Creator experiences with other community-based social networks

User research report

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Exec summary

We conducted a test with external users to get a **deeper understanding of the motivations and expectations of users** in a mobile-based community-centred social network.

Through the unmoderated test that we have conducted, we are able to validate these hypothesis to be true:

1. A high number of comments or likes on a post is always a positive indicator to the creator that the content has reached a large audience.

2. Users do not want to give up the classic success metrics because it motivates them for content creation.

3. Users would like to know why someone like their content.

In addition, we are also able to validate these hypothesis to be false:

1. Users find it more important that they get 1 like from a person with certain expertise or certain reputation, than 10 likes from passers-by.

2. Users blindly follow industry standard metrics and they need a shift coming from the industry itself to start looking differently at success.
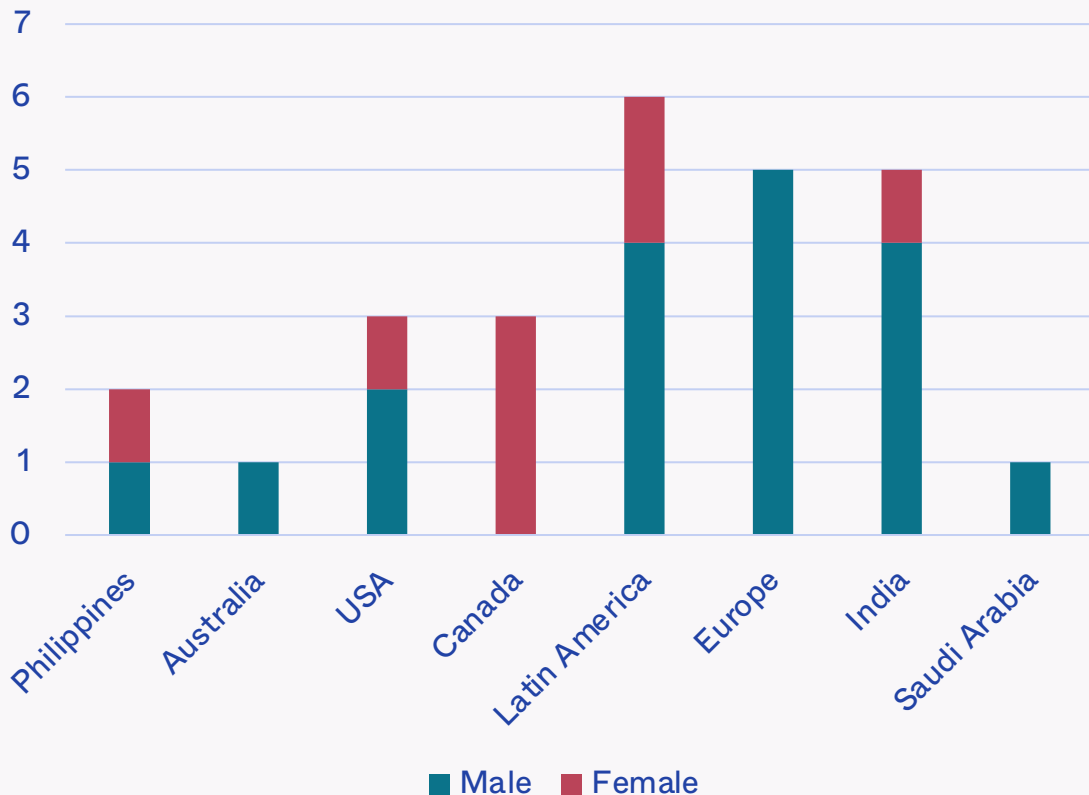
01
Study Details

Test set up

- Conducted on usertesting.com
- Total of 26 participants
- Age of 18 to 25 years old (Gen Z)
- Male and female
- English as main language
- Community-based social media/social network content creators

Participants

Hypothesis & assumptions to test

1. A high number of comments or likes on a post is always a positive indicator to the creator that the content has reached a large audience.

2. Users do not want to give up the classic success metrics because it motivates them for content creation.

3. Users find it more important that they get 1 like from a person with certain expertise or certain reputation, than 10 likes from passers-by.

4. Users would like to know why someone like their content.

5. Users blindly follow industry standard metrics and they need a shift coming from the industry itself to start looking differently at success.

Session breakdown

In this test, we broke down the session into 3 parts:

1

Understand the purpose of content creation, creation frequency and metrics that will influence the creator's content creation experience.

Participants were asked to show their user profile and communities where they create their post on and the interval for each content to be posted. They were also asked to share with us on the type of metrics that they look out for and the reason behind it.

2

Understand the creator's take when receiving a high number on comments and likes for their posts and the tools that they use to manage these metrics.

Participants were asked to share their feelings when they receive high numbers for comments and likes. They were also asked to share the tools or dashboard to monitor these numbers and how they manage them.

3

Understand if the creators will change their content creation based on celebrities and influencers feedback and if they will try to understand their audiences who have responded to their posts.

Participants were asked to share their opinion when a celebrity or popular influencer made a comment or likes their post. They were also asked if they will try to understand normal viewers who left a response in their posts.

02

Key Results & Findings

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Social network demonstrated

What we tested

Participants were asked to show us their user profile and their most recently created posts on their community-based social network platform.

Results

Majority of the participants are Discord and Reddit users while we also have users who uses Facebook groups and other platforms such as LinkedIn groups.

Social network demonstrated

|	Discord	Reddit	Facebook groups	Other
Value	12	10	2	2

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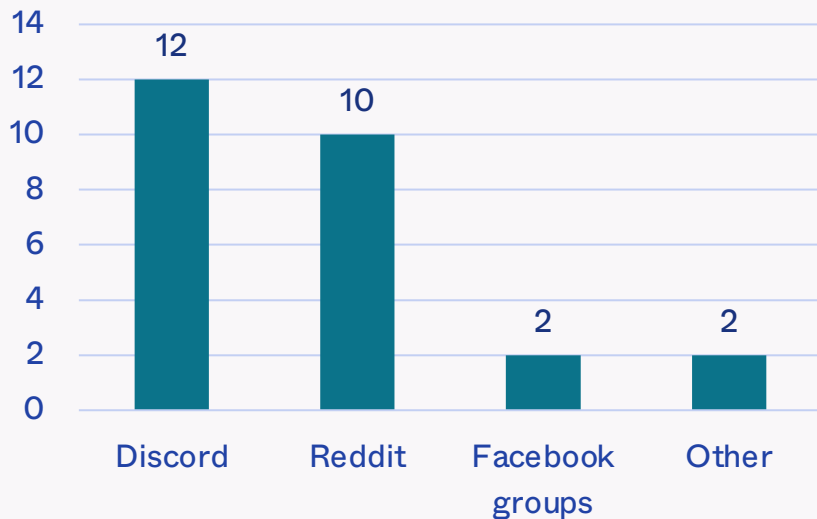
Social Network Dashboard

What we tested

Participants were asked if they know and/or use any dashboard(whether it is provided by the social network platform) to track the metrics of their posts.

