

#So.Me study – focus group topic guide*

Using social media and motivations

1. What social media platforms/apps do you use?
2. What do you think social media is? *[clarify: there is no right or wrong answer]*
 - a. Prompt: How would you define it?
3. What makes you go on social media?
 - a. Prompt: What triggers you to pick up your phone?
 - b. Prompt: Does this vary for different platforms? Can refer them back to their responses from question 1
4. What are some of the things that young people your age do on social media - can you give us some examples? *[clarify: this may be different on different platforms]*
 - a. Prompt: Thinking about the last time you went on social media, what were you doing?
 - b. Prompt: Follow up questions to clarify specific activities
 - c. Prompt: Follow up question on whether they use different platforms in different ways – can use responses from first section as prompts [if not discussed already]
5. Does how you feel affect how you use social media?
 - a. Prompt: do you use it differently if you're having a good day versus if you are having a bad day?

Experiences

6. Thinking about some moments on social media when you have had positive feelings, can you describe what you were doing at the time?
7. Thinking about some moments on social media when you have had negative feelings, can you describe what you were doing at the time?
8. What kind of effect does using social media have on you?, for example in terms of your thoughts/feelings/general headspace *[clarify: it's ok if you don't feel anything]*
 - a. Prompt: Does it differ during and after?
 - b. Prompt: How does it *leave* you feeling?
 - c. Prompt: you could think about you or your friends

Perceptions

In terms of young people your age...

9. Do you think there is anything problematic about using social media?
 - a. Prompt: What do you dislike about social media?
 - b. Prompt: Do you think it impacts young people your age in any negative way?
 - c. Prompt: Do you think using social media presents any risks to young people your age?
10. Do you think there are any benefits to using social media?
 - a. Prompt: What do you like about social media?
 - b. Prompt: Do you think social media impacts young people your age in any positive way?
11. Thinking about social media and young people's mental health, what do you think are the most important topics are? These can be positive or negative.
12. What do you think adults think about social media? How would you like this to change?
 - a. Prompt: What do you want adults to know about how young people use social media?

***Note.** Changes from the previous version are the result of focus groups preparations and advice from young researchers to simplify/improve the wording and streamline the order of questions.