

Vision: Tweak social interaction dynamics	Rationale	Prio	Usage stories	Strengths, opportunities	Weaknesses, risks	Enhancements, mitigations
Promote more fully-considered response -- to full post rather than just the headline.	Thoughtful -- you are subtly encouraged to respond to a post not superficially (e.g., just to the headline), but after actually thinking about (or at least reading) the entire thing.	1a	I give feedback on a post only after I see its full content -- not just the headline itself.	More engagement in terms of reading the content and thinking. Better understanding. Better quality response. Less outrage.	Slower feedback; less engagement in terms of response.	Buttons at top actually scroll through to bottom. Or to highly-commented points. Buttons stay visible throughout scroll.
Provide response options that reflect impact on others.	Focus on others -- you are subtly reminded to consider the impact of your posts on others, not just venting for your own relief.	1b	Feedback buttons and prompts are designed to encourage me to think about others -- e.g., a "Kind" button rather than "Like".	Temper outrage. Promote more constructive responses, by thinking about others.	May be hard for some responders to put themselves in others' shoes.	Distinguish visually between self-focus buttons and other-focus buttons.
Reduce authors' attachment to their initial words. Let them change privately what they wrote, with less embarrassment of doing so in public view. Promote refinement. Make posts coauthored, to strengthen and temper words and emotions.	Letting draft feedback be private -- so as not to embarrass you with criticism, and not force you to be defensive.	2a	(c) My feedback to an author is initially private, visible to the author -- not public.	My feedback can be firm yet less cautious. It is not visible to others, so author doesn't have to feel embarrassed and defensive.	Author may ignore feedback, knowing that no one else sees it.	Private feedback becomes publicly visible if ignored and post is published. Anonymity?
	Adding an initial " draft " status before a post or comment spreads -- so you can get feedback and reconsider, before you get emotionally committed to your words.	2b	(b) My posts and comments first go into draft mode, where friends can contribute -- rather than direct publication.	Will allow time to think, get feedback, take the edge off. Will temper outrage.	More complicated; will require a separate step to publish. Will require effort to modify posts. Will delay posts and slow rate of posting. Friends might not respond to drafts.	Minimize extra clicks. Automatic promote to publish? Alerts to solicit feedback. Show friends the impact of their feedback, in terms of modifications made. Reward good commenters, with ratings, recommendations, and privileges.
	Refinement -oriented presentation -- you're allowed to change what you said, without embarrassment, and are not expected to stick by your original words when new info comes along.	2c	(a) Multiple authors/contributors are identified. Modifications are noted to friends and commenters. Modified sections are highlighted, with prior text available. Scores/ratings can change.	Willingness to improve posts and comments, in response to feedback or further thinking.	Friends might give unconstructive feedback. Content might devolve into conformity of ideology. Authors may become initially less careful, or even more hostile, knowing that modifications will happen.	Feedback on feedback. Conformity or too much agreement triggers suggestions for alternative sources, additional commenters.
	Collaborative -- posts are seen as the effort of more than one person; you don't need to feel personally attacked when someone disagrees with a post.	2d	My posts and comments stay collaboratively editable, refinable, and expandable -- rather than fire-and-forget.	Tempering of excess. Consensus content. More authors to take responsibility for a post or comment.	Diffused responsibility for posts; original author may be less blameworthy for problems, and less creditable for successful content. Too many cooks spoil the broth?	Keep all authors engaged via notifications and rich interactions. Center around content, rather than authors.
Let commenters both agree and disagree, on different passages.	Feedback on separate parts of each post or comment -- to promote nuance, so your friends can get you to improve the objectionable parts, rather than disliking your entire text.	3a	I give feedback on specific words, areas, or passages -- rather than the entire post.	Greater specificity, greater detail. Better info to help authors modify words and behavior.	Harder and slower to give feedback. Heavier implementation.	Make UI as simple and smooth as possible. Keep interaction buttons and comment boxes visible. Quick skip-to-bottom/overall mode.
Show authors how they themselves are seen, based on their writings and responses, in aggregate.	Holding up a mirror -- so you can see what you really "look like" to others (in terms of your aggregate social media presence), and adjust your "appearance" to be more influential and effective.	4a	(a) After a post or comment is published, I give feedback on the author(s) -- as well as the content.	Authors may improve content and behavior in response to constructive feedback.	Authors may respond negatively to criticism. Authors may dislike or avoid feedback.	Structured feedback: buttons, etc. Feedback in terms of suggested edits, rather than comments.
		4b	(b) Show me aggregate feedback from the posts or comments that I authored.	Feedback may be considered less personal, hence more acceptable, than specific comments from friends.	Aggregate feedback may be less direct and less effective than specific feedback on specific posts or comments.	Detailed analysis, rather than just a few scores. Suggestions for change.
		4c	(c) Show me the profile that the social media platform distilled from my posts, comments, and other interactions.	Authors may become aware of profile characteristics, and improve behavior or reveal less.	Link between profile and behavior is tenuous and indirect -- the behavioral changes desirable may be unclear. Changing to benefit platform profile may be less motivating than to benefit self or friends.	Suggestions for additional or alternative sources and content. Info about how to change platform privacy settings. Info about alternative activities.