CaPROMISE Briefing Report:
Social Media Applications for Communications with Participating CaPROMISE Youth

Prepared for and on behalf of the

California Department of Rehabilitation

and the

State Agency partners, 20 Local Educational Agency partners, the
16 Family Resource Centers and **SSI participants and their families**

by the

Interwork Institute, San Diego State University

September 15, 2016

CaPROMISE

Social Media Applications

(compiled between June and August, 2016)

Preface: A critical issue with CaPROMISE is to maintain continuous communication with the participating youth and their family members. The traditional approaches of mailings and telephone contact are important. However, with the changing technologies and the increasing access to social media via cell phones, computers, notebooks and other technologies, it is important to examine social media applications that expand our opportunities and means to communicate.

This report was completed under the supervision of the staff of the Center for Distance Learning (II-CDL) through the Interwork Institute at San Diego State University. Thirteen questions were identified as guidelines for reviewing the social media applications. The staff used available media and reports to answer the questions. Based on the expertise of the staff, they identified questions that we considered relevant for the CaPROMSE participants, their families and the CaPROMISE staff. Issues such as accessibility, security, confidentiality and relevance for employment were considered in the review of these social media applications.

We identified nine social media applications as the most commonly used and identified them as the "popular" applications. There were nine social media applications that we identified as "emerging" applications because they were relatively new and/or there was limited information regarding their applicability for CaPROMISE. **We are not endorsing any specific social media application.** This information is strictly for information purposes and to provide the CaPROMISE staff with potential social media application resources for their youth and family members.

We know that social media is a constantly changing environment with applications being developed and refined on an ongoing basis. We will continue to review emerging social media applications and refine the information regarding these applications. We would appreciate your feedback, suggestions and uses of these social media applications as you work with the CaPROMISE participants and their families.

Report authors:

Jerod McFarlane, Research Assistant

Minah Oh, Director of II-CDL

Young Yang, IT Manager

Vanessa Corona, Research Associate

Table of Contents

Popular Social Media applications

       The following is a summary of nine Social Media applications that have been in use over an extended period of time. These are the most commonly used applications.

Name of Media approach:
Facebook
What is the purpose?
To keep in touch with friends and family through messaging and sharing photos.
Is there a target audience?
The target audiences are ages 18-29 however the average age of a user is between 45-52.
What is the typical content?
Typical content is people sharing pictures with each other and businesses advertising new products.
What devices are required? Can it be used by smart phones, tablets, and computers?
It can be accessed through any smart phone, tablet, or computer.
What technical skills does a person need?
No technical skills are required other than being able to control the device accessing Facebook.
What are the security issues?
Any information linked to an account can be accessed unless made private such as emails or birthdays.
Are you able to attach pictures or documents?
Yes, both photos and documents can be attached.
Is the information stored and can it be retrieved?
Anything that someone posts or a message that is sent to or from them is stored along with any information collected by Facebook's third party companies. Anything deleted by a user

Compiled between June and August, 2016

Name of Media approach:
Facebook
cannot be retrieved however messages can be archived instead of deleted so they can be retrieved.
Is there any concern for users being exposed to crimes?
If a user posts enough information, a criminal can use that information to get past security questions when trying to access the user's email. If a user accepts unknown friend requests they are allowing possible scammers access to their information.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen such as Smart Phone, tablets, and/or computers?
Facebook has a dedicated accessibility team that updates the website and the app fortnightly also utilizing an automatic alternative text system which explains what is happening in a picture so that screen readers can read pictures.
Is the media used for job search or recruitment? If so, how it is being used?
Employers commonly check Facebook for pictures with employees in them that show them in social situations (i.e., drinking, partying, traveling, etc.) and often leads to them being fired. Eight percent of companies have fired someone because of content they had posted to Facebook. Businesses also commonly recruit new employees using Facebook.
Is it easy for all users to cancel the account?
Yes the user just has to follow a few steps to confirm the deletion of their account.
Comments – what are your opinions and observations?
Facebook can be very useful for many people but can easily be used as a way to access information and for employers to find both positive and potentially harmful information on employees and potential employees.

Name of Media approach:
Google+

What is the purpose?

To allow people with similar interests to meet each other and talk about the interests they have in common. Circles can be formed between people, so they can talk to each other and share information they find on Google+.

Is there a target audience?

There seems to be a fairly even balance between ages of users, however the majority of users are male.

What is the typical content?

A post can be anything from a scholarly article, current events, or just a funny picture.

What devices are required? Can it be used by smart phones, tablets, and computers?

