



about

BuzzFeed


a study of user experience

 **Lauren Seitz**
Principal Investigator








 **Daniel Brount**
Co- Investigator

 **Skylar Etchison**
Co- Investigator

 **Krissy McCracken**
Co- Investigator

 **Andrea Yeater**
Co- Investigator

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INTRODUCTION



BuzzFeed is a growing phenomenon whose fun lists coupled with groundbreaking news stories have intrigued this group. By researching this topic we hope to discover more about why this website is seeing so much success, as well as how its user base interacts with the content and the site and app itself. We have proposed a multitude of research questions and methods in order to best accomplish our research goals.

Our central research questions were:

- How and why do users access BuzzFeed content?
- How and why do users interact with BuzzFeed content?

By having these two questions as the focus of our research, we were able to have a closer study on the user experience and what that entails. In addition to answering those questions, we also had several peripheral questions to further understand the entirety of the subject.

Our peripheral questions were:

- Which sections of BuzzFeed do people look at the most and why?
- Do users prefer to access BuzzFeed on the website, mobile, or both?
- How do people find out about BuzzFeed articles (social media, website, etc.)?
- How do people first hear about BuzzFeed?
- In what ways to users view BuzzFeed as more or less credible than its competitors?
- How often do users frequent BuzzFeed, and why do they visit the site?
- What role does social media play in BuzzFeed's success?

By using surveys, interviews, and journals we were able to gather further information from the users of BuzzFeed and how they interact with the it. After receiving the results from the three different research methods, we were able to compare against other findings. This lead to the definite answers to the research questions that we posed at the beginning of this project.



• BuzzFeed's website when it began in 2006.



• BuzzFeed's website in 2010.



• BuzzFeed's website in December 2014.

EXECUTIVE SUMMARY

The Buzz About BuzzFeed is a research study that takes a closer look at the phenomenon that is BuzzFeed. Since it is a relatively newer site and there was not a lot of user research on it already, we thought it was an intriguing subject to conduct research on. Our goal was to find the main reasons for why the users of BuzzFeed are so active and what prompts them to become so. In addition, we wanted to know how users were interacting with the multitude of content on the site.

We developed research questions that would produce the most important information for our study. Our research questions focused on user experience, and specifically inquired into user demographics, context for use, and motivation for use.

We relied on three main research methods. First, we created a survey through Qualtrics. These questions were designed to help us to see patterns in the areas of which we were most interested, like mobile vs. web users. The survey was sent out via email to all Ball State students, including alumni, faculty, and staff. We then dispersed the survey through our own personal social media accounts, and word of mouth. After a week of the first recruitment, we sent out secondary emails and shared it once more. In total, we received more than 260 responses.

At the end of our survey, we asked for voluntary participants to do a follow up interview. We sent emails to each participant who had listed their email address, and conducted interviews with those who responded. Before the interview, we requested that the interviewees log a journal for three days about how they interacted with BuzzFeed. We designed a journal entry form to streamline the process, and get the most out of the respondents.

The interview process was conducted in Bracken Library on Ball State University's campus to ensure neutrality. Two interviewers were present in order to maintain a professional manner. All five interviews

It's credible to the impact to what people are feeling, but not credible as far as facts go."
- Jonah Peretti

took roughly 15 to 20 minutes and we received journals from each.

Each researcher also participated in journaling to create an autoethnographic component. We recorded our interactions with BuzzFeed for four days, and followed the same format that we had given to our interview participants.

I started paying more attention because I was curious about the journalistic integrity of those stories. And they actually are surprisingly decent articles.
- Ashley McCollum

After we examined the data from all three research methods, we were able to detect distinct themes from the responses. Utilizing the report function on Qualtrics, we compared and contrasted different filters in order to analyze the results. We looked at web vs. mobile users, those who read news vs. actual users, and habitual users vs. infrequent users.

BACKGROUND



In recent years BuzzFeed has been gaining popularity and notoriety. This fact gave our group the incentive to investigate why BuzzFeed is considered such a phenomenon to so many people and what causes a user to visit the site or, in the most recent years, the app and why they do so.

