

Supporting Positive Sharing Experiences with Personal Activity-Tracking Data on Social Media Platforms

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Sharing personally interested activities through personal activity tracking data on social media platforms helps people achieve goals for wellbeing, communication, or self-presentation. However, to receive the desired sharing outcomes from having these goals requires adapting to the norms and adopting desirable practices on different social media platforms. In a line of research projects, we demonstrate that using personal data to connect people of wellbeing goals is an example of designing positive social technology. We further highlight our argument on supporting positive activity sharing experience - that to help people receive their desired sharing outcome requires understanding and designing of sharing experiences that support sharers to align with the best sharing practices on the platform. In essence, we aim to contribute a deeper understanding of the sharing practices on social media platforms that could lead to more desired sharing outcomes, and how we may design sharing experiences to support sharer in achieving their goals.

1 Introduction and Background

People often seek out and achieve prosocial outcomes when they share information about activities that they participate in with one another online. Past works have shown that people share activities to receive social support, such as emotional support [1, 13, 31] and instrumental support [31, 33] around their activities, such as recognition of what is challenging or logistical advice. People also share to be held accountable and motivated for keeping up with their goals for things such as wellbeing or behavior change [5, 23]. People also often share activities toward forming positive social relationships, such as informing others of their lives [26], to influence, motivate others, or promote and advocate for social justice [4, 6, 20], or to manage ones' impression [5, 22, 35].

The activities that people share span a wide range, including hobbies and personal interests [14, 32], health and wellbeing related activities [24], or life events such as updates [26] or personal experiences [1]. People often leverage personal tracking technology for logging and managing these activities and proceed with sharing them [7, 8, 16]. For instance, runners use their fitness tracker or smartwatch to log the pace, distance, and heart rate during run [22, 29]. People who sketch and study record and keep track of their process and the times they spent engaging with these activities [19, 25].

Given the abundance of social media platforms, the different features and affordances of each platforms' design provided leads to different ways of sharing which influence the what the sharing outcomes are and how people may receive them [28]. For instance, modality differences between text, image, and video supported across platforms may influence how activities are represented and received by the audience [5, 8, 20]. The diversity of topic and audience a platform focused on may lead to different feedback received [33]. Synchronicity of platform can lead to different interactions and relationship formation between the sharer and their audience [11] and considerations around self-presentation [2, 35].

Given the diversity of the platforms' design and the goals that people are trying to achieve, it is not guaranteed that activity sharers to receive the positive benefits that they desire. To achieve the desired positive benefits requires people to adapt to the norms and adopt the practices that are preferred on these platforms. Past works have pointed out that people may leverage different strategies when sharing on different platforms to reach their sharing goals. For example, people

may selectively disclose and target audiences that may provide them the desired support [24], adopt different visual and presentation styles for the content [4], and often adjust language they use on the platform to abide by the platform's self-presentation norms [3, 27].

In this position paper, we highlight that activity sharing on social media can serve as an example for positive social technology design. Furthermore, our work argues that in order to support people in achieving positive sharing outcomes when they share activities, tools need to actively support people in aligning with best practices for communicating activities and align with the norms of the platform they are sharing on. In the rest of this position paper, we present three lines of work we have undertaken which outline why aligning with best practices and norms lead to positive sharing outcomes, and how the design of tools can support these practices.

2 Research Overview

In three projects, we examine the benefits of aligning with social media platforms' best practices of sharing when people share their activity tracking data. In our first project, we aimed to understand the sharing practices happening on social media platforms and communication norms that people have on the platforms. Then, we explored how to design authoring tools for activity sharing that support alignment with these practices and norms in order to help people receive the benefits that they desired. Finally, we sought to understand what the outcomes are, including both benefits and limitations, when people use these sorts of authoring tools to share activities on the social media platforms. Through these three lines of research work, we aim to contribute better understanding and designing support for positive outcomes from sharing activities.

2.1 Exploring Response Differences Between Broad-Purpose and Dedicated Platforms

People leverage social media platforms for sharing activities that they do and care about in their lives. The many platforms that an individual uses may vary in their design across dimensions, such as how the contents are framed and how they are received [34]. Intertwined with the evolving nature of people through the platform design, different norms of sharing may emerge [28] and thus influence the sharing outcome. Therefore, a further study of the sharing outcomes based on the norms differences across the platforms may help us better understand how framing the shared activities to those platforms could people achieve more desired sharing outcomes.

