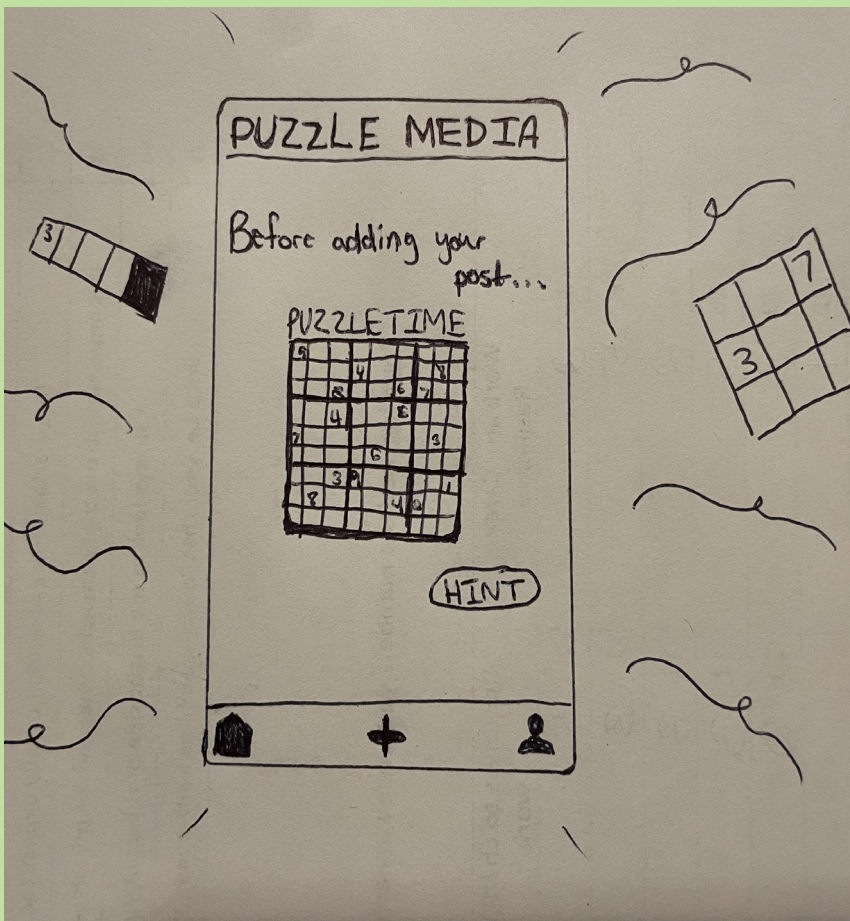


PUZZLEMEDIA

PuzzleMedia is a third-party app that pops up on your social media apps: whenever you go to publish a post or a comment, you have to solve a sudoku or crossword puzzle first. This feature forces people put more thought into what they are sharing online and if it is worth the extra effort of solving a puzzle. Some people may find these puzzles enjoyable and therefore do not find any hinderance in the friction the extra effort causes. However, other

people may not enjoy them and truly contemplate whether this post or comment is worth it.



An added function of PuzzleMedia is that all comments must be posted in the form of a video. This adds a face to the person making the comment, not allowing people to hide behind a screen when making a negative comment. The goal of both of these

features combined is to force people to put in extra effort to make a post or comment, requiring them to really think about what they are sharing on the web. Is it beneficial? Is it necessary?