It can be accessed through a computer as well as a smart phone and tablet with very minimal differences between the three devices.

What technical skills does a person need?

No skills are needed other than being able to create a username and password.

What are the security issues?

With Google+ much of the user's personal information is visible to anyone unless the user chooses to make everything private.

Are you able to attach pictures or documents?

Yes, it works similarly to sharing a document or picture in Google drive except on Google+ a user can post the picture like any other social media.

Is the information stored and can it be retrieved?

Google+ collects any personal information given to it along with any information collected through its affiliates. Any information the user has provided to Google+ can be retrieved through Google where the user can download any information that is stored.

Compiled between June and August, 2016

Name of Media approach:
Google+
Is there any concern for users being exposed to crimes?
There are no major concerns as long as the user does not post a picture revealing the user performing a criminal act.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen, i.e., by Smart Phone, tablets, and/or computers?
Google+ uses talkback to make it much more accessible for users who cannot see the screen.
Is the media used for job search or recruitment? If so, how it is being used?
It can be used by companies to post information about open job positions so users who are in the same circles as the businesses can see the open positions and apply.
Is it easy for all users to cancel the account?
The user goes into the settings and chooses to delete the account and follow additional steps.
Comments – what are your opinions and observations?
Google+ has the most users of any social media, but with only 10% being recorded as active. The users however are very active and have a very strong community for spreading information and helping each other whether it is for jobs or other interests.

Name of Media approach:
Instagram

What is the purpose?

Posting pictures and videos to share with friends or to entertain people.

Is there a target audience?

The most common users are between ages 18-29

What is the typical content?

The typical post contains a picture or short video with a caption and contains whatever information the user would like.

What devices are required, i.e., smart phones, tablets, and computers?

Instagram is mainly accessible through mobile devices, however it is usable through a computer but with less features.

What technical skills does a person need?

The user must be able to upload a picture or video, which requires having the multimedia readily available.

What are the security issues?

There has been a proven flaw in Instagram security allowing a skilled hacker to gain access to any login credentials and possibly financial information if any purchases were made through Instagram.

Are you able to attach pictures or documents?

Pictures can be attached but not documents.

Is the information stored and can it be retrieved?

All pictures, videos and given information are stored in Instagram's database, but none of it can be retrieved once it is deleted. Pictures and videos that are not deleted can only be retrieved through the use of a third party app.

Name of Media approach:
Instagram
Is there any concern for users being exposed to crimes?
Users can be tagged in pictures and videos involving unacceptable behaviors. Also users can post their location along with their picture leaving them susceptible to theft.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
Instagram works very well with screen readers except for pictures because a description of the picture is highly dependent on the user who posts it.
Is the media used for job search or recruitment? If so, how it is being used?
For job seekers, Instagram can be used as a tool to see the inner workings of a company through pictures or videos of employees or the company's direct account. Businesses also use Instagram to attract people to their business, which enables them to look at what kind of person is trying to obtain a job at their business.
Is it easy for all users to cancel the account?
Instagram only requires going to Instagram's website on a desktop computer and confirming that the user wants to delete their account.
Comments – what are your opinions and observations?
Instagram is easily the most used social media right now. Although it does have fewer users than Facebook, it has many more active users.

Name of Media approach:
LinkedIn

What is the purpose?

Users create a resume and establish business connections.

Is there a target audience?

Job seekers and professionals looking to hire or be hired are the primary target audiences.

What is the typical content?

Users post successes they have in their line of work or different careers that they would be interested in pursuing.

What devices are required? Can it be used by smart phones, tablets, and computers?

LinkedIn can be accessed from most devices since they have a mobile site and an app.

What technical skills does a person need?

The user needs to be able to assemble a profile containing their resume and other contact information.

What are the security issues?

There has been one security breach in which millions of users passwords were stolen. However this is the only case of a major security breach. The only information that can be stolen is one person posing as another user.

Are you able to attach pictures or documents?

Yes. As of 2016, users can post pictures or work documents

Is the information stored and can it be retrieved?

LinkedIn collects any provided personal information along with their services that the user accesses and any accounts the user links to his or her profile. The user can request for an email containing all data related to his or her account.

Is there any concern for users being exposed to crimes?

