

Near Future of Social Media

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Agenda

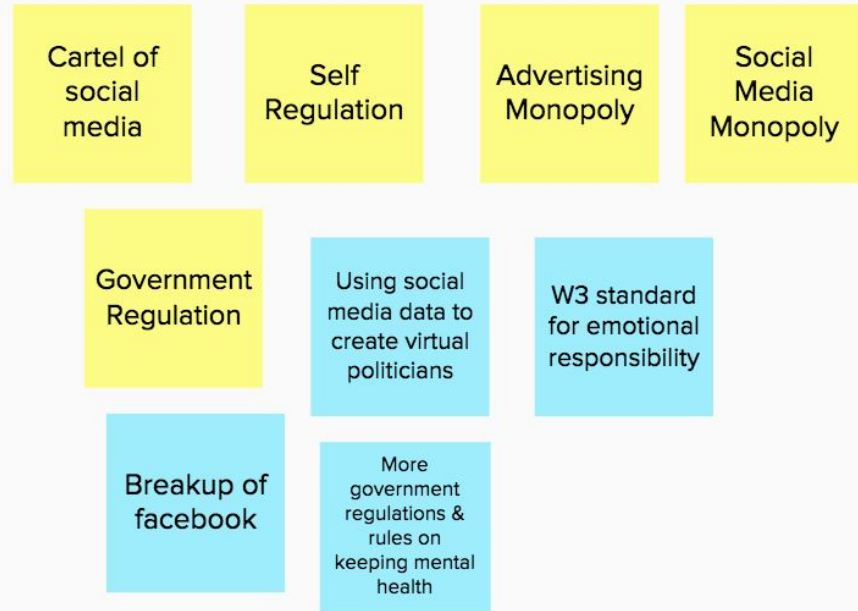
- Problem
- Vision
- Strategic programs
- Projects

The Problem

Break the problem down

- Attention
- Human Connection
- Business Connection
- Truth and Information
- Security and Privacy
- Regulations

Regulation



Break the problem down

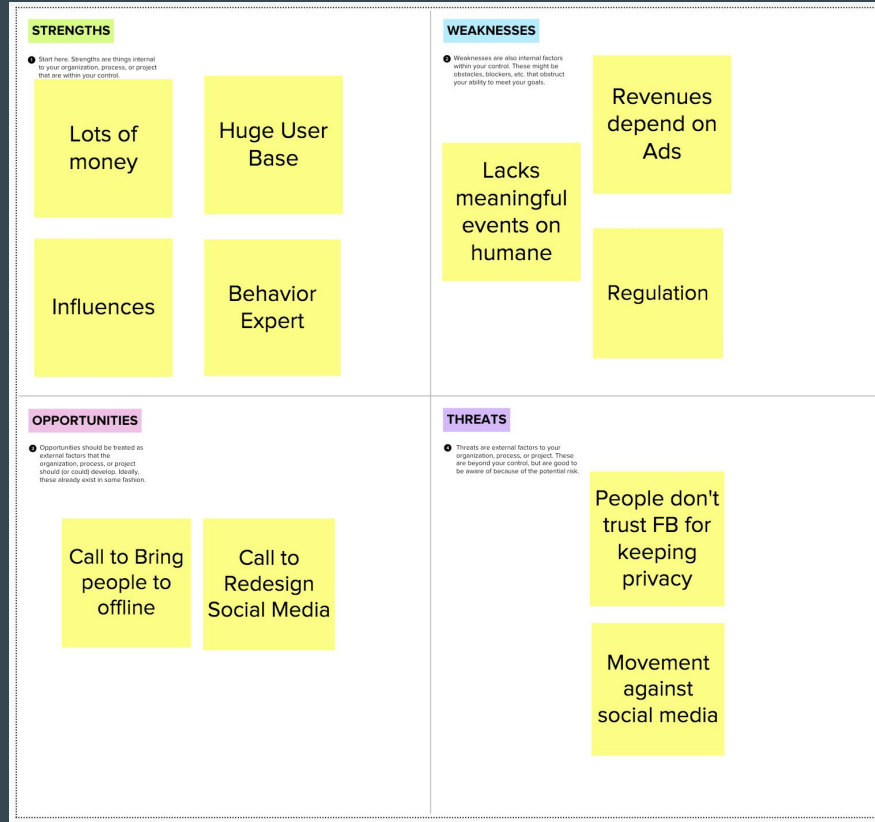
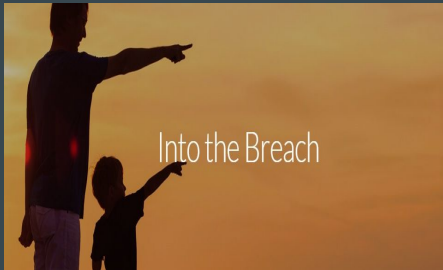
Focus on

