Social / Ethical Implications

Answer the following questions. In your answers, please distinguish which implications follow from your *conceptual* design and which follow from your *UI* design.

1. **Did you make cultural or other assumptions about your users that affect how they interact with Fritter?**

   Conceptual design and UI design. Yes. I assumed that the users were at least familiar with the underlying concepts of Freets, upvoting, refreeting, account, profile, following, and some other social media sites like Twitter. I assumed that users would imply the meaning of icons like 'heater', 'composing', and etc. I assumed that users who don't understand English and understand the icons. I also assumed they are familiar with certain conventions such as searching, signup, login, and logout.

2. **Would an effective use of design heuristics to maximize engagement with Fritter be manipulative?**

   UI design. Yes, the effective use of design heuristics to maximize Fritter's engagement can be manipulated. If we redefine user engagement as interaction time and interaction cycle, then there are two ways to increase engagement. First, we can make the user interface difficult to use so that users take more time to complete their intent. Then user engagement is manipulated. But we cannot call this design of the user interface an effective use of design heuristics. But in other cases, if we use heuristics effectively in designing the user interface, we can still maximize user engagement by pushing the user content that matches his preferences, thus making the user addicted, as some applications are doing now. This is manipulative because it goes beyond providing functionality and is intentionally prolonging the time the user spends on the app, just like an addiction. And sometimes users don't realize they've spent so much time on the app.

3. **How would you adjust your design if your only goal were to: get children addicted to Fritter? or make it hard for older people to use Fritter? or stop fake news spreading? or prevent harassment? How, if at all, do your answers to these questions inform how you would actually design Fritter?**

   UI design. To get children addicted to Fritter, I would make the page more interesting, more childish, more bright animation and fewer words. To make it

hard for older people to use Fritter, I would minimize the size of buttons and the font size of the texts, use more popular internet slang, so that interaction with the app is harder for elders.

Concept design. To stop fake news spreading, we need to have new concept designs. We could install a fake news censorship concept that automatically removes posts identified as fake news and also alerts users of fake news. Preventing harassment also requires a new concept that implements a stricter system of following. We will ask a user whether she/he agrees to be followed by someone else and allow users to block other users if necessary. As before, we would also need censorship based on Freet contents to prevent potential harassment. We would also allow users to report other users for inappropriate behaviors and impose some penalties for users who are considered harassing.

The above answers inform me how to actually design Fritter. Informed by the first two answers regarding UI, I would consider the potential users of Fritter as comprehensive as possible and thus make a balanced UI design regarding the accessibility of each side. And for the concept designs, I realized when designing the concept, it is not enough to only consider the basic functionalities but also the security of the app and potential bad intentions of users' behaviors.

4. **You have the option to allow users to see which other users have upvoted a Freet. What forms of engagement between users (positive or negative) would be encouraged by allowing this?**

Concept design. The upvote feature is potentially used as a measurement of the popularity of Freets by users if they are allowed to see which other users have upvoted a Freet. On one hand, it encourages interactions between users who have similar interests so that they could follow each other after seeing the same Freets, however on the other hand, it brings the discussion of privacy issues as some users may not want to expose their activities on the platform. Hence, it discourages certain users not to upvote Freets even if they like them.

One possible solution is to only display the number of upvotes of each Freets, but not the users who upvote Freet. In that case, it protects the privacy of users and at the same time, still maintains the feature for measuring popularity.

5. **In A3, we asked about stakeholders who aren't your immediate users. Identify a design choice you faced that would benefit or harm such a stakeholder, and explain how.**

Concept design. One secondary group of users could be the immediate users' acquaintances. In our design choice, we allow anyone to register with any name and no identity checking mechanism, thus users could use others' names as their usernames. This allows users to impersonate others and post inappropriate content, thus affecting the reputation of the people who are not our immediate users.

6. **What are the accessibility implications of your design for people with different abilities?**

   UI design. We would like to include users with limited English understanding to use our platform too. Hence, we implemented friendly icons for buttons, so it is easier to learn how the platform works even if they don't know the words. Also, we highly encourage users to post Freets in any language they prefer. We aim to create an integrated and inclusive platform for anyone to use.

7. **One of the heuristics is to "speak the user's language." In retrospect, assuming you followed this, can you identify what kind of user you had in mind?**

   The user that I had in mind as I designed the UI was an English-speaking user who is familiar with social media platforms such as Twitter. I also thought that users might be Freeting in different languages, or be from around the world, but have similar understandings of the icons on the UI.