Results

Majority of the participants do not know and/or use any dashboard to track their metrics while the remaining of the participants do. There are a few participants who do not use it at all, even though the social network platforms provide a dashboard for creators.

Social Network Dashboard

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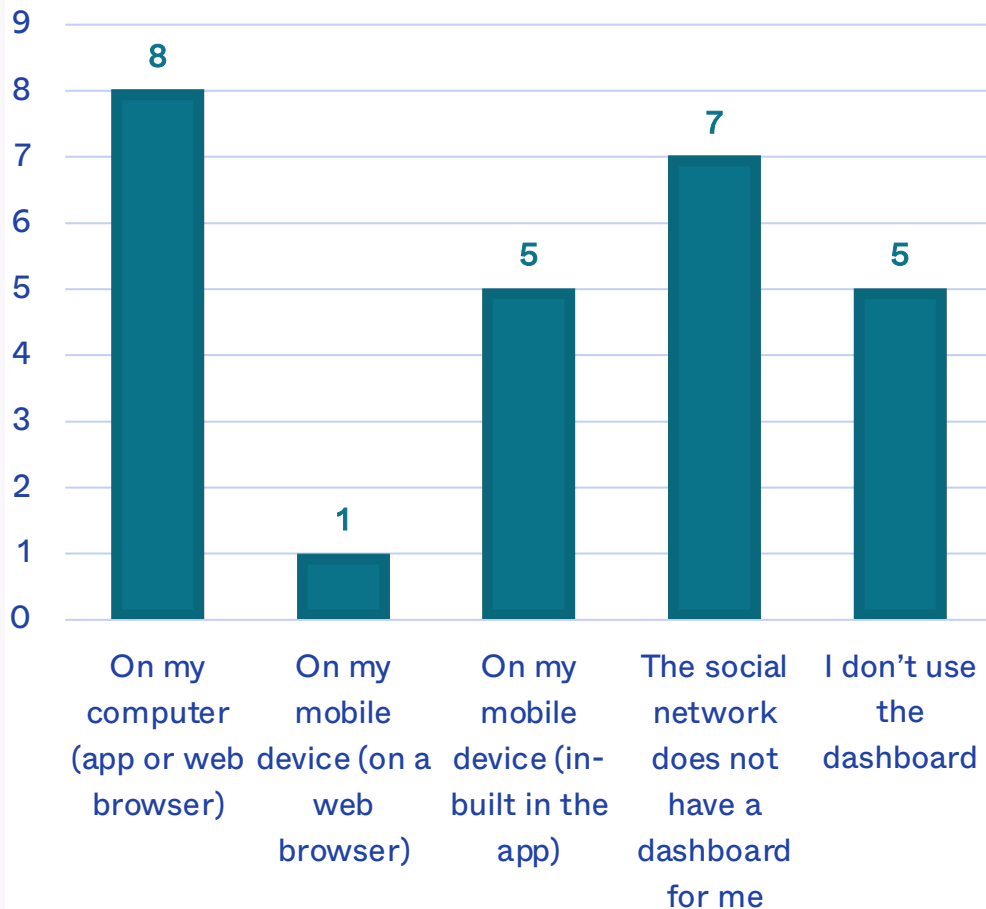
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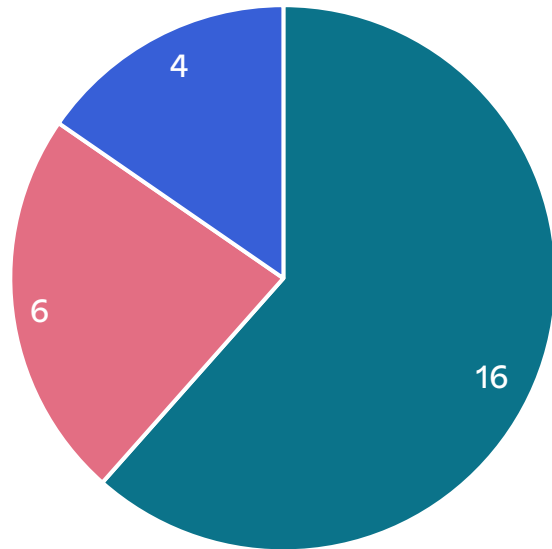
■ No

■ Yes, I use it

■ Yes, but I don't use it

Device platform used for dashboard

What we tested

Participants were asked to share which platform they are using to view the dashboard and if they are using 3rd party analytics.

Results

Majority shared that there is no dashboard available to track metrics on the current social network. Those who are tracking the metrics on dashboard use their own mobile device, whether it is on web browser or on the app.

| Device platform	Count
On my computer (app or web browser)	8
On my mobile device (on a web browser)	1
On my mobile device (in-built in the app)	5
The social network does not have a dashboard for me	7
I don't use the dashboard	5

Device platform used for dashboard

What we tested

Participants were asked to share which device platform they are using to view the dashboard and to share if they are using a 3rd party analytics.

Results

Majority shared that there is no dashboard available to track metrics on the current social network. Those who are tracking the metrics on dashboard uses their own mobile device, whether it is on web browser or on app.

