

Everyday Style:  
Women's Dresses | Daily  
deals for moms, babies  
and kids

± 1

Jamie Skolnik  
Dresses

Everyday Style:  
Women's Dresses | Daily  
deals for moms, babies  
and kids

± 4

Everyday Style:  
Women's Dresses | Daily  
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Everyday Style:  
Women's Dresses | Daily  
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and kids

# Pinterest

## RESEARCH PROPOSAL

SALLY GEORGE | SEREENA BARGA | EMMA HOVARTER | SEAN WOLFE | DANIELLE SAVICH | HANNAH RUPERT | KAYLI RUSSELL

Dining room inspiration

± 17 ± 3

Jamie Skolnik  
Mantel

Cowboy crack with rotel,  
cream cheese, white  
corn and ground  
sausage. Serve with  
fritos

Chelsey Brewer  
Food!!

Crock Pot Monkey  
Bread. All you need  
tube biscuits, 1 ts  
cinnamon, 1/4 cu  
melted butter, any  
brown sugar!

± 2

Sarah Hitchcock

± 2

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# EXECUTIVE SUMMARY

The purpose of this study was to find out why men do not have as strong of a presence on Pinterest as women do, and what is holding them back from becoming more active on the website. We targeted men between the ages of 18 and 25, and held a focus group in order to get a general idea of why this demographic of people are not active users of Pinterest. We made sure to include men that came from all different backgrounds, and generally did not know each other so we could get more perspective on the study. We found through our focus group, research, and surveys that Pinterest is almost always identified as “girly”, but that in certain situations it can be helpful, such as group projects or looking up recipes.

After a complete analysis of the situation and our audiences, our research proposal addresses the methodology that Pinterest should consider to research the gender embalance among Pinterest users and non-users. The methods proposed, as stated above, are secondary research analysis, focus group and on-line surveys.

# PROBLEM STATEMENT

Pinterest is a social networking website founded in 2010 by two men. The site allows users to share, collect and categorize various photos and videos onto self-created “pinning boards”. The site offers nearly 40 categories of content that cater to both men and women, yet women are the primary users with significant data to prove this is so. Through our research, we will address why men do not feel engaged to use Pinterest and how we can engage male users in the future of Pinterest. Our team believes this is a problem that should be addressed because it is apparent through both research and word-of-mouth that men are not using Pinterest as actively as women.

Pinterest’s current target market is women between the ages of 24 and 44 years old. The breakdown of those who use Pinterest is 80 percent women and 20 percent men. The issue with having such lack of male following is that a large population is not being reached. Pinterest could provide a unique social media experience through which male followers could also become part of the conversation. If Pinterest were to become a site that both men and women enjoy, the Pinterest brand would flourish. Currently, more female-targeted products are being shared, falling under the realms of DIY, women’s clothing, beauty and fitness. The Pinterest platform does not appeal to the male demographic because it lacks an effective direct marketing effort for men, thus creating a social site primarily used by women.

Throughout the research process, we focused on investigating what men typically do on the internet, how they use the internet and which websites they spend the most time on. Fallows states, “men are more likely than women to engage in light-hearted activities online, such as pursuing their hobbies, participating in sports fantasy leagues, downloading music and videos and remixing files” (2005). With that in mind, it can be questioned why men are not interested in virtual think tanks like Pinterest.



## RESEARCH PURPOSE & OBJECTIVES

In order to produce an effective and credible research proposal, it is crucial to set a clearly defined research purpose and set of objectives. The purpose of this proposal is to identify how Pinterest can better market their platform to the male demographic. The importance of studying the gap between male and female users is that the company can utilize our methodology to reach the market that is being missed significantly. Ultimately, tapping into and fulfilling the needs of this additional market will generate more users, higher interest and greater success.

The following are objectives to be considered:

- Conduct secondary research to analyze what others have discovered about the Pinterest delimma.
- Use secondary research analysis to define the key problem to develop a problem statement for our research.
- Use these findings to develop our own research strategy to be transformed into primary research methods.
- Conduct a focus group of men within our age demographic to obtain qualitative research that supports our problem statement and offers a solution.
- Conduct an online survey within our age and gender demographic to obtain quantitative research.
- Establish a budget, timeline and methodology to compile the resources needed to conduct effective research.
- Utilize data from secondary research, the focus group and the survey to analyze and propose recommendations for Pinterest to consider in developing their own internal research.

