**Appendix C: *Axial Codes***

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| Axial coding |
| Agency/Control | Addiction  | Algorithm | Communication | Identity Dissonance |
|  | Codes* Addiction
* flow/doom scroll
* Sm: use
 | Codes:* Algorithm
* Sm: control
* Tech: Knowledge
* Emotions: Annoyance
 | Codes:* Communication
* Emotion: enjoyment
* Sm: curation
* Generation shift
* Meme culture
* Change
 | Codes:* Emotions: Cringe
* Change
* Personal image
* Memory: past memory
* Sm: curation
 |
| Relates to instances where people feel they have/have no control, can/cannot exert their agency. Sometimes willingly relinquishing control, mostly unwillingly. Making conscious choices.  | Important to the daily experiences of the users. Those who avoid certain types of apps due to addictive tendencies and those who are aware of their addictive tendencies, but still seek out the apps. Or let apps guide their behavior/ lose lots of time suddenly without realizing it. Could also relate to an anxiousness when without phones or media access.  | Algorithms as one of our initial concepts is an important category to consider. Many relevant quotes exemplify how much our users think about algorithms (not much) and how much technological knowledge they have.  | Communication is a concept that came up as a by-product of social media, but highlighted an interesting difference in generations when it comes to communication (meme culture). As well as using apps that were not initially designed for communication (i.e. instagram as a primary point of communication between friends.)  | As one of our key words it was interesting to see the association with personal image and the curation done by people in response to their own cringe. Signifies a misidentification/mismatch between current and past versions of self due to mnemotechnology use, challenges self-image/-perception. ‘That wasn’t authentic, was performative; A different version of me’curating/deleting/intervening actively in identity construction thu mnemotech.→ tactical memory management |
| Indifference  | Digital Native | Doom scroll/flow state  | Memory Affected | Memory Life Track |
|  | Codes:* SM: digital native
* ~Memory: life track
 | Codes:* Flow State: Doom Scroll
* Tech: use
* Emotions: annoyance
* Sm: use
* Engagement
 | Codes:* Memory: function
* Memory: Example
* Memory: Past memory
* Memory: State of memory
 | Codes* Memory: life track
* Memory: Active/improvement
* Emotions: Joy, Lonely, uncertain
* Sm: use
* Emotions: Nostalgia
 |
| When indicated that someone is indifferent. No affect as opposed to neutral.  | As one of our selection criteria this felt like something important to consolidate to what extent our participants perceive themselves as being part of this generation. Any definition or nuance given to the notion of digital native, (dis)identification with it.  | Could maybe add addiction into this section if you want to narrow it further. Concept that appeared in our readingsLoss of time, distraction | How people felt their memory was in various states, ie natural memory, social media memory, and how they affect each other.  | Descriptors for people who can track much of their lives in the past, or use social media and technology to offload their memories and keep track of their lives in present day. Normally neutral or positive affect |
| Ambivalence | Mental Well-being | Ownership | Social Media as Memory tool | S-Media Memory notifications: intrusion |
|  | Codes:* Mental Health
* SM: use
* Flowstate: Doomscroll
* Missing the present
* FOMO
 | Codes:* Ownership
* Change
* Personal image
* Pressure
* Memory: past memory
* Intimacy
 | Codes:* Memory: External M Storage
* Sm: use
* Memory: function
* Memory: what to remember
* Memory: Method of memory creation
* Memory: Active improvement
* Memory: over remembering
* Remembering
 | Codes:* Sm: notification
* Sm: memory notification
* Sm: preferences
* Sm: use
* Emotions: annoyance
* Memory: past memory
* Sm: curation
 |
| For when people give contrasting statements. Not that they feel ambivalent or unsure, but that they say one thing and then say something that is somewhat in opposition to that.  | A concept we had not considered that was brought up by our participants rather than our readings. An interesting effect on the way that we experience social media and how or why someone may feel the need to interact with social media.  | Ownership pertains to the personal connection someone feels for their memories, their personal image presented on social media, and the changes they experienced. Safeguarding memories; what happens to ownership/agency when you share them on SM?Restricting agency knowinglySuspicion over sharing on/with platforms | Mostly memory offloading, how and why people use social media and technology as tools to aid their memory, as well as what they choose or abstain from putting on their social media. | The notifications having been something that was brought up a lot in relation to mnemotech and media because they are prompts for more memory or for action pertaining to memories. Ie spending hours scrolling after being prompted by a memory.Changed to intrusion: invasive, annoyance/negative affect |