- Attention
- Human Connection



Starting Point

Facebook's Strengths and Weaknesses

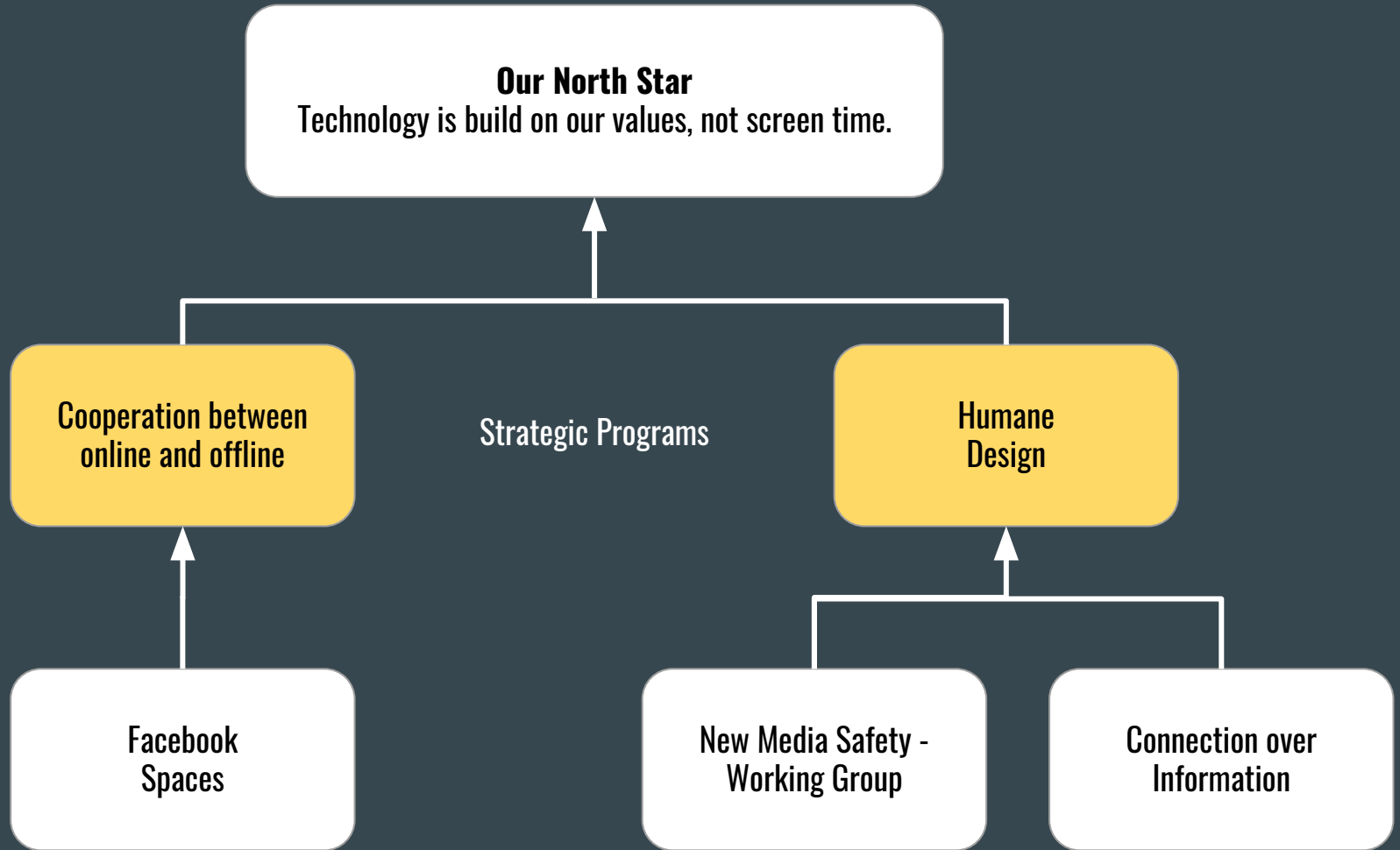


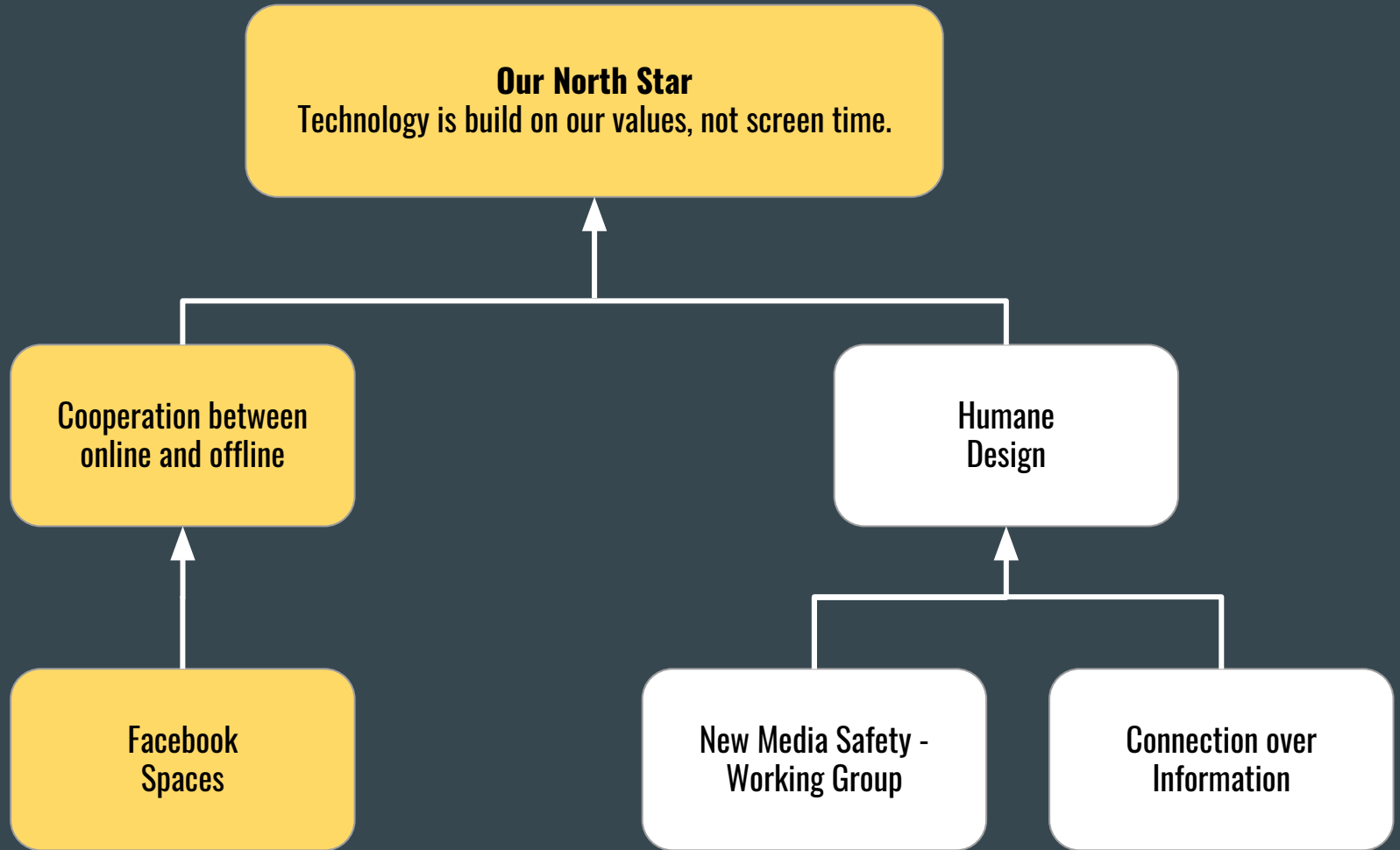
SWOT slide

<https://www.facebook.com/communitystandards/>

Vision

Our North Star:
Technology built on human values,
not screen time





Facebook Spaces



“The short-term, dopamine-driven feedback loops that we have created are destroying how society works”