Name of Media approach:
LinkedIn
There is no major concern for crime as there has only been one major security breach. As long as the user is not posting vital information, they will not have much to worry about.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
The site is mostly accessible for people who are blind and visually impaired. The largest problem is the user cannot see the faces of other profiles, so when there are multiple profiles with the same names it can be confusing.
Is the media used for job search or recruitment? If so, how it is being used?
The main purpose of the media is to help people make job connections and to help businesses hire people through the information on their profiles.
Is it easy for all users to cancel the account?
The user has to go into his or her settings and choose to delete the account then input his or her password.
Comments – what are your opinions and observations?
LinkedIn is a very useful tool for entering the business world and networking. It is fairly accessible since mostly everything is text based. The only downside is for blind and visually impaired individuals because they cannot see other users profile pictures making it harder to distinguish between two people with the same name.

Name of Media approach:
Pinterest

What is the purpose?

To post pictures of the user's own ideas and keep for himself or herself or to share with others and see how they create other ideas. Users create boards that showcase their creations and can have others become collaborators.

Is there a target audience?

The main audience of Pinterest is women who make up 85% of the user database.

What is the typical content?

Pictures that share ideas created by users and to sell a user's own created product.

What devices are required? Can it be used by smart phones, tablets, and computers?

It is accessible on any device, but with Android phones Pinterest does not have a dedicated app, so caution must be used when using a third party Pinterest app.

What technical skills does a person need?

To create an account and browse other people's ideas no technical skills are required, but to create something to share with other users requires some talent, i.e. making crafts or baking.

What are the security issues?

There is a potential for scams that appear to be companies giving away gift cards or products. There is also the possibility that a fake account tries to collaborate with a high profile user allowing the fake account to post anything and having it link back to the user.

Are you able to attach pictures or documents?

Yes, both pictures and documents can be attached.

Is the information stored and can it be retrieved?

Any information given to Pinterest is stored and even after the termination of an account there is an amount of time where Pinterest still holds that information. Pinterest does not offer any form of information retrieval other than a lost password.

Name of Media approach:
Pinterest
Is there any concern for users being exposed to crimes?
If a user is caught in a post involving criminal activities they can be charged for committing that crime.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
Pinterest is not very accessible for blind and visually impaired individuals who cannot see the screen because it is very visually based. They would not be able to see any of the products that are presented except for a few that have a description of what is in the picture.
Is the media used for job search or recruitment? If so, how it is being used?
For job seekers, users can search a topic relating to a job they are interested in and can research about the employers. Employers can post job openings, so when people are looking at their account they can view any open positions.
Is it easy for all users to cancel the account?
The user enters into the settings and chooses to delete the account then follow the steps.
Comments – what are your opinions and observations?
Pinterest is widely regarded as the next Facebook because it is one of the fastest growing and most highly used social media applications. It is slowly becoming less female dominated as more men begin to sign up as well.

Name of Media approach:
Reddit

What is the purpose?

Reddit is a forum-based website that is separated into subreddits which contain a very large variety of topics.

Is there a target audience?

The majority of Reddit users are males in their early 20's.

What is the typical content?

The typical content is inside a subreddit. Forums include someone starting a discussion, sharing a picture, or asking a question.

What devices are required? Can it be used by smart phones, tablets, and computers?

It can be accessed on computers, smart phones, and tablets.

What technical skills does a person need?

No technical skills are needed.

What are the security issues?

There have been multiple cases of users accounts being stolen because they had weak passwords. If users have strong passwords there are not any major concerns.

Are you able to attach pictures or documents?

Pictures and documents cannot be attached but they can be linked through the app.

Is the information stored and can it be retrieved?

Reddit collects any information provided along with some information if a purchase is made or a job is applied for. They also collect information sent through a direct message to another user and any images that are linked to the message. No information can be retrieved unless specifically asked for. Most forms of information are being collected but the user can opt out.

Name of Media approach:
Reddit
Is there any concern for users being exposed to crimes?
As long as the user is not posting personal information and is not posting anything illegal there are no concerns.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
Reddit is very accessible because it is entirely text based and works completely with a screen reader on all devices.
Is the media used for job search or recruitment? If so, how it is being used?
Reddit provides much assistance for job seekers.   An entire page contains information about job searching along with many subreddits related to job searching. Recruiters often use the site to find employees on subreddits that are designed for people to list job openings.
Is it easy for all users to cancel the account?
Yes. The users enter into their settings and choose to deactivate the account.
Comments – what are your opinions and observations?
Reddit has recently become a very large social network for people to communicate with each other about an endless range of topics.

Name of Media approach:
Tumblr

What is the purpose?

The user can create a blog containing pictures, videos, or anything else they want to share in one place.

Is there a target audience?

The target audience is for individuals between ages 16-24.

What is the typical content?

Typical content is a picture or article posted with a short comment where people will discuss the information in a thread.

What devices are required? Can it be used by smart phones, tablets, and computers?