Device platform used for dashboard

2

24
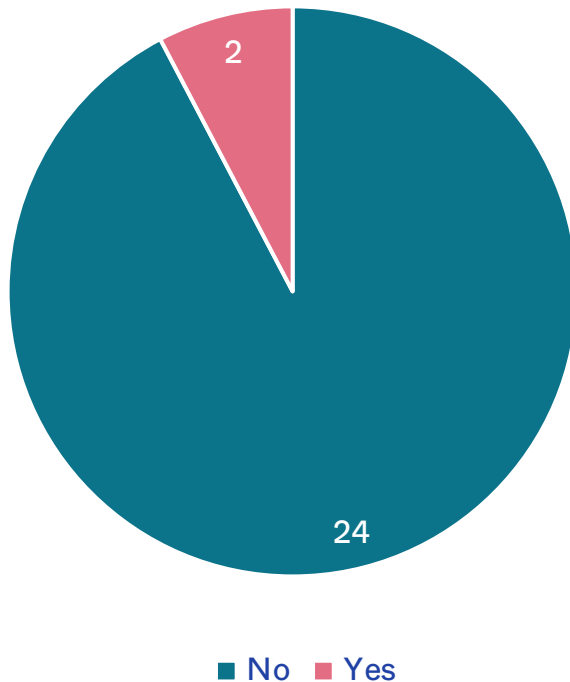
■ No ■ Yes

User's definition of 'successful' post

Through the findings, we found out the 3 main definitions of what a 'successful' post is to our participants:

1 **The post is helpful and informative**

"I think it's thorough and helpful."

- xecutor

"Relevant sub-Reddit and appropriate content"

- nk11

2 **Received many feedback from viewers**

"Got a lot of verbal feedback about it"

- Y.A.C

"It had the most upvotes and comments"

- INCENDIA8

3 **Following the current trend**

"It is trending issue right now that affects our commodities."

- Music and Lyrics

"Interesting topics, time of day it was posted"

- mks1998

User's purpose of creating content (1/2)

Through the findings, we found out the 4 main purpose of creating contents on the community-based social media platforms:

1 **Social interaction**

"To connect with people in communities that share similar interests or hobbies."

- Orchidsun23

"As an outlet for myself and a way to connect and communicate with others."

- megfalconer

2 **Self-entertaining or entertaining others**

"My main purpose is to entertain people and explain them with stuff they may not know. Such as helping others with their software problems and posting memes I sometimes make to make others laugh a bit."

- Juancete02

"For entertainment, news, inspirational and motivational, lastly for investment"

- Music and Lyrics

User's purpose of creating content (2/2)

Through the findings, we found out the 4 main purpose of creating contents on the community-based social media platforms:

3 Finding solution and creating discussion

"I started this community as I thought trading when done together with people who has different perspectives can make a big impact."

- FingerNails

"Mainly asking questions related to a hobby. sometimes sharing things I've made"

- mks1998

4 Educational purposes

"Teach people how to invest, and make money by the internet helping them improve their lives."

- Patoo98

"To develop more techniques in trading crypto and progress more. And earn more money."

- Y.A.C

Users blindly follow industry standard metrics, and they need a shift coming from the industry itself to start looking differently at success

What was tested

During the test, we asked the participants about their reasons of observing the metrics.

Validation result

Participants shared that observing the metrics helps them to gauge the community engagement level and for self-improvement purpose.

Therefore, it is **true** about users blindly follow industry standard metrics, but it is **false** that they need a shift coming from the industry itself to start looking differently at success.

Reason of observing metrics

Through the findings, we found out that these are the 2 main purpose of observing metrics on their content:

1 Measuring engagement level

"It allows you track the reception and engagement of the content that you post to see what succeeds in the communities you post in and what is well received."

- Orchidsun23

"Upvotes to gauge popularity and comments to see how many people want to discuss the contents of the post."

- Maddgear9

2 Self-improvement

"I want to get feedback on my post and to see if I should post more content similar to that. The like/dislike button I use mostly to check if they have liked it. And also the comments are a direct tool to get feedback on what went good or wrong for the reason that, I get to know exactly what others think/want.

- Juancete02

"Because it shows me how I can improve, and what I can change to become better"

- Y.A.C

Users do not want to give up the classic success metrics because it motivates them for content creation

What was tested

During the test, we asked the participants about their feelings when they received a high numbers of comments and likes.

Validation result

Though there are a few participants shared that having high numbers of metrics does not make an impact to them emotionally, majority shared that receiving high numbers on the metrics gives them a good or elevated feeling.

Therefore, the above hypothesis is **true** about the users not wanting to give up the classic success metrics (such as comments and likes) because it gives them a motivation in content creation.

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Key test findings

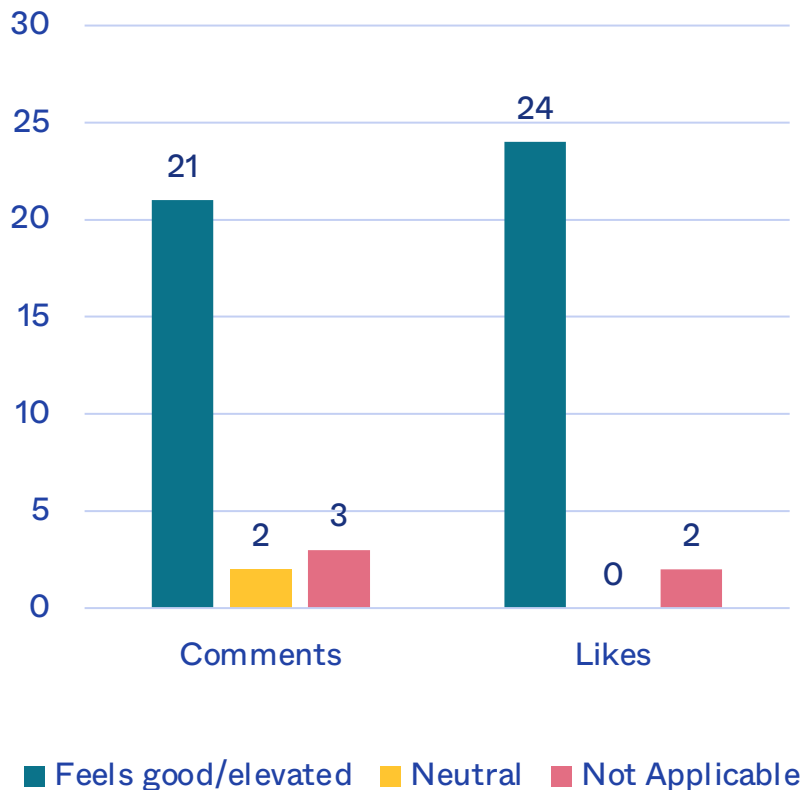# User feels good/elevated by getting high numbers of likes and comments on their content posts

What we tested

Participants were asked about their feelings when receiving a high number of comments and/or likes on their content posts.