Chamath Palihapitiya, ex-president of Facebook

Zuckerberg wanted to enable communities



Before the recent controversy

- Connecting with community leaders
- Tools for healthy communities - **offline and online**

The social science evidence

- Bringing people together who disagree on an issue doesn't work
- Bringing people together over a common interest and seeing shared humanity does work

Where does this happen offline?

(Dubner, 2018)

Spaces lost due to the internet

Spaces where ...

- culture was created
- people shared their passions
- people mixed and shared ideas
- just cool to be at

Video game arcades, niche shops, malls, movie rental places, record shops, performance car shops, anime stores, punk stores, independent movie theaters, LAN parties, smaller concert venues, independent stores of all kinds



What can Facebook Spaces be?

Themed places for the coming together of community members and the celebration of art and culture.

Mobile and deployable from a truck.

Can be setup in 1 hour or less.

Limited to a small number of people, 30.

They will move around, daily or weekly.

People will find them through facebook.



How will Facebook start Spaces?

Key Partners:

Industrial design and Hollywood production companies.
Physical design and rapid construction of spaces.

Facebook Strengths:

Huge User Base
Existing communities

Facebook Weaknesses:

Inexperience with physical infrastructure

Timeline: 1 year

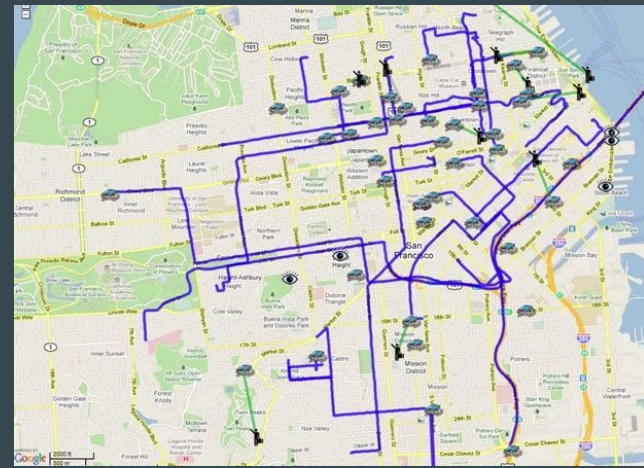
1. Create 3 engaging, but largely different spaces.
2. Debut at SXSW parking lot
3. Early access to the mobile app for Spaces



How will Facebook Spaces roll out full scale?

- In any big city there might 30-40 spaces.
- Telepresence robots
- Artists and creators
- Transaction Fees
- Screen-based ads, Product-placement, Human reps

Timeline: 2 years



"We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten." - Bill Gates, 1995



Facebook Spaces in the next decade

Fully automated machines - move and place themselves according to user demand.

Security systems - open without personnel.

Permanent establishments.

Largely Ad-free

Data generated in Spaces

- Drive design insights across industries
- Inform social consciousness and government policy

Timeline: 5-10 years



How does Spaces help the issues at hand?

