

THE NEED FOR THE FEED



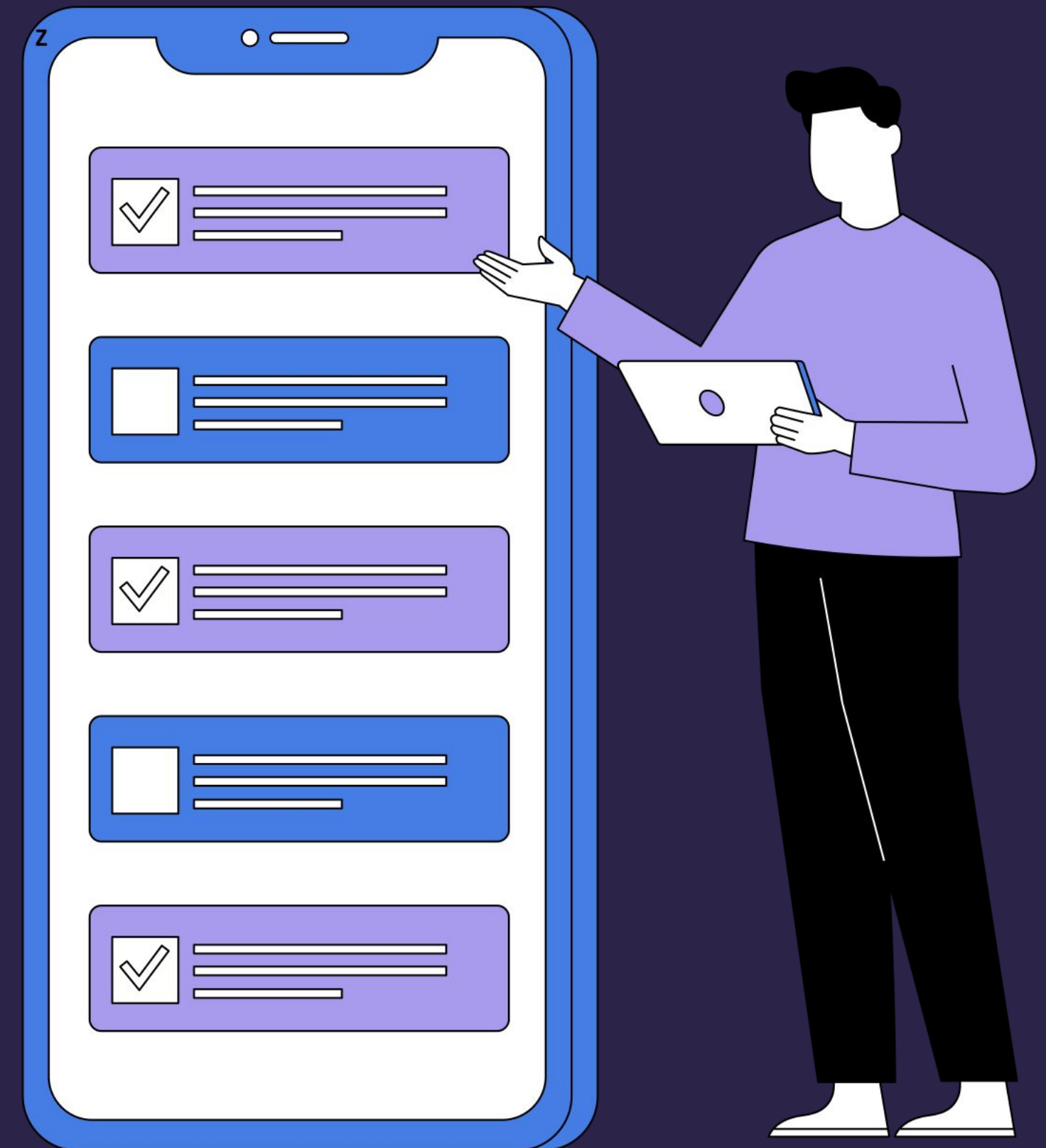
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AGENDA

1. Introduction
2. Usability Study Lessons
3. Improvements
4. Demo
5. Insights & Applications



INTRODUCTION

Users:

- Social media users
- Curious humans

Data:

- American Adults' Use of Social Media Pew Research
- American Teens' Use of Social Media Pew Research
- Perception of Social Media Use on Teens' Mental Health Pew Research
- Social Media and Mental Health from University of Liberal Arts Bangladesh



Lessons Learned



1

Data doesn't match
findings in mentioned
research

2

Overwhelming
amount of
information

3

Limited instructions
and context for each
plot

4

Plots are *not*
standardized

5

Plots *do not fit*
on webpage / too
large

6

Website *UI/UX*
issues

Issue 1: Data doesn't match findings

Previous

1. Mental Health and Lifestyle Dataset for Sentiment Analysis from Zenodo
2. Social Media and Mental Health from Kaggle

Changes

1. Introduce **more data**
2. **Remove references** to prior research

New

1. American Adults' Use of Social Media Pew Research
2. American Teens' Use of Social Media Pew Research
3. Perception of Social Media Use on Teens' Mental Health Pew Research
4. Social Media and Mental Health from University of Liberal Arts Bangladesh

