that apply.

"Musical" content refers to any content related to the musician promoting their music career.)

- The musician's status updates (receiving awards, breaking records, etc.)
- Behind-the-scenes of the musician's career (making a music video, rehearsals, etc.)
- Hints about the musician's upcoming content
- Professionally-recorded performance videos (Vevo music videos, live concert films, etc.)
- Fan-related content (thanking fans, thank-you notes from fans, photos of fans, photos with fans, etc.)

- Accessibility to covering the musician's music (karaoke, guitar tutorials, sheet music, etc.)
- Collaborations with other artists/content creators
- The TV shows or movies that the musician is featured in
- None of the above

19. What kind of **non-musical** content do you like seeing from a musician? (Select all that apply.)

- Content that promotes the musician's other career(s)/content
- Content where the musician is doing an activity for non-monetary reasons (like a hobby or doing something for fun)
- Content featuring the musician's friends
- Content featuring the musician's romantic life
- Content featuring the musician's family
- Common informal social media content such as selfies, photos of food and travel, etc.
- The musician making themselves into a meme
- None of the above

20. In general, does a musician's **physical appearance** influence if you are interested in their content? (Example: following a musician because you think they are physically attractive)

- Yes
- No

21. In general, does a musician's **views** influence if you are interested in their content?

(Example: following a musician because you agree with their political opinions)

- Yes
- No

22. In general, does a musician's **gender identity** influence if you are interested in their content? (Example: following a musician because you both identify as female)

- Yes
- No

23. In general, does a musician's **race/ethnicity** influence if you are interested in their content? (Example: following a musician because you both identify as Korean)

- Yes
- No

24. In general, does a musician's **age** influence if you are interested in their content?

(Example: following a musician because you are both in Generation Z)

- Yes
- No

25. If a musician whose music you like does something you morally disagree with, which of the following are you more likely to do?

- I separate the art from the artist and continue to listen to their music
- I completely stop supporting the musician by all means

26. In general, if a musician releases music with an explicit warning, how important is it that you have access to a clean version?

- I prefer only listening to the uncensored version of the music
- I would like to have the option to have the explicit or clean version depending on when I'm listening to it
- It is very important to me that the musician only releases clean music, as I do not listen to explicit music
- I'm indifferent about this

27. If you were to use someone's music in your social media post, is it more important to you that it's trending or that you like the music?

- The music is trending
- You like the music
- Both are important to me
- Neither are important to me

28. Which of the following best describes your music listening habits?

- I usually listen to music that is mainstream
- I usually listen to music that is NOT mainstream
- I don't listen to music often, at all, or enough to know
- I don't pay attention to if music is mainstream or not and listen to whatever I want
- I like to mix it up and listen to popular music while also exploring or discovering new music

Refer to the following screenshot from Spotify for the next question:



29. Search algorithms tend to show you the most popular results first. In the case of music, if you type in the name of an artist, album, or song, you will likely be recommended the most well-known profile or music content. For example, if you search "breathe" in Spotify, you will immediately get recommendations for songs by the most well-known artists, such as Taylor Swift and Faith Hill. However, it is possible that a lot of unknown

artists also have songs called "Breathe" and will take more effort to find. Which of the following algorithm design ideas would interest you the most? (Select all that apply.)

- A search algorithm that randomizes search results of any genre, so that you get a mixture of mainstream and non-mainstream suggestions
- A search algorithm that lets you filter based on pre-defined "mainstream" and "non-mainstream" artist definitions
- A search algorithm that lets you filter based on genre and/or specific music description keywords
- A search algorithm that lets you filter based on results you want to omit (such as requesting to never see search results from a specific artist)
- I do not explore music outside of mainstream/popular music, so finding new artists does not interest me

30. Every stream on platforms like Spotify are known to make artists a very small amount of money, regardless of if you like their music or not. Which of the following design ideas would interest you the most? (Select all that apply.)

- Upvoting a specific song you like rather than following the musician, to increase their chances of getting more monetary support
- Choosing whether you want your stream to count as money the musician will earn (so that you avoid helping an artist you do not like earn money, while also helping artists you do like)
- The current design is fine with me

Appendix C: Questions from Study 2 Survey 1

1. Are you a content creator? ("Content creator" refers to posting on Instagram with the intention of making it into a career, or your content is already monetized.)
 - Yes
 - No

Opinions on Instagram

The following questions ask you about your habits on Instagram to find creators or content you want to see.

2. How often do you check or use Instagram? (Choose the answer that best describes your habits on average, assuming that you are not taking a social media break.)
 - Once a day
 - A few times a day
 - Once a week
 - Once a month
 - Other
3. (Choose one) What is your most preferred form of content?
 - Audio (such as music and podcasts)
 - Photos
 - Short clips (such as Instagram reels, YouTube Shorts, and TikTok)

- Stories
 - Videos (such as YouTube videos or videos that are longer than typical TikTok content)
 - Other
4. Based on your previous answer for your most preferred form of content, in general, do you like accessing it through Instagram?
- Yes
 - No
5. (If you answered "No" to the previous question) What platform do you prefer to access your preferred form of content on? (If this doesn't apply to you, type "N/A")
6. (Choose one) What is your main way of supporting creators and/or content you want to see on Instagram, if at all?
- Commenting on the content or directly messaging the creator
 - Following the creator or the account that posts the content
 - Liking the posts/reels/stories (tapping the heart icon on the content)
 - Saving the content (tapping the bookmark icon on the content)
 - Sharing the content (such as to your friends' DMs or your story)
 - Viewing the content only (no reacting, no following)
 - N/A

- Other
7. (Choose the answer that best describes what you do on average, and based on what applies to you) Based on your previous answer for the main way you support creators/content on Instagram, what prompts you to do it?
- The creator consistently makes the content I like seeing
 - Regardless of who made the content, I like the content
 - I personally know the person making the content (either a friend or an acquaintance)
 - It's content that I know someone else will like, such as my friends
 - I just scroll through Instagram just to scroll, not to support anything in particular
 - I have a crush on the content creator
 - It's easier for me to find this creator/content later if I engage with the content
 - I want to stay informed about things happening around me
 - The algorithm usually doesn't recommend creators or content like this
 - The creator or content is trendy or popular
 - The creator tells me to follow/like/share them or their content
 - My peers tell me to follow/like/share the creator or the content
 - N/A
 - Other

8. (Choose the answer that describes you the best) If you are specifically following a content creator you do not know personally on Instagram, why would you do so?
- I have seen ONE post of theirs that I like
 - I have seen MORE THAN ONE posts of theirs that I like
 - My friends are following this content creator
 - The content creator is trendy/popular/recommended often on the Instagram algorithm
 - I found this content creator through searching under the category of content I want to see
 - Following is my preferred way to save content in my library
 - Not applicable, I don't follow content creators I don't know personally
 - Not applicable, I don't follow content creators at all
 - Other

Ways to improve Instagram

The following questions ask you for your opinions on what could make your experience on Instagram better, and one question is implemented as a text response to let you answer as thoroughly as you wish to.

9. (Choose the option that is true the most for you on average) What do you rely on the most to find or get recommended the content you want to on Instagram?

- Following accounts so that new posts are put into your feed/algorithm recommendations
- Hashtags
- Liking content to teach the algorithm to continue recommending similar content
- My connections liking the content, or sharing the content with me or into my feed
- Random chance with the algorithm recommending content to me
- Using the search bar/AI option in Instagram
- I prefer a different platform for finding/getting recommended the content I want to see
- Other

10. In general, is it difficult for you to find the content that you want to on Instagram, and why?

11. (Choose the option that is true the most for you on average) What do you do to try to organize the content you follow/like/save on Instagram, if this applies to you?