Human Connection

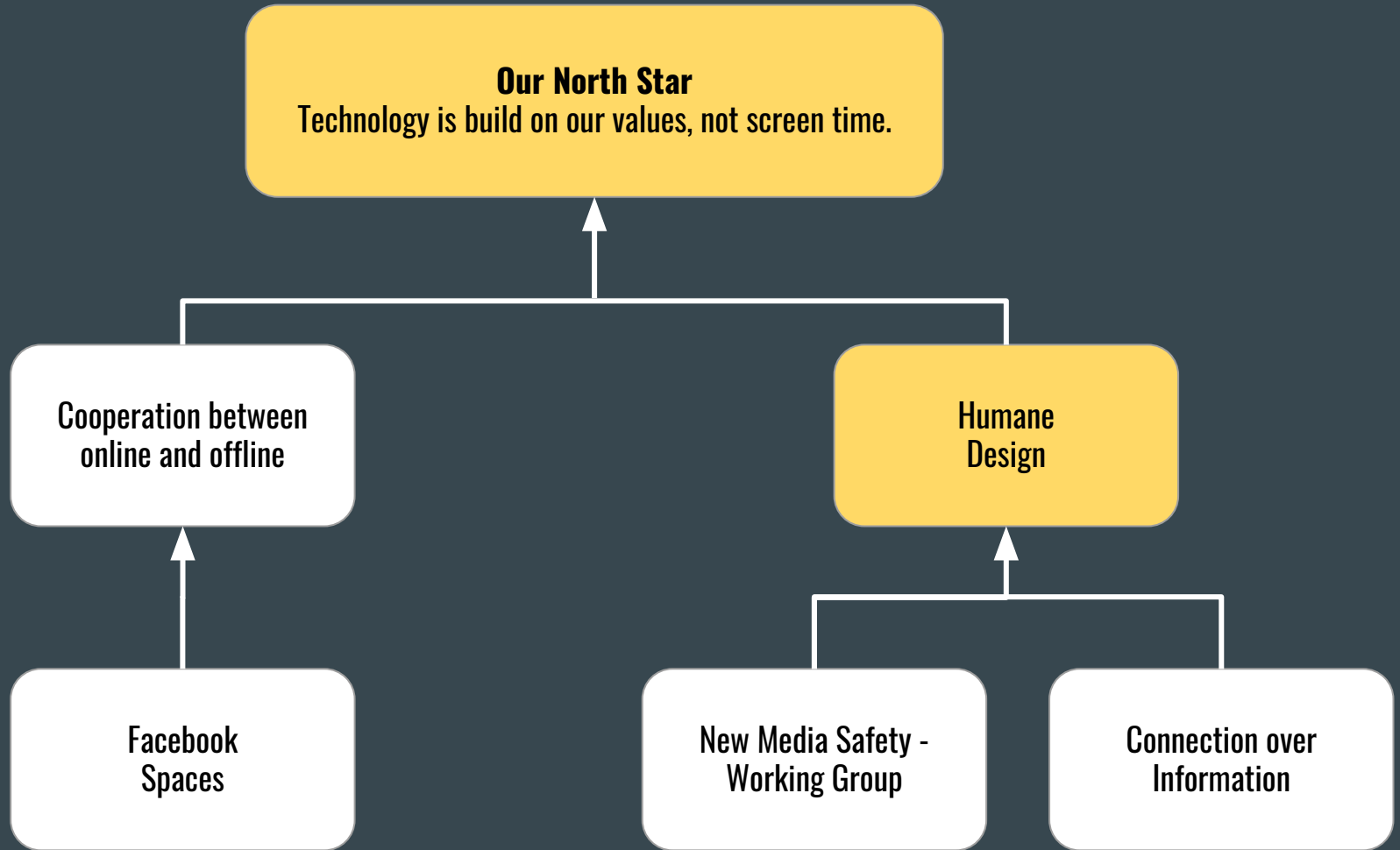


Information and Truth



Attention



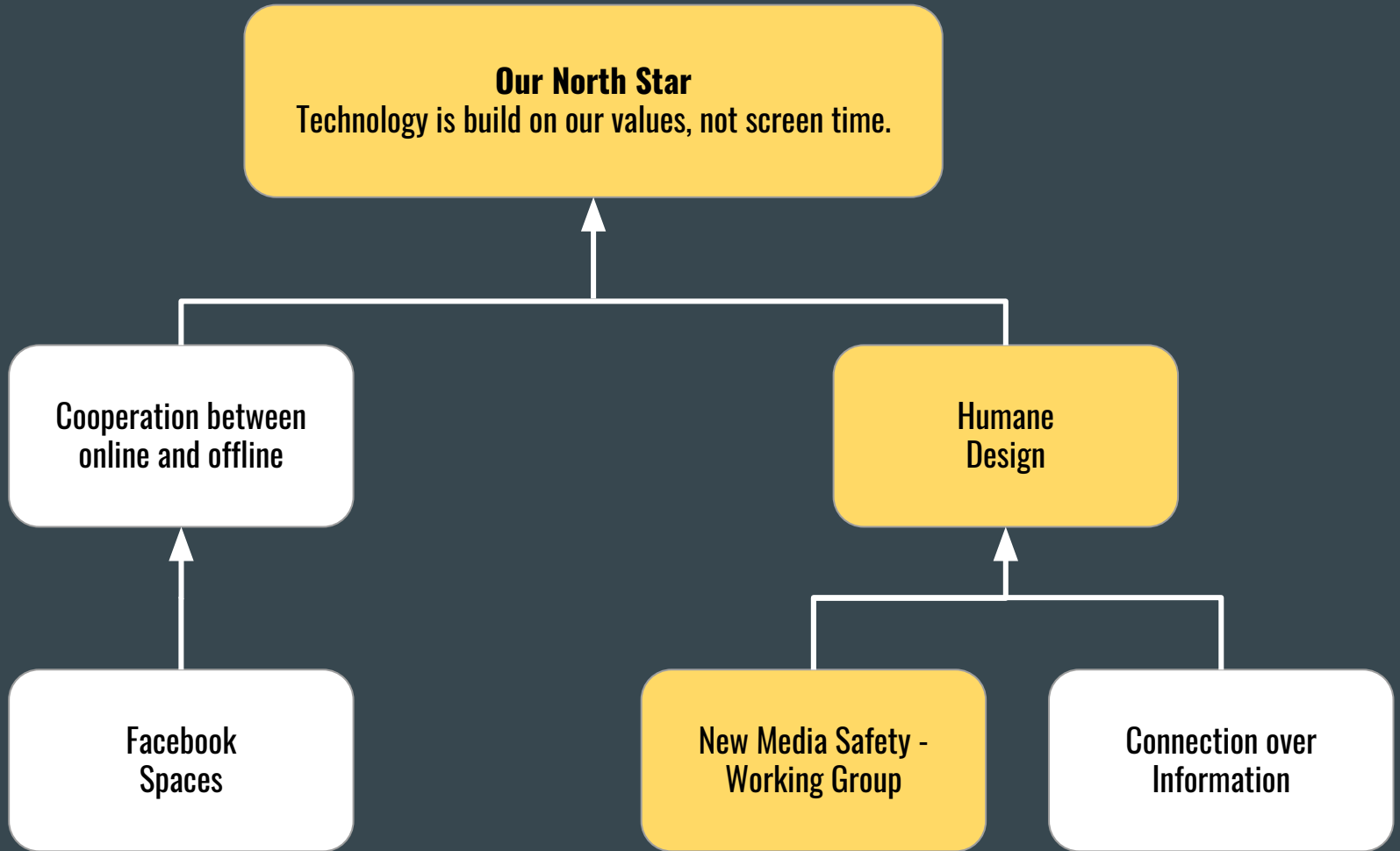


Humane Design

“Humane Design starts by understanding our most vulnerable human instincts so we can design compassionately to protect them from being abused.”

Many sites exploit...

- Outrage
- Stress
- Being overwhelmed
- Persuasive tactics
- Attention



New Media Safety - Working Group

Social Media is dealing with the prospect of regulations

- Pressure is around data security and privacy
- But it is also an opportunity to set industry standards for respecting users by highlighting and discouraging dark design elements



How will this working group start?

Key Partners:

Amazon, Apple, Google, Microsoft,
Mozilla, W3C

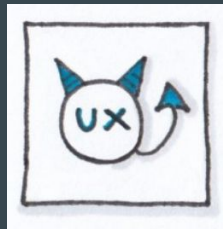
Facebook Strengths:

Employs world experts in behavioural
psychology and design.

