Social Physics On Instagram Key Concepts

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1 Introduction

1.1 Professional Task

This document serves as a research paper for the social physics course. The goal is to take a closer look at human behaviour within the scope of our professional task. The aforementioned professional task consists of an analysis of the social media service Instagram for the Central Bureau of Statistics (CBS). Using a data-set with information about public posts (Global Positioning System (GPS), likes, hashtags, etc.) we try to answer two questions within the professional task. Human behaviour plays an important role in answering these questions.

1. *Can we sort the posts into defined categories using machine learning?*

2. *What information can be gathered based on the given GPS data?*

1.2 Goal

Within the broad subject that is social physics, we want to enlight the different mindsets that our stakeholders could have about this project. We want to discuss with our group how we speculate how our stakeholders think.

2 White Hat

2.1 Introduction

The White hat is about data and information. It is used to record information that is currently available and to identify further information that may be needed.

2.2 Actors

2.2.1 Instagram users

An Instagram user with a white hat would be happy with this project, because it creates opportunities for them to gain more insight in their data.

2.2.2 CBS

People from the CBS with a white hat would be happy with this project, because it's generating new insights of the people from The Netherlands. This project could show stats of Instagram users of what people post about.

2.2.3 Development team

Our development team with a white hat would be happy with this project, because it's generating more data and creating insights. This creates more possibilities for projects in the future.

3 Red Hat

3.1 Introduction

The Red hat is about feelings, intuition and emotion. It allows people to put forward their feelings without justification or prejudice.

3.2 Actors

3.2.1 Instagram Users

An instagram user with a red hat would not be happy with this project, because he could feel like he is placed in a box. Or he could be unhappy because it would feel like the project is tracking them.

3.2.2 CBS

People from the CBS with a red hat would be happy with this project, because it shows the CBS what the people of The Netherlands interests are or where they are going.

3.2.3 Development team

Our development team with a red hat would be happy with this project, because they would feel like it's an innovative and opportunity rich project.

4 Yellow Hat

4.1 Introduction

The Yellow hat is for positive view of things. It looks for benefits in a situation. This hat encourages a positive view even in people who are always critical.

4.2 Actors

4.2.1 Instagram Users

An instagram user with a yellow hat would be happy with this project, because there are lots of opportunities and more information could only bring more good things.

4.2.2 CBS

People from the CBS with a yellow hat would be very excited with this project, because it give them a lot of insights in the dutch society.

4.2.3 Development team

Our development team with a yellow hat would be happy with this project, because the project generates lots of information and new opportunities for the development team.

5 Black Hat

5.1 Introduction

The Black hat relates to caution. It is used for critical judgement. Sometimes it is easy to overuse the black hat.

5.2 Actors

5.2.1 Instagram Users

An instagram user with a black hat would not be happy with this project, because it would be wrong to locate people based on there instagram activity.

5.2.2 CBS

People from the CBS with a black hat would be cautious with this project, because if they release the stats from this project they have to be certain that the results are reliable

5.2.3 Development team

Our development team with a black hat would see risks with this project, because there is a lot of sensitive data they are working with and one leak could be catastrophic.

6 Green Hat

6.1 Introduction

The Green hat is for creative thinking and generating new ideas. This is your creative thinking cap.

6.2 Actors

6.2.1 Instagram Users

An instagram user with a green hat would be happy with this project, because he thinks about a lot of new exciting ideas.

6.2.2 CBS

People from the CBS with a green hat would be very excited with this project, because it give them a lot of insights in the dutch society. They can already think about all the opportunities of this data.

6.2.3 Development team

Our development team with a green hat would be happy with this project, because the project generates lots of information and new opportunities for the development team.

7 Blue Hat

7.1 Introduction

The Blue hat is about process control. It is used for thinking about thinking. The blue hat asks for summaries, conclusions and decisions.

7.2 Actors

7.2.1 Instagram Users

An instagram user with a blue hat would be cautious with this project, because this project could mean that the people of instagram would be pushed inside a box.

7.2.2 CBS

People from the CBS with a blue hat would be happy with this project, because the outcome of this project would cause insights where the people of The Netherlands would travel to. It could mean more advertisement on certain locations.

7.2.3 Development team

Our development team with a blue hat would be worried if the team has thought about the consequences enough

8　Abbreviations

CBS　Central Bureau of Statistics. 1

GPS　Global Positioning System. 1