## SITUATION ANALYSIS

### Internal

Pinterest was launched in March of 2010. The “virtual pinboard,” as it has been referred to, started gaining attention in late 2011 after people began to thoroughly understand the usefulness of the site. According to a recent article on Pinterest, “Pinterest is one of the most popular social media websites, surpassing Delicious.com and other established sites” (Hall, 2012). Almost two years after the launch of Pinterest, the site had already accumulated 4.5 million visits. Pinterest is a social media outlet that allows users, also known as “pinners”, to express their interests, hobbies, ideas and creativity. Pinterest users organize images from the website into different categories known as bulletin boards. These boards include an accumulation of “pinned” images of a certain topic the user chooses. For example, a wedding planner can gather images of creative wedding decorations from sites across the internet onto one bulletin board. These images not only give the wedding planner inspiration, but if she wants to learn more about the certain image chosen, she can click the image and Pinterest will redirect her to the actual website the image was taken from.



Pinterest is not only a great way to learn new ideas and information from websites across the internet, but it is also a way to exhibit one’s own ideas and interests to other people. Pinterest offers users the choice to “follow” friends as well as “like” and comment on other Pinterest user’s bulletin boards. This idea of sharing and liking pins has attracted the eyes of many companies. A company’s product on Pinterest can provide a tremendous advertising advantage that can lead to the “pinner” going directly to the company’s official website. With companies and consumers making Pinterest accounts, it is easy to see that this social media site is and will still be growing in the years to come.

### External

In the early months of 2012 Pinterest founders discussed ways to monetize the website, according to Forbes magazine. “The two-year old social network has found immense success among college-educated females between the ages of 25 and 34, but it has yet to turn the act of pinning into an act of participatory commerce” (Conneally, 2013). Recently started was Pinbooster, a way to track user content. It connects advertisers with participating users. These users can then set a price to their pins showing other users how much a product costs.

Later in 2013 the website ran into a problem with their links not working properly. According to Marketing Land, “Pinterest has been considered a top traffic driver for many sites” (Wright 2013). So of course we can see how this could be a huge problem for Pinterest and these other sites. When the problem came to attention Marketing Land did a test to see what has happening. What they found was that when clicking on a picture that used a shortened URL you would get an error page that wouldn’t allow you to move forward to the original site.

The age group of the users affects what content is most popular on Pinterest. Because most users are adults, they look for things on Pinterest that have more to do with household items and food. These adults are in the higher income range, so many of the household photos are of elegant designs instead of cheap fixes. According to Richard Darell of bitrebels.com, “It doesn’t matter if you are a guy or a girl, man or woman, there is content available for everyone and everything, it’s just not in the same quantity” (2012). There is content on Pinterest for any demographic, but males tend to sign-up less, so there is less male content being shared.

The overall breakdown of Pinterest is that the average user is women between the ages of 24 and 44 years old with male users only making up 31.8% of the user population. Users are typically wealthy and on average spend close to \$170 per session, while the average annual household income of users is \$100,000+. The typical user spends around 15.8 minutes on the website, and 50% of users have kids and 68.2% of users are women.



# AUDIENCE ANALYSIS

## Key Stakeholders

Current users (men and women)  
Pinterest employees  
Pinterest investors

## Key public 1: Potential male users

Through secondary research, we discovered that men are online more frequently and for longer periods of time than women. A study showed that “the average man tends to stay online longer and devote more time to online entertainment and researching technical gadgets” (Lake, 2007). According to Baker, “Only three percent of men use content sharing websites compared to six percent of women” (2012). An opportunity is presented in the plethora of categories on Pinterest since men are often shown to search for a wider variety of information than women on the internet.