Facebook Weaknesses:

Potential callouts for own practices

Timeline: 6 months



Dark Design Elements

1. Begin talks with key partners
2. Publicize talks
3. Open process for debate

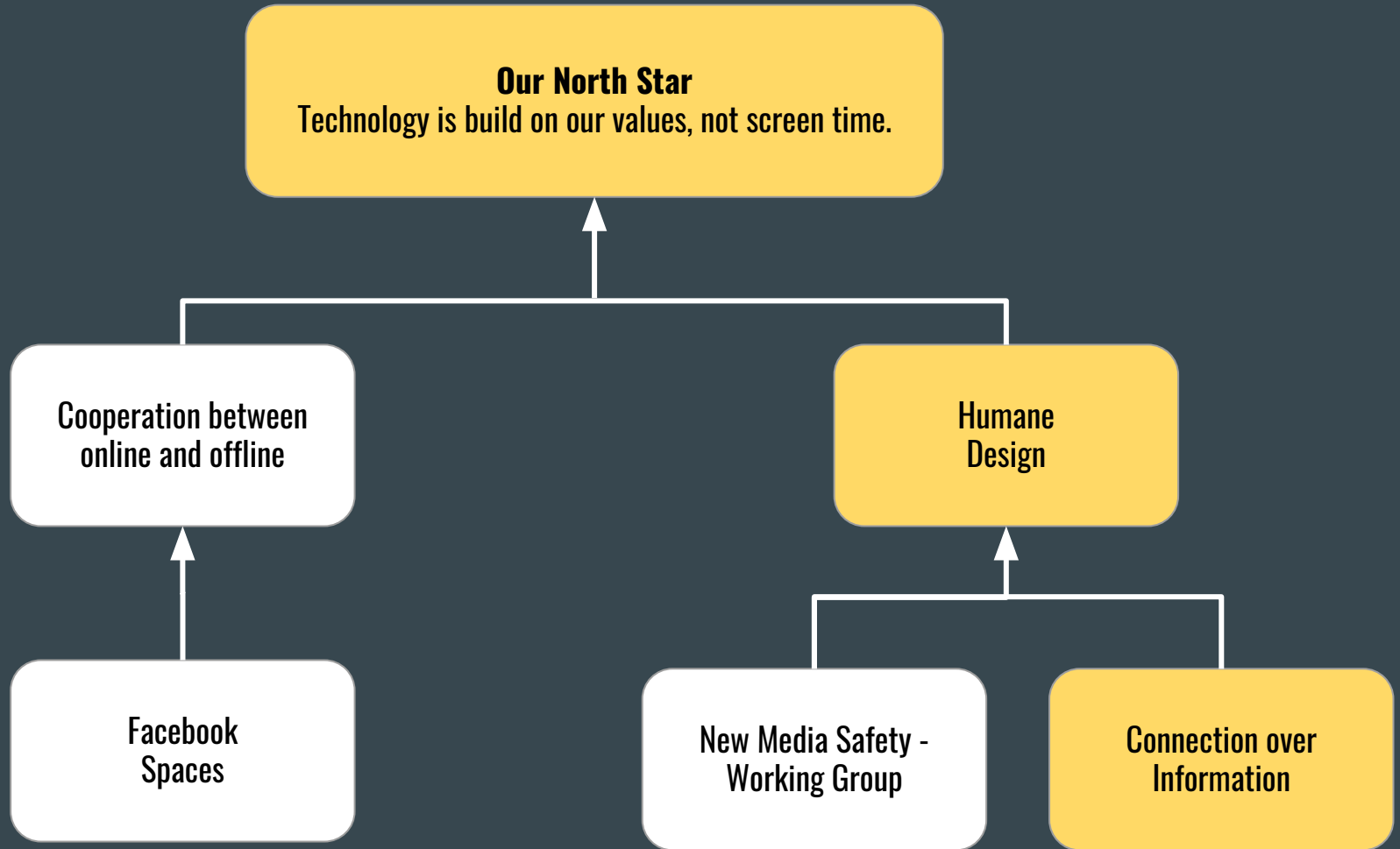
What will the working group produce?