- Using dedicated accounts of my own to follow different accounts based on categories
- I follow the creator/account and (especially if they have various categories of content) hope more times than not that they post the content I want to see
- I used the "Saved" collection in Instagram to sort the content I like or save
- I don't organize my content at all, I just follow/like/save whatever

- N/A
- Other

Prototype Demonstration

The following questions ask you to watch a redesign demonstration of Instagram, specifically regarding how following a creator would work. This section includes long answer text boxes to allow for you to give detailed feedback.

Before watching the demonstration below, please read the following to understand the context of designing this prototype.

The prototype is a redesign of Instagram where the following option would influence the content that the user sees from a specific creator. If the user wants to follow Taylor Swift, for example, they can click on the "Follow" button but also choose what categories of content they want to see in their feed. For instance, if they were only interested in her concert posts instead of her merchandise/personal life posts, they can just select the "Concerts" category and never get recommended the content from the other categories.

This redesign was created based on past surveys indicating that people want a more organized way to see content, as well as that following a creator is what determines their credibility online. The problem right now is that with platforms like Instagram, creators have to make multiple independent accounts to organize their posts based on categories, and thus have a harder time

reaching their full audience (and for new creators, becoming verified). On the other hand, the people viewing the content generally have to rely on chance/the algorithm to see content they want to, and actually go visit the creator's other accounts to follow that content, rather than already having a filter set up to connect those accounts to one creator.

In order to resolve these issues, this redesign is meant to begin providing the following benefits:

- Creators: reduces how many accounts the creator uses to organize content, improves their credibility by combining their followers into one account, improves their own content's organization and how they control who views what
- Audience: can just follow one account per creator now, and pick and choose what content they want to see or not see

The feedback from this study will help continue to improve this design, especially to address anything currently missing.

If you want to view the prototype yourself, this is the link to:

<https://www.figma.com/proto/jfWJdAXQZT19bVPnI0tI7A/Instagram-Redesign?node-id=0-1&t=gVKVFs2baZpXccax-1>

Please watch this demonstration of the Instagram redesign to answer this section's questions:

<https://www.youtube.com/watch?v=4CZGMRdzb90>

12. What is your overall feedback on the USER INTERFACE? (Note that it's simplified dramatically, so only answer based on how it corresponds to the video demonstration)
13. What is your overall feedback on the IDEA of having a content filter in the Follow section? You can answer this based on being/considering being a content creator and/or as someone who views content.
14. Would this content filter feature improve your experience on Instagram, or do you prefer the Instagram design as it already is?
- This would improve my experience on Instagram
 - I prefer Instagram's current design
15. (If applicable) Would this content filter feature make you prefer to use Instagram for finding/seeing content, or do you still prefer to use a different platform?
- I would prefer using Instagram if this feature was there
 - I would consider using Instagram much more if this feature was there
 - I would still prefer to use a different platform

Appendix D: Questions from Study 2 Survey 2

1. Are you an artist? ("Artist" refers to releasing music onto platforms like Spotify, with the intention of making money or currently making money)
 - Yes
 - No

Opinions on Spotify

The following questions ask you about your habits on Spotify to find the music you want to listen to.

2. How often do you use Spotify, on average?
 - Once a day
 - A few times a day
 - Once a week
 - Once a month
 - I alternate between other streaming platforms (such as Apple Music)
 - I have used Spotify before, but use a different streaming platform/don't listen to music by streaming
 - Other
3. Based on your previous answer for how often you use Spotify, in general, do you like accessing music through Spotify?

- Yes
 - No
4. (If you answered "No" to the previous question) How do you prefer to listen to music, whether you use a streaming platform or not? If this does not apply to you, type "N/A."
5. (Choose the answer that best describes you) How do you usually access the music you stream on Spotify?
- I create my playlists entirely from scratch, with music I handpick
 - I use Spotify's algorithm to help me discover new music
 - I access Spotify's created playlists
 - I access user-created playlists
 - My friends recommend music to me
 - After the music I selected to stream is finished, I let Spotify recommend something new
 - I use the DJ feature in Spotify to suggest music
6. (Choose the answer that best describes you) Which of the following best describes your music listening style?
- I listen to all sorts of genres randomly or depending on my mood
 - I listen to the same set of music over and over again

- I often have earworms and will listen to one song on repeat for a while
- 7. Do you usually access artists' music through their pre-save links?
 - Yes
 - No
- 8. In general, if you DON'T like an artist's music, would you resort to blocking their Spotify profile to prevent algorithm recommendations?
 - Yes
 - No
- 9. Do you get recommended music you don't like, or is not anywhere close to the music you listen to, only because it is popular?
- 10. What are your thoughts on having a Spotify feature where the music you never want to hear is automatically filtered (such as based on an artist or specific album)?

What would prompt you to follow a musician on Spotify?

The following questions ask you what would prompt you to follow a musician on Spotify.

- 11. On average, how much of their music do you need to like to follow an artist on Spotify?
(Choose the answer that best describes you.)

- I don't follow artists on Spotify at all, regardless if I like their music or not
- I follow all artists I discover
- Just one good song/album can convince me to follow the artist
- I need to consistently like hearing their music to eventually follow the artist
- I follow my favorite artists exclusively
- Other

12. (Check all that apply) What are your usual reasons for following an artist on Spotify?

- The artist told me to follow them on Spotify
- I have clicked on an artist's pre-save link (thus automatically following them on Spotify)
- My friends are following the artist on Spotify
- The artist is trendy/popular/recommended often on the Spotify algorithm
- I found the artist through Spotify recommending it or from my own searching
- Following is my preferred way to save artists in my library
- I know the artist personally
- Not applicable, I don't follow artists on Spotify at all
- I want to hear the artist's new music before other fans do
- Other

Social Life

The following questions ask you about how often you use Spotify in your social life.

13. Do you show what music you're streaming on Spotify as your Discord status?

- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never
- ☐ I don't use Discord
- ☐ Other

14. If you answered yes to sharing your Spotify activity as a Discord status, does having it displayed for people influence the music you choose to stream in the moment?

- ☐ Yes
- ☐ Sometimes
- ☐ No
- ☐ I don't use Discord

15. Do you share your Spotify Wrapped with people?

- ☐ Yes
- ☐ Sometimes
- ☐ No
- ☐ Other

16. If you answered yes to sharing Spotify Wrapped with people, do you adjust your listening habits on purpose for your Spotify Wrapped? (Example: streaming one song more on purpose to ensure it's the top song played)

- ☐ Yes
- ☐ Sometimes
- ☐ No
- ☐ Not applicable

17. Do you usually participate in listening parties or Spotify Jam sessions with people?

- ☐ Yes
- ☐ No

18. In general, do you follow USERS on Spotify (such as your friends, not artist pages)?

- ☐ Yes
- ☐ No

19. In general, is sharing with people what music you listen to a huge part of your social life?

- ☐ Yes
- ☐ Sometimes
- ☐ No

20. What other platforms/apps do you use to share music, if applicable?

21. If you answered "Not applicable" to the previous question, how do you usually share music you listen to with people?

22. What do you like about the social elements of Spotify (such as Spotify Wrapped and Spotify Jam)?

Appendix E: Questions from Study 2 Survey 3

1. Are you a content creator? ("Content creator" refers to posting on social media with the intention of making it into a career, or your content is already monetized.)
 - Yes
 - No

Opinions on Instagram

The following questions ask you about how human you feel like Instagram is.