## Key public 2: Current users

Pinterest currently has approximately 25 million users, most of which are women. An estimated 83 percent of Pinterest’s users are women (Visual.ly, 2012) This large number of women are being attracted by the site’s likeliness to exemplify photos of beautiful design, DIY crafts and fashion. It is not to be assumed that this is the sole domain of women, though it does attract a high number of them. While there are male Pinterest users, women are five time more likely than men to use the social media site (Widrich, 2013). Also according to Widrich (2013), the breakdown of current Pinterest users, including both male and female users, is as follows:

19% are ages 18 - 29  
19% are ages 30 - 49  
12% are ages 50 - 64  
4% are ages 65+

Current users are on Pinterest for a variety of reasons, but it can be assumed that the primary reasoning is for entertainment purposes. Fallows suggests that men are more likely than women to use the internet for the weather, news, do-it-yourself information, sports stats, financial information, downloading software, listening to music, etc. (2005). In contrast, women are more likely to use the internet for email, social media, event planning and staying in touch with friends and family (Fallows, 2005). According to Duffy, “Pinterest users span everyone from shopaholics to DIY enthusiasts to small business owners particularly in the online retail business. Teachers also use the site to swap lesson plans and class projects. Brand managers use it to showcase their products” (2012). Through a simple analysis, it can be identified that Pinterest offers opportunities for use involving both male and female interests.



# METHODS

Our research consisted of both qualitative and quantitative research methods.

## Focus Group (qualitative)

A focus group situation allows for the opportunity to utilize flexible, open-ended questions. During the focus group, we were prepared with probe questions to be asked depending on the possible responses that we might get from the participants. According to a recent review, the author states that “over the past decade, focus groups and group interviews have reemerged as a popular technique for gathering qualitative data, both among sociologists and across a wide range of academic and applied research areas” (Morgan 1996). Our data collection procedure included an intense analysis of the opinionated responses obtained from our participants.

**Response rate:** 20 participants

**Collection period:** November 5, 2013. 9:00 p.m. - 10:00 p.m.

## Recruitment

We used convenience sampling and snowball sampling to acquire volunteer participants. Convenience sampling is asking people that are readily available to us and easy to find. Snowball sampling is asking people to volunteer and then relying on them to ask their friends and find us other participants through word of mouth. We chose to use these strategies because of time constraints. We relied heavily on using the men in our classes and in our outside organizations.

It was important for the men to feel comfortable even though they did not all know each other. We decided that homogeneity was key to maximizing disclosure among focus group participants. The participants were similar in age, position and social class, but not exactly the same. This created a level playing field with diversity among participants. In addition, we made it a goal to recruit 30 to 40 participants, with the idea in mind that not all of them would be attend. This was a sufficient number of volunteers though, creating a solid foundation for a viable output of information. Barriers to attending were considered in the recruitment process. We chose to conduct the focus group in the evening of a weekday so that more participants would be on campus already. Finally, the study was conducted in the library- a convenient, central location for participants to travel to.

## Sample Characteristics

For our focus group we gathered men between the ages of 18 and 25 in order to get input on our target audience for this project. All our participants were males that are enrolled in college and use social media in a variety of ways. For our participants, we wanted to find social media users that could contribute both positive and negative opinions about Pinterest, as well as their thoughts on the social media outlet. We gathered a variety of males on campus that were from different friend groups, organization and backgrounds. Our group felt that it was crucial to seek our members from different organizations to add different viewpoints to the conversation.

\* Complete questioning route included in Appendix.





### Survey (quantitative)

The survey was best utilized for quantitative data because we were able to obtain a specific percentage for each response due to the limited choices. Additionally, participants were able to submit their responses anonymously. For our internet survey, we released and shared the questionnaire via social media and emailed the data out to participants. Due to the distribution method required for the survey, this method does not allow for a controlled situation; i.e. women and men outside of our targeted age demographic could have taken the survey dishonestly.

**Response rate:** 45 participants

**Collection period:** November 12, 2013 - November 15, 2013

### Recruitment

We gathered a convenience sample by e-mailing contacts in our e-mail address book and asked those around us to take the survey. Another way we gathered participants was by using social media to promote our survey and by asking people to take the survey. Snowball sampling is asking people to volunteer and then relying on them to ask their friends and find us other participants through word of mouth. Snowball worked in the release of this survey by asking people to share it with their male friends and to pass the word along through Twitter and Facebook. We chose to use these strategies because of time constraints and managed to receive over 40 respondents. We relied heavily on using the men in our classes, outside organizations and friends on social media. To obtain a study population, we asked only males to participate, and due to the majority of our contacts being close in age, the target sample was met.

