

The Facebook Addiction

This project was about
tracking my accidental
and puposeful
Facebook checks on
both my computer and
my phone.



Student



Weeks



Checks

Data

“I was most likely to accidentally check Facebook on my phone”

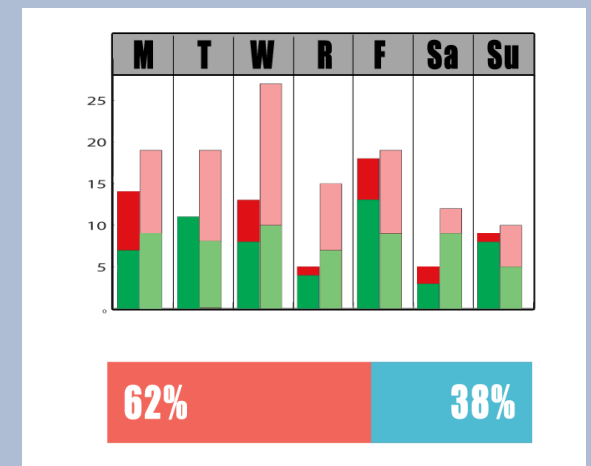
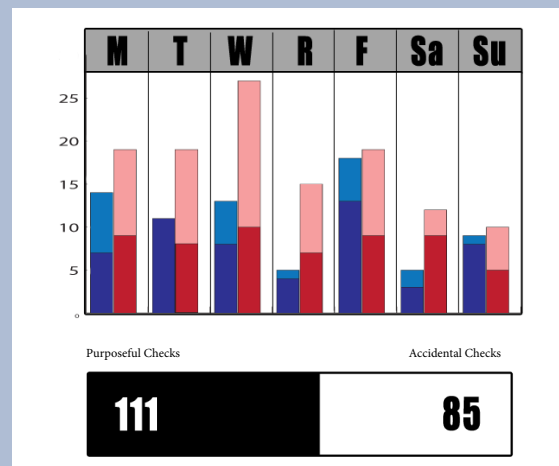
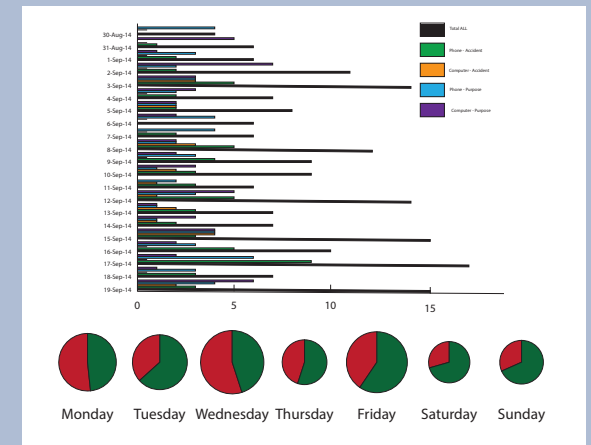
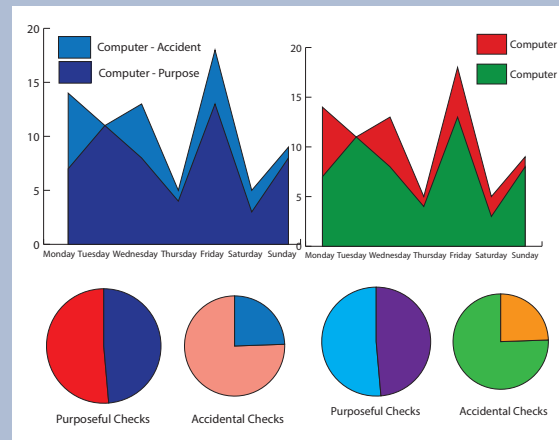
Date	Day of Week	Computer - Purpose	Phone - Purpose	All Purposeful Checks	Computer - Accident	Phone - Accident	All Accidental Checks	Total Computer	Total Phone	Total ALL	How Many
30-Aug-14	Saturday	0	4	4	0	0	0	0	4	4	
31-Aug-14	Sunday	5	0	5	0	1	1	5	1	6	
1-Sep-14	Monday	1	3	4	0	2	2	1	5	6	
2-Sep-14	Tuesday	7	2	9	0	2	2	7	4	11	
3-Sep-14	Wednesday	3	3	6	3	5	8	6	8	14	
4-Sep-14	Thursday	3	2	5	0	2	2	3	4	7	
5-Sep-14	Friday	2	2	4	2	2	4	4	4	8	
6-Sep-14	Saturday	2	4	6	0	0	0	2	4	6	
7-Sep-14	Sunday	0	4	4	0	2	2	0	6	6	
8-Sep-14	Monday	2	2	4	3	5	8	5	7	12	
9-Sep-14	Tuesday	2	3	5	0	4	4	2	7	9	
10-Sep-14	Wednesday	3	1	4	2	3	5	5	4	9	
11-Sep-14	Thursday	0	2	2	1	3	4	1	5	6	
12-Sep-14	Friday	5	3	8	1	5	6	6	8	14	
13-Sep-14	Saturday	1	1	2	2	3	5	3	4	7	
14-Sep-14	Sunday	3	1	4	1	2	3	4	3	7	
15-Sep-14	Monday	4	4	8	4	3	7	8	7	15	
16-Sep-14	Tuesday	2	3	5	0	5	5	2	8	10	
17-Sep-14	Wednesday	2	6	8	0	9	9	2	15	17	
18-Sep-14	Thursday	1	3	4	0	3	3	1	6	7	
19-Sep-14	Friday	6	4	10	2	3	5	8	7	15	
AVERAGE		2.571428571	2.714285714	5.285714286	1	3.047619048	4.047619048	3.571428571	5.761904762	9.333333333	0.1