Results

Majority shared that they feel elevated when they received a high number of comments and/or likes. However, there are a few of them sharing that it doesn't give any emotional impact when receiving a high numbers of comments and likes.

Ŭ Experience Design (XD)

Participant's feelings

Bar chart titled "Participant's feelings" showing:
- Comments: Feels good/elevated 21, Neutral 2, Not Applicable 3
- Likes: Feels good/elevated 24, Neutral 0, Not Applicable 2

Legend: ■ Feels good/elevated ■ Neutral ■ Not Applicable

The reason behind the good/elevated feelings when receiving a high numbers of comments

"I feel good, it means it was something worth talking about. This is usually because I do not post anything that would be normally perceived as controversial so there would not really be a chance for negative comments in regular time."

- MrNoodles

"I enjoy receiving a large number of comments whether in favor or not of my post because it gives us an opportunity to connect and grow in our thinking and relationship and better understand each other.

- megfalconer

"I would feel elevated. The comments are valuable recognition for the work I do. It just assures me that I am in the right path."

- FingerNails

"I would feel good because I know that I'm making a good contribution to the group."

- RnJohn

"When I see High number of comments, it feels very exciting that people are getting useful information by my post. They got aware and share things with their friend and family to make aware of the events."

- ignitetester

The reason behind the good/elevated feelings when receiving a high numbers of likes

"A lot of likes make us feel good, cause hormonal reactions in our body and loft our dopamine levels. Like anyone else I like getting positive reinforcement and would he excited to make others happy and make their day with my posts."

- megfalconer

"The likes on the post shows the inner feeling of person that they are caring for this, showing sympathy."

- ignitetester

"You can feel that you are reaching high number of audience. and this audience are needing help that you resolved."

- BJ1499

"That's the point of posting on social networks. It provides social recognition."

- nk11

"I will take it positively and it will encourage me to create good content."

- xecuter

Users find it more important that they get 1 like from a person with certain expertise or certain reputation, than 10 likes from passers-by

What was tested

During the test, we asked the participants about their feeling when a celebrity/influencer left a comment or/and give a like on their post. We also asked them if they will also change their content creation based on the comment and/or like received.

Validation result

Majority felt happy if a celebrity/influencer left them a comment and/or like. However, they shared that they would not change their content creation, unless it is necessary, but will make more similar type of content in their community.

Therefore, the above hypothesis is **false** about the users find it more important that they get 1 like from a person with certain expertise or certain reputation, than 10 likes from passer-by.

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User's emotional feeling when a celebrity or influencer left a comment on their post

"It wouldn't mean much, it would feel good though, that my content has reached someone famous. But that doesn't mean its comment has higher value than an average user."

- Y.A.C

"This is definitely something worth getting at least a little excited about. I tend not to respond, unless they prompted it. I would screenshot it and send it to my friends!"

- MrNoodles

"I would feel somewhat special, meaning that a celebrity acknowledge my post and discuss that with others."

- Juancete02

Ŭ Experience Design (XD)

User's emotional feeling when a celebrity or influencer gave a like on their post

"I would feel like it reaches a wider audience and range of people than I thought it could and realized it had before. To me the more famous the person once the more it meant my audience had branched out and gotten wider."

- megfalconer

"More valued, because they're typically more conservative about giving likes as it represents their personal beliefs."

- BigManBubby

"I'll feel really good compared to an average person but not as good as I would if they commented on it."

- Nala1007

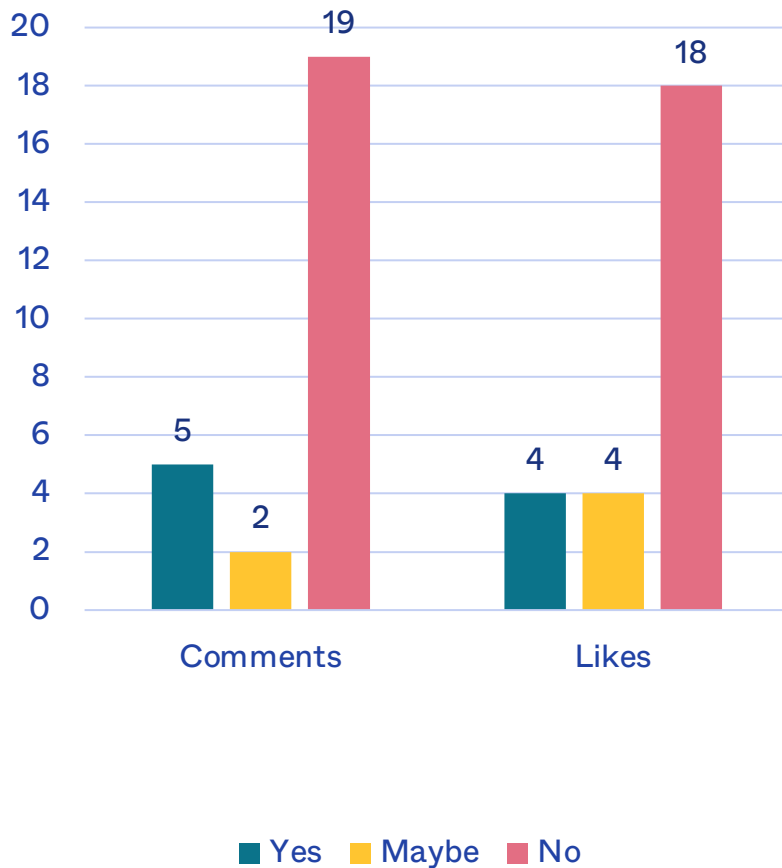# Changing content creation based on celebrity/influencer's comment or like

What we tested

Participants were asked if they will change their content creation methods based on celebrity/influencer's comment and like.

Results

Majority shared they will not change their content creation if a celebrity/influencer left a comment or like. However, there are some of them may change their content creation shared depending on feedback comment left on their post.

ʊ Experience Design (XD)

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Changing content creation based on celebrity/influencer's comment

"Influencers are highly influential and gaining their attention is key in increasing user awareness."

- BigManBubby

"I will try to create more engaging and helpful content as I am getting ore reach."

- thedollarhack

"Maybe, if I knew exactly why they picked that post to comment on compared to my other ones."

- megfalconer

Not changing content creation based on celebrity/influencer's comment

"I don't see why it would. Perhaps, I'd be more careful posting some content knowing that is has the potential to reach far more people or people with larger influence than me."