- A standard for humane interfaces guidelines
- A certification process
 - Examples:
 - LEED (Leadership in Energy and Environmental Design)
 - W3C (World Wide Web Consortium)
 - GDPR (General Data Protection Regulation)



Phase: Production of industry standard

Timeline: 1 year



Connection over Information

Time on facebook should be Time Well Spent

...I expect the time people spend on Facebook and some measures of engagement will go down. But I also expect the time you do spend on Facebook will be more valuable.

-Zuckerberg



Redesign elements of the webpages to emphasize friends and connections over information

Constine, J. (2018, January 11). Facebook feed change sacrifices time spent and news outlets for 'well-being.' Retrieved April 27, 2018, from <http://social.techcrunch.com/2018/01/11/facebook-time-well-spent/>

Solution

Key Partners: Internal partnerships between teams at Facebook

Strengths: World-class designers and design researchers

- Timeline and pop-ups are limited to building connections with friends and family by better algorithms
- Limit the times of the news that can be shared so that one piece of news won't be massively influential
- Use news tracker to identify fake news
- Reveal basic information of the publisher of the news

Phase: Development

Timeline: 3-6 months

We started making changes in this direction last year, but it will take months for this new focus to make its way through all our products. The first changes you'll see will be in News Feed, where you can expect to see more from your friends, family and groups.

Evaluation

Metrics:

- Self-reported satisfaction scores of using the site (Before V.S. After)
- Statistics on Screen time spent (On building connections with friends and family V.S. On news and other passive reading)

Phase: Roll-out and evaluation in 2-week Scrums

Timeline: 1 year

Conclusion



Q&A

Appendix

References

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Murals

The present



The future

Problem Statement Proposed in Class:
What will Facebook look like in 10, 20, 30 years?
What will social media look like in 10, 20, 30 years?
How do you design the Facebook (or social media) of the future?



Slide 111 - Day 1
CREATE A STRATEGY THAT WILL GUIDE A USER-CENTERED
FUTURE FOR THE SOCIAL MEDIA SECTOR

THE PROBLEM

The same amazing technology that enables people to forge deeper relationships, foster closer communities, and give everyone a voice can also breed isolation, embolden racists, and empower digital bullies and nefarious actors.

—Thomas L. Friedman, *NYT*, 03.27.18

YOUR ASSIGNMENT:

Use design thinking and emotional design to create a vision and a user-centered, strategic plan—one that could guide the social media sector into its next phase of maturity and development.

Slide 112 - Day 1

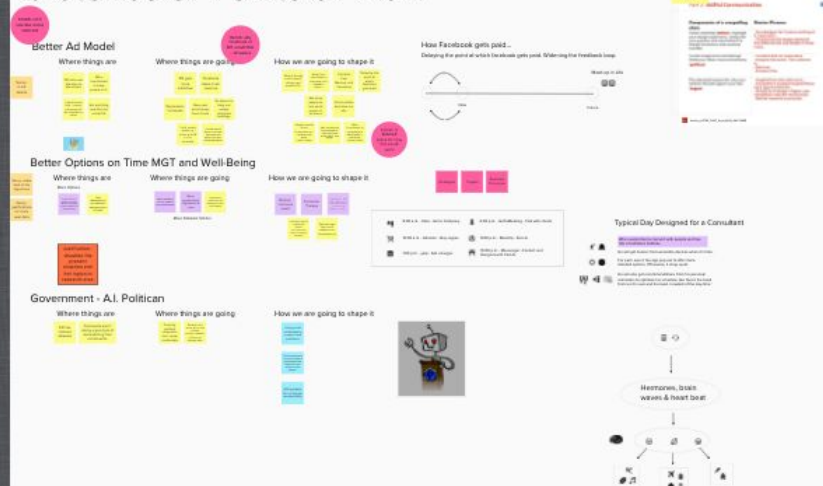
FINAL TEAM ASSIGNMENT: DELIVERABLES

FINAL PRESENTATION:
Your in-class presentation is due on April 28th. Afterwards, please email it to Nancy at ndickenson@bentley.edu

TEAM STORY:

Your second Team Assignment deliverable should document your team work, user research, design thinking methods, as well as emotional design methods. This deliverable is due on April 29th. Please email it to Nancy at ndickerson@bentley.edu.

3 Stories or Points of View



Fully integrated
experience
infrastructure idea