### Sample Characteristics

Using social media and e-mail, we distributed the survey to men that fell within our target demographic. These men were active social media users, college educated and from various social backgrounds. The participants did not know each other and remained anonymous.

\* Complete questioning route included in Appendix.

### Justification for our Choice of Methodology

We recommend the use of these methods because we believe they will ultimately increase the company's success. Analyzing secondary research, conducting focus groups and distributing surveys will result in a larger following of the site by male users. A focus group allows for participants to give ideas and suggestions that our research group of seven women may not have ever considered. The survey, more or less, justifies the data that was collected through secondary research.

By implementing this methodology, we believe that Pinterest will see evident changes that should be made to improve their appearance, brand, brand identity, structure and marketing efforts. Implementing these changes can potentially result in thriving success for the company. It is our prediction that the variety of stakeholders would increase as they see a larger market creating success. More stakeholders could potentially becoming interesting in larger investments, in turn continuing and increasing the success of the company. More external companies that do not currently use the site due to a lack of male following could potentially turn their marketing efforts to include Pinterest, thus creating additional revenue.



## RESULTS

After conducting all of our primary and secondary research, we have learned an abundant amount of useful information on Pinterest. Not only did we learn about the problems Pinterest is facing, we also gained a better understanding of why men and women visit the website as well as what they do on the website. We learned that Pinterest is more of a woman-generated website that includes popular topics like event planning, weddings, do-it-yourself projects, health and beauty, fitness, etc. It has great potential and can widen its target audience by simply changing some of its marketing strategies.

### Why doesn't pinterest appeal to men?

Through our secondary research we found many statistics and reasons for why Pinterest does not have a strong male demographic. According to the Huffington Post, male users only make up 31.8 percent of the user population (2012). In our survey, we asked, "Do you have a Pinterest account?" The results showed that out of all the participants, 36 percent replied that they do have one and 64 percent said that they do not. These results support our secondary research that the site is made up of primarily female users.

After conducting our first primary research method, the focus group, we learned that most men were embarrassed by even visiting Pinterest. The majority of the focus group participants agreed that it is an embarrassing situation to be caught browsing Pinterest. Because we did not know what exactly kept men off of Pinterest, we geared some of our questions to answer that certain problem. We asked certain questions like what stereotypes they have towards Pinterest. Most answers included things like "All girls, the girliest of all girls use it," and "I imagine girls who collect wine corks and make an Eiffel Tower out of it." These results make it obvious that men view Pinterest as a female-dominated site.

### What other websites appeal to men?

Time Magazine reports, "Over the past year a handful of sites have come up with a manly twist on Pinterest" (Max, 2012). Of the websites we researched, many of them looked and acted like a male version of Pinterest. The websites that we thought are the most similar to Pinterest are Manterest, Gentlemint and Tapiture. Both Gentlemint and Manterest have a similar layout to Pinterest, but the content is clearly highly segregated. On Gentlemint and Manterest, the content primarily consists of automobiles, beer, football, sex and video games. No girly topics appear on these sites. Tapiture is a photo and video sharing site that was originally targeted toward men but has since expanded its target market to include women users.

In the focus group, participants said they frequently visit websites such as Twitter, Facebook, YouTube and ESPN. Three of the four websites are social media sites, and they have mastered the secret to attracting men. Twitter, Facebook and YouTube draw in both males and females on a daily basis. We can assume that this is because those websites are not geared toward a specific gender in terms of design and content like Pinterest is.



### What are men using Pinterest for?

Although most of the survey respondents reported that they have never actually used Pinterest, there were others who do visit the website. When men visit Pinterest, according to our survey results, they use it for things like planning events, buying gifts, sharing recipes, and finding or sharing do-it-yourself project ideas. In addition, we asked the same question in the focus group. Some of the responses we received were, "I look[ed] up recipes for bacon once." "One time I was searching recipes and didn't know the recipe was from Pinterest, and it listed all the ingredients [more clearly]." "I have to use it for work. We use Pinterest for our newsletter in a Pinterest section. We gave holiday pumpkin carving tips, etc."