One important design that distinguishes social media platforms from each other is the *content diversity* a platform supports, which suggest the range of topics that people are sharing and discussing [30]. Broad-purpose platforms, those that have higher content diversity (e.g., Facebook, Twitter) may lead to receiving a larger response but could lead to content being trivial or uninteresting for a large audience. Sharing on these platforms may further raise concerns around privacy and contextual collapse. Sharing on dedicated platforms could help reach audiences with similar interests that are able to provide specific support or feedback, but could lead to social comparison or negative self-perception given the highly-centered interest.

To understand how the norms of platforms with different content diversity influence the outcome of activity sharing, we collected the social response received when sharing activity on dedicated and broad-purpose platforms. We selected two activity sharing domains (physical activity and creativity) and examined two applications in each of two domains as the dedicated platforms, and compared their sharing outcome with its cross-posted activity sharing counterpart to Twitter, a broad-purpose platform. We collected over 700,000 pairs of cross-posts of activity sharing from 2015 to 2022 to analyze how the content diversity and use of editing features (edited text or embedded images) both the quantity of response (amount of likes, comments, unique commenters, and the presence of conversation), and using textual analysis to examine the textual features - their topic

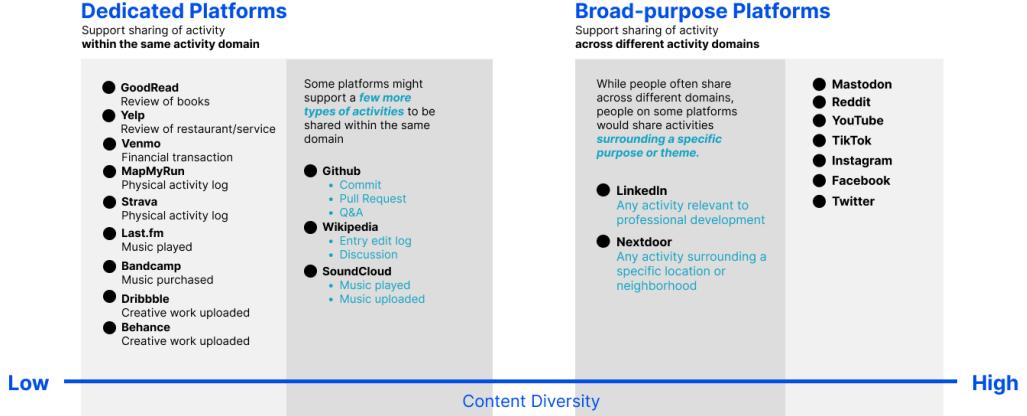


Fig. 1. Categorization of social platforms based on their *content diversity*. Dedicated, or low-diversity platforms, support sharing content within a single domain or among a few related domains. Conversely, broad-purpose platforms tend to have high diversity of content, supporting sharing many kinds of activities on the platform.

relevance (TF-IDF and log likelihood ratio) and emotional valence (sentiment analysis using VADER [12]) - of the responses.

Our results demonstrated that posts made to dedicated platforms received more social engagement (more likes, replies, and unique commenters) compared to their counterparts on broad-purpose platforms. Embedded photos in particular increase amount of response more on dedicated platforms, but likelihood of response on broad-purpose platforms. For textual features, our results shown that comments on dedicated platforms are more positive in valence and tend to include more supportive words and specific commentary about the shared activity, such as the level of accomplishment in physical activity or visual aspects of creative works. Conversely, comments received on broad-purpose platforms focus on the sociality around the activity and were more likely to include words, such as hashtags, which shown evidence that people leveraged the different social mechanisms of the platform to connect or communicate with others.

Overall, our findings illustrate benefits and drawbacks of sharing on each platform based on the platforms' content diversity, and how using editing features may lead to outcome differences. The results provided us insights on how we could support framing the activities shared to platforms based on their norms to help ensure that people have positive sharing experiences.