Tumblr can be used on computers, tablets, and smart phones.

What technical skills does a person need?

No technical skills are needed, only being able to post a picture.

What are the security issues?

There are not many security issues since the website allows the user to have a password to login to the account and a password to access their blog. There is also very little personal information available so Tumblr users are not a very large target for hackers.

Are you able to attach pictures or documents?

Yes. Both pictures and documents can be attached.

Is the information stored and can it be retrieved?

Tumblr stores whatever information the user provides, such as email and age. The only information that can be retrieved is the user's password.

Is there any concern for users being exposed to crimes?

There is no more risk than anywhere else on the internet, only with the addition of posting

Name of Media approach:
Tumblr
criminal acts in a picture can get the user into trouble.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
The website is mostly text based so it is accessible for blind and visually impaired individuals. Tumblr offers alternative text reading, so pictures can be described through a screen reader.
Is the media used for job search or recruitment? If so, how it is being used?
Job seekers can showcase their abilities through their blog to attract the attention of employers. Businesses can post on their blog what kind of position they are looking to fill and have applications sent to them.
Is it easy for all users to cancel the account?
The user enters into the settings and follows the given steps for deletion.
Comments – what are your opinions and observations?
Tumblr can be very useful for conveying a message as long as a picture is provided because the users are very visually oriented in their focus.

Name of Media approach:
Twitter

What is the purpose?

To say what is on the user's mind in a couple of sentences (140 characters).

Is there a target audience?

The target audience is individuals between the ages of 18-29.

What is the typical content?

The average post is a sentence or two saying a person's thoughts, sometimes including a picture.

What devices are required? Can it be used by smart phones, tablets, and computers?

It can be accessed through any mobile device along with PCs.

What technical skills does a person need?

No technical skills are required.

What are the security issues?

Posting any personal information can be easily accessed even if the application is set to private. If someone follows the user, the information is now accessible.

Are you able to attach pictures or documents?

Yes. The user can post a picture or document alongside their tweet.

Is the information stored and can it be retrieved?

Twitter can store what kinds of links the user opens through the site and locations the user may post from, along with any personal information that the user provides. If the user makes any purchases through Twitter, Twitter will store the financial information.   Users can request to have their archive sent to them containing all of their tweets and messages.

Is there any concern for users being exposed to crimes?

If a user is not aware of what they are posting it can lead to criminal charges if their post

Name of Media approach:
Twitter
impedes on another person's rights. For example, a woman who was one of many to call a man a pedophile where she was later sued along with many others under the charge of libel.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
They have a team dedicated to making Twitter more accessible for screen readers. There is also a website called easychirp, which allows Twitter to be fully usable through a screen reader. They are also implementing alternative text, so a picture can be described with a screen reader.
Is the media used for job search or recruitment? If so, how it is being used?
Many companies will post on Twitter when they have an open job listing and allow other users to apply through Twitter. It allows the companies to check if the applicants have any discriminating material that they have posted.
Is it easy for all users to cancel the account?
The user enters into the settings and inputs their password and provides the final confirmation for deleting their account.
Comments – what are your opinions and observations?
Twitter is a very useful media tool to find people of all ages and usually find additional information on those people.

Name of Media approach:
YouTube

What is the purpose?

Uploading videos with any form of content.

Is there a target audience?

The most common age demographic is individuals between 25-34

What is the typical content?

YouTube has a vast variety of content, the most popular for women is makeup related videos, for men it is gaming, and there is an even split for animal videos. There are also many educational videos, however the majority of videos are for entertainment purposes.

What devices are required? Can it be used by smart phones, tablets, and computers?

YouTube can be accessed through potentially any device connected to the internet. It is now expanding to be accessible through televisions.

What technical skills does a person need?

To post a video, the user must create a video usually having access to some sort of video editing software, but the user can post any form of video regardless of production value. The user can comment on other people's videos instead of posting them, which requires only the ability to type a comment.

What are the security issues?

YouTube has had some serious security issues in the past such as a hacker revealing 40 different issues then warning Google about potential security breaches, however they have been taken care of now. There are no major security issues other than the usual possibility of someone's account information being hacked into which is very difficult to do.

Are you able to attach pictures or documents?

The website only supports videos, no pictures or documents.