- Fruity17

"It would just make me happy that it means I am getting bigger. It doesn't mean I should change my content at all. If anything it would mean I should keep going the way I am"

- Y.A.C

"I will not change the style of content but rather focus on the genres which I am working on."

- ignitetester

"Ibelieve when you are helping a lot of people your contents are good. but also it depends on a comment if the comment is positive and giving courage to improve my content, I will be better in content creating"

- BJ1499

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Changing content creation based on celebrity/influencer's likes

"It would give me more of a mindset of how I can change people's lives and would kept in mind that more people are seeing my content so what do I want more people to see. If I know more people are viewing my content, it might change what I post. I might be more likely to reach out about bigger issues that effect more parts of the world or are more international based on who has seen it and who interacts with my content and has been connecting."

- BigManBubby

"I will be forced to make better quality trades/content as a wider audience is involved."

- FingerNails

"If there was a possibility of reviving engagement from one of my "idols", I would put more thought into the content I create."

- Orchidsun23

"I am inclined to think about a lot of things. If a platform is open source and easier to use, I'll use it to create my content and post it elsewhere."

- PurpleWildflower8053

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Key test findings

Not changing content creation based on celebrity/influencer's likes

"Because I know that I'm making things right enough for a celebrity to look at my comment."

- RnJohn

"Maybe I would make more content like what they liked but I just do what I do normally."

- PumpkinT

"No. My post only change based on my interest."

- Music and Lyrics

"Not particularly, as the majority of engagement isn't through influencers."

- BigManBubby

"Not at all, I don't put people on pedastols."

- SkyLake9227

"No, because like on a post is not a big metric for me."

- INCENDIA8

ʊ̃ Experience Design (XD)

A high number of comments or likes on a post is always a positive indicator to the creator that the content has reached a large audience

What was tested

During the test, we asked the participants their thoughts about receiving high number of comments or likes. We also asked the participants to share with us on the action that they will take when receiving high number of comments.

Validation result

Majority believes that having a high number of comments and likes on their content post will help them reach out to large audiences with the same interest. However, there are some participants believe that it is not always true.

Therefore, the above hypothesis is **true** about a high number of comment or like on a post is always a positive indicator to the creator that the content has reached a large audience.
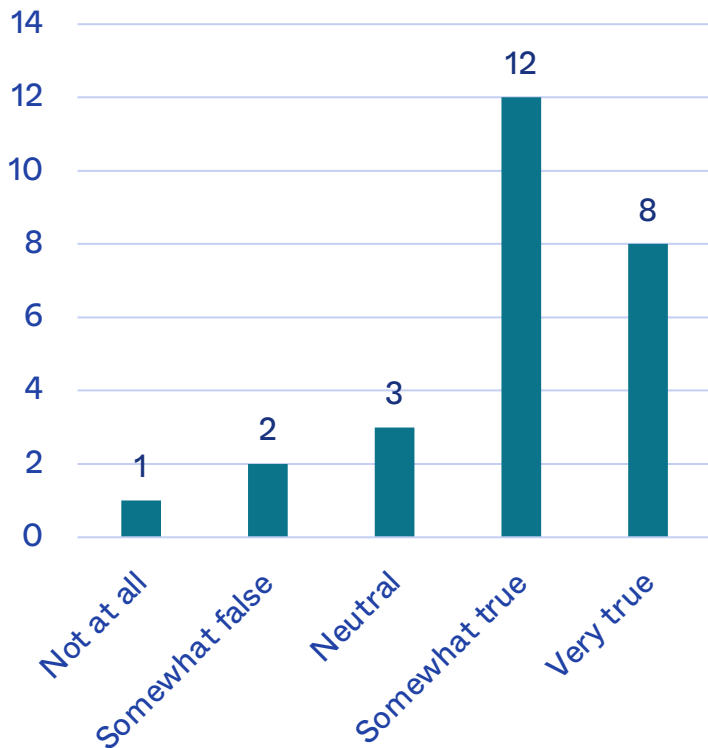
High number of comments = larger audience reach

What we tested

Participants were asked to rate how much they believe a high number of comments on their post indicates that the post has reached a larger audience.

Results

Majority believes that having a high number of comments on their content post will help them reach out to large audiences with the same interest. However, there are some participants believe that it is not always true that having a high number of comments will reach out to larger audience since there could be viewers who left unpleasant response.

Participant's response

Bar chart of Participant's response:
- Not at all: 1
- Somewhat false: 2
- Neutral: 3
- Somewhat true: 12
- Very true: 8

It's not true that high number of comments will reach out to a large audience

"Sometimes people with a lot of followers posts something and it gets a lot of likes but not many comments, vs people with little following get a lot of comments but not as much people has seen it."

- Nala1007

"Posts could be popular/well received even without many comments. Upvotes/likes are a better indicator."

- nk11

"More comments doesnt always mean it reached more people because it could be a controversial post and spam also doesnt count."

- TheRealHaz

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It may not be necessary that a high number of comments will reach a large audience

"A high number of comments does not necessarily indicate that it reached a larger audience. it may just mean that you made a controversial comment or asked a question that prompted many replies."

 - Orchidsun23

"One person could be posting a lot of comments, which means it hasn't necessarily reached a large audience."

 - mks1998

"The post could have just gone viral."

 - Zycog

Ũ Experience Design (XD)

It's true that high number of comments will reach out to a large audience

"People sometimes don't feel like leaving comments. sharing to me indicates more interest and shows that people are seeing it off the app. the view counter also helps."

- PumpkinT

"To an extent, but some content may be more replyable than others i.e. if it's asking a question engagement may increase, but may not indicate a more successful post."

- BigManBubby

"It means people have put effort in replying and commenting, which people wouldn't usually do unless they are interested or that they got the point of the post."

- Y.A.C

"The more comments a post has, the more people has seen the post and had a strong enough opinion to post."