BuzzFeed is a rapidly growing news media site that covers a wide range of topics, such as business, politics, food, DIY, technology, and more. It was founded by Jonah Peretti, the co-founder of The Huffington Post, in New York City in 2006 with BuzzFeed Labs, which were developed as a way to create viral web content--the site tracked virality and shareable content. When the site began it did not have a specific release schedule for content, so pieces were published sporadically. The company has since expanded to reach a global audience with offices in the United Kingdom, Australia, Brazil, Spain, France, and India. According to the ["About"](#) section on BuzzFeed's website, they reach a global audience of more than 150 million people. The growth in web traffic drove BuzzFeed to include a wide variety of news stories in addition to their already popular "fun" and shareable content. The shift to more serious news articles started around 2012 with the hire of the current editor-in-chief Ben Smith, formerly the senior political writer for *Politico*.

PRIOR RESEARCH

According to [alexa.com](#), BuzzFeed is the 33rd most visited site in the United States. It is 95th in the world. Also according to [alexa.com](#), women are much more likely to visit the site than men. This helped immensely in figuring out the direction our research would inevitably go. [The New York Times](#) reports that 150 million people visit BuzzFeed per month. This fact played directly into the question we wanted to answer. How did BuzzFeed develop such large traffic in such a short time?

An article by [Jamie Tedford](#) discusses the "click-bait" made popular by BuzzFeed and other similar websites, which became a common way to draw in readers in the last few years. Essentially, click-bait includes headlines, viral videos, and the like that do not tell the reader the full story, causing them to click on the link and visit the website. An article in Information Today also describe BuzzFeed as being a part of the "buzz vortex," which is when a user cannot just look at one article. They are sucked in by the vortex and this contributes to the website virality. Clearly, BuzzFeed is emerging as a new type of website that utilizes both click-bait and the buzz vortex to appeal to its millions of users, thus prompting further research into this subject.

DEMOGRAPHICS

The respondents for our survey were all age eighteen and older. Of the users that responded, 90% were in the 18-29 age group, and the other 10% were divided between other age categorizations: 4% were in the 30-39 age range, 5% were in 40-49 age range, and 1% was in the 50-59 age range. Of the 243 survey respondents, 11% of them were men, and 88% were women. 75% of our survey respondents were students, 10% were faculty, 3% were alumni, and 12% had no affiliation with Ball State University.

90%
of respondents
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88%
of survey
respondents were
female

Survey

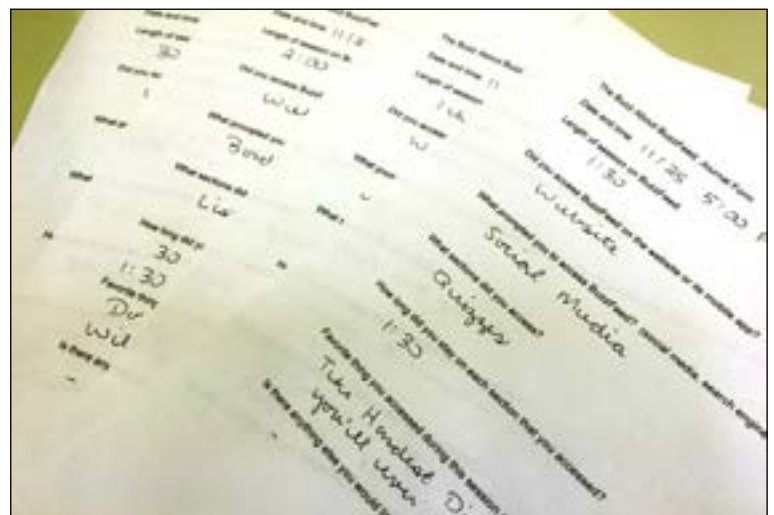
We included a variety of research methods in order to get a well-rounded idea of who our user base is and what they think. Our group began with a simple survey, which we ran through the company Qualtrics. The target audience for this survey was Ball State University students, faculty, staff and alumni, along with the peers not affiliated with the university. Those who are affiliated with Ball State were reached through the Ball State email system and word of mouth. We also promoted our survey to student organizations to which we belong and shared the link to the survey on social media sites, such as Facebook and Twitter.

