[Social Media Triangle]

TEXT

What does this interface look like?

How much of the interface is text? Images? White space?

What codes and conventions does this interface use? What formula does it follow?

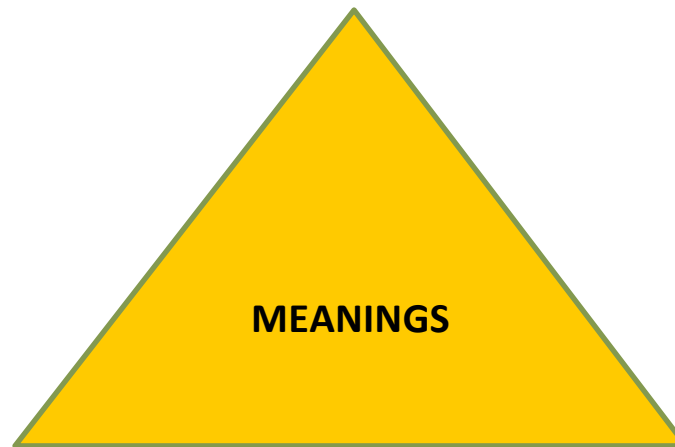How has this interface changed over time? How are those changes significant?

What is missing from this interface?

What other media intersect with this interface?

How are video/audio/images used in the text?

Whose values are being promoted?

MEANINGS

PRODUCTION

Who created this social media site?

For what purpose was it created?

Is the company publicly or privately held?

How does the company collect information about its users?

What does the company do with the information it collects?

How does the company profit from the site?

AUDIENCE

Was this interface created for a specific audience?

Who uses this interface?

For what purpose(s) would it be used?

How is the audience entertained on this site or encouraged to spend time on the site?

What is the cost of using this interface?

Why do I enjoy using this interface?

What would I change about the interface?

[aml]
THE ASSOCIATION
FOR MEDIA LITERACY