Name of Media approach:
YouTube
Is the information stored and can it be retrieved?
The information is stored in Google's large database and can be retrieved if deleted recently, however the information will eventually be wiped completely from the database.
Is there any concern for users being exposed to crimes?
Users can easily post a video that can be seen as self-incriminating, which can lead to a criminal charge. There have been similar cases before, such as a man who posted a music video involving children and vulgar lyrics where he was later charged for child pornography.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
YouTube is accessible to using screen readers, however since the main form of content is in video form there is less appeal.
Is the media used for job search or recruitment? If so, how it is being used?
YouTube is very rarely used if ever as a tool for job searching, but can be used against someone applying for a job if they have controversial videos related to their name.
Is it easy for all users to cancel the account?
The user enters into the settings and provides his login information to permanently delete his channel.
Comments – what are your opinions and observations?
YouTube is a highly used media tool because it offers a large variety of content.   A large of amount of content is very controversial.

Emerging Social Media Applications

The following is a summary of nine emerging Social Media applications. They are used for specific purposes and/or new applications.

Name of Media approach:
Ello
What is the purpose?
An invite only social media without any advertisements is for artists of many different kinds to share their work with each other.
Is there a target audience?
Artists who look to share their work.
What is the typical content?
The content is whatever form of art a user chooses to present.
What devices are required? Can it be used by smart phones, tablets, and computers?
It can be accessed through smart phones, computers, and tablets.
What technical skills does a person need?
The user must apply to Ello to be invited and must have some sort of art to provide to the community.
What are the security issues?
Ello prides itself on not sharing any of the user's information, so the only security issues are a hacker, which no large hacks have been reported.
Are you able to attach pictures or documents?
As of now only pictures can be shared.
Is the information stored and can it be retrieved?
Ello collects information based upon what kind of content the user views. However, the user can opt out of this program, so the information is not stored. No stored information can be

Compiled between June and August, 2016

Name of Media approach:
Ello
retrieved.
Is there any concern for users being exposed to crimes?
There is no way to make a user's account private, so all users can see others' information.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
Ello has not put much effort into accessibility receiving many complaints about not being able to use it when the screen isn't visible. However, Ello is currently in progress of overhauling the accessibility of their site to make it more user friendly.
Is the media used for job search or recruitment? If so, how it is being used?
As of now since Ello is in beta and still invite only, it is used mainly for connections rather than hiring or looking for a job.
Is it easy for all users to cancel the account?
Yes. The user must enter into the settings.
Comments – what are your opinions and observations?
Ello is slowly making its way to become a very large social network, but once they are no longer invite only, people may lose interest.

Name of Media approach:
Flickr

What is the purpose?

Flickr is designed for users to share pictures and videos with one another.

Is there a target audience?

Flickr does not target one specific audience but encourages use from anyone.

What is the typical content?

Typically users post pictures that they want others to see, either sharing it publicly or privately.

What devices are required? Can it be used by smart phones, tablets, and computers?

Flickr can be accessed through a computer, smart phone, or tablet.

What technical skills does a person need?

There are no necessary technical skills needed.

What are the security issues?

Flickr has had a major issue with phishing where people will set up offers that seem to give users photo packages, but ask for login information then the user will have the information stolen. Another concern is vulnerability since Flickr is owned by Yahoo. If using a public computer when logged into Flickr and even after logging out of Flickr, users can remain logged into Yahoo leaving their email vulnerable.

Are you able to attach pictures or documents?

Pictures can be uploaded, but not documents.

Is the information stored and can it be retrieved?

Flickr optionally stores information based on pictures the users view, but this can be turned off at any point. A particular setting allows Flickr to store the location where the user uploaded pictures, but that can also be turned off. Information retrieval is unavailable. There is no way to retrieve information.

Name of Media approach:
Flickr

Is there any concern for users being exposed to crimes?

There is no major concern unless a user posts a picture of them committing a crime or a crime being committed with no explanation.

Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?

Flickr is not very accessible, and they do not appear active in handling this issue unless complaints are sent. Since it is mostly picture-based, a large use of the site is not accessed. Even for some text aspects, screen readers will not always work properly.

Is the media used for job search or recruitment? If so, how it is being used?

Flickr is not largely used for job searching or recruitment, but some businesses do use it to share pictures of daily activities inside their businesses.

Is it easy for all users to cancel the account?

Yes. The user must simply go into the settings.

Comments – what are your opinions and observations?

Flickr has been around for a long time, but it has been overshadowed by larger names such as Facebook and Twitter. It has a strong community but it can only really be used for holding pictures and sharing them with others.

Name of Media approach:
Foursquare

What is the purpose?

Foursquare allows its users to check- in at certain locations, which can be viewed by others. Users collect badges for visiting certain places and accomplishing certain tasks. Users also share their interests with each other and can provide reviews of places to offer recommendations to friends.

Is there a target audience?