The survey was approximately thirty questions and took an average of seven to eight minutes to complete fully. It featured mostly multiple choice questions, with a few short answer questions as well. The main goal of the survey was to get quantifiable data, including information about demographics of users and how they use BuzzFeed. The short answer questions were aimed at discovering why they use BuzzFeed and what their motivations are for getting on the website or app. In total, we were able to receive approximately 260 responses.

Interview

At the end of our survey we included a spot where people could write their names and emails if they wanted to be contacted for the next step in our research: interviews. This was our main form of recruitment in finding interview subjects. The people interviewed were considered to be regular BuzzFeed users, meaning that they are familiar with the site or app and use BuzzFeed at least once per week. These interviews focused more on the ‘why’ of our questions and was grounded in the answers we received from the survey. We were able to secure five participants

as interviewees, and we recorded them with a digital recorder while also taking notes on paper. In order to protect the security of our interviewees, we did not permit anyone other than group members and our professor to see interview questions and answers, and we did not refer to interviewees by name. The interviews took place in a neutral space, Bracken Library, in order to further protect security and anonymity.



• Jonah Peretti's set of journals.

Journals

In addition, we utilized journaling as another method of research. In order to better understand the BuzzFeed user experience, we asked our subjects to chronicle their BuzzFeed usage over the course of a three days prior to their scheduled interview. In an effort to make it easier on the participant, we created a journal form that we then emailed to them. They were asked to write down the time--the time of day and length of access--and day they accessed the site or app and on which platform, in addition to the context for their access. They also had to be able to tell us why they decided to go on BuzzFeed and how they got there. All five researchers also participated in this journaling, creating an autoethnographic component; however, we participated in this process for a full five days to create a more standard response.

FINDINGS



Note: Names of respondents have been changed to preserve their anonymity.

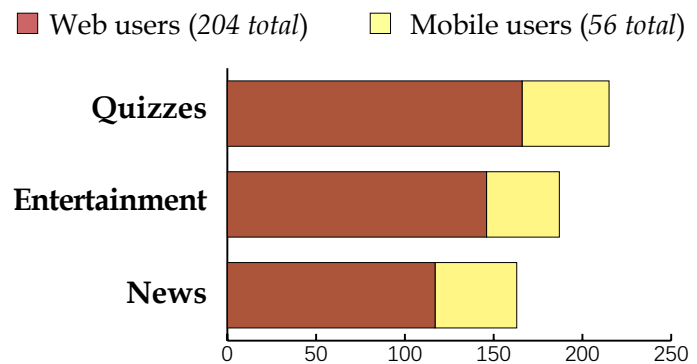
MOBILE vs. WEBSITE

BuzzFeed offers an app that is available for Android or iPhones for free, and as such, we isolated the responses of those who have and use the app and those who do not. There were 56 mobile users, and 204 website users who took our online survey. Our findings show that mobile users are more likely to visit BuzzFeed more often and they also spend slightly more time on during an average visit to the app than those who access BuzzFeed on the website. Mobile users are also more likely to view BuzzFeed's News section, with 82% reporting they read news on the app, and only 58% of website users saying they read it on the website, as shown in Figure 2.

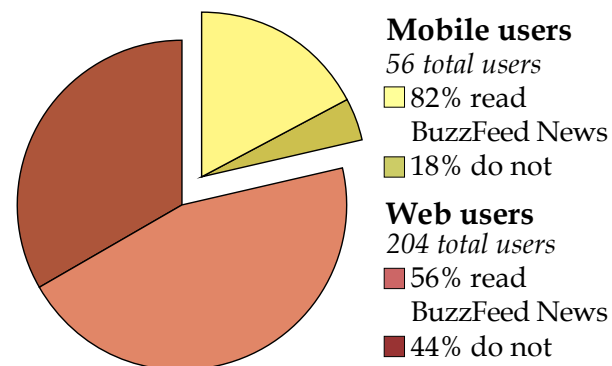
The amount of time spent on the app most likely contributed to users' view of BuzzFeed and their likeliness to share content with others. On a scale from one to ten--ten being the highest--35% of mobile users rated BuzzFeed's user friendliness a ten, while only 19% of website users gave it the same rating. When asked in the survey about how likely users were to share BuzzFeed content on another platform, such as social media, 32% of mobile users said they were "very likely" and 17% were "always" likely to share content. Just 22% of website users answered "very likely" and only 7% reported that they were "always" likely to share on other platforms. This also extended to interpersonal relationships as well--28% of mobile users told their friends about BuzzFeed posts "very often", compared to only 13% of web users.