- RnJohn
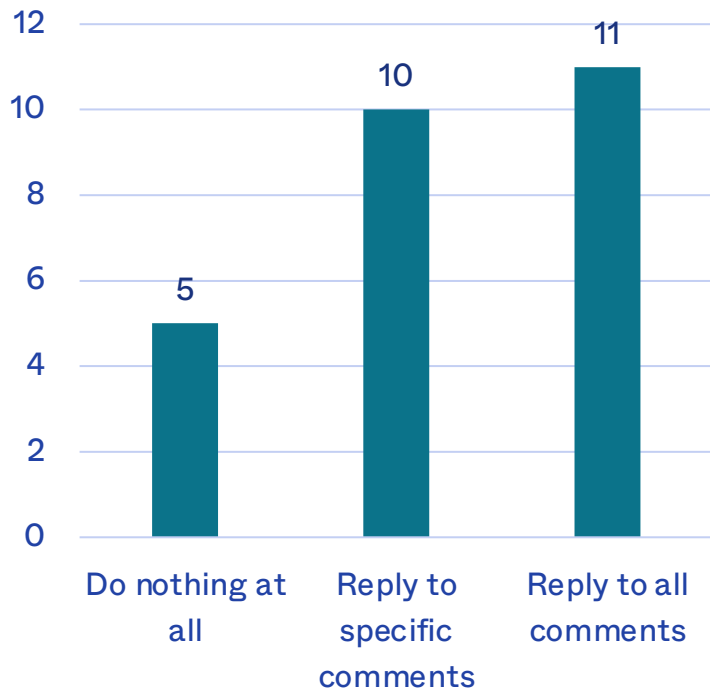
Action taken when receiving high quantity of comments

What we tested

Participants were asked if they will take any action when receiving a high number of comments.

Results

Majority shared that they would reply to either specific types of comments or to all comments to show their appreciation. However, there are a few of them who shared that they would do nothing at all.

Participant's response

Bar chart titled "Participant's response" with values:
- Do nothing at all: 5
- Reply to specific comments: 10
- Reply to all comments: 11

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Do nothing when receiving a high number of comments

"I don't want a bunch of notifications for each comment."

- MrNoodles

"Wouldn't do anything."

- redarmy04

"Turn off inbox replies."

- mks1998

"Nothing, I just let the people comment."

- RnJohn

Reply to only specific comments when receiving a high number of comments

"When they need some help or assist, I comment down to their reply so that they could resolve."

- ignitetester

"If the post had receive a high number of comments I will usually not reply to all of them but I will read all of them. I will only reply to one's worth replying to."

- Orchidsun23

"Reply to those that deserve replies. Upvote individual comments that bring good discussion points."

- Maddgear9

"I'll respond to some of them and like the other ones i dont want to respond to. It will probably make me want to post more things if the comments are positive."

- Nala1007

"I respond to everybody. but depends if the comments are repetitive, if so, I tend to ignore it."

- PurpleWildflower8053

"If there are too many comments, I can't be bothered to reply to all. If some stick out or could trigger and interesting conversation, I would reply."

- nk11

Ŭ Experience Design (XD)

Reply to all comments when receiving a high number of comments

"I feel it's important to reply to the comments because it shows them that I am here with them and not someone just posting content and ignoring the comments. people feel validated and satisfied when you reply to their comments."

- Y.A.C

"I usually replied on the comments or react on them to make my content post to be more interactive."

- BJ1499

"I read it all and delete those unnecessary comments or comments that relates to cyber bullying, as I am cautious when it comes to comments."

- Music and Lyrics

"I reply to each one of them even though it's just a thankyou and also upvote the comment."

- INCENDIA8

"I will respond usually and react to the comment and it will show me what kind of content to make more often."

- megfalconer

Frequency for looking at specific types of comments

What we tested

Participants were asked how often they look for specific type of comments on their posts.

Results

Majority shared that they do look for specific type of comments, such as questions and solutions. However, most of them does not do it that frequently. In addition, there is some participants who do not look for specific type of comments as it is not relevant to their content.
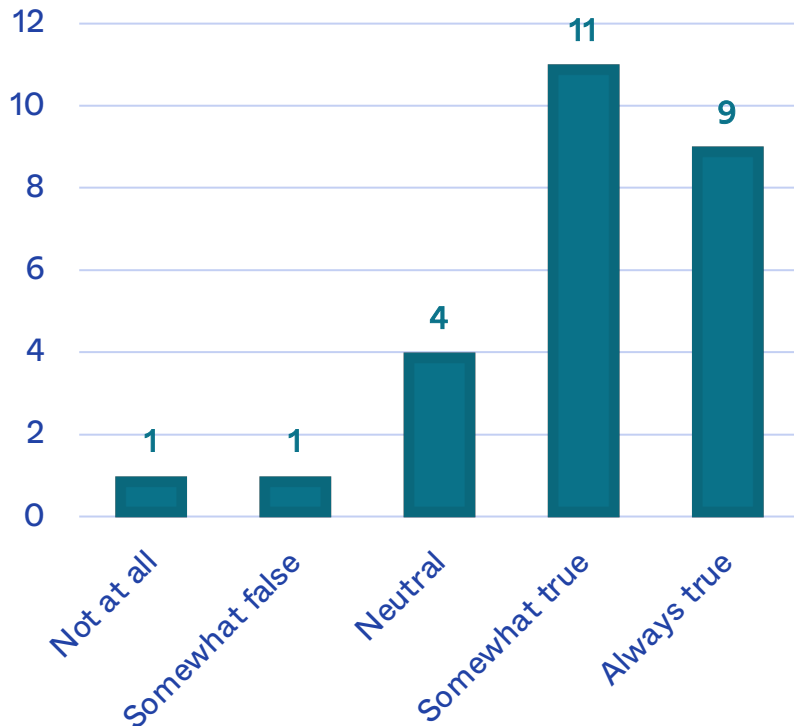
ᘜ
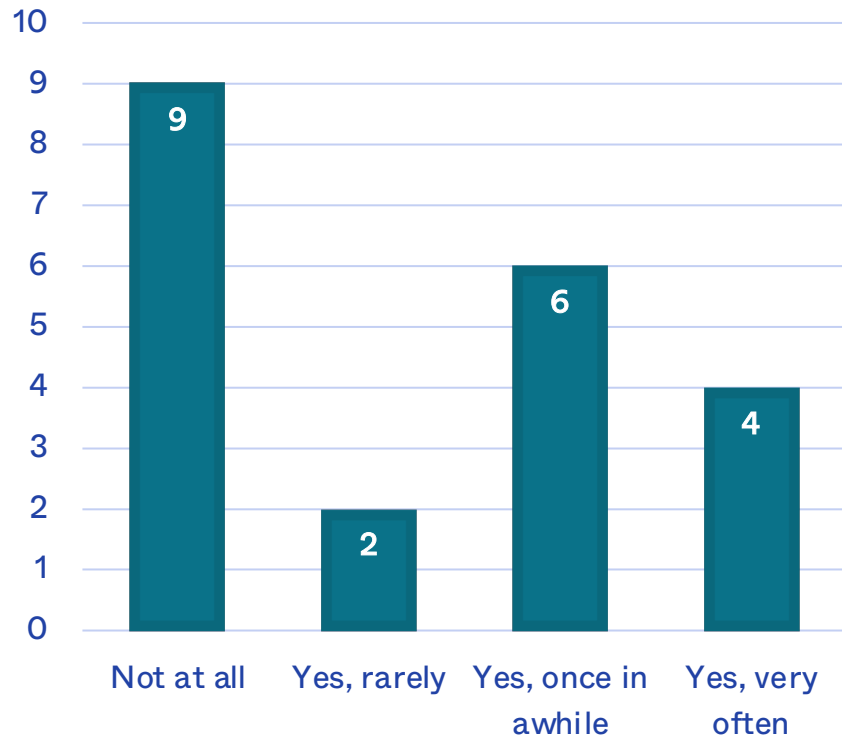
High number of likes = large audiences