### What can Pinterest do to better market to men?

Of the 43 survey responses, 23 men said that there need to be categories and pins that appeal to men such as sports, alcohol, cars, video games, etc. Two men said that Pinterest might be more appealing to the male demographic if they knew more men were using Pinterest. Eight people said they don't know. The remaining 10 responses included answers such as a different interface, more variety and not to be Pinterest. The focus group participants had similar suggestions. Many of the men said they would like to see a cleaner design that wouldn't look as girly or cluttered and more technology DIY projects. These responses are interesting because it indicates that most men could be interested in using Pinterest if the website appealed more to them.

### Conclusion

Through our primary and secondary research, we have found that although Pinterest is primarily made up of women, men still have a presence and find Pinterest to be useful. Pinterest has many girly pins such as recipes, wedding ideas and craft projects, but there are categories geared toward men such as men's fashion, cars and motorcycles, outdoors, sports and science and nature. This leads us to conclude that Pinterest is aware of its small male demographic but is working to fix it.

From our focus group and survey results, we can assume that if men knew that their male friends, co-workers, etc. were on Pinterest, then they would be more likely to use the website. Thirty-seven percent of survey respondents and most of the focus group participants agreed that Pinterest can be useful in their future career and everyday lives. Therefore, Pinterest can viably target to the male demographic, and it would prove beneficial to do so, but Pinterest will just have to work a little harder to make more men interested in what the website has to offer.



## RECOMMENDATIONS

As a group of seven female Pinterest users, the idea to research an issue within the Pinterest platform was almost thoughtless. We recognized quickly that men are not using Pinterest as actively as women, and instantly our focus was identified. To continue further our research on this topic, our group utilized both quantitative and qualitative methods of research. Our first approach was to conduct a focus group, which falls under qualitative research. This method proved to be highly beneficial in identifying why men do not find Pinterest appealing. Second, we conducted a survey, which fell under the realm of quantitative research.

Our group recognized a problem with the marketing efforts of Pinterest, so we went directly to the source of the issue to begin analyzing the problem. Our problem statement says that: The United States Pinterest platform does not appeal to the male demographic. Pinterest lacks an effective direct marketing effort for men, thus creating a social site primarily used by women. Through our research, we will address why men do not feel engaged to use Pinterest. This was the basis and foundation for our research from the beginning of the process.

Our group recommends that Pinterest utilize qualitative methods of research to better understand why men are not actively pursuing the site. Initially, Pinterest should construct a research team to begin secondary research analysis. Through secondary research, Pinterest would be able to identify what men are using the internet for, what they find appealing in a social networking site, what other researchers suggest the reason is behind the lack of male usage and how they can potentially reach the male demographic.

In addition to secondary research analysis, we recommend that Pinterest conducts multiple focus groups, specifically targeting college-aged males. Men in this market are often looking for easy ways to make money, so recruitment would not be entirely difficult. This method will present Pinterest with qualitative research, much like the focus group that we conducted. With more time, resources and money than our group had, Pinterest would likely be able to conduct multiple focus studies to acquire information about their potential target market. Similar to focus groups, Pinterest could conduct extensive interviews with both male Pinterest users and non-users. This creates the opportunity for conversation, follow-up questions and an added push for information and opinions from men.

Our rationale behind suggesting the above stated research methods is that we believe it will better the success and furthered growth of the company. There is an obvious market missing from the Pinterest operation, so we believe that secondary research, focus groups and extensive interviews will result in an abundance of qualitative results.

From our small pool of data, we can conclude that Pinterest looks feminine to males at first glance. Because there are many women on the site and because the site is made up of mostly user-generated content, males are going to have to be recruited to use the site to start pinning more male-oriented content. If more male content is posted regularly, there will be more of a balance between content for men and content for women. This might make men feel more welcome on the site because they immediately see things that make them feel like they are in the right place. From our survey, we saw that only 30% of male users liked Pinterest



because of the content. This shows that the content is not currently the strongest point of the website, and this needs to be resolved. Diversity of content on the site will be a difficult thing to change, because there are so many female users posting feminine content on the site on a regular basis.