Issue 2: Overwhelming amount of information

Previous

6 tasks

Understand *overall impact* on mental health

Compare impact on mental health by *age* and *gender*

Discover impact on *user behavior*

Identify similarities across *platforms*

Discover ties with other *lifestyle choices*

Explore findings with a custom profile

Changes

1. **Focus user tasks** down to three major insights

2. **Consolidate plots** through dashboards

New

4 tasks

Compare overall *social media use* across various demographics

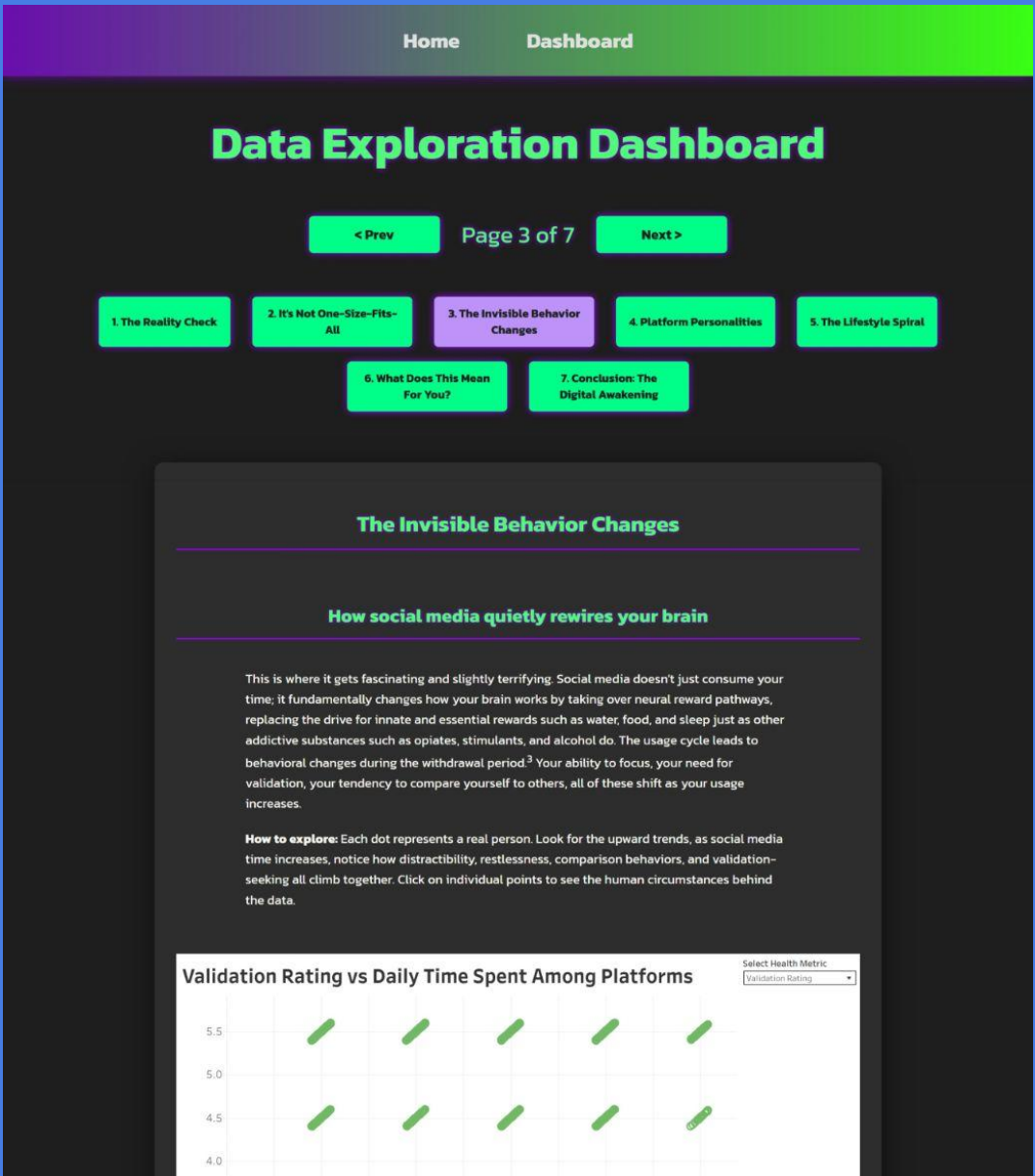
Understand *overall impact* on mental health