During my data collection process, I learned a lot about my own addiction to Facebook and why I make Facebook checks at the times that I do. In particular, I was surprised that I was most likely to accidentally check Facebook on my phone versus on my computer, and most computer checks were purposeful.

Purposeful Facebook checks were also interesting; for instance, I was actually more likely to check my Facebook during the weekdays, and I was less likely to spend time on my computer during the weekends. One of the most interesting things I noticed about tracking my Facebook habits was that after the first week, my accidental Facebook checks actually dipped due to my heightened awareness of whether or not I was about to check Facebook. Later on, nearing the end of the Facebook checks, I had gotten used to writing down my Facebook checks, and the number of accidental Facebook checks leveled back out to more normal amounts.

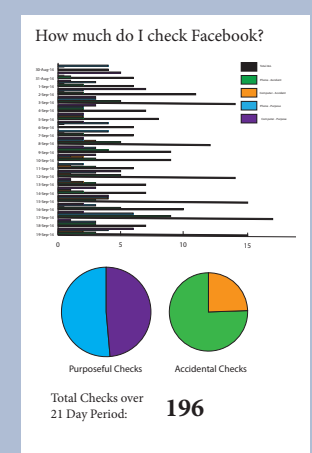
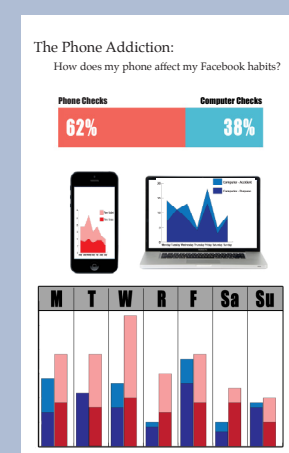
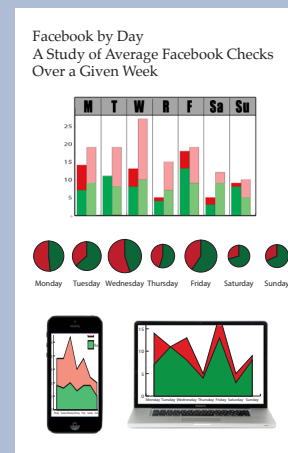
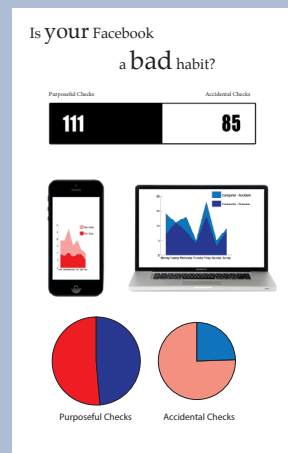
Phase 1

Phase 1 was about arranging graphical data. These are some examples.



Phase 2

Phase 2 was about arranging my graphical data into a story.