2. How often do you check or use Instagram? (Choose the answer that best describes your habits on average, assuming that you are not taking a social media break.)
 - Once a day
 - A few times a day
 - Once a week
 - Once a month
 - Other
3. Describe any time where you felt like while using Instagram, a CONTENT CREATOR's behavior was not genuine or human. (Example: a celebrity who never interacts with their followers when they post)

4. Describe any time where you felt like while using Instagram, a FRIEND OR ACQUAINTANCE's behavior was not genuine or human. (Example: your friend bragging all the time in their posts)
5. If you are a content creator or are trying to become one, do you generally connect how many views/likes your post(s) get to how many people would be in the same room as you?
6. Do you believe that comments and DMs have more value than likes, views, and saves?
7. If you answered "Yes" to the previous question, is this still true when the comments or DMs are negative? (Write "N/A" if you answered "No" to the previous question)
8. Do you believe that follows have more value than any other form of interaction?
9. Do you enjoy when someone primarily shares content to your DMs to socialize with you, such as frequently sending memes?
10. If you post (whether as a content creator or not), do you generally care about how many people view your content or like it?
11. Do you hide like and share count numbers on your Instagram?

- Yes
- Sometimes
- No

12. Based on your answer to the previous question about like and share counts, why do you hide or not hide them?

13. Do you hide read receipts in your DMs on Instagram?

- Yes
- No

14. Do you hide your active status on Instagram?

- Yes
- No

15. If applicable, describe a time where a hostile comment on Instagram influenced how you post, or describe how you responded to a hostile comment. It can be a comment you read from another creator's post, or a comment on your own post. (Examples: making a separate post about the hate comment, or turning off comments)

16. What do you think about the idea of letting people post hostile comments to boost yourself on the algorithm, as they are still helping your content reach people anyway?

17. Based on your answer to the previous question, do you think that it's worth the cost of your mental health to do this for the algorithm?
18. If applicable, describe a time where a hostile comment affected you because it was getting a lot of likes in comparison to other comments (and thus imitating a thumbs-down button). It can be a comment you read from another creator's post, or a comment on your own post. (Example: someone posts a negative comment on your reel and it gets a few hundred likes, while other, positive comments get so much less likes)
19. If applicable, do you find it hard to thank people who support you, or see when people support you on a post? (Example: with the one-sided nature of Instagram's design, a creator may choose to do a general thank-you post, but may fail to see some supportive comments on their posts due to too many notifications)
20. If you are a content creator who has received a lot of notifications, how do you feel about Instagram's notification system? (Example: a lot of people comment on your reel, but you get spammed with notifications about everything, even replies to comments that you didn't write, so it is harder for you to find comments you want to read)
21. Based on your answer to the previous question, do you wish it gave you more filtering options, or do you just ignore all notifications at this point?

22. Do you think that it needs to be easier for a content creator on Instagram to interact with their fans and/or prevent negative comments? (Example: a content creator can attempt to do this by setting their posts' comment settings to followers only)
23. Do you think that it needs to be easier for a content creator to let new followers know about the content they should expect to see? (Example: if a content creator has a reel go viral for something they don't usually post about, they may want to inform their audience about what they usually post)
24. What do you think is currently missing from social media that could make it more social?

Design Idea

The following questions ask you to share your opinions on the following design ideas for making the social media experience more human, with some questions specifically from the perspective of a musician, and incorporating some gaming ideas.

25. What are your thoughts on: having social media followers represented more like a virtual reality audience, to help visualize how many people are truly watching your content
26. What are your thoughts on: having a realtime environment for promoting your content/music, specifically to a small selection of people or a specific small group you

join (like people in your hometown/school who are also in a specific community)

(Example: in a multiplayer game, you can go find a crowd of players and start advertising yourself)

27. What are your thoughts on: having a fun way to cheer each other on for FAILURES

(similar to the idea where students celebrate their college rejections)

(Example: to make it kind of like a game, have your friends vote mean comments into representing people you label as trolls as ACTUAL trolls)

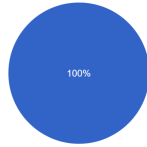
28. What are your thoughts on: having a fun way to cheer each other on for SUCCESSES

(Example: making it game-like, like when some platforms have badges/achievements, but now it's a social activity)

Appendix F: Unused responses from Study 1 Survey 1

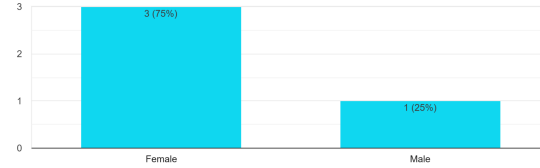
None of the participants responded to questions 8-13 and 14-16.

What is your age?
5 responses

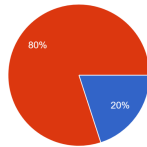


● 18 - 24 years old
 ● 25 - 34 years old
 ● 35 - 44 years old
 ● 45 - 55 years old
 ● 56 - 70 years old
 ● 70 and above

What is your gender?
4 responses

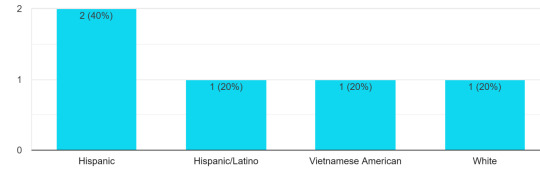


Do you identify as a member of the LGBTQIA+ community?
5 responses

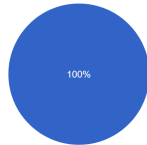


● Yes
 ● No

What is your race/ethnicity?
5 responses

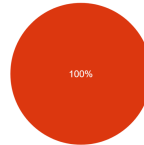


What is your annual income?
4 responses



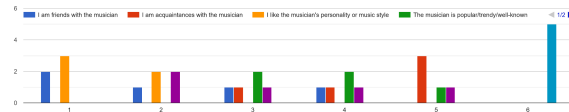
● Less than \$20,000
 ● \$20,000 - \$50,000
 ● \$50,000 - \$80,000
 ● More than \$80,000

Are you a musician? (In this survey, "musician" means you are trying to get attention from the public for your music content. This includes but is not limited to someone who consumes music content in the audience.)
5 responses

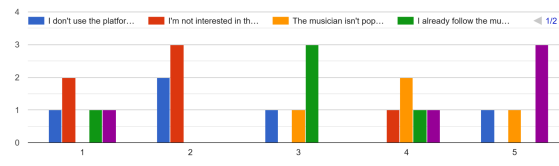


● Yes
 ● No

Why would you follow a musician on social media? (For this question, "follow" means click the "follow" or "subscribe" button on an account that the musician designates for music content.) Rank the following (1 = what you do the most, 6 = what you do the least).



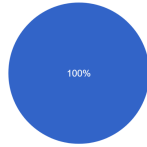
Why would you NOT follow a musician on social media? (For this question, "follow" means click the "follow" or "subscribe" button on an account that the musician designates for music content.) (1 = what you do the most, 5 = what you do the least).



Appendix G: Unused responses from Study 1 Survey 2

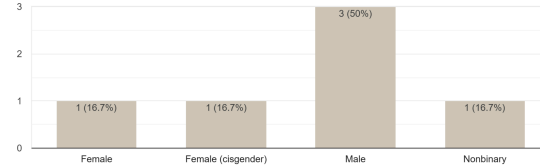
None of the participants responded to question 14.

