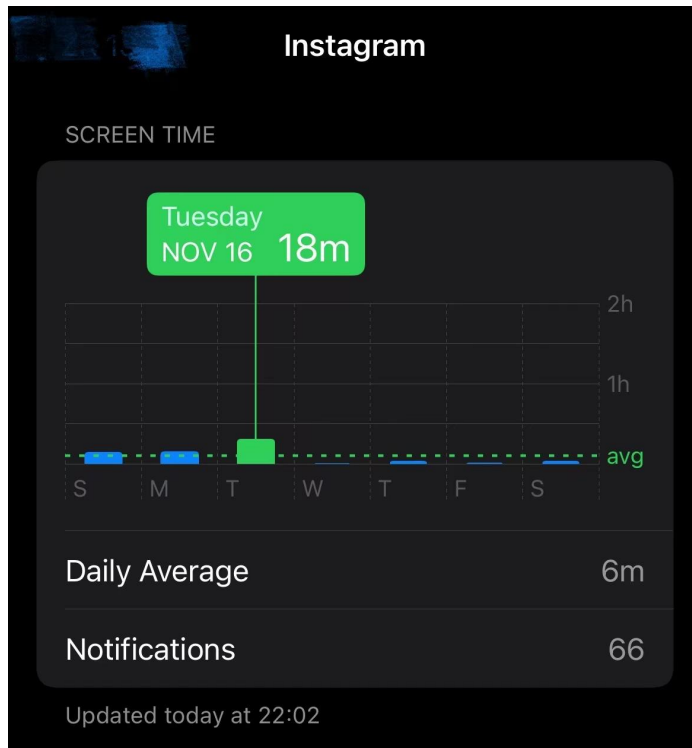


Summary of the design:

Where tested?

We recruited 25 participants who use iPhones among our friends and classmates, and collected their daily screen on time screenshots of Instagram through personal contact.

Ex:

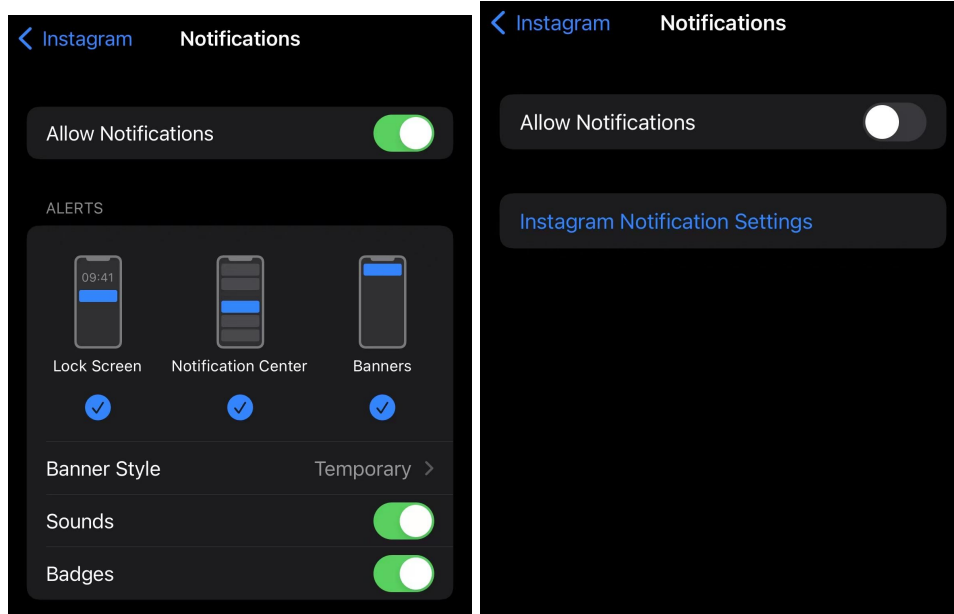


Summary treatments:

We had one control group, where the participants would turn off their notification of Instagram no matter whether they had had it turned off or not, and one treatment group, where the participants would turn on their notification of Instagram no matter whether they had had it turned on or not.

We used Radiant to randomly assign participants into different groups based on their original notification status and their daily Instagram usage time to make sure the participants in each group were evenly spread.

For the control group, we suggested turning off any kind of notification from instagram. For the treatment group, we suggested turning on their notification sounds. However, it was difficult to track this because most participants had to turn off their notification sounds due to class, work, and other events.



Result:

14 days of data collection from 11/03/2021(Wednesday) to 11/16/2021(Tuesday)

	Control: Turn off notification	Treatment: Turn off notification
Original no notification	6 participants	6 participants
Original with notification	6 participants	7 participants

Assignment frequencies:

	A	B	Sum
≤ 19 -Off	4	4	8
≤ 19 -On	2	3	5
$\geq 20 \& \leq 39$ -Off	1	1	2
$\geq 20 \& \leq 39$ -On	2	3	5
≥ 40 -Off	1	1	2
≥ 40 -On	2	1	3
Sum	12	13	25

Assignment proportions:

	A	B
≤ 19 -Off	0.16	0.16
≤ 19 -On	0.08	0.12
$\geq 20 \& \leq 39$ -Off	0.04	0.04
$\geq 20 \& \leq 39$ -On	0.08	0.12
≥ 40 -Off	0.04	0.04
≥ 40 -On	0.08	0.04

Average daily usage difference (in minutes)			
Turning on notification difference	2.31 ↑	Turning on notification Diff in Diff	1.35 ↑
Continue no notification difference	0.96 ↑		
Turning off notification difference	8.70 ↓	Turning off notification Diff in Diff	7.36 ↓
Continue with notification difference	1.35 ↓		

Take Away:

1. Turning on notifications or not will affect people's screen on time of one app.
2. Light users and heavy users change their behaviors in different ways.

Qualitative lessons:

1. Collect more users' behaviors on other works or entertainment to better understand why they changed their behaviors on the target app through surveys.
2. Too small sample size for this experiment. And there were huge frustrations in screen-on time of Instagram than we expected.
3. Expand the experiment to strangers, Not only from our peers. However, we believe in our peers more in following our instructions than strangers. So there are pros and cons for this small pilot study.
4. If participants know or dope out what they are being tested, will they think twice before they act and then affect the experiment results?
5. Hard to track people's actual notification status. We assumed all participants had the same chance of turning off their notifications.

