Note: This is a proof of concept app -most functionality is not “actually” working and UI is not designed with best practices or any concepts in mind

**Key findings of the project:**

1. No clear components of social media that directly causes mental health problems. Benefits of social media includes staying connected and crowd-sourcing

2. Social media does often activate reward circuitry, which includes the dorsal and ventral striatum including the nucleus accumbens (NAcc)], ventromedial prefrontal cortex (vmPFC), and ventral tegmental area (VTA) leading to addiction due to over sensitizing of the reward system

3. Passive set of actions such as browsing other users’ photos and scrolling through comments and feeds are linked to directly aggravate depressive symptoms – loss of interest and thwart personal wellbeing

4. Retaining the visibility of posts and pictures that received lots of positive feedback on one's profile, can promote or elicit non-adaptive behaviors (i.e., excessive social comparison and rumination) and increase anxiety-related traits, such as socially prescribed perfectionism

5. Negative posts such as suicide ideation, alcohol, etc. can indirectly encourage risk taking. High levels of activation in reward circuitry impairs decision making and encourages risk taking

6. Exercise durations between 30 min and 60 min (peaking around 45 min) were associated with the lowest mental health burden. Both exercise and maintaining a healthy diet proven to be associated with improving mental health problems

7. Mindfulness practices may help individuals identify the relative lack of reward in addictive habits and offer a more rewarding substitution of mindful awareness and curiosity

8. Typical images and messages posted on Social Media often refer to the ‘wonderful’ and ‘spectacular’ life a person is living. Result in depressive symptoms for the person passively observing due to comparison and fear of missing out

9. Social media is best limited to 30-60 mins/day. Link to decrease in loneliness and depression

10. Improve in mental health burden from using health apps that promote mindfulness, meditation, exercise. Lack of engagement lead to low levels use of such apps

**Key concepts in the app**

1. Levels and scores: User has a score and level. Certain activities will increase their score and enable them to level up and unlock more features of the app. Score and level is visible to user only:
   1. No mechanics or feature are implemented in the app. Exist as a conceptual idea for #1.
   2. Activities that user can increase score: visiting “World”(s) -> completing task in there, and exercising feature
   3. Modeled after some app that introduces game mechanics to increase active engagement
2. Feed – This is where users are able to see all existing worlds and create one of their own
3. World – A make belief “place” often associated with a theme. Themes that are permitted are related to mental health wellbeing such as: finding happiness, lifting others up, staying calm, etc. Each world commonly has three main components: food, location and activities. Anyone can contribute to adding resources to the main components
   1. Food: The goal is to allow users to share and promote healthy eating ideas. Food is generally regarded as non-political and less harmful and triggering than other categories commonly seen in social media feed
   2. Location: The goal is to allow users to engage with the real world, and meet new people. Users can complete quest to visit a specific location to find emotion “caches”. This may include visiting a specific park, a therapist, etc.
   3. Activities: The goal is for users to share activities that promote/relates to the specific theme of the world
4. Personal Feed: Typical feed in social media, allows more private sharing but photos are not permitted
5. Profile: Personal profile in social media. Comprise of three components: posts, favorites and journal
   1. Post: View personal post
   2. Favorites: Allow users to share personal favorite and get to know other users on a more personal level removing filters of assumptions of a person. A favorite can be a book, movie or music
   3. Journal: User can write down daily thoughts. Goal is to encourage contemplation and meditation. User will also view sentiment score analysis of their posts and journal entries. Personal activity recommendations are also visible
6. Exercise: After 30 mins of using the app (will be about few mins in app for demo purpose), user is forced to exercise page. Suggests different set of exercise and user is able to track past history
7. Time limitations: After 1 hour of using the app (will be about few mins in app for demo purpose), user is logged out automatically of app. Will only be able to return the next day. Goal is to discourage addiction