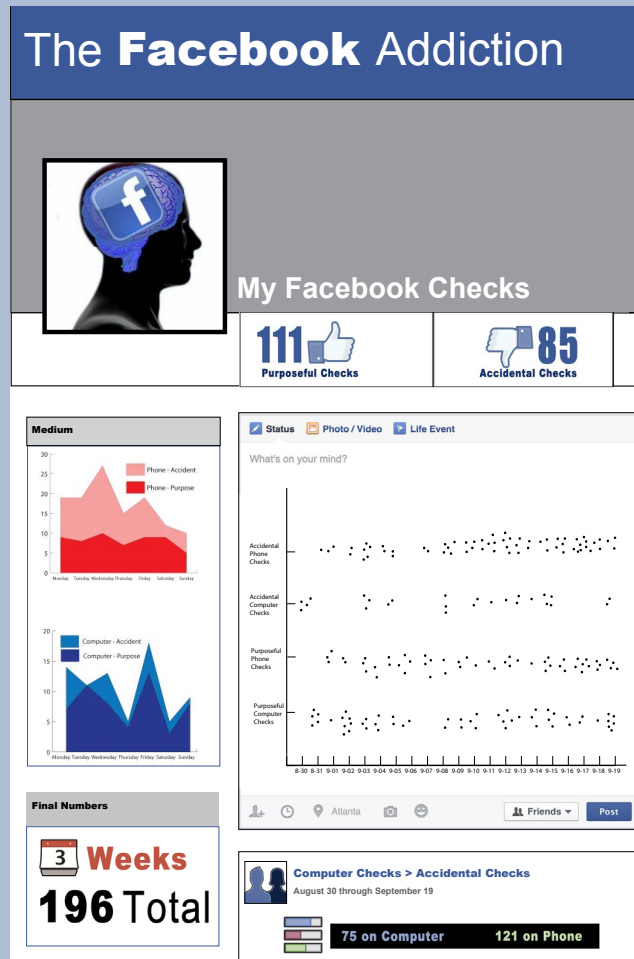


The first arrangement is about seeing the issue as a bad habit independent of the day of the week. It focuses on numbers rather than averages or percentages. The second arrangement is about understanding the story of the data through the days.

The third arrangement is about my Facebook addiction with use of percentages and days of the week. The last one is about understanding the huge number of facebook checks as a whole; I have one graph for my daily checks and show the total number.

Phase 3

Phase 3 was about uniting the data into a beautiful design.



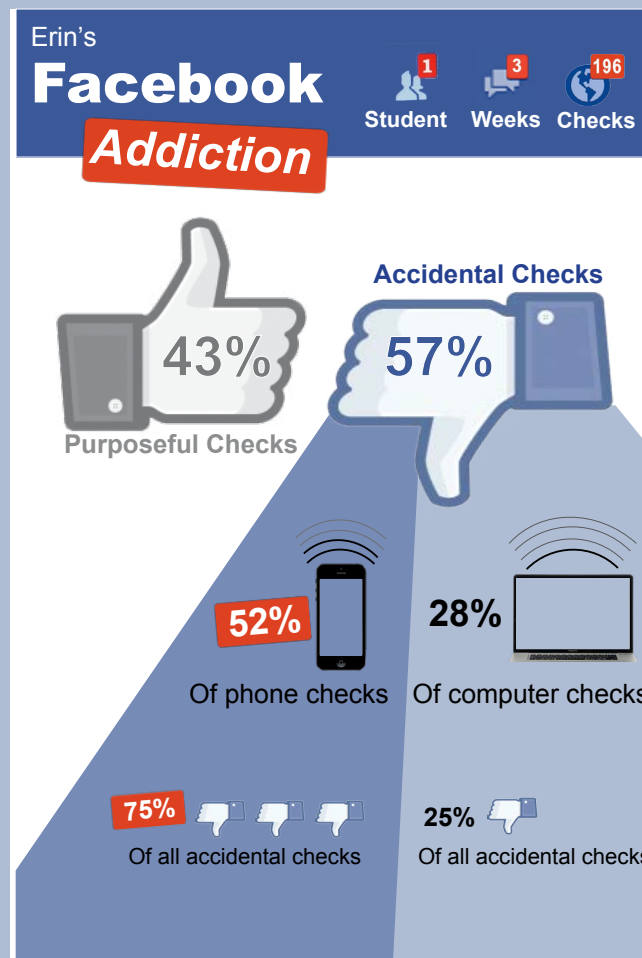
This iteration was my attempt to focus less on the arrangement of the story I wanted to tell, and more about finding a way to bring together all the information in a cohesive, beautiful design.

I wanted to design my infographic in reference to the Facebook profile as a way to show what I wanted to tell. I thought the reference would be a creative way to show the balance between accidental and purposeful checks in a united way.

Unfortunately, the restrictions of the design idea limited my ability to tell the story of the infographic and take advantage of hierarchy.

This is the final product.

Final



In the final iteration, I based my design off the first arrangement from phase two, which was about telling the story of my bad facebook habit and understanding how the phone and computer related to that addiction.

This infographic was more successful because it used elements of the Facebook layout without being fully restricted to the profile layout. I also used small references such as the "like" buttons to make my original data pieces more creative and beautiful-looking.