Discover impact on *user behavior* across various *platforms*

Explore findings with a custom profile

Issue 3: Limited instructions and context

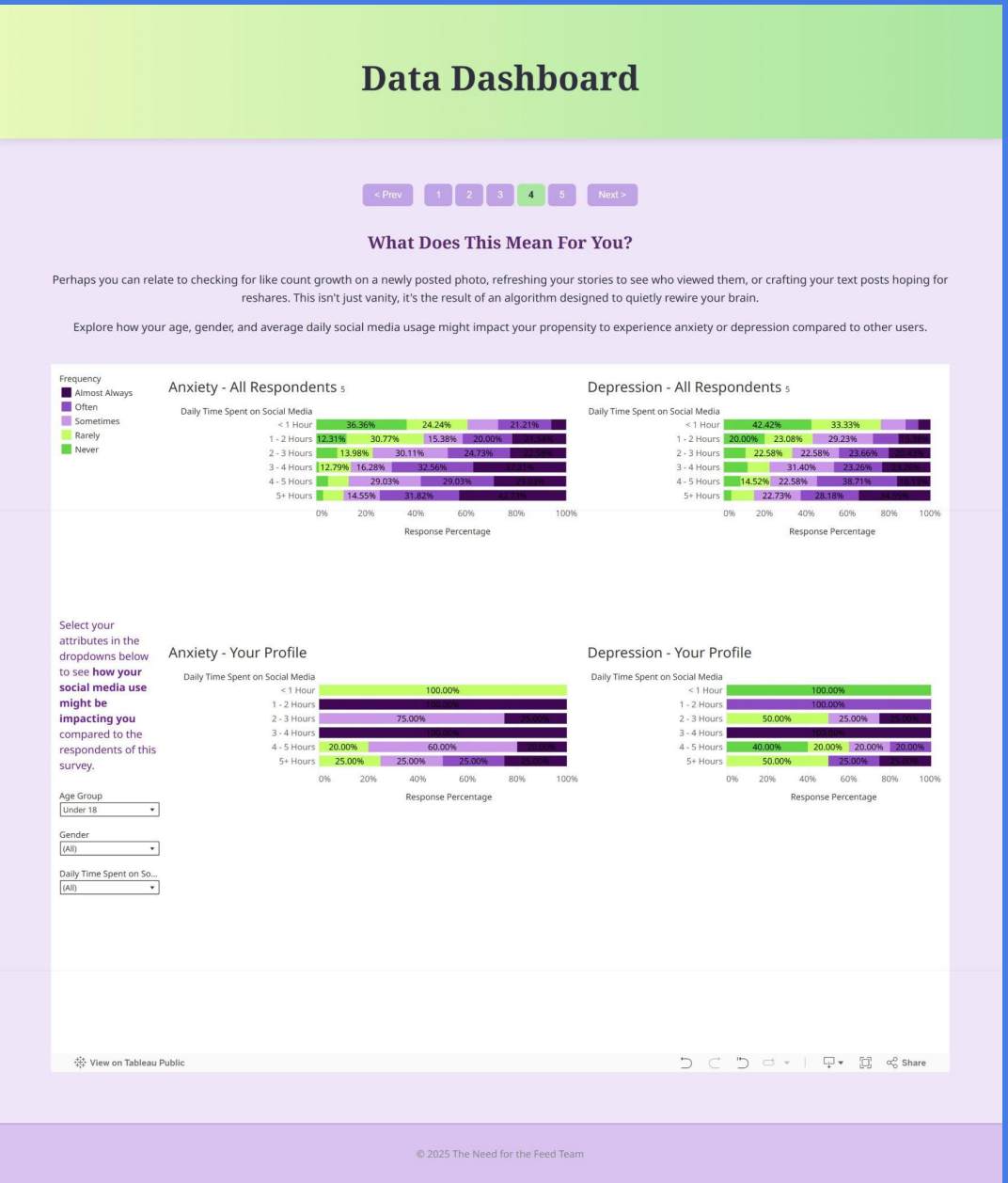
Previous



Changes

- Improved clarity of **interaction instructions**
- Removed **misalignment** between the context/instructions & graph
- Less text!

New

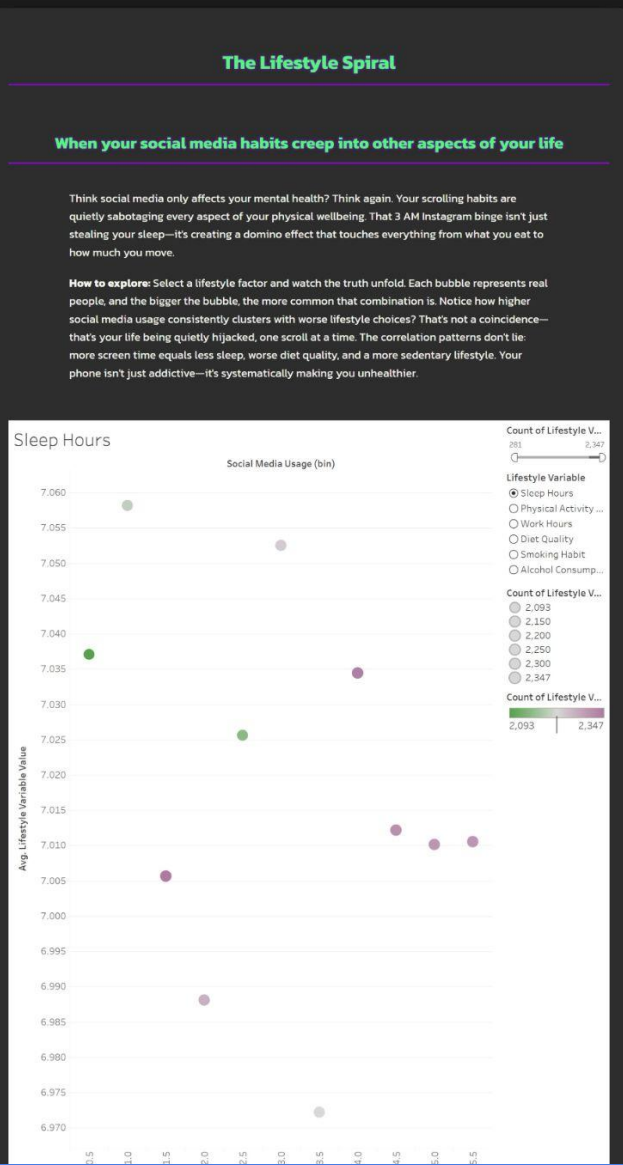
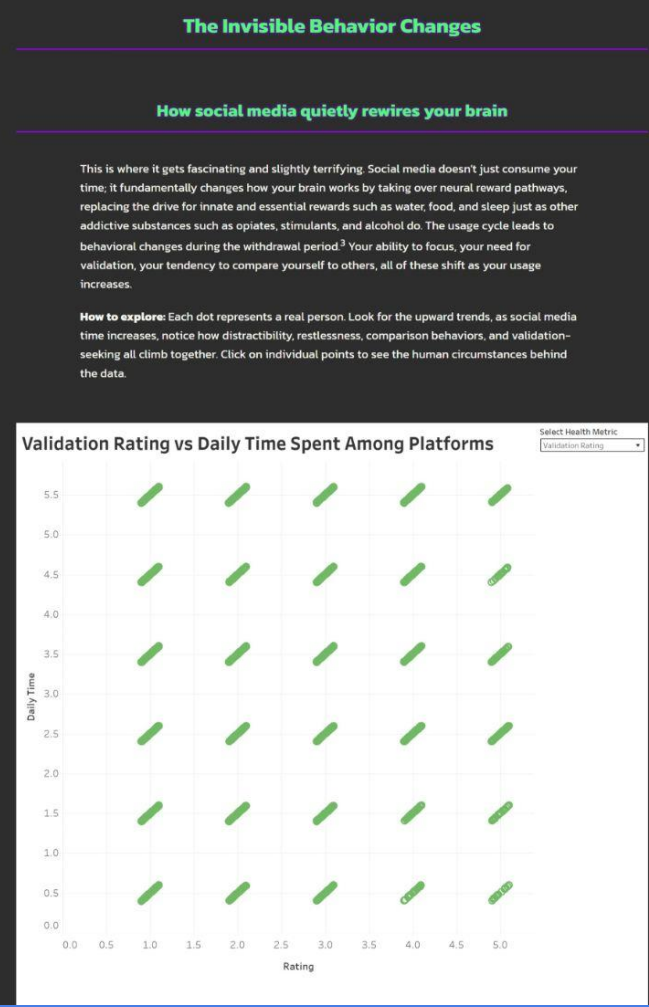


