#BeatTheAlgorithm – Campaign website

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The purpose of #BeatTheAlgorithm is to serve as a wake-up call about one's social media habits, framing these in a new, larger, life-wide perspective that hopefully gives the visitor some new insight about what they actually value about social media and what is just noise and procrastination.

It is currently deployed at: https://master--meek-hamster-1d8ff9.netlify.app/

The website structure is the following:

- **Home**

    Home contains the landing page, that always adapts to fully cover the viewport, a few paragraphs trying to persuade the visitor to take part in the challenge, the campaign video and links to further reading.

- **About**

    About explains the purpose and rationale of the site and contains social media links.

- **Quiz** (Interactive element)

    Quiz has 2 questions about the visitor's demographics to determine their remaining life expectancy and 3 questions about their social media usage designed to make them reflect on the positives and negatives of social media and seeing how they are doing with respect to the time they consider healthy and productive.

Submitting the form visualizes the daily average social media usage in a pie chart with sleep being in blue, productive and healthy social media usage in orange with the actual usage time exceeding it in red and the remaining waking time in green.

If the visitor's social media usage does not exceed their ideal for healthy and productive social media time, they get a message congratulating them for being on top of their social media usage, whereas if they fail to stay within the goal, they get a message warning them about the months and years that the red slice compounds to if they live up to their life expectancy. For example, for a 20-year-old Finn, an hour a day of social media time exceeding their goal compounds to 1 year and 9 months of unwanted social media usage during their remaining life expectancy. This is supported by the numbers for remaining life expectancy in total as well as the portion of that actually spent awake, which is approximately only two thirds. Additionally, to help in evaluating the goal selected, percentages and their corresponding years and months for the goal and actual usage are displayed in the results as well.

The workload was substantial, especially when having to get acquainted with various new technologies, but it was not unmanageable. Due to various other school projects, I got to start this way too late and therefore had to pull one all-nighter, which is significantly better than the four I had to pull for the Programming Studio A project delaying the starting of this. Overall, I am very happy with the result, however. It scales really well but this took a lot of work because, as opposed to my personal website, I wanted to make this extra responsive such that it adapts to every viewport based on their aspect ratios rather than widths. For example, the landing page always covers the entire viewport and displays itself with two different layouts depending on the aspect ratio. The website is lightweight with very small webp images and I am quite – although not fully – satisfied with its design as well. For a single-person team and a week's time it came out pretty alright and due to being built with react, is highly extensible, which is something I might still do in the future as the topic is rather good and inspires a lot of interesting content.

The interactive element I found quite interesting and potentially really helpful for some even in real life already as it is. Boundary cases are still a bit broken such as if the user inputs too large of a number and I would like to get rid of the magic numbers and place them in a separate file but otherwise the code is decent and it works well. Unfortunately, due to the abovementioned reasons, I ran out of time with the interactive element and was not able to add deleting and editing possibilities. It does not bother me too much as I would have removed them immediately after submitting the project anyway because they do not bring any additional value to the project, but it

is a shame – although understandable – that it will probably reduce my points a bit. In this sense, a team would have been great but on the other hand, I maintained full creative control and did not have to fight with a single git merge.

For further extensions, I would add all countries with some sort of an API, perhaps more questions such as gender, as it is a major determinant of life expectancy, as well as more statistics such as showing how it compares to other visitors of the site, whose responses would obviously have to be stored in a simple database. It could be made a bit more seamless and "smart" too with some questions being mandatory and having enhanced logic within the DataVisualizer component. This would be an interesting opportunity for gathering all kinds of data on the topic and using it to improve the website. Along with that the content could also be significantly expanded with a lot more further reading links, more text and pictures et cetera. Might actually run this campaign one day, but till then, it is a pretty good foundation that taught me a lot about react development.

More on the mission and technicalities can be read from the README on GitHub https://github.com/MiroKeimioniemi/bta-campaign-website and from the "About" section of the website at: https://master--meek-hamster-1d8ff9.netlify.app.