

QUOTATIONS

DIRECT FROM THE DATA



INFORMATION NEEDS

"I wish I had known of the **legal aspects**... i only got told when it hit the fan that i could be in trouble" - M, 22

"including **what to do if you are a victim**. there should be empowerment" - F, 19

"some people legitimately expect porn to be realistic" - F, 25

"the shame I felt about porn growing up wasn't healthy" - M, 20

USING SOCIAL MEDIA

"**post regularly** with no large gaps between posts. once a day is enough" - F, 22

"i doubt they would declare to their friends that they're interested in this" - F, 21

"i'd probably **unlike it if i saw irrelevant things** or if it felt like a negative thing to be around" - F, 19

"memes can sometimes be so un-funny and poorly used" - M, 17

AESTHETICS

"**stock imagery can just be boring** and a waste of internet downloads" - M, 24

"pictures and videos as long as they're **relevant**" - F, 26

"websites covered in cartoons/rainbows/ "cool dudes" talk... they're pretty bad" - M, 17

PLATFORM

"maybe a main website and then you could point to it from social media." - F, 20

"you could be interested in a topic posted in FB 3 years ago and you won't ever see it - you'll just think there's nothing available. Website can be categorised better" - M, 22

"definitely a website. i don't want that on my feed" - M, 19

"i'd go to a website, **i only use social media to connect with friends**" - F, 17



TONE

"something **written by peers** will make it feel less patronising" - F, 18

"having a lighthearted tone for the most part and becoming serious only in small sections" - F, 22

"having down to earth **realistic stories** are so much more likely to get through" - M, 25

"no teenager thinks the bad news story is going to happen to them" - M, 18

"we are obsessed with **authenticity**" - F, 17