Issue 4: Plots are not standardized

Previous

Changes

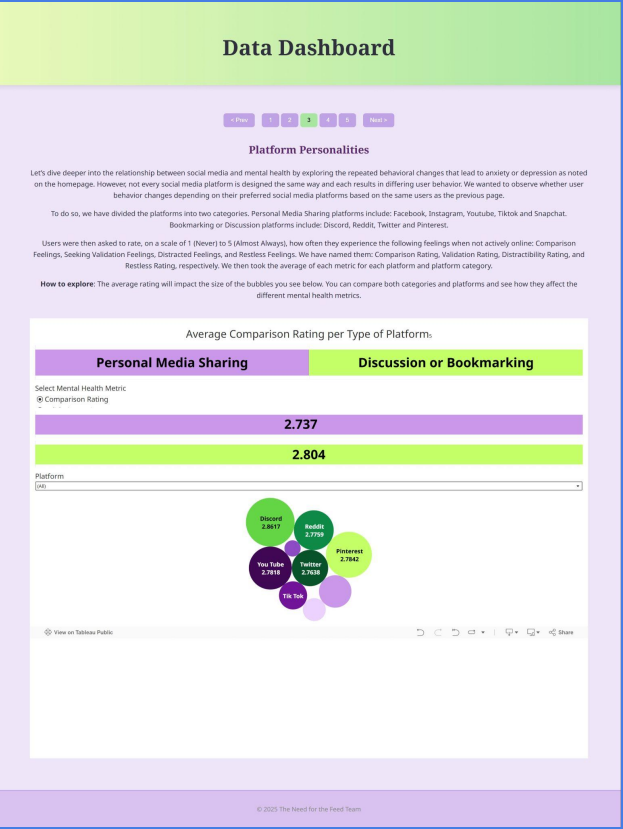
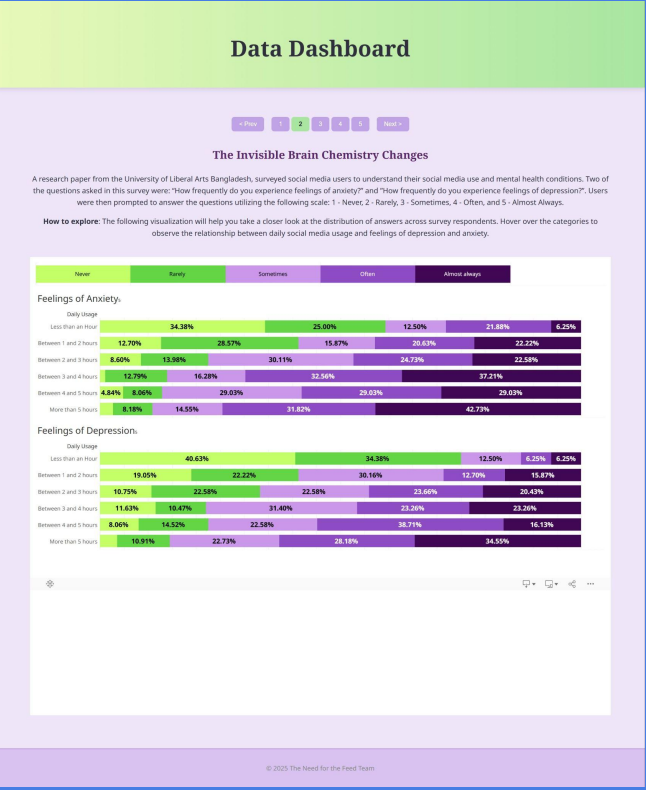
New