2.2 SnapPI: Understanding Everyday Use of Personal Informatics Data Stickers on Ephemeral Social Media

Social media platforms have different norms and communication practices that people adapt to and adopt when they communicate. As pointed out through our finding from the previous project [30], these differences may impact outcomes of sharing, leading to benefits and drawbacks to the sharer. Furthermore, framing their content when sharing activities may help people receive more desired outcome when sharing on each platform. Therefore, to understand how we could support people to align with the practices of the platform to receive the desired outcome, we sought to understand how sharing outcomes would be influenced by the design of a tool that supports alignment with these practices through authoring and framing the shared activity. In this project, we focus on supporting sharing personal informatics data about activities on ephemeral social media platforms, such as Snapchat, as an example for designing sharing support to align with a

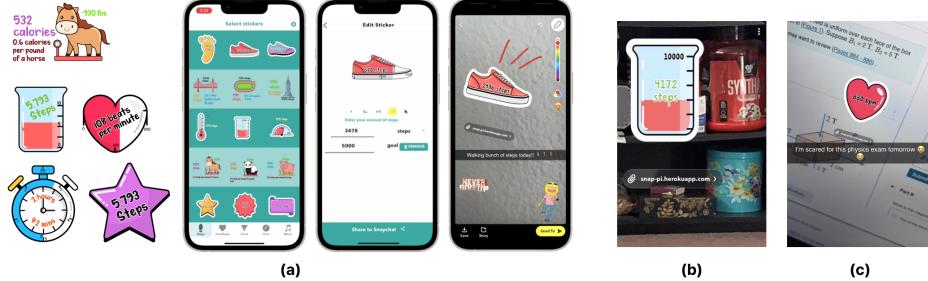


Fig. 2. (a) SnapPI allows its users to first select from a range of data domains and sticker variations to share, customize the sticker, and share it directly through Snapchat's sharing features. Through using SnapPI, participants were able to create their Snaps with SnapPI to (b) playfully sharing their data by connecting the stickers to their photos/videos, and (c) flexibly appropriate their data to create self-expressions using the stickers

platforms' communication norms. As previous studies [9, 17, 18] pointed out, sharing personal informatics data using ephemeral social media platforms could potentially mitigate the concern of the sharing being too trivial for the audience on social media. To achieve such benefit, it was also proposed that leveraging existing communication norms, such as stickers, for sharing the data could be an effective means to support receiving such benefit [9].

To understand the impact of design that supporting alignment with practices could bring about, we therefore designed, developed, and deployed SnapPI (Figure 2(a)), an app that helps people to create tracking data-incorporating stickers that follow the visual forms of sharing that the platform has, in a two-week field study which we recruited 21 experienced Snapchat users to use the app with their social contacts.

Through analysis of responses collected from interviews, surveys, and Snaps created by the participants, our findings showed that the format can be used effectively in alignment with Snapchat's playful norm, such as associating the stickers with other visual elements in their snaps. For instance, one participant placed their fitness stickers that shows their activity goal in the cupboard along with their protein can (Figure 2(b)). Using stickers in this way could be useful in helping to bridge the data to the playful context on Snapchat that helps people start the conversation about topics that were normally harder to approach. Furthermore, the sticker editing features afforded flexibility that enabled self-expression and could be used to cater to different audiences. We saw participants fabricated the data with an unusually high or low number to be expressive. For example, one participant marked "*880 beats per minute*" to express how nervous she was with her upcoming exam (Figure 2(c)).

Findings from the work highlights that alignment with the platforms' communication norms and practices could help participants to receive benefits from their sharing. We also saw that supporting flexibility in framing and authoring the activity-sharing content could help people with having positive sharing outcomes.

2.3 Understanding How Personal Activities Are Shared In Short-form Videos

Our previous projects demonstrated that through studying how norms and practices on platforms could impact the outcomes of activity-sharing, we could better understand how platform's design influences how people receive the benefits of sharing and achieving their sharing and communication goals. Furthermore, we showed that tools design which support alignment of norms and



Fig. 3. Findings from our project analyzing short-form videos highlighted a narrative structure consisting of three activity-sharing phases, and identified strategies that video sharers used - people emphasize the *Presentation of Goal* in preparation, demonstrating activity progress by using *Progress Stamps* during their activity, and provide *Conclusive Numerical Summarization* and *Post-activity Reflection* after finishing the activity.

practices when authoring and framing the content of activity sharing may have the potential to enable people receiving more desired outcomes for sharing. With the newly gained knowledge, we embarked on studying short-form video sharing, an emerging social media platforms, that possessed the potential in helping people to receive the benefits of activity sharing. In this ongoing project, we aim to first understand the norms and sharing practices that people adopted when sharing short-form videos, then proceed with designing tools that helps authoring short-form videos for activity sharing that support alignment with these norms and practices to help people achieving their sharing goals.