What is your age?
6 responses

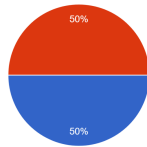


- 18 - 24 years old
- 25 - 34 years old
- 35 - 44 years old
- 45 - 55 years old
- 56 - 70 years old
- 70 and above

What is your gender?
6 responses

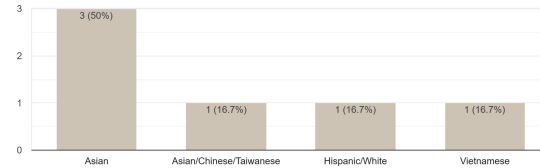


Do you identify as a member of the LGBTQIA+ community?
6 responses

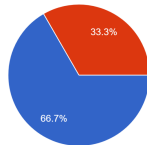


- Yes
- No

What is your race/ethnicity?
6 responses

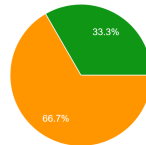


What is your annual income?
6 responses



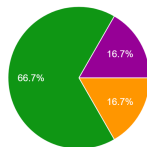
- Less than \$20,000
- \$20,000 - \$50,000
- \$50,000 - \$80,000
- More than \$80,000

For accessing music content, which of these platform layouts do you prefer?
6 responses



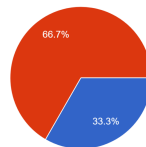
- Facebook
- Instagram
- Spotify
- YouTube

If you use YouTube to access music content, do you like seeing the thumbs up/thumbs down count on videos?
6 responses



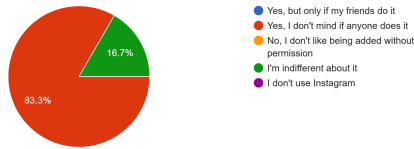
- I like only seeing the thumbs up
- I like only seeing the thumbs down
- I like seeing both the thumbs up/thumbs down
- I'm indifferent about seeing the thumbs up/thumbs down
- I don't use YouTube to access music content

Does seeing how many followers, likes, and/or views a content creator has usually influence how you interact with their content?
6 responses



- Yes
- No

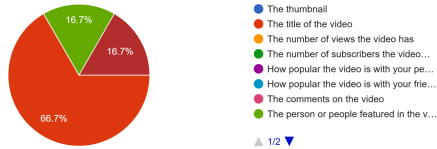
If you use Instagram, do you like being added to someone's Close Friends list?
6 responses



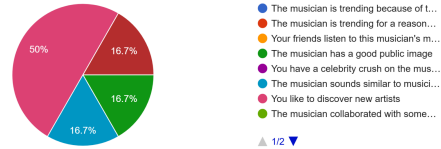
In general, do you compare the number of likes or followers you get to other people's likes or followers?
6 responses



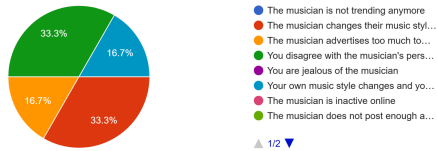
If you use YouTube, which of the following influences your decision to watch a video the most?
6 responses



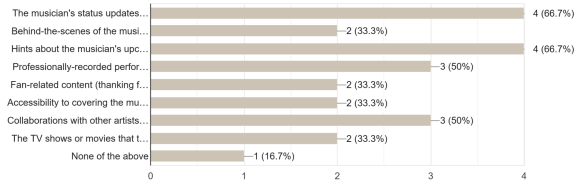
Aside from liking their music, which of these reasons would you most likely follow/subscribe to a musician?
6 responses



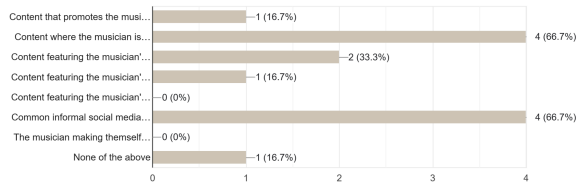
Which of these reasons would you most likely unfollow/unsubscribe from a musician, or not follow/subscribe in the first place?
6 responses



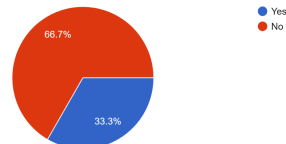
What kind of musical content do you like seeing from a musician? (Select all that apply. "Musical" content refers to any content related to the musician promoting their music career.)
6 responses



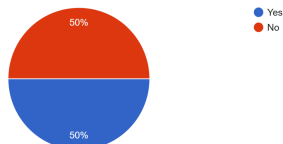
What kind of non-musical content do you like seeing from a musician? (Select all that apply.)
6 responses



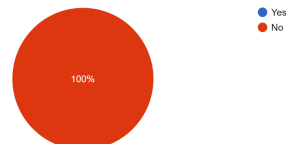
In general, does a musician's physical appearance influence if you are interested in their content? (Example: following a musician because you think they are physically attractive)
6 responses



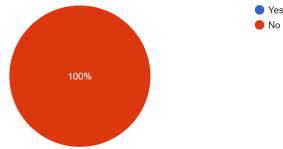
In general, does a musician's views influence if you are interested in their content? (Example: following a musician because you agree with their political opinions)
6 responses



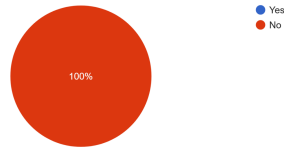
In general, does a musician's gender identity influence if you are interested in their content? (Example: following a musician because you both identify as female)
6 responses



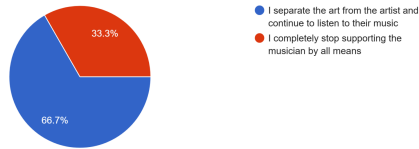
In general, does a musician's race/ethnicity influence if you are interested in their content?
(Example: following a musician because you both identify as Korean)
6 responses



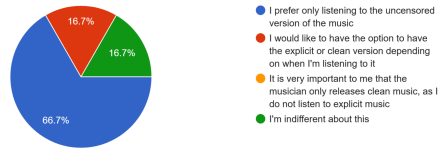
In general, does a musician's age influence if you are interested in their content? (Example: following a musician because you are both in Generation Z)
6 responses



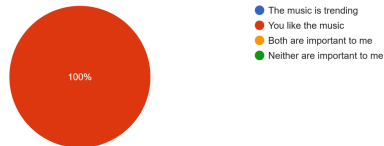
If a musician whose music you like does something you morally disagree with, which of the following are you more likely to do?
6 responses



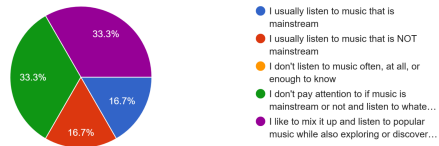
In general, if a musician releases music with an explicit warning, how important is it that you have access to a clean version?
6 responses



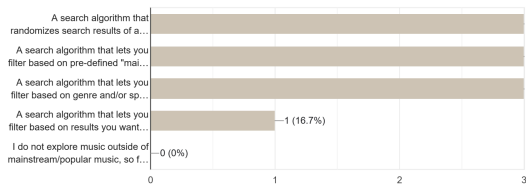
If you were to use someone's music in your social media post, is it more important to you that it's trending or that you like the music?
6 responses