Foursquare was released to help city residents obtain reviews on businesses. Many of the users live in highly populated cities.

What is the typical content?

The typical content consists of users displaying their location and reviews of businesses.

What devices are required? Can it be used by smart phones, tablets, and computers?

Foursquare have different uses on platforms. For a computer, Foursquare can be used to search for different types of businesses.

What technical skills does a person need?

No technical skills are needed but it is more helpful if the user reviews businesses providing more information.

What are the security issues?

The largest security problem with Foursquare is vulnerability since the user is providing their location. Whenever users check in on the app, they are susceptible to crime at their home.

Are you able to attach pictures or documents?

Pictures can be attached when giving a review for a location, but documents cannot.

Is the information stored and can it be retrieved?

Name of Media approach:
Foursquare
Since Foursquare is location based, any user's locations are stored and can be shared with other companies to advertise more specifically to certain users. No information can be retrieved.
Is there any concern for users being exposed to crimes?
If users posts they are away from home, their home would be vulnerable to theft.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
The app is not very accessible to blind and visually impaired individuals. , An app called Blindsquare accesses foursquare along with other apps on the phone to allow use of Foursquare.
Is the media used for job search or recruitment? If so, how it is being used?
Foursquare is commonly used as a recruitment tool by owners of venues to advertise open job positions. Businesses also can check who is the "mayor" of their venues and see if those people would be interested in a position. A mayor is the person who has visited the venue the most often.
Is it easy for all users to cancel the account?
Yes.   User must enter into their settings.
Comments – what are your opinions and observations?
Foursquare serves a good purpose for checking reviews and if used properly can be very useful for job recruiting. However it can be a large obstruction of privacy with providing your location all the time.

Name of Media approach:
Hyper
What is the purpose?
Users post a picture from either their phone or from the internet then apply hashtags that are relevant to the picture. Other users who follow the hashtags will see these pictures and can vote up or down.
Is there a target audience?
Hyper's target audience is students because the site is made to help prevent cyber bullying allowing students to have a bully-free zone to share a picture.
What is the typical content?
The typical content is a picture posted which can be of anything relating to certain hashtags.
What devices are required? Can it be used by smart phones, tablets, and computers?
As of now, Hyper only has an app available for iPhone, but not for Androids. It is not accessible through computers, but it is through Apple tablets.
What technical skills does a person need?
There are no necessary technical skills.
What are the security issues?
No major concerns are exclusive to Hyper. Since they are new they may be prone to hacking.
Are you able to attach pictures or documents?
Pictures can be shared, but not documents.
Is the information stored and can it be retrieved?
Any personal information given is stored, and no information that can be retrieved.
Is there any concern for users being exposed to crimes?

Name of Media approach:
Hyper
Hyper users may post material that contains something illegal because pictures are not linked back to user accounts. However they can be traced back if the law becomes involved.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
Hyper is not accessible since it is a new form of social media and almost completely visual-based.   No dedicated time is focused on accessibility.
Is the media used for job search or recruitment? If so, how it is being used?
Hyper at this early stage of development does not have a large enough presence to attract job seekers. The majority of users access Hyper in casual ways.
Is it easy for all users to cancel the account?
Yes, on the app they must go into the settings and choose delete.
Comments – what are your opinions and observations?
Hyper is one of the newest social media apps and has a good chance of gaining popularity since it helps to end bullying. Due to this emerging app, accessibility is an issue.

Name of Media approach:
Medium

What is the purpose?

Medium is mainly a platform for supporting user's blogs. However the creator is implementing additional features to appear similar to Twitter utilizing short messages that can be published.

Is there a target audience?

95% of users are college graduates and 50% of those are between the ages of 18-34. The website is trying to attract young intellectuals to post blogs.

What is the typical content?

Typical content is an article written by a medium user either about his or her topic or adding to a community topic.

What devices are required? Can it be used by smart phones, tablets, and computers?

Medium can be accessed on smart phones, tablets, and computers.

What technical skills does a person need?

To be an active part of the community, the user must write intellectual articles about varying topics.

What are the security issues?

No major security issues are present, and no major problems with the sites security have been reported.

Are you able to attach pictures or documents?

Yes. Both pictures and documents can be attached.

Is the information stored and can it be retrieved?

Medium collects information on what kind of technology the user is accessing and what types of websites the user visits, so they can personalize the site.

