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Metrics on a social media site

In today's society the media has a big impact on our day to day life. Living in a world with constant updates, check-ins and feeling the need to keep up with the current situations is, for a majority of people, an endless fight/struggle. The world produces a large amount of content each millisecond, that it becomes a stress factor, for specially the generation call "the millennials", to keep up with and always be on top of. The evolution in software has an enormous effect on this generation. With the help from multiple social media sites and being able to get updated anywhere and anytime, especial this generation, has created a "need" to be relevant all hours of the day. By having the need to be recognizes and admired by their peers, some gets obsessed with the likes, views, comments, retweets etc. The youth today, who has this desire to constantly be relevant, see the hunt for numbers as a daily addiction. Always on the hunt for a new fix. It is my belief, that this addiction has been developed by social media sites, like Facebook and Instagram. When posting a picture or status on Facebook, the site keeps you updated on the exacted number of people whom liked and/or commented on that post. Those numbers extremely important and is contributing to the relevant-addiction.

My concept of this assignment will be what effect metrics as on the millennials generation, and how to "cure" the addiction many of them have established. By being in the same age group and environment as the chosen generation, it could become a one sided or bias assignment, but I do not see myself as being as highly addicted as others my age. On the other side, I am able to contribute with the feelings of expectations this generation deals with every day, since I, myself, live with these also. I find it interesting to see the contrast how the people handle and uses software and social medias differently. There is diffidently a difference in the use of social media by a 40-year-old to an 18-year-old, but it also varies from 18-year-old to 18-year-old. It would be interesting to research how metrics effect people differently and why they actually trigger people.

Metrics have a useful function by telling the user how many notifications the person have and when a post have been posted, which is helpful when checking news updates. But metrics also have a

negative function; it creates a certain stress factor by adding numbers to the categories (notifications, messages, likes, comments, posted time, etc.). Facebook has built their website/business on metrics. They can be seen multiple places when being on their site, and often several beside each other. I find the metrics to be a curse and a treasure, because of the usability it has but at the same time being completely irrelevant for the user. This is why this topic is important, for me, to address. The concept, metrics, can be used in a positive, useful way but can also be misused in a negative way; it all depends on the user. What I would like to explore, is why and how it can be used in these different ways. And if it is possible for everyone to use metrics in the same way.

In the beginning of the assignment, I plan to account for what metrics are and how software/social media sites has had an impact in our day to day life as a consumer. I feel this is important to make clear for the reader, before beginning the analyze, because many people do not think about these sites being a part of our lives. The assignment will predominately be focusing on the website Facebook, because of the volume the site and company has had the last decade on software development and on the society all around the world. Next the use and effect of/from metrics on Facebook will be analyzed. In this section the advantages and disadvantages with metrics will be the main focus, analyzing different scenarios where metrics has a great use and where they could be removed without making damage. As a part of our modern society today, I believe we overlook simple things that contributes to feeling anxious or stressed. This I partly why I chose this topic to write about, because of my own experience with the websites and not realizing what effects it might have on you. The analyze will also consist of "the metricated social self", meaning; you see yourself as you are on the social media sites. This will be analyzed by focusing on worth between people with many likes or Facebook-friends and people without likes or Facebook-friends. Lastly the Demetricator will be accounted for and discussed based on the above analyze. The discussion will consist of the meaning or effect removing the metrics would have on the users. Will they be touched by it or will not notice the difference?

It is my plan to now collecting materials to base my assignment on and find relevant quotes to use in my assignment. I will so try to compose my concept to something relevant and current for the time right now. I will constantly rethink my ideas to make sure they are precise enough and can be analyzed and discussed further ahead.

By reading some of my classmates' synopsis' I hope I can draw some inspiration and maybe improve my own synopsis and later assignment.

Litterateur:

Millennials:

- <https://en.wikipedia.org/wiki/Millennials>

Metrics:

- <http://computationalculture.net/what-do-metrics-want/>
- <http://web2.cs.columbia.edu/~gravano/Papers/2010/wsdm10.pdf>
- <https://search.proquest.com/docview/757349606?pq-origsite=gscholar>
- <http://aisel.aisnet.org/cgi/viewcontent.cgi?article=1070&context=sjis>

Metricated self

- <https://thisisimportant.net/2013/04/20/metrication-of-the-self/>