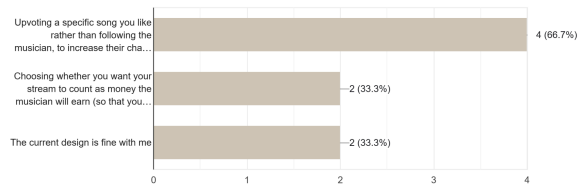
Which of the following best describes your music listening habits?
6 responses



Search algorithms tend to show you the most popular results first. In the case of music, if you type in the name of an artist, album, or song, you will lik...would interest you the most? (Select all that apply.)
6 responses

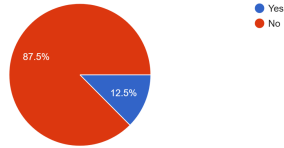


Every stream on platforms like Spotify are known to make artists a very small amount of money, regardless of if you like their music or not. Which o...ould interest you the most? (Select all that apply.)
6 responses

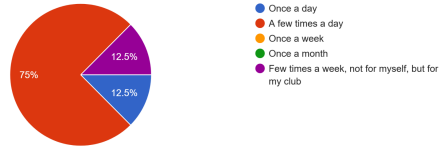


Appendix H: Unused responses from Study 2 Survey 1

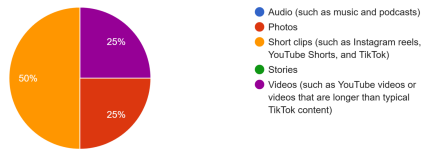
Are you a content creator? ("Content creator" refers to posting on Instagram with the intention of making it into a career, or your content is already monetized.)
8 responses



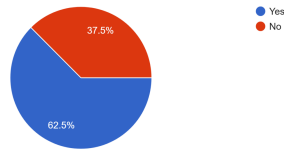
How often do you check or use Instagram? (Choose the answer that best describes your habits on average, assuming that you are not taking a social media break.)
8 responses



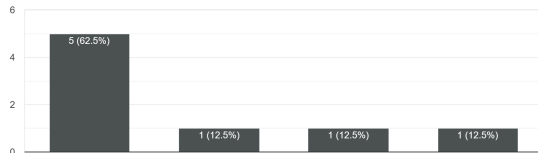
(Choose one) What is your most preferred form of content?
8 responses



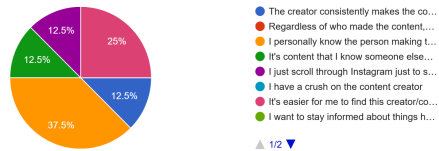
Based on your previous answer for your most preferred form of content, in general, do you like accessing it through Instagram?
8 responses



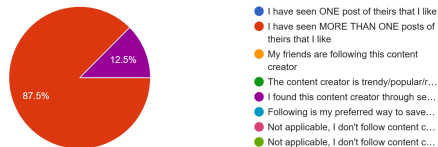
(If you answered "No" to the previous question) What platform do you prefer to access your preferred form of content on? (If this doesn't apply to you, type "N/A")
8 responses



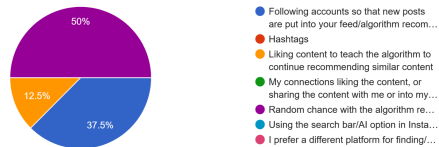
(Choose the answer that best describes what you do on average, and based on what applies to you) Based on your previous answer for the main way yo.../content on Instagram, what prompts you to do it?
8 responses



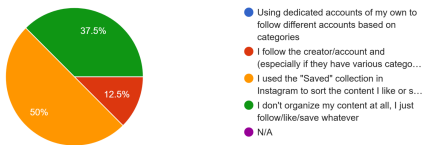
(Choose the answer that describes you the best) If you are specifically following a content creator you do not know personally on Instagram, why would you do so?
8 responses



(Choose the option that is true the most for you on average) What do you rely on the most to find or get recommended the content you want to on Instagram?
8 responses



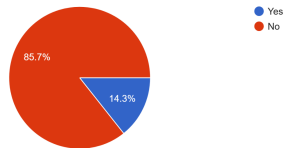
(Choose the option that is true the most for you on average) What do you do to try to organize the content you follow/like/save on Instagram, if this applies to you?
8 responses



Appendix I: Unused responses from Study 2 Survey 2

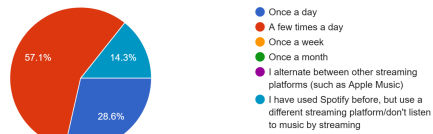
Are you an artist? ("Artist" refers to releasing music onto platforms like Spotify, with the intention of making money or currently making money)

7 responses



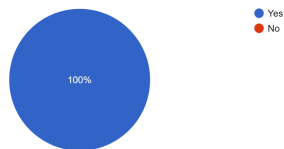
How often do you use Spotify, on average?

7 responses



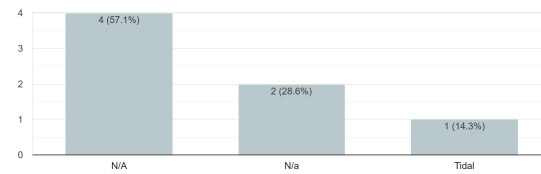
Based on your previous answer for how often you use Spotify, in general, do you like accessing music through Spotify?

7 responses



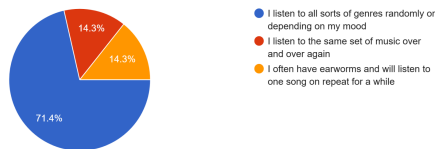
(If you answered "No" to the previous question) How do you prefer to listen to music, whether you use a streaming platform or not? If this does not apply to you, type "N/A."

7 responses



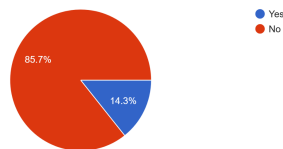
(Choose the answer that best describes you) Which of the following best describes your music listening style?

7 responses



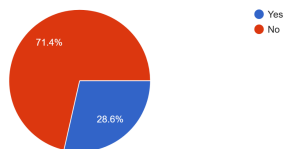
Do you usually access artists' music through their pre-save links?

7 responses



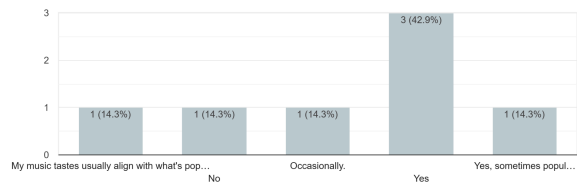
In general, if you DON'T like an artist's music, would you resort to blocking their Spotify profile to prevent algorithm recommendations?

7 responses



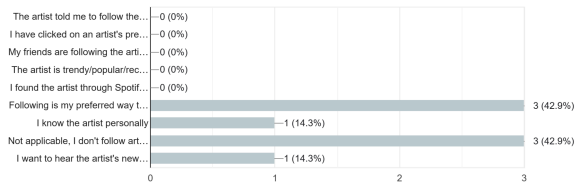
Do you get recommended music you don't like, or is not anywhere close to the music you listen to, only because it is popular?

7 responses



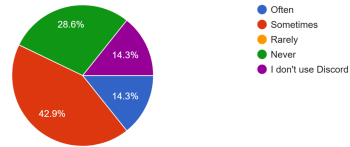
(Check all that apply) What are your usual reasons for following an artist on Spotify?