Name of Media approach:
Medium
Is there any concern for users being exposed to crimes?
No major concerns are present because posts are normally intellectual articles unless a user breaks a law in his writing.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
The creators of Medium are working on accessibility. Recently they released a large update concerning the ability of screen readers. Since most of the website is text based, screen readers work well.
Is the media used for job search or recruitment? If so, how it is being used?
Medium is commonly used as a networking tool.   When users write something on Medium the tone is relaxed allowing users to make better connections with each other, which can lead to business connections.
Is it easy for all users to cancel the account?
Yes. The user must go into the settings.
Comments – what are your opinions and observations?
Medium is slowly gathering a large presence, however they are still not definitive on whether they are creating a new social network, or if the medium should be used for people to write articles.

Name of Media approach:
Periscope

What is the purpose?

Users can livestream anything such as where they are on vacation or a business displaying a product in use.

Is there a target audience?

There is no specific target audience. Periscope encourages people of any age to use it.

What is the typical content?

The only content is user's livestreaming themselves.

What devices are required? Can it be used by smart phones, tablets, and computers?

Periscope can be accessed through any mobile device, but not on a computer.

What technical skills does a person need?

The users must be able to livestream themselves and capture viewers' attention.

What are the security issues?

Periscope had some major concerns that were quickly removed such as exact location of a streamer. A general location of the streamer is provided.

Are you able to attach pictures or documents?

Pictures and documents cannot be attached, only video.

Is the information stored and can it be retrieved?

Periscope stores locations that the user streams as well as storing any streams created for an undetermined amount of time.

Is there any concern for users being exposed to crimes?

Since users are usually livestreaming away from home, they are revealing that their home is vulnerable to a break-in. The users are disclosing their location, so if someone wants to find

Name of Media approach:
Periscope
the stream they can do it much easier.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
Since the main appeal for the app is visual with livestreaming, a large component is lost. However for livestreams including mainly conversation, the app can be used fairly easily. .
Is the media used for job search or recruitment? If so, how it is being used?
Businesses use Periscope to give viewers an inside look into their business to attract new customers and employees. Additionally, businesses can use the service to interview a potential employee. Other users can livestream themselves showcasing their skills pertaining to a job they are pursuing.
Is it easy for all users to cancel the account?
Yes. The user must go into the settings and delete their account.
Comments – what are your opinions and observations?
Livestreaming is becoming increasingly popular as a social media tool. Periscope, with the help of Twitter, is the fastest growing of any potential live streaming medium.

Name of Media approach:
Quora

What is the purpose?

Quora is a question based website that allows anyone to ask a question from any topic, then allowing people from different walks of life to bring in their own answers.

Is there a target audience?

The target audience is advertised as anyone searching for knowledge and answers. There is no known average age of users because Quora has not released the numbers.

What is the typical content?

Typical posts on Quora consist of questions ranging from politics to a simple survey being answered by anyone who wishes to participate.

What devices are required? Can it be used by smart phones, tablets, and computers?

Quora can be used on computers, phones, and, tablets.

What technical skills does a person need?

Technical skills are not needed, but people with a higher title such as place of employment are more trusted when providing answers.

What are the security issues?

Quora has not had any major security issues. However it can be a large target since people such as Barack Obama or Hilary Clinton have profiles on the website.

Are you able to attach pictures or documents?

Pictures and documents can be added when answering a question.

Is the information stored and can it be retrieved?

Quora collects any personal information provided along with any cookies collected on the website, and it can be shared with some third party companies. Users can retrieve a list of what third party companies are being given information.

Name of Media approach:
Quora

Is there any concern for users being exposed to crimes?

As a user illegally posting items can be a concern. This is very unlikely as there have been no public cases reported since the users typically have a high standard.

Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?

Quora is very accessible for blind and visually impaired individuals because it is mostly text based, and screen readers work as expected on the site.

Is the media used for job search or recruitment? If so, how it is being used?

Quora is commonly used for recruitment and job searching. Job seekers can display why they are good employees on their profiles and can provide detailed answers to attract attention. It is best for job seekers because they can showcase their writing skills to any potential employers.

Is it easy for all users to cancel the account?

Yes. The user must go into the settings.

Comments – what are your opinions and observations?

Quora is extremely useful for finding information on most every subject since websites like Yahoo answers do not provide detailed answers. Users on Quora are attempting to showcase their writing skills, which cause answers on Quora to contain knowledgeable information that is written intelligently.

Name of Media approach:
Slideshare

What is the purpose?

To share information through PowerPoints created by users on a multitude of subjects.

Is there a target audience?

The target audience is businesses since the majority of use is b2b connections. Some CSC's may not recognize. What is b2b?

What is the typical content?

The content consists of PowerPoints created by the community.

What devices are required? Can it be used by smart phones, tablets, and computers?