These findings have led us to the conclusion that mobile users interact more with the BuzzFeed app than those who access the website. Not only do

• Figure 1
TOP THREE SECTIONS



• Figure 2
MOBILE vs. WEB NEWS



they report a higher user friendliness rate, but they are also much more likely to share BuzzFeed content orally with friends or through social media or similar platforms. However, those who used BuzzFeed on the mobile app only made up small percentage of the overall user base--21.5%, and all of our interviewees responded that they did not know BuzzFeed even had a mobile app. Jonah Peretti echoed this sentiment: "I don't do the app. If it's Facebook and I go to BuzzFeed through Facebook, I just use the mobile version of the website. It's never the app. I didn't know it had an app." Another interviewee, Ashley McCollum, had a Windows phone, for which BuzzFeed has not yet developed an app. Because the number

of mobile Internet users is growing, and the mobile users who use BuzzFeed's app are more likely to not only view the company positively, but also to share content with other users, it would serve this company well to market their app more to potential users.

News Section Readers

BuzzFeed's News section is a touchy topic for many people. One survey respondent said that she liked the "personal, interesting, or unique takes on current issues," while another responded, saying that she had "never heard of it referred to as a news site." Yet another survey-taker wrote that the articles were "hypocritical and judgmental." This large range of responses to BuzzFeed's status as a potential national news source led us to examine the comparison between those who answered that they read BuzzFeed News within the pool of all users who took the survey.

Interestingly, considerably more BuzzFeed News readers have the app, with 39% reporting that they use it, and only 25% of overall users answering that they had it. This further supports the trends found in the **Mobile vs. Web** user comparison, where it was found that app users read BuzzFeed News considerably more than those who access BuzzFeed on its website. News readers also read slightly more articles than overall users. 28% of overall users read 4-6 articles per visit to BuzzFeed, while 34% of News readers look at the same amount.

Our research also suggests that News readers may be more independent of other people when finding BuzzFeed content, as slightly less News readers than overall users found BuzzFeed posts from

social media posts--62% versus 67%, respectively. Survey results point to News readers actively searching out BuzzFeed articles, as 28% found content through searching on the BuzzFeed site itself and 22% of overall users found content in the same way. It seems that overall users tend to be more passive when accessing BuzzFeed, with answers indicating that they only read BuzzFeed content because of something they saw on social media.

Research provided information that indicated that many people did not think about BuzzFeed as a news source, with survey respondents saying that they had always thought of it as an "entertainment site" or as "click bait" instead of as a legitimate news source. Allison Lucas had a different view of BuzzFeed's news content:

"The other news sources that I [read] will focus on... political issues... BuzzFeed is more...interesting like celebrity gossip or...pop culture. The other social news [sources are] more serious and more like you should really think about it while you're reading it."

Doree Shaw, however, said that BuzzFeed is an important part in her life when it comes to news. In her interview, she told us, "I only read Buzzfeed for my news source because their presentation on topics is more engaging. I think the difference is the topics that are chosen and the additional content they provide with it."

Clearly, BuzzFeed has a long way to go before being considered a "legitimate" national news source. While 68% of survey respondents answered that BuzzFeed's news was "somewhat credible" or "fairly credible," only 19% said that the news on the site was "credible" or "very credible." Jonah concurred with this idea of

I only read BuzzFeed for my news source because their presentation on topics is more engaging. I think the difference is the topics that are chosen and the additional content they provide with it.