7 responses



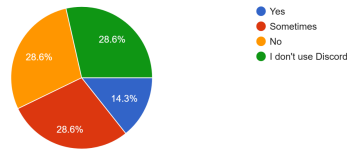
Do you show what music you're streaming on Spotify as your Discord status?

7 responses



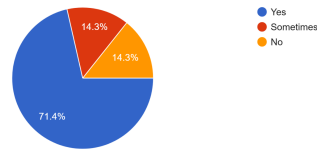
If you answered yes to sharing your Spotify activity as a Discord status, does having it displayed for people influence the music you choose to stream in the moment?

7 responses



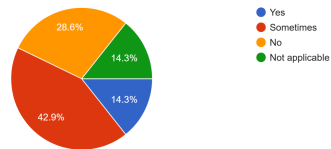
Do you share your Spotify Wrapped with people?

7 responses



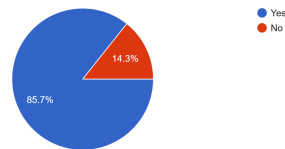
If you answered yes to sharing Spotify Wrapped with people, do you adjust your listening habits on purpose for your Spotify Wrapped? (Example: strea...ore on purpose to ensure it's the top song played)

7 responses



In general, do you follow USERS on Spotify (such as your friends, not artist pages)?

7 responses



What other platforms/apps do you use to share music, if applicable?

7 responses

Youtube
TIDAL, YouTube
I use Instagram or discord to share links to Spotify or Youtube
N/A
YouTube
Instagram
YouTube , TikTok

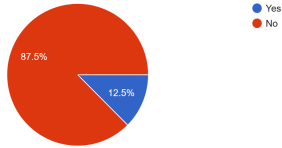
If you answered "Not applicable" to the previous question, how do you usually share music you listen to with people?

7 responses

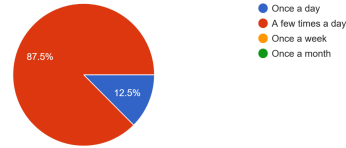
N/A
N/a
n/a
Only through Spotify.

Appendix J: Unused responses from Study 2 Survey 3

Are you a content creator? ("Content creator" refers to posting on social media with the intention of making it into a career, or your content is already monetized.)
8 responses



How often do you check or use Instagram? (Choose the answer that best describes your habits on average, assuming that you are not taking a social media break.)
8 responses



Responses to Study 2 Survey 3 question 4

Most participants (7 out of 8) gave specific examples that addressed friends or acquaintances feigning interest or perfection, dramatic behavior, and insensitivity. One of the participants self-identified as a creator who was observing creators in their target audience.

Responses to Study 2 Survey 3 question 5

Participants either answered that they are not content creators without further information (4 out of 8), or regardless of if they are content creators or not, do not think about how the number of likes represent people (2 out of 8) or sometimes think about it (2 out of 8).

Responses to Study 2 Survey 3 question 6

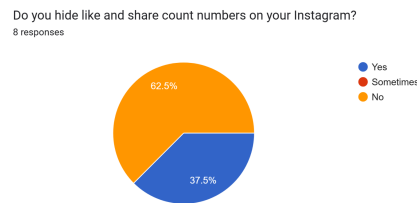
Most participants (6 out of 8) consider comments and DMs to have more value than likes, views, and saves.

Responses to Study 2 Survey 3 question 7

Most participants (6 out of 8) still think that comments and DMs would be valuable even when they are negative. Some of the participants provided a specific reason for their answer, such as constructive criticism or how it helps on the algorithm.

Responses to Study 2 Survey 3 question 10

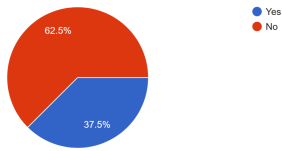
Most of the participants (7 out of 8) expressed to some degree that they do care if people see their content, but how much they would care would vary. Some reasons included being a content creator, wanting to be mindful of not offending people, and only caring about people closest to them.



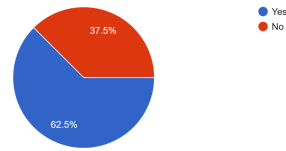
Responses to Study 2 Survey 3 question 12

Most of the participants (5 out of 8) said that they do not care about seeing the like and share count numbers. 2 participants would hide the numbers to keep the focus on the content instead of comparison, and the participant who self-identified as a creator is interested in seeing the numbers.

Do you hide read receipts in your DMs on Instagram?
8 responses



Do you hide your active status on Instagram?
8 responses



Responses to Study 2 Survey 3 question 15

Half of the participants (4 out of 8) mentioned that they have responded to or been affected by a hostile comment before, but have different ways to respond to them: defending, blocking, being nice, and observing through research.

Responses to Study 2 Survey 3 question 18

None of the participants stated that they had a hostile comment used as a thumbs-down button affect them directly, but some of them (3 out of 8) acknowledged that it does happen. 2 of those 3 participants mentioned how they respond (ignoring the comment or boosting positive comments).

Responses to Study 2 Survey 3 question 19

Half of the participants (4 out of 8) acknowledged that they have experienced some difficulty before with seeing and acknowledging who supports them.

Responses to Study 2 Survey 3 question 20

3 out of 8 participants stated some amount of disapproval about the notification system

Responses to Study 2 Survey 3 question 25

Multiple participants pointed out design flaws, such as how it could intimidate people if they are introverts or not work intentionally to associate a number of followers with real people.

Responses to Study 2 Survey 3 question 26

Multiple participants expressed interest in the idea of a realtime environment, with some of them pointing out that bots would need to be moderated.

Responses to Study 2 Survey 3 question 27

Most of the participants (6 out of 8) believe that cheering for failures, like with trolls in the game representing mean comments, would be a fun idea. Some participants noted that it could backfire as spreading more negativity.

Responses to Study 2 Survey 3 question 28

All of the participants (8 out of 8) supported cheering for success, with some pointing out possible design flaws like users comparing themselves to other users, and some liking the gaming element of it.