What we tested

Participants were asked to rate how they view about having their contents being able to reach to a larger audience based on the high number of likes.

Results

Majority believe that it is true that high number of likes will lead to higher reach of audiences. However, there are some felt that having high number of likes may not reach out to a large audience of the same interest.

ᘜ Experience Design (XD)

	1	1	4	11	9
	Not at all	Somewhat false	Neutral	Somewhat true	Always true

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User is neutral about having a high number of likes to reach large audiences

"Likes are not totally indicator of views or audience. Because sometimes as a viewer you read the content or you watch the content without clicking "like" icon on it."

- BJ1499

"It means that the people watching like it, but it doesn't mean that its reaching many people."

- Y.A.C

"You may receive more dislikes than likes and so it appears that you only have few likes but really you did reach a large audience. so likes do not generally mean greater audience."

- Orchidsun23

"Sometimes people desparately likes without knowing everything."

- ignitetester

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User believes that having high number of likes will reach a larger audiences

"*People tend to like most of the stuff they see on their social media vs commenting or interacting in other ways.*"

- Nala1007

"*More likes is an indicator that people like the content and they can only like once so it is unique viewers.*"

- SkyLake9227

"*Mostly its a positive sign, in rare instances it may be sarcasm but that doesn't happen often.*"

- Maddgear9

"*More likes = more people enjoying the comment*"

- redarmy04

"*Likes can be an indicator of reach as it indicated volume of people coming in. But then in discord likes are in the form of reactions and since reactions can have various meanings, I can use that feature to know whether people have positive or negative reactions to my post.*"

- FingerNails

ꭎ Experience Design (XD)

Users would like to know why someone like their content

What was tested

During the test, we asked the participants if it is important to them to know why their viewers gave them a like on their content. We also asked them if they are also interested to know their audience demographic.

Validation result

Majority believe that it is important to find out why their contents are getting likes and they are also interested about understanding their community demographics.

Therefore, the above hypothesis is **true** about users would like to know why someone like their content.

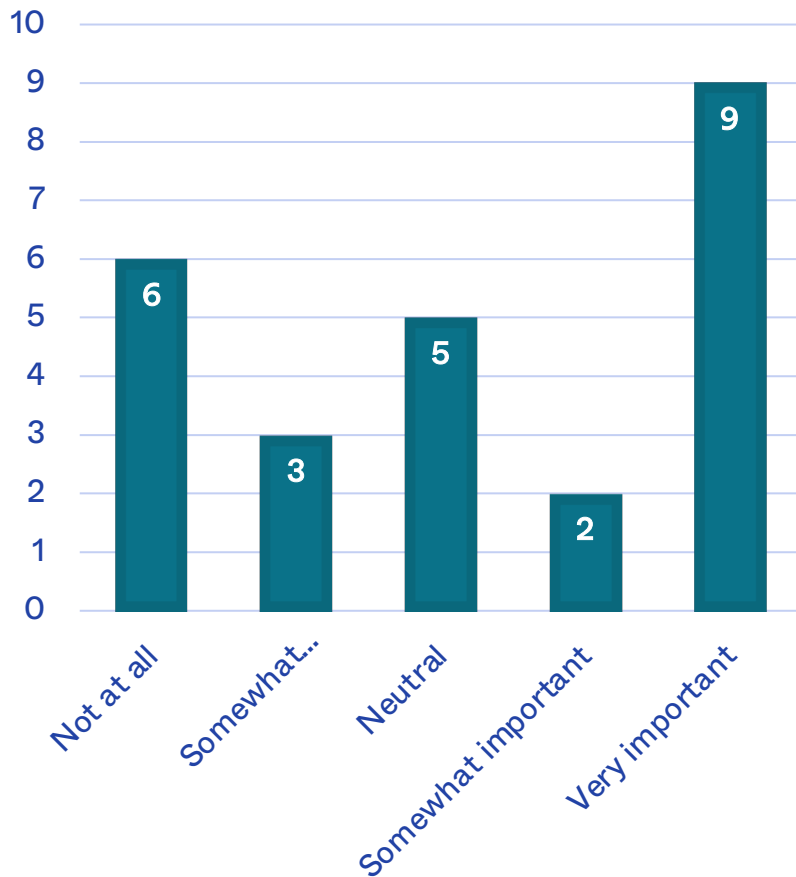# Understanding of getting likes

What we tested

Participants were asked if it is important to know and understand the reasons behind each like that they received.

Results

Majority believe that it is important to find out why their contents are getting likes. However, there are some participants believe that it is not important to know the reason behind each likes, as they find that it is not applicable to their current platform, or they feel that some viewers give likes without any reason behind.

˘U Experience Design (XD)

Not at all	6
Somewhat...	3
Neutral	5
Somewhat important	2
Very important	9

It is not important to understand the reason behind getting a like from a viewer

"Not really concerned with why people like my content."

- nk11

"I don't really care about likes. it is discord and not something like Instagram.

- SadCat

"Because many people have different reasons to like posts.

- RnJohn

"I feel like needing to "understand" the reason would complicate the process on the platform with your content."

- Orchidsun23

"People tend to like everything without paying much attention to it."