- Doree Shaw

BuzzFeed’s mixed credibility as a news source after he answered that BuzzFeed was “somewhat credible,” explaining, “mainly because their news...makes sense, but I don’t think they do a lot of fact checking...It shows you the opinions of America as a whole; it doesn’t show what’s actually happening, but it tells you what the world feels. And tells me that most of the country is incredibly uneducated.”

QUIZ-TAKERS VS. NON QUIZ-TAKERS

One BuzzFeed section that has been gaining popularity recently is the Quiz section. All five of these researchers regularly take BuzzFeed quizzes, and 190 respondents, or 78%, reported looking at the Quiz

section on BuzzFeed. Jonah told us about how he experiences BuzzFeed quizzes: “I like the quizzes. Some of them are actually...hard to do, like the song lyrics ones. I enjoy...trivia and that type of thing. BuzzFeed has a lot of links to other websites that do the same type of ‘name all 50 states in 30 seconds’ or something, so I like that type of thing because it’s a brain game.”

When we compared survey-takers who responded that they took quizzes on BuzzFeed to those who said they did not look at the BuzzFeed Quizzes section. People who take quizzes are more

likely to visit BuzzFeed more often--22% reported visiting 10 or more times per week, while 11% of non quiz-takers reported the same. Quiz-takers also spend more time per visit to BuzzFeed than those who do not take quizzes, as shown in Figure 3. As one would assume, during this time, people who take quizzes read more articles than those who do not take quizzes--55% of quiz takers read 1-3 articles and 33% read 4-6 articles per visit, while 76% of non quiz-takers read 1-3 articles and 13% read 4-6 articles.

Those who access BuzzFeed’s News section are also more likely to view the company positively. When rating BuzzFeed’s user friendliness on a scale from one to ten, with ten being the highest, only 8% of quiz-takers rated it between one and five, while 26% of non quiz-takers gave it the same rating. Similarly, respondents who took

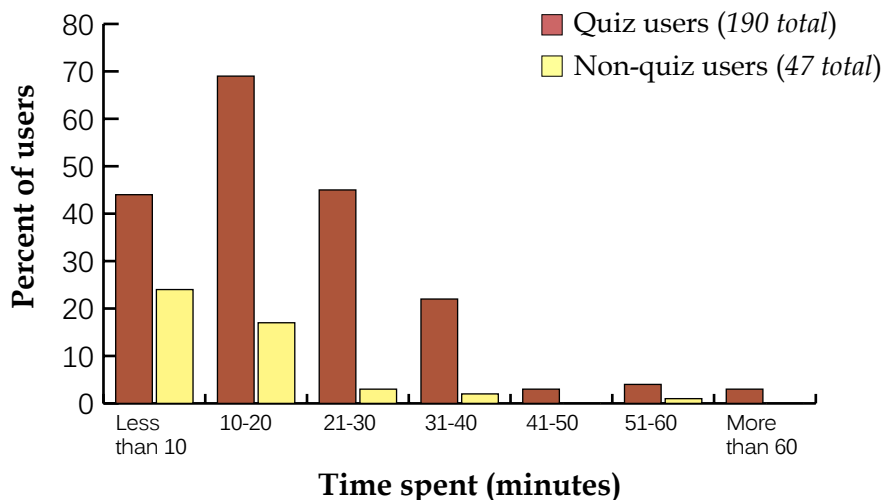
quizzes were more likely to tell their friends about BuzzFeed posts, as 43% answered that they told friends about BuzzFeed “Often” or “Very Often.” Conversely, 21% of those who do not take quizzes answered the same.

Much like mobile users, it is clear that those who take quizzes on

BuzzFeed are some of the company’s most engaged users. They spend a longer amount of time on the website or app and view it more positively than non-quiz takers.

Interestingly, with the exception of a few variations, the quiz-takers were the demographic

• Figure 3
TIME SPENT ON BUZZFEED PER VISIT: QUIZ USERS VS. NON-QUIZ USERS



whose answers aligned the closest with the overall survey answers, thus showing that quiz-takers make up a large majority of BuzzFeed users. Because of this, it would be to the advantage of the company to try to appeal to users who take quizzes when attempting to get them to stay on the site or app for a longer period of time, and these are the users to whom many advertisers should set their focus.