Slideshare can be accessed on computers, phones, and tablets.

What technical skills does a person need?

Reading other people's slides requires no skills, but creating slides requires knowledge in a certain field to educate other users.

What are the security issues?

Presentations are by default set to public view. Even if set to private view, a link from inside the presentation is shared so other people can see the private presentation. If there is any sensitive information inside the presentation, it is not completely safe.

Are you able to attach pictures or documents?

Pictures can be attached with documents if they are in PDF format.

Is the information stored and can it be retrieved?

Any personal information provided is stored and public to the community and analytics regarding what slides users view as stored. The only information that can be retrieved is to download a PowerPoint that was posted on Slideshare.

Name of Media approach:
Slideshare

Is there any concern for users being exposed to crimes?

The biggest concern for crime is posting something that breaks a law because Slideshare has a team that searches for anything that breaks the law on the website.

Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?

The website is partially accessible. The user determines accessibility based on the posted PowerPoint. Slideshare creates a transcript for the slides, but they do not include any information if pictures are involved. Creators determine if they want to add a description of the pictures to the transcript.

Is the media used for job search or recruitment? If so, how it is being used?

Yes. There are many cases of people using Slideshare to send in a resume in the form of a PowerPoint. Recruiters can take advantage of posting self-created PowerPoints onto Slideshare to attract new potential employees.

Is it easy for all users to cancel the account?

Yes, The user must go into their settings.

Comments – what are your opinions and observations?

Slideshare is extremely useful for sharing PowerPoints easily since they can be made private and shared privately. Making a well-written transcript is necessary for any sort of accessibility.

Name of Media approach:
Wanelo

What is the purpose?

Wanelo was created to allow people to share their creations and place them for sale to other users.

Is there a target audience?

Most of Wanelo's users are in their 20s however they have no target audience and encourage users of all ages to join.

What is the typical content?

Wanelo consists of users' own created products that are available for purchase.

What devices are required? Can it be used by smart phones, tablets, and computers?

Wanelo is mainly used on phones and tablets. It can be accessed through a computer, however it is only possible to look at items and not purchase them.

What technical skills does a person need?

No technical skills are necessary. If the user wants to buy a product they must have the proper information available.

What are the security issues?

Wanelo has been accused of scamming, however any scams taken place are not by Wanelo because they only redirect the user to the product on the website. Users must be careful and investigate any websites before purchasing to avoid scams since anyone can post a product on Wanelo and link it to their site.

Are you able to attach pictures or documents?

Only pictures can be attached for showing pictures of a product.

Is the information stored and can it be retrieved?

Wanelo collects any information provided along with any ads the user clicks while on the website and any cookies collected while on the site. Information that can be retrieved is

Compiled between June and August, 2016

Name of Media approach:
Wanelo
name, location, interests, username, password, email, and any other account information.
Is there any concern for users being exposed to crimes?
The largest concern is the user being scammed by a fraudulent site connected to Wanelo.
Is the interface accessible for blind and visually impaired individuals who cannot see the screen by Smart Phone, tablets, and/or computers?
Wanelo is fairly accessible. The home page is heavily visual based but screen readers provide a description of the picture.
Is the media used for job search or recruitment? If so, how it is being used?
Wanelo can be used for job searching, but not as much for recruiting. If a user really likes a product, they can contact the owner and try to obtain employment.
Is it easy for all users to cancel the account?
Yes. The user must go into their settings for the account.
Comments – what are your opinions and observations?
Wanelo is growing in popularity being seen as a new Pinterest that attracts a large crowd. They attract the crowd from Etsy, another web based market, which has a fairly large following.

Appendix: Template for Social Media Research

The Following is the template that was used for each of the social media applications. These questions were designed to address information that was considered relevant for the CaPROMISE youth, their families and the CaPROMISE staff.

Information format for Social Media techniques for youth

Overall question:

After reviewing multiple Social Media, which are the most preferred at this point, and why?

Name of Media approach:
1. What is the purpose?
2. Is there a target audience?
3. What is the typical content?
4. What devices are required? Can it be used by smart phones, tablets, and computers?
5. What technical skills does a person need?
6. What are the security issues?
7. Are you able to attach pictures or documents?

Compiled between June and August, 2016

8.   Is the information stored and can it be retrieved?
9.   Is there any concern for users being exposed to crimes?
10. Is the interface accessible for people who cannot see the screen by Smart Phone, tablets, and/or computers?
11. Is the media used for job search or recruitment? If so, how it is being used?
12. Is it easy for all users to cancel the account?
13. Comments – what are your opinions and observations?