The Pinterest logo itself should also be changed to a less feminine font in order to make men feel more comfortable with using the site. Our survey and focus group showed that many men feel embarrassed to admit that they use the site or to be seen using it. This is not something that will subside quickly. The logo should not be changed so drastically that the brand could not be identified. A more classic logo in a serif font could serve as a neutral ground for both women and men when they see the site at first glance.

Of the men surveyed, 37 percent indicated that they like the searching capabilities of Pinterest, and 33 percent indicated that they liked the categorization, so Pinterest is doing these two things in an effective way to reach some of the male demographic. However, during our focus group, one of the points that was brought up by multiple participants was the desire to visit websites with a very simple layout. These participants agreed with each other and found the layout of Pinterest a bit too busy for their taste. If this is something that Pinterest finds is a commonality in men on a larger scale, then measures should be taken to simplify the layout of the site. Perhaps the design could be more simple at first glance and gradually draw users deeper into content as they search for categorized things. While 40 percent of men do like the organization of the site, we can't lose sight of the fact that this still indicates that over half of the men surveyed still don't find the organization of the site that appealing. Pinterest needs to do more focus groups and find out more about why men visit the sites that they visit, find out more about what features they like on those sites, and find a way to implement those types of features on Pinterest.

With more time and resources, the pros and cons of the usability of Pinterest can be pinpointed more clearly. All products and services go through a revolution at some point, so this is not to say that changes wouldn't be completely effective at pulling in male users. At this point, we just have a small sample of data. If the data that we found turns out to be a commonality among larger, more diversified groups of men, then the above changes could serve as very effective methods for drawing in more male users. In our experience, males have been very straight-forward with what they want in a website. This makes it very easy to know what direction Pinterest needs to take in order to become more gender neutral. Better organization methods, a less cluttered appearance and a more classic logo could bring the diversity to Pinterest that it needs to expand its user base further into the male demographic.

# APPENDIX



## BUDGET

| Category                 | Expense Description                           | Quantity | Itemized Cost    | Total Cost (Quantity X Itemized cost) |
|--------------------------|---|----------|------------------|---------------------------------------|
| Researcher Support Costs | Sereena Barga                                 | 4 months | \$575            | \$2300                                |
|                          | Sally George                                  | 4 months | \$575            | \$2300                                |
|                          | Hannah Rupert                                 | 4 months | \$575            | \$2300                                |
|                          | Sean Wolfe                                    | 4 months | \$575            | \$2300                                |
|                          | Danielle Savich                               | 4 months | \$575            | \$2300                                |
|                          | Emma Hovarter                                 | 4 months | \$575            | \$2300                                |
|                          | Kayli Russell                                 | 4 months | \$575            | \$2300                                |
|                          | <b>TOTAL RESEARCHER COST</b>                  |          |                  | <b>\$18100</b>                        |
|                          |   |          |                  |                                       |
| Survey costs             | Participant recruitment                       | 200      |                  | \$1200                                |
|                          | Online survey software - SurveyGizmo          | 3 months | \$75/month       | \$225                                 |
|                          | Participant incentives                        | 200      | \$50/participant | \$10000                               |
|                          | <b>TOTAL SURVEY COST</b>                      |          |                  | <b>\$11825</b>                        |
|                          |   |          |                  |                                       |
| (2) Focus Group costs    | Participant recruitment                       |          |                  | \$2100                                |
|                          | Participant incentives                        | 20       | \$100            | \$2000                                |
|                          | Participant hospitality (food, hotel, travel) | 20       | \$400            | \$8000                                |
|                          | Food and refreshments                         | 2        | \$100            | \$200                                 |
|                          | Moderator                                     | 2        | \$2000           | \$4000                                |
|                          | Discussion guide                              | 2        | \$1900           | \$3800                                |
|                          | Facility rental                               | 2        | \$800            | \$1600                                |
|                          | Video taping                                  | 2        | \$125            | \$250                                 |
|                          | <b>TOTAL FOCUS GROUP COST</b>                 |          |                  | <b>\$21850</b>                        |
|                          |   |          |                  |                                       |
|                          | <b>TOTAL PROJECTED COST</b>                   |          |                  | <b>\$41975</b>                        |