WEEKLY VERSUS DAILY

We also wanted to compare those who use BuzzFeed on a weekly basis--who reported using it 1-3 times per week--and those who access it on a daily basis--7-9 times per week. Interestingly, the majority of weekly users fell in the age category of 18-29 years old and accounted for 84% of the total respondents. Daily users, however, contained 97% of people within that age range. This was expected because BuzzFeed tends to appeal to a younger audience. In our survey, one respondent said "I think [BuzzFeed] relates to the millennial generation really well and is a great way to get basic information about the world around us."

We noticed a correlation between how many articles users read and how much time they spend on the website. In the weekly user group, 79% of users read between one and three articles per visit. They also tended to spend less time on the website, as 39% spent less than 10 minutes and 39% spent between 10 and 20 minutes per visit. Conversely, 45% of the daily user group read between four and six articles. In total, 39% spent between 10 and 20 minutes and 30% spent between 21 and 30 minutes per visit to the site or app. Additionally, daily users proved more likely to have and use the BuzzFeed mobile app, with 23% of daily users saying they used the

app, and 12% of weekly users saying the same.

Most of the users in both the weekly and daily group rated BuzzFeed News as somewhat credible, at 53% and 58%, respectively. While this accounts for News' third highest ranking in number of readers for the weekly group, and fourth highest for the daily user group, it also demonstrates that the majority of BuzzFeed users are accessing content for more recreational purposes. One interview participant, Ashley McCollum, said she uses it, "When I'm kind of done with everything else and I just want to zone out on silly stuff for awhile."

*"[I use BuzzFeed] when I'm kind of done with everything else and I just want to zone out on silly stuff for awhile."
- Ashley McCollum*

There was also disparity between the weekly and daily user group when asked about how often they share BuzzFeed content. The weekly users reported sharing less, with 24% saying "Almost Never" and 28% saying they sometimes shared content "Sometimes." The daily user group answers indicated that posted content significantly more, with 39% saying they do it "Often" and 26% saying "Very Often." Doree, a daily user, reported, "I think BuzzFeed is a credible source because they do extensive research on their topics and are willing to make corrections as soon as they find a mistake."

Clearly, the company is viewed more positively by those who use the website more because they have a higher degree of site loyalty to the company. When asked to name the top three websites they visit most frequently, 31% of daily users put it on their list, whereas only 7% of weekly users listed BuzzFeed in their top three websites. As more websites compete for spots on this list of growing possibilities, especially for millennials, it is clear that BuzzFeed must do all that it can to stay relevant to this dominant age group to help build a user base that is loyal to this particular website.

The Twitter Clickover

- Lauren Seitz

Before I examined my personal usage of BuzzFeed, I had never taken time to think about how and why I use the website. After journaling for several days, I have come to see that I use BuzzFeed for one of two reasons: interest in a specific article or boredom. Most of my interest in BuzzFeed content comes from scrolling through Twitter. Because I follow the company on this platform, they often post links to their articles, and when I see something I find interesting, I click on it and read it. This type of situation occurs almost exclusively when I am using my smartphone, and therefore, I use the mobile app when I read articles prompted by Twitter. Because of the way the app is designed, there are no additional articles to read on a sidebar, as the website has, so I usually only read one article per visit, and I found that it is usually an article from the News section.

FAVORITE SECTIONS
News, Food, Quizzes

By contrast, any time I read BuzzFeed from its website, it is almost exclusively on my laptop and out of boredom. This is when I find myself going to the BuzzFeed site itself and looking at sections, such as Food and Quizzes, as well as the “Trending” section of the website. Because the website design contains links on the top and side of the pages for other articles, I tend to stay on BuzzFeed for a longer amount of time—usually about 20 minutes—and I read about five or six articles per visit. It is clear, therefore, that the length of time, content taken in, and reason for visiting BuzzFeed differs based almost solely on which device on which I am accessing it.