1. Standardized font
and color palette
using a custom
theme

2. Added consistent
legends and axis
labels to every
plot

3. Designated QC TM



Issue 5: Plots do not fit on webpage / too large

Previous

Changes

New



1.Consolidated box plots into **clear dashboards**

2.Configured all plots to **dynamically change size** to screen size

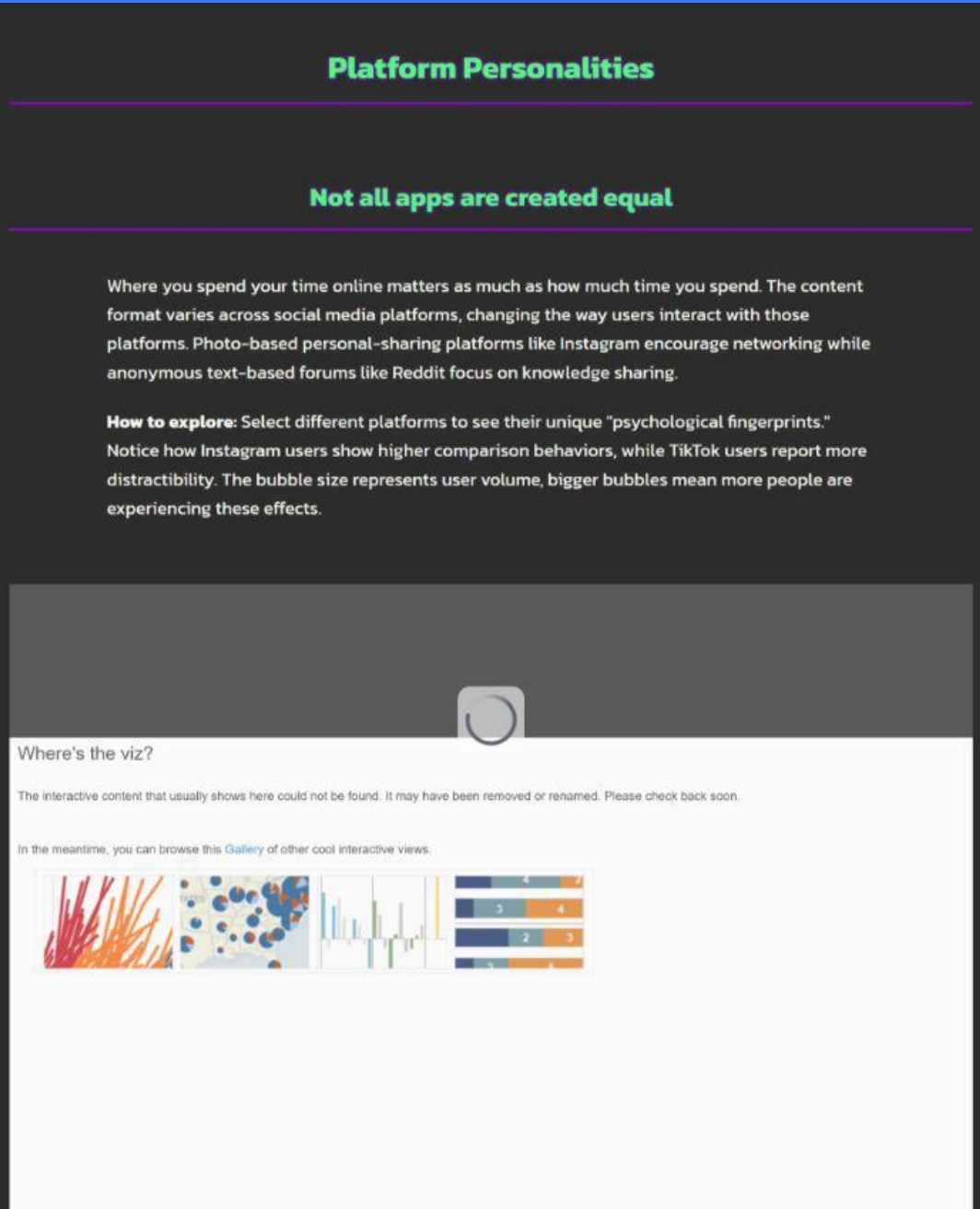


Issue 6: Website UI/UX issues

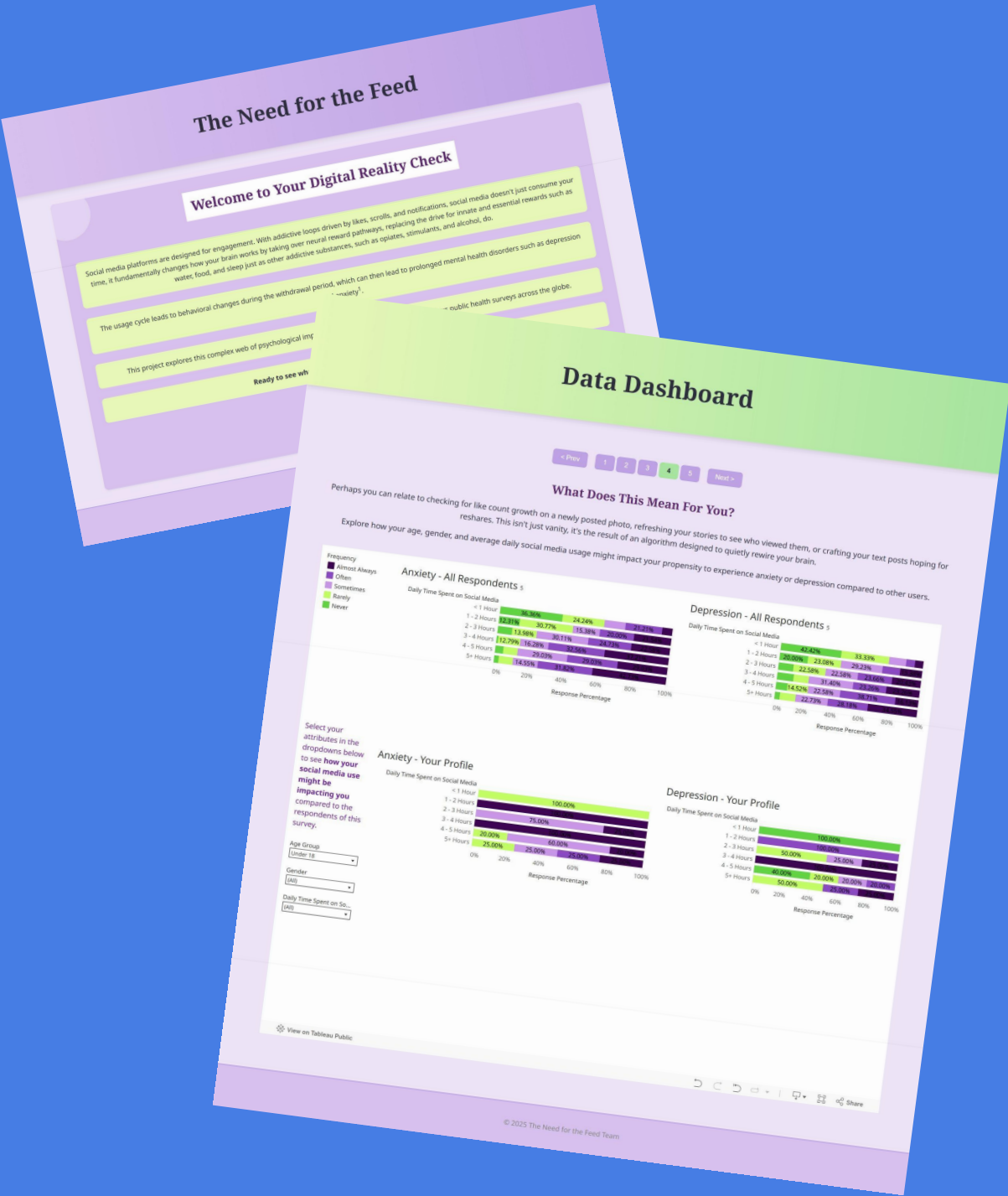
Previous

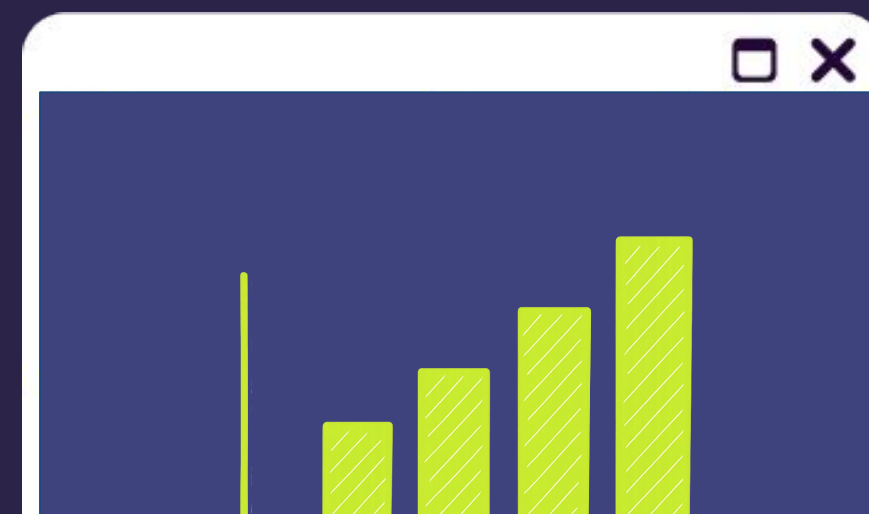
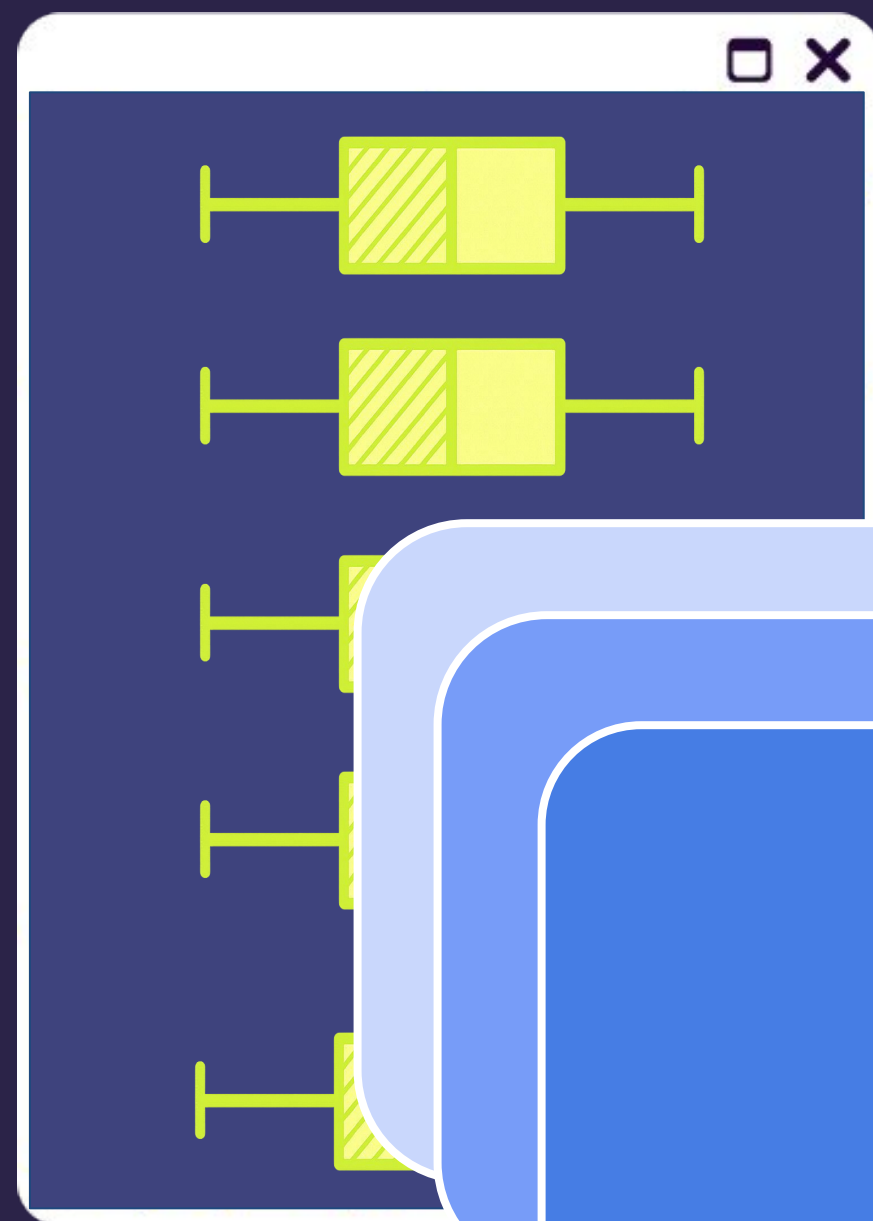
Changes