- Nala007

"I don't really care why as long as they did like it."

- SkyLake9227

It is neither important or unimportant to understand the reason behind getting a like from a viewer

"I would like to know what makes other tick. What about my post they liked and what compiled them to read the whole thing. What was their favourite part and what they want more of."

- megfalconer

"Most of the time it can be inferred as positive. But an indicator of intention wouldn't hurt either."

- Maddgear9

"It is not something that I am too surprised about, obviously from my perspective I think the content I make is worth a like for sure."

- MrNoodles

"Too many potential reasons."

- Fruity17

"It doesn't make a difference."

- mks1998

It is important to understand the reason behind getting a like from a viewer

"It allows you to reinforce your mission, to best increase your exposure."

- BigManBubby

"Because it will give a feedback or it is an indication that it is good."

- Music and Lyrics

"So you can make better timings, cuts, focus on what people actually wants to see."

- PurpleWildflower8053

"I know in that way that people like my content and the work that I do."

- Patoo98

"So I can replicate the success on the next post."

- PumpkinT

"I would like to know what makes other tick. What about my post they liked and what compiled them to read the whole thing. What was their favourite part and what they want more of."

- megfalconer

Understanding viewer demographics

What we tested

Participants were asked if they are ever interested in knowing the demographic of their viewers, who frequently respond to their posts.

Results

Half of the participants felt that they are interested to understand their viewers demographics, such as **gender and age**, while some of the participants felt that they are not interested to know since the viewers who are in their community shared the same interest as they are.

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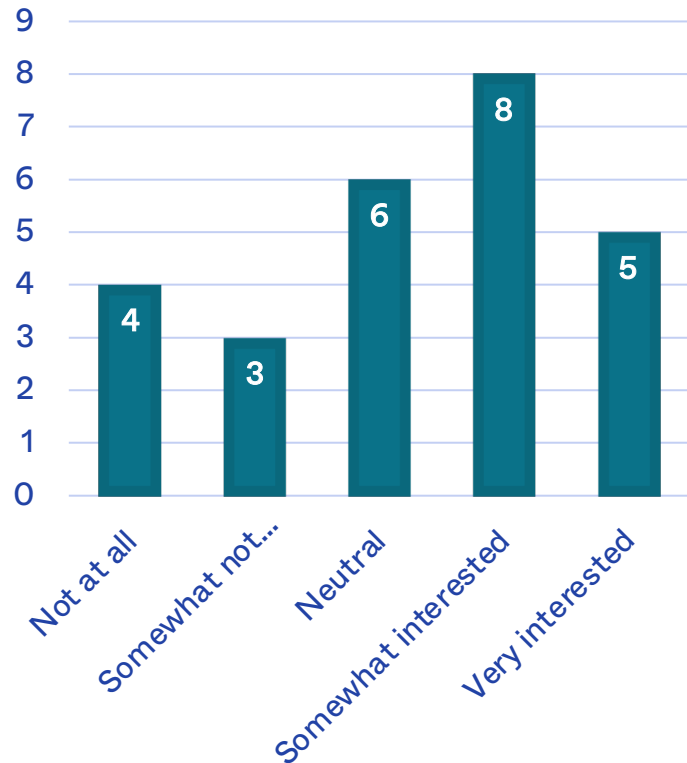
Key test findings

Participants who are not interested in understanding their viewers demographics

"You know your community and the type of people in it."

- SadCat

"Don't judge a book by its cover in my opinion."

- redarmy04

"I am not interested in metrics."

- nk11

"It would be interesting to look at but wouldn't change how I create content."

- SkyLake9227

"No reasons other than curiosity."

- Fruity17

"Because that is of no importance to me."

- RnJohn

"It's not relevant for the content I create."

- thedollarhacks

Ʊ Experience Design (XD)

Participants who are neutral about understanding their viewers demographics

"I do not really want to know the people I talk to on this site, all I care about is that they share the same interest when we engage in discussion."

- MrNoodles

"I'm in the middle in this argument for the reason that the demographic doesn't change the way I create content, because, as a community, I think we share the same passion no matter the age."

- Juancete02

"I dont think its important. My content could be for anyone in all ages and sexes."

- Y.A.C

"My business is global, so i don't mind in which place they see me."

- Patoo98

"I don't make public posts."

- Zycog

Participants who are interested in understanding their viewers demographics

"I like to know who's watching just for curiosity. Its cool to see when people far away are engaging. I also like to look at analytics to see how my account is doing."

- PumpkinT

"I would like to see whare people are from but wouldn't care about their ages because just from the type of content you make you can know that."

- Nala1007

"I would like to know how far across the world my content is reaching so I know what language to use and how to put things better so someone who isn't local would understand."

- megfalconer

"People gain huge knowledge by looking at the insights so that they can apply tactics in future posts."

- ignitetester

Changes that would improve current content creation process (1/3)

In the test, we asked the participants on the improvement that they hope to see in the community-based social network platforms.

1 Better moderation support

"I would have a team to check the comments for me and filter if there is anything of value for me to take into consideration, and to reply to the comments. I would spread awareness of the content I am making. Not the content itself, but the topic that I am making my content about."

- Y.A.C

"Ask someone to edit things for me, have an advisor that tells me when to post."

- Nala1007

"I would probably ask more people for help if I was powerful and had unlimited resources to make sure I did it right and that I was capable than I can currently be by myself."

- megfalconer

Changes that would improve current content creation process (2/3)

In the test, we asked the participants on the improvement that they hope to see in the community-based social network platforms.

2 Commenting as an anonymous

"I would give the user option to be anonymous or not. I would also make the comments and likes notification less cluttered."

- INCENDIA8

3 Content recommendation

"I would advertise my community. Make some open forums for it. Get people's perception of my community. And also bring in investors."

- FingerNails

"Create a perfect algorithm that best matches my content with people interested in that topic."

- Zycog

Changes that would improve current content creation process (3/3)

In the test, we asked the participants on the improvement that they hope to see in the community-based social network platforms.

4 Universal content posting

"If I had a lot of money, I would redesign the method to upload content, so to have a similar way of creating content on every community. In other words, I would make a universal way of posting the content you like no matter the restriction each community has."

- Juancete02

"I would try to bring in more tools for better content. Make a few changes and develop a few bots(automated bot that pulls in contents from other platforms) which make my tasks easy."

- thedollarhacks