## FOCUS GROUP QUESTIONING ROUTE

Thank you for agreeing to be part of this group. We appreciate your willingness to participate. My name is Sally, and the purpose of this group is to talk with you about your feelings and expectations about Pinterest. We are conducting this focus group for our research class in the Journalism department for our final project. Our goal of this focus group is to find out the habits of men like yourself and their internet usage and familiarity with Pinterest.

I will be the moderator during this focus group and discuss with you a series of questions regarding the topic. Sean and Danielle will take notes during our discussion. No names will be included in our notes and your comments will be held confidential. Please note that we are interested in negative, as well as positive comments.

There are no right or wrong answers. We expect you will have differing viewpoints. Please share your thoughts, even if they are different from others. Here are a few ground rules before we get started:

1. WE WANT YOU TO DO THE TALKING.  
We would like everyone to participate.  
I may call on you if I haven't heard from you in a while.
2. THERE ARE NO RIGHT OR WRONG ANSWERS  
Every person's experiences and opinions are important.  
Speak up whether you agree or disagree.  
We want to hear a wide range of opinions.
3. WHAT IS SAID IN THIS ROOM STAYS HERE  
We want you to feel comfortable sharing if sensitive issues come up.
4. WE WILL VOICE RECORD THE GROUP  
We want to capture everything you have to say.  
We don't identify anyone by name in our report. You will remain anonymous.

Ok, let's begin.

What do you know about Pinterest?

Have you ever searched anything on Pinterest?

PROBE: What did you search for? Were you successful in your search?

Have you ever considered Pinterest for assistance with cooking?

PROBE: How did you feel during the search? Were you successful in your search?

What do you associate with Pinterest? Would Mantrist appeal to you more?

PROBE: Products, people, businesses, entertainment?





Do you have any stereotypes about Pinterest?

PROBE: Who generally uses the site? What are those people like?

If you were to use Pinterest regularly, what would you want to see?

PROBE: What could be changed?

When you are comparing products how do you look for information about the products?

PROBE: What websites do you trust? Do you look to other consumers? What do you look for in a company's online presence?

What characteristics do you look for in a social site?

PROBE: What appeals to you? Design, content, simplicity, etc. Do your most frequented websites have these characteristics?

Will you list your three most frequented websites?

How do you like content to be organized online?

PROBE: What setup is easiest for you to read/look at? What are examples of other sites that organize their content this way? Do you feel like Pinterest meets your needs in content

Would you be embarrassed if someone saw you using Pinterest?

A man recently looked at his wifes Pinterest account and recreated her "dream wedding" what are your thoughts on this?

Do you think you will or could use Pinterest or a website like it for a future job?

Closing: Thank you again for your time and willingness to participate. Please contact us if you have any further questions about the research we are conducting.



## SURVEY QUESTIONING ROUTE

What is your age?

18 or younger

19

20

21

22

23 or older

Do you have a Pinterest account?

Yes

No

What is Pinterest?

Why do you use Pinterest? (Check all that apply)

Find or share decorating ideas

Find or share do-it-yourself project ideas

Find or share apparel tips

Find or share professional contact information

Find or share reading lists

Find or share recipes

Find or share gift ideas or wish lists

Organize work projects

Plan events (meetings, parties, weddings, etc.)

Promote yourself or your company/organization

I have never used Pinterest

Other (please specify)

Please describe Pinterest in one sentence.

What words come to mind when you think of Pinterest?

Would you be embarrassed if someone saw you using Pinterest?

Yes

No

I do not know what Pinterest is.

How could Pinterest make itself more appealing to the male demographic?



- What do you like about Pinterest?
  - Design/appearance
  - Products
  - Categorization
  - Organization
  - Searching capabilities
- Do you foresee using Pinterest in your career?
  - Yes
  - No
  - I do not know what Pinterest is.



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