New

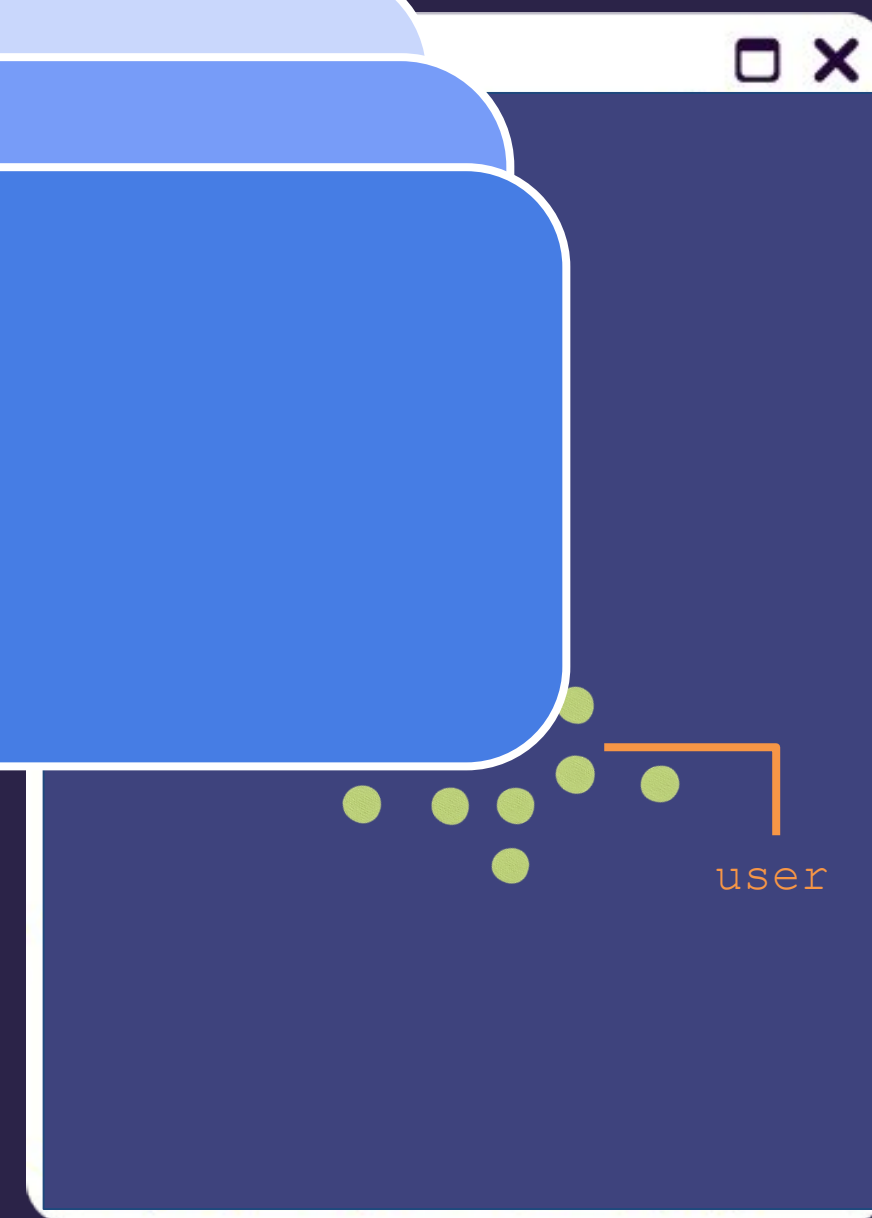
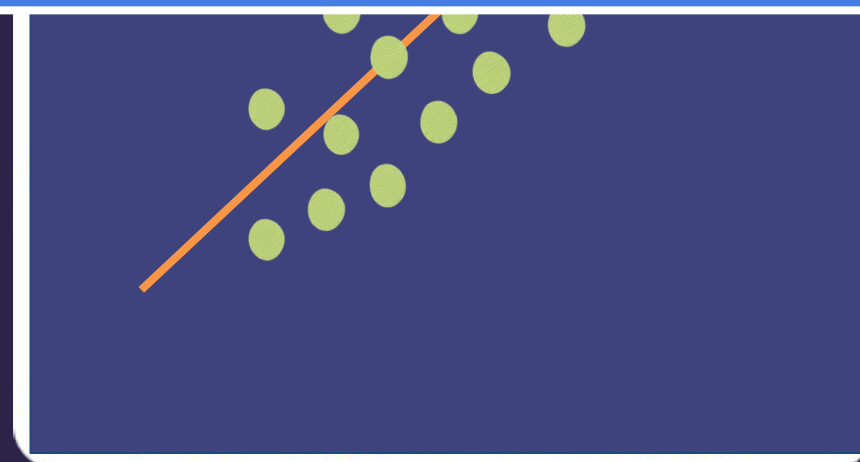


