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CART 451

Networked Media Studio

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Prototype Report: The Human Algorithm

Prototype Link:

<https://percynguyen7.github.io/cart451/final-project/prototype/home.html>

Project Description:

The Human Algorithm is a web-based project that explores the relationship between human-machine and aims to better understand AI algorithms on the Instagram platform.

The project contains three sets of trials with 10 participants (consisting of 6 acquaintances and 4 friends). Roleplaying as a social media algorithm, participants are asked to observe my behavior and my interactions with Instagram within a given day to learn about me.

They then suggest one post that would appear on my feed along with three keywords as justification for their choice.

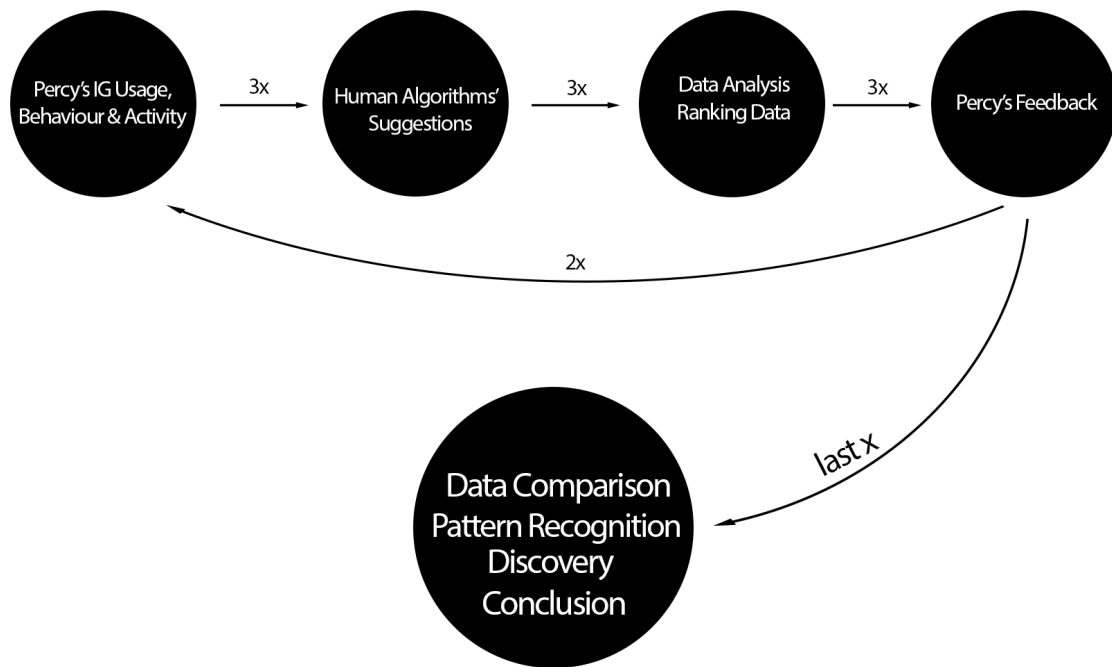
These data are collected, analyzed and displayed in the result tab once all trials have been accomplished. Players' names in the result table will be coded anonymously instead displaying their actual names. Their relationship towards me, either as a friend or an acquaintance will also be shown.

If time allows, I will also display a showcase of all posts recommended along with their respective score. These recommendations will not be

With all of this information combined, I hope to reach an unknown conclusion regarding the experiment. It could be a new revelation about my behavior on Instagram, or a similar pattern amongst the recommended posts from the human algorithms.

System

Diagrams of the system:



Development Stage

Completed tasks:

- Downloading and creating all assets for in preparation for the website using the Adobe Suite and online resources
- Building a fully responsive interface using HTML, CSS and JS on all screen sizes
- Creating three Google Form for participants suggestions and keywords

Tasks to be implemented:

- Collecting my Instagram Behavior for all three trials
- Recruiting acquaintances who would like to participate! As it does take up a considerable amount of time (approximately 20 mins per trial), I plan on bribing them with little gifts to motivate them.
- Compiling, analyzing and releasing all data though the ranking table and participants suggestion showcases
- Drawing a conclusion or a discovery from this experiment

Features

The website has the same interface as Instagram to fully stimulate the experience for the participants. Similar to Instagram tabs, each tab of the website plays a unique role.

1. **Home (House Icon)**

The Home tab displays all documentation and recording of my personal Instagram usage. A small menu up top allows viewers to choose the specific documentation for its respective trial.

2. **About (Magnifying Glass Icon)**

The About tab indicates the purpose of the project as well as setting instructions on how viewers may participate!

3. **Suggest (Plus Icon)**

The Suggest tab contains instructions and the specific details on how viewers may engage with this project!

4. **Profile (My Instagram Profile Picture in a Circle Icon, currently hidden)**

The profile tab leads directly to my Instagram page.

5. **Result (Compass Icon)**

The result page displays a ranking table of all participants' scores as well as their relationship (friend or acquaintance). Once finished, this page will also contain every suggested post by the participants so new visitors may learn more about how the project played out.

6. **Contact (Direct Message Icon)**

The Contact tab contains information about myself as the author of this project and how to contact me for further details.

Project Development Status

The development is going well and is expected to be done by the due date.

Satisfaction Remarks

- The user interface being fully responsive and almost identical to Instagram makes the project a lot more engaging.

Updates/Changes

The following are a list of changes or improvements made since the project proposal.

1. Node.js to Google Form for Data Collection

Originally, the plan was to learn node js and collect participants' data through this method. However, as I recognize the complications that follow nodejs and its lack of inability to be hosted on github or CDA server, the main method of data collection has been changed to google form.

2. Participants Details

The unknown number of participants have now been decided to be 6 acquaintances and 4 friends. All participants will also be bribed with snacks to encourage them to complete all three trials.

3. Ranking Updated

Instead of a ranking table being displayed once the project is finalized, the ranking board will now be updated weekly to let participants see how well they are doing. This also encourages competitive natures which motivate participants to keep up with the trials.

4. All Suggested Posts Showcase

All participants' suggestions along with the keywords and the score will be uploaded onto the websites under the Result Tab.

5. Participants Anonymity

Participants are given a random code name to protect their identity.