Appendix K: Results from Study 3

Thursday, March 12th, 2025 Type of video: Compilation of Alexia Ventura's commercial dance video Purpose: Showcasing Alexia's improved confidence with dancing on stage Time Posted: 11:32 PM PST Total Followers Before Posting: 63 Number of New Followers: 1 Results: - Passed 500 views after about 9 hours - Passed 1K views after about 1 day (As of 4/1/25) 2,917 views Final Status: Average	Friday, March 13th, 2025 Type of video: Alexia Ventura singing an excerpt from an original song ("diaries") Purpose: Showcasing Alexia's improved singing voice with very little singing lessons Time Posted: 9:32 PM PST Total Followers Before Posting: 64 Number of New Followers: 0 Results: (As of 4/1/25) 299 views Final Status: Flopped	Saturday, March 14th, 2025 Type of video: Alexia Ventura playing the F Major chord on the guitar Purpose: Sharing tips on how Alexia practiced the guitar consistently to get the F Major chord Time Posted: 8:25 PM PST Total Followers Before Posting: 64 Number of New Followers: 3 Results: - Passed 500 views after about 17 hours - Passed 1K views after about 19 hours - Passed 2K views after about 22 hours - Passed 3K views after about 1 day and 17 hours (As of 4/1/25) 3,476 views Final Status: Average - Shared to personal Instagram
Sunday, March 15th, 2025 Type of video: POV video of taking artistic photos in Alexia Ventura's bedroom ("diaries") Purpose: Showcasing Alexia's photography skills and encouraging more DIY photoshoots Time Posted: 7:55 PM PST Total Followers Before Posting: 67 Number of New Followers: 0 Results: - Passed 1K views after about 15 hours (As of 4/1/25) 2,450 views Final Status: Average	Monday, March 16th, 2025 Type of video: Cello video of Alexia Ventura, about things given up to be a musician Purpose: Sharing advice on what people may have to give up to be a musician Time Posted: 7:58 PM PST Total Followers Before Posting: 67 Number of New Followers: 0 Results: - Passed 500 views after about 30 minutes - Passed 1K views after about 3 hours - Passed 3K views after 2 days and 12.5 hours (As of 4/2/25) 3,603 views Final Status: Successful	Tuesday, March 17th, 2025 Type of video: Alexia Ventura playing simple guitar chords from one original song Purpose: Showcasing Alexia's improved guitar playing after beginning to practice consistently Time Posted: 7:21 PM PST Total Followers Before Posting: 67 Number of New Followers: 0 Results: - Passed 500 views after about 1 day and 3 hours (As of 4/1/25) 1,235 views Final Status: Flopped
Wednesday, March 18th, 2025 Type of video: Video about Alexia Ventura having someone who doesn't support a music career Purpose: To find a similar audience Time Posted: 9:41 PM PST Total Followers Before Posting: 67 Number of New Followers: 9 Results: - Passed 500 views after about 14 hours - Passed 1K views after about 22 hours - Passed 2K views after about 1 day and 17 hours (As of 4/3/25) 2,394 views Final Status: Successful - Shared to personal Instagram - More success with people who I know	Thursday, March 20th, 2025 Type of video: Video of Alexia Ventura playing the cello, about why to join orchestra despite wanting to quit Purpose: To share my orchestra knowledge Time Posted: 12:09 PM PST Total Followers Before Posting: 76 Number of New Followers: 1 Results: - Passed 500 views after about 1 hour - Passed 1K views after about 2 hours - Passed 3K views after about 6 hours (As of 4/3/25) 4,168 views Final Status: Successful - Shared to personal Instagram	Friday, March 21st, 2025 Type of video: Video of Alexia Ventura practicing the guitar, about random skills helping with learning the guitar Purpose: To share my guitar knowledge from an unconventional perspective Time Posted: 9:19 PM PST Total Followers Before Posting: 77 Number of New Followers: 0 Results: (As of 4/3/25) 514 views Final Status: Flopped
Saturday, March 22nd, 2025 Type of video: Video of Alexia Ventura driving, about using a STEM major as a security blanket Purpose: To find a similar audience Time Posted: 12:26 PM PST Total Followers Before Posting: 77 Number of New Followers: 16 Results: - Passed 500 views after about 6 hours - Passed 1K views after about 9.5 hours - Passed 2K views after about 12 hours - Reached 10.8K views Final Status: Successful - Shared to personal Instagram	Sunday, March 23rd, 2025 Type of video: Video of Alexia Ventura volunteering at KUCI, about unconventional ways to improve a music résumé Purpose: To share my music knowledge from an unconventional perspective Time Posted: 8:37 PM PST Total Followers Before Posting: 81 Number of New Followers: 0 Results: (As of 4/3/25) 585 views Final Status: Flopped - Shared to personal Instagram	Tuesday, March 25th, 2025 (original post on Monday, March 24th) Type of video: Video of Alexia Ventura playing the guitar before becoming consistent, about how to become consistent with practicing Purpose: To share my guitar knowledge and music skill progress Time Posted: 9:52 PM PST (original, March 24th), 11:41 AM PST (repost, March 25th) Total Followers Before Posting: 81 Number of New Followers: 0 Results: (As of 4/3/25) 590 views Final Status: Flopped - I tried to repost and like this post with my other accounts, but it didn't help - Also archived and put back on profile a few times (new one reached people)

Wednesday, March 26th, 2025 Type of video: Video of Alexia Ventura presenting a composition, about music collaboration advice Purpose: To share my music composing knowledge based on my unique experiences Time Posted: 9:09 PM PST Total Followers Before Posting: 81 Number of New Followers: 0 Results: • (As of 4/3/25) 548 views • Final Status: Flopped ◦ Generally the notifications I was getting on social media were for older posts that were performing better long-term	Thursday, March 27th, 2025 Type of video: Video of Alexia Ventura driving, about people not playing instruments despite claiming they will (as a sarcastic joke) Purpose: To find a similar audience (since the STEM major security blanket post did well, I started this as a "calling people out"/life advice series) Time Posted: 5:16 PM PST (after how my previous reels flopped, I looked up what time is best to post) Total Followers Before Posting: 81 Number of New Followers: 0 Results: • Passed 500 views in about 30 minutes • Passed 1K views in about 6 hours • (As of 4/3/25) 2,003 views • Final Status: Average ◦ Shared to personal Instagram ◦ Finally addressed spam up to this point	Saturday, March 29th, 2025 Type of video: Video of Alexia Ventura driving, about not losing the music dream but also not losing yourself Purpose: To find a similar audience (since the STEM major security blanket post did well, I started this as a "calling people out"/life advice series) Time Posted: 12:14 PM PST Total Followers Before Posting: 86? Number of New Followers: 3 Results: • Passed 500 views in about 8.5 hours • Passed 1K views in about 9.5 hours • (As of 4/3/25) 2,780 views • Final Status: Average ◦ Shared to personal Instagram
Sunday, March 30th, 2025 Type of video: Video of Alexia Ventura at a scholarship event, with advice on how to get a music scholarship as a STEM student Purpose: To find a similar audience (since the STEM major security blanket post did well, I started placing focus on being in STEM and the arts) Time Posted: 2:42 PM PST Total Followers Before Posting: 93? Number of New Followers: 2 Results: • Passed 500 views in about 6 hours • Passed 1K views in about 7.5 hours • (As of 4/3/25) 1,884 views • Final Status: Average ◦ Shared to personal Instagram	Monday, March 31st, 2025 Type of video: Video of Alexia Ventura doing the "wait, they don't love you like I love you trend" with a perfect pitch joke Purpose: To try a trend but also share having perfect pitch to find a new audience Time Posted: 11:43 AM PST Total Followers Before Posting: 101? Number of New Followers: 0 Results: • Passed 3K views in about 1 day and 5 hours • (As of 4/3/25) 3,362 views • Final Status: Average ◦ This trend might have been outdated ◦ Audio became unavailable on April 11th, 2025	Tuesday, April 1st, 2025 Type of video: Video of Alexia Ventura joking about pretending to be a singer Purpose: To try posting in a TikTok/meme style with some self-promotion of my ultimate music goal Time Posted: 12:37 PM PST Total Followers Before Posting: 104? Number of New Followers: 2 Results: • Passed 500 views in about 4 hours • Passed 1K views in about 8.5 hours • (As of 4/3/25) 1,792 views • Final Status: Average
Wednesday, April 2nd, 2025 Type of video: Video of Alexia Ventura doing the "they don't know it yet" trend with "DIM" by Yves Purpose: To try a trend but also share how AP Music Theory influenced my music to find a new audience Time Posted: 9:00 AM PST Total Followers Before Posting: 116? Number of New Followers: 25 Results: • Passed 500 views in about 5 hours • Passed 1K views in about 6 hours • (As of 4/3/25) 3,036 views, (As of 4/9/25) 7,812 views, (As of 4/28/25) 17.4K views, Reached 18.8K views • Final Status: Successful ◦ This audio is currently trending	Tuesday, April 1st, 2025 Type of video: Video of Alexia Ventura joking about pretending to be a singer Purpose: To try posting in a TikTok/meme style with some self-promotion of my ultimate music goal Time Posted: 12:37 PM PST Total Followers Before Posting: 104? Number of New Followers: 2 Results: • Passed 500 views in about 4 hours • Passed 1K views in about 8.5 hours • (As of 4/3/25) 1,792 views • Final Status: Average	Thursday, April 3rd, 2025 Type of video: Video of Alexia Ventura driving, about instant gratification vs. long-term for music Purpose: To find a similar audience (since the STEM major security blanket post did well, I started placing focus on being in STEM and the arts) Time Posted: PST Total Followers Before Posting: 131? Number of New Followers: 0 Results: • (As of 4/28/25) 843 views • Final Status: Flopped
Monday, April 7th, 2025 Type of video: Video of Alexia Ventura playing the guitar, with tips for how to make music progress when burnt out Purpose: To try posting in a TikTok/meme style with some self-promotion of my ultimate music goal Time Posted: 11:36 AM PST Total Followers Before Posting: 147 Number of New Followers: 2 Results: • (As of 4/28/25) 947 views • Final Status: Flopped ◦ Attempted to use the word "save" in the caption to encourage people to interact (only 2 saves as of 4/28/25)	Thursday, April 10th, 2025 Type of video: Video of Alexia Ventura making a joke about trimming fingernails Purpose: To share guitar knowledge and music skill progress and try posting in a TikTok/meme style Time Posted: 6:48 PM PST Total Followers Before Posting: 153 Number of New Followers: 0 Results: • (As of 4/29/25) 392 views • Final Status: Flopped ◦ Used an effect on the video ◦ Used popular audio ("Monkeys Spinning Monkeys")	Friday, April 11th, 2025 Type of video: Video of Alexia Ventura driving, about not listening to people who only support your music career if you make it Purpose: To find a similar audience (since the STEM major security blanket post did well, I started making more advice videos with me driving) Time Posted: 8:16 PM PST Total Followers Before Posting: 153? Number of New Followers: 0 Results: • (As of 4/29/25) 1,078 views • Final Status: Average