- 1. Light graph loading (no lagging)
- 2. Simplify navigation
- 3. Standardized plot design
- 4. Improved lighter theme





DEMO



Insights & Applications

Key Insights:

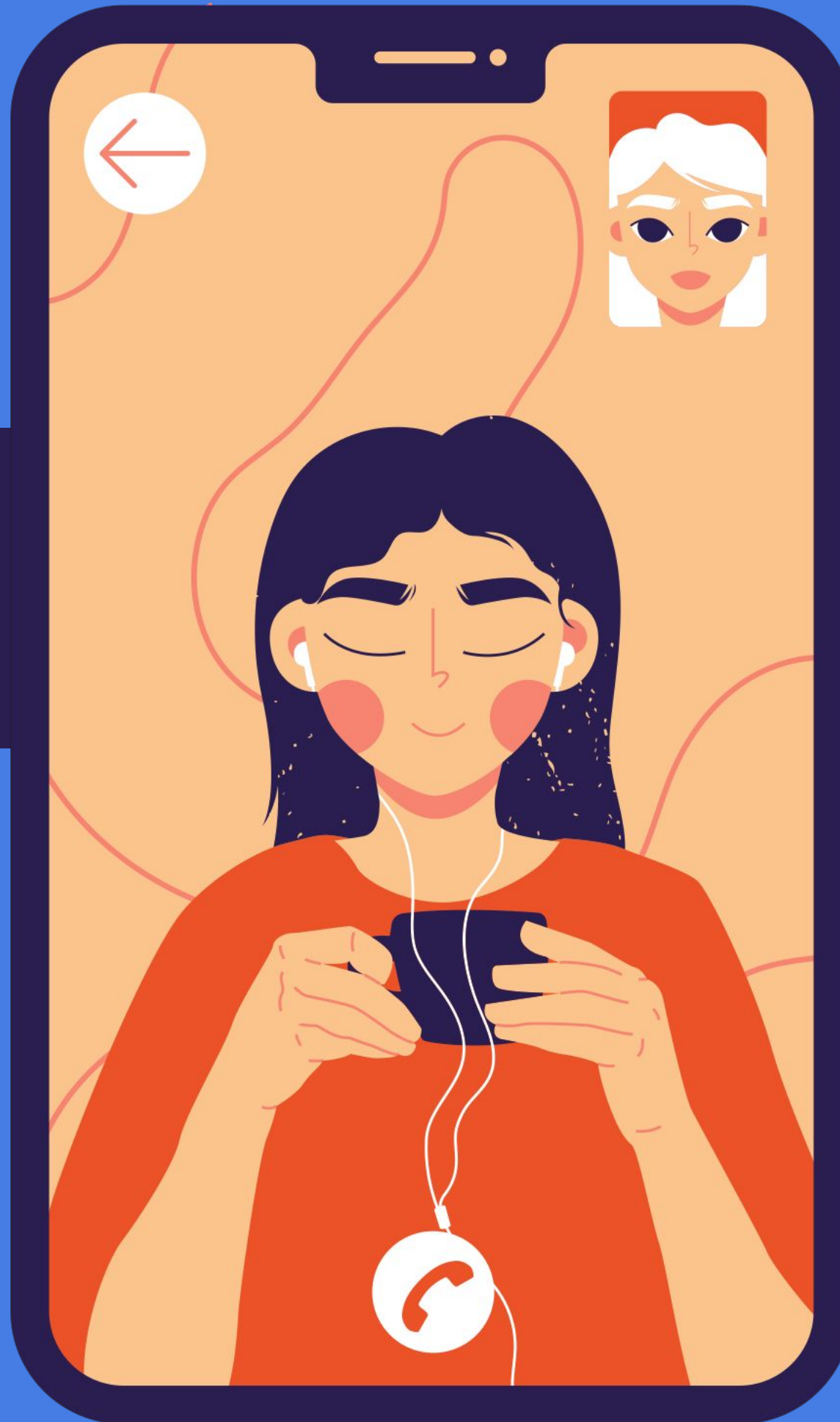
- Teenagers report worse mental health scores than adults
- The more hours you spend online the more likely you are to experience feelings of depression or anxiety.
- Type of platform can worsen addictive behaviors



Use Cases:

- Policy
- Academic dissemination
- Self-assessment

THANK



YOU!