HABITUAL USAGE

- Daniel Brout

Whenever I’m bored, BuzzFeed is one of my go-

to sources for entertainment. While some of the content on it is simply mindless entertainment, I often consume random facts and information as well. Generally my visits to BuzzFeed are habitual. I go on it late at night, generally sometime before going to bed as a way to wind down. To start, I go through the quiz section to see if there are any I’m interested in and haven’t taken. Afterward, I scroll through the home page feed to look for general articles and lists. For the most part, I only click on content directly related my interests or topics I hear a lot about. Of the subsections, the ones I look at the most are Books, Music, LGBT, and Food.

FAVORITE SECTIONS
Quizzes, Music, LGBT, News

Based on how my BuzzFeed routine is almost exactly the same every time I access the website, it seems visits are highly influenced by habit. Over time, users develop specific interests and become attached to certain sections. I remember that when I began using BuzzFeed, I only looked at the home page. This changed over time as I gradually grew more attached to certain sections. While I’ve used the website for a while, I only recently began using the app. It makes sense that my app use is more sporadic, since it is a mobile application that I can essentially access anywhere. By keeping consistent interest, I think BuzzFeed probably has many habitual visitors like me. This would make it easy for BuzzFeed to retain and expand its following.

The 2 A.M. User

- Skylar Etchison

BuzzFeed has been a part of my recreational internet use for the past few years. Whenever boredom kicks in, BuzzFeed gets booted up. I have always enjoyed both pop culture and relevant news. BuzzFeed happens to be both of those things. I always liked reading the articles about Brad and

Angelina, and the 21 ways their family was perfect, but I also enjoyed their articles on world news and relevant political topics.

FAVORITE SECTIONS
Quizzes,
Entertainment,
News, Buzz

For me, this project was so interesting because it shed light on a website that I enjoyed daily. Finding out that people also read the same sections that I did, and had the same opinions on topics was a common ground between the researcher and the participant. By seeing that numerous people also enjoyed the same articles and quizzes that I did, this project became all the more personal. This made comparing survey results and interviewing people all the more enjoyable. I still visit BuzzFeed regularly, but it is interesting to see what popular sections have to offer versus less popular sections and their content. Seeing what our survey group considered valuable sections within BuzzFeed was an interesting and enlightening experience. It will be interesting to see what future this website holds, and the legitimacy they will retain over the years.

AVID NIGHT OWL

- *Krissy McCracken*

After journaling, I was able to get a better grasp on how I use BuzzFeed. I am more active during the night on BuzzFeed. However, my use is not just limited to the night owl hours. I am also an active user during the day such as when I am between classes or waiting for the next activity in my daily schedule. Since I follow BuzzFeed on Facebook and YouTube, I was able to view content from both platforms and I used both my laptop and my phone to interact with BuzzFeed. During my sessions over the five days, I noticed that I accessed each section. I mainly interacted with the quiz, video, and food sections. However, I was not far from the other sections throughout the time that I spent on BuzzFeed. I think that my favorite part of

FAVORITE SECTIONS
Food, Videos,
Quizzes

the sessions was the food section. I enjoyed looking at all the different recipes and getting more ideas for something that I could try later on.

On the other hand, I was also very intrigued by the videos mostly right before I was going to sleep. I think that this is because I was trying to relax and unwind. I would classify as a very avid BuzzFeed user since I used BuzzFeed in the past five days nearly twenty times ranging from ten to ninety minutes at a time. I also shared a lot of what I looked at on my Facebook page and also talked with my friends about the content that I viewed.

NEWSWORTHY NETWORKER

- *Andrea Yeater*

When I first began using BuzzFeed, it was purely for entertainment and distraction purposes. However, soon I began to see that news was becoming a larger part of the site. Though I knew that news was there, I still viewed BuzzFeed as that site that had all those fun quizzes and lists. It seemed that was how many people I knew viewed it.

FAVORITE SECTIONS
Quizzes,
Food, Beauty,
News

Originally, I saw more people posting content from BuzzFeed on Twitter. If I saw an interesting link, I would click on it and that would be it. However, more and more articles kept popping up on my Facebook, so I started checking those out. I noticed that most of the articles I saw my friends posting on Facebook had to do with social issues that were going on at the time. For example, when the issues in Ferguson began, I saw a lot more people referring to BuzzFeed articles on the topic. One thing I noticed was that more of the fun stuff was posted on Twitter, while the newsworthy stuff was on Facebook. I still don't find BuzzFeed's news as reliable as other sources, but now I use more than just one section of the site, both on my laptop and my iPhone.