Friday, April 12th, 2025

Type of video: Video of Alexia Ventura joking about playing the bar chords worse today than yesterday

Purpose: To share guitar knowledge and music skill progress

Time Posted: 9:39 AM PST

Total Followers Before Posting: 1537

Number of New Followers: 1

Results:

- (As of 4/30/25) 1,742 views
- **Final Status:** Average
 - Used an effect on the video
 - Used popular audio ("Monkeys Spinning Monkeys")

Saturday, April 13th, 2025

Type of video: Video of Alexia Ventura driving, about using silence to help with self-improvement

Purpose: To find a similar audience (since the STEM major security blanket post did well, I started making more advice videos with me driving)

Time Posted: 12:07 PM PST

Total Followers Before Posting: 1577

Number of New Followers: 4

Results:

- (As of 4/30/25) 3,067 views
- **Final Status:** Average

Monday, April 14th, 2025

Type of video: Video of Alexia Ventura taking a commercial dance class, with a caption about being a *STEM* student taking dance classes to relax

Purpose: To find a similar audience and to showcase Alexia's improved confidence with dancing on stage

Time Posted: 9:34 PM PST

Total Followers Before Posting: 168

Number of New Followers: 2

Results:

- (As of 4/30/25) 1,747 views
- **Final Status:** Average

Wednesday, April 16th, 2025

Type of video: Video of Alexia Ventura leaving a building at UC Irvine, with a caption about leaving things behind as a musician

Purpose: Sharing advice on what people may have to give up to be a musician

Time Posted: 9:56 PM PST

Total Followers Before Posting: 179

Number of New Followers: 1

Results:

- (As of 4/30/25) 2,203 views
- **Final Status:** Average

Friday, April 18th, 2025

Type of video: Video of Alexia Ventura driving, making a joke about being a late bloomer singer-songwriter, and doing the "You're so funny" trend

Purpose: To try posting in a TikTok/meme style with some self-promotion of Alexia's ultimate music goal

Time Posted: 8:13 PM PST

Total Followers Before Posting: 187

Number of New Followers: 3

Results:

- (As of 4/30/25) 6,097 views
- **Final Status:** Successful
 - This audio is currently trending

Saturday, April 19th, 2025

Type of video: Video of Alexia Ventura playing the cello, about having a cello reel become popular

Purpose: To reflect on social media progress and promote Alexia's cello skills while also promoting a music rebrand

Time Posted: 12:19 PM PST

Total Followers Before Posting: 190

Number of New Followers: 1

Results:

- (As of 4/30/25) 4,137 views
- **Final Status:** Average

Monday, April 21st, 2025

Type of video: Video of Alexia Ventura taking a commercial dance class, with a caption about being a CS student taking dance classes to relax

Purpose: To find a similar audience and to showcase Alexia's improved confidence with dancing on stage

Time Posted: 9:13 PM PST

Total Followers Before Posting: 195

Number of New Followers: 0

Results:

- (As of 4/30/25) 1,775 views
- **Final Status:** Average

Wednesday, April 23rd, 2025

Type of video: Video of Alexia Ventura playing the guitar, with a positive message to fingerpick the guitar in peace

Purpose: To find a similar audience and to showcase Alexia's guitar progress

Time Posted: 7:11 PM PST

Total Followers Before Posting: 197

Number of New Followers: 0

Results:

- (As of 4/30/25) 433 views
- **Final Status:** Flopped

Sunday, April 27th, 2025

Type of video: Video of Alexia Ventura playing the keyboard, making a joke about not making progress

Purpose: To try posting in a TikTok/meme style with some self-promotion of Alexia's ultimate music goal, while also imitating past successful advice posts

Time Posted: 5:54 PM PST

Total Followers Before Posting: 197?

Number of New Followers: 1

Results:

- (As of 4/30/25) 887 views
- **Final Status:** Flopped
 - Had an issue with Instagram's text, so I used Microsoft Clipchamp to add the text in (it's harder to read, especially from the thumbnail)

Monday, April 28th, 2025

Type of video: Video of Alexia Ventura taking a commercial dance class, with a caption about learning to dance despite focusing on music

Purpose: To showcase Alexia's improved confidence with dancing on stage

Time Posted: 10:06 PM PST

Total Followers Before Posting: 204

Number of New Followers: 0

Results:

- (As of 4/30/25) 858 views
- **Final Status:** Flopped

Tuesday, April 29th, 2025

Type of video: Video of Alexia Ventura taking a commercial dance class, with a caption about doing a voluntary solo performance for the first time

Purpose: To showcase Alexia's improved confidence with dancing on stage

Time Posted: 7:17 PM PST

Total Followers Before Posting: 204?

Number of New Followers: 0

Results:

- (As of 5/4/25) 1,359 views
- **Final Status:** Average

Wednesday, April 30th, 2025

Type of video: Video of Alexia Ventura dancing to original music, with a caption about making demo CDs instead of doing computer science homework/job applications

Purpose: To showcase Alexia's improved confidence with dancing on stage

Time Posted: 7:53 PM PST

Total Followers Before Posting: 204?

Number of New Followers: 1

Results:

- (As of 5/4/25) 2,002 views
- **Final Status:** Average
 - This grew VERY quickly in the first hour
 - Might have been poorly timed with the algorithm, given its initial fast growth

Appendix L: Designs