The recent rise of short-form video platforms enables people to create expressive visual content to reach audiences with similar interests through algorithmic curated content presentation. These emerging platforms provide an opportunity for people to share their activities to receive benefits such as receiving support and a sense of community [2, 20]. While people have been regularly sharing activities they do with short-form videos, less is known about how they structure the sharing of these activities and how that structure helps (or impedes) them in achieving their sharing goals. Understanding the nature of activity sharing through short-form video, especially in the context of personal informatics data sharing, could help us better providing support for people receive the sharing outcomes that they want. Therefore, we qualitatively analyzed 420 short-form videos collected from TikTok, one of the most popular short-form video sharing social media platforms, across three representative activity domains (running, sketching, and studying) to understand how people share their activities. Through our study, we aimed to identify what activity-relevant information is being shared and how people share them in short-form videos.

Our findings from analyzing the short-form videos highlighted a narrative structure that consist of three phases: preparation for undertaking the activity, during or in the process of the activity, and post-activity. We further identified the strategies that people leveraged to share during each phase (Figure 3). Given how people leveraged the strategies to present their activities, we also identified opportunities to closely integrate the tracking tool into the creation process of a video that would support alignment with the norms and practices of how people present their activities in short-form videos on the platform.

As the next step for the project, we aim to design and implement a tool for authoring activity-sharing short-form videos that supports the practices of alignment with these narrative structures to help support reaching individual's sharing goals. Through design, implement, and study how people who are already sharing activities on social media platforms use the tool to create short-form videos to share their activities, we seek to understand how such support may impact the sharing outcome and their social experience on the platform.

3 Workshop Participation

To contribute to the discussion in the workshop, we would like to use our lines of work in activity sharing as an example on how we could design positive social technology. We would like to highlight the challenges and opportunities for studying and designing to support sharing personal activities and activity-tracking data on social media platforms that help people achieve desired sharing outcome. In addition, we would be happy to contribute to the discussion on how to support *Positech* research and the agenda for research community building.

While our focus is on supporting people reaching the desired sharing outcomes through activity sharing on social media, we are also curious to understand what other types of positive sharing the research community is examining to support people's social goals. For instance, people often use social media platforms to share news articles [15], life updates [26], or ask questions [21]. Compared to activity sharing, these types of posts may be represented and authored differently, which would also influence the type of social goals and benefits people may want to and could receive. During the workshop, we expect to have conversations with other workshop participants that focus on posting these other types of sharing content, which will help us better understand how the form of shared content [34] can lead to positive sharing outcomes. We hope these conversation could lead to research ideas on how people share meaningful things in their lives, and how the design of social technology could support them in doing so.

To understand people's practices for sharing activities on social media platforms, we have leveraged both quantitative and qualitative methods in our study. We have also adopted field deployment study method which helps us collect data from experiences that closely align with participants' real world experience sharing their activities to further our knowledge about sharing practices and outcomes. Methods such as Asynchronous Remote Community may help in conducting research to understand particular groups' needs for activity sharing and how support may be designed. We are happy to initiate conversation on the benefits and limitation different research methods may have when conducting *Positech* research.

Furthermore, echoing on the workshop's initiative of taking an active position in designing for positive experience with social technology beyond focusing on fixing, protecting, and preventing harms, we are eager to discuss how we, as researchers, should consider studying and advocating for building existing platforms or new ones. For instance, having reflected on methodological benefits of piggybacking on existing platforms to study and design social technology [10], we are curious to explore the possibility of creating new social media platforms that not only benefit *Positech* research but also sustains itself in the real world. Such a platform would allow us to actively apply our research findings and ideas to its design, enabling us to test and refine them in practice.

In addition, we also look forward to discuss the future of the *Positech* research community, such as discussing following steps to build community, develop curricula, and set future research agendas.

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