CONCLUSION

COOL

unusual

NEWS

BuzzFeed's popularity has grown very rapidly within the past few years, giving us a disadvantage. Due to its recent growth, there is little academic research written on our topic and therefore less data to analyze. We were basing most of our research on the user experience concerning the findings that we were able to gather from the different methodology that we used. This made it necessary for us to get enough voluntary participation to grasp a better idea of the user experience in the way of how the users interacted with BuzzFeed. Since we had no control over the amount of people who would be willing to participate in our study, it was a concern for our ability to get the full results. However, we were able to get over the targeted amount of participants for our survey. Although we originally wanted to have more people for our interviewees, we were able to get enough information that supplemented the lesser amount of interviewees.

Further research for this topic can be easily be found. By creating more specific research questions, we could get a clearer focus on what exactly makes BuzzFeed so popular. At the beginning of our research we were considering the idea of looking more in depth into each section of BuzzFeed. We decided that we would try to do a more broad topic so we could see the main interactions with the site. Yet by producing more reports by using Qualtrics from our survey and revising the interview questions one could get more information from the participants that is based on a more narrow topic.

After concluding our research, we have decided that we would condense our findings and all of our research into a format that would be fitting of a community post on BuzzFeed. We are now attempting to begin this process in an effort to get it published on the site for the BuzzFeed community to further understand to what they are contributing.

“
BuzzFeed is probably my favorite way to unwind my brain after working for a long time.

“
I think it relates to the millennial generation really well and is a great way to get basic information about the world around us and is fun!

“
I believe it is changing how we consume media and news and offers a different and entertaining twist to consuming those things.

“
I like BuzzFeed because there is a sense of credibility to their news stories, but there are plenty of mindless articles to pass the time as well.

“
The people they have working for them seem fun and approachable. They keep me coming back, as do the interesting topics.

ABOUT Us



How We Came ↗ TOGETHER

When the five of us realized we are all obsessed with BuzzFeed, working together on this project felt natural. We found a way to study BuzzFeed academically, and then our research ensued.

LAUREN SEITZ

Lauren is a junior majoring in English and French and minoring in Communication Studies and Linguistics. She twirls baton for the marching band, is a member of the speech team, and is the vice president of the French Club. She enjoys cooking and watching movies.



DANIEL BROUNT

Daniel is a junior creative writing major and a professional writing minor. He is the Managing Editor of *The Broken Plate*, Copy Chief and Forum Editor of *The Ball State Daily News*, and the Design Editor of the *DLR*. He enjoys writing, design, editing, and photography.



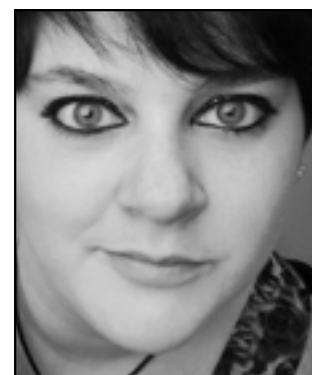
SKYLAR ETCHISON

Skylar is a junior majoring in Telecommunications with a focus in sales and promotion. She is a member of Epsilon Sigma Alpha, and works part time at Platos Closet in Muncie, Indiana. She enjoys reading, crocheting, sleeping, and singing in the shower.



KRISSY McCRACKEN

Krissy is a junior majoring in Creative Writing and minoring in Professional writing and German. She works mainly as an Administrative Assistant. She enjoys volunteering for animal rescues, crocheting, cross-stitching, writing, reading, cooking/baking, and sleeping.



ANDREA YEATER

Andrea is a junior journalism and telecommunications major and a professional writing minor. Last summer, she interned at The Papers Inc. in Milford, Indiana, where she wrote articles, took photos, and created web content. She enjoys reading, playing tennis, and sleeping.

