



SOPHIA WANG, SOCIAL COMPUTING LAB

# DUB REU 2021

Icon Button Label Redesign for Improving Online  
Discourse

PROFESSOR TANU MITRA

# THE "LIKE" BUTTON

Hi! I'm a UX Design and Human-Computer Interaction master's student. I'm about 6 months out from graduation, so I'm starting to apply to jobs. Never getting any feedback on my portfolio or acknowledgement from hiring managers makes me wonder if I'm doing something wrong or if there are just a lot of qualified candidates.

[You can find my portfolio here!](#)

Any feedback would be great! Thanks in advance!

6 upvotes, 1 reply, Give Award, Share, Report, Save

This is so simple and neat. Love it !

2 upvotes, 1 reply, Give Award, Share, Report, Save

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Like



nickiminaj ✓  
Nicki Minaj · 7-10  
And btw, hold awn  
🔗 original sound - Nicki Minaj

1.7M 36.5K Share to f g

Liked by minari\_tattoo and 6,864 others  
mariamedem more  
View all 31 comments  
amy\_wangyoui nice!  
byrwng beautiful  
22 HOURS AGO

Add a comment...

Post

# THE "LIKE" BUTTON CAN BE UNPRODUCTIVE

- "Like" vs "Dislike" (or just not liking at all) is very black or white - it can leave no space in between for conversation, and can lead to polarization
- Tragedies, death and destruction - "Liking" topics like these could be insensitive, and does not lead to anything that can **gather a community, or create discussion** like other words can potentially do, like a button label called "Care"

(Stroud et al., 2013)

# WHY ARE SOCIAL MEDIA BUTTONS IMPORTANT?

- The more people choose the buttons on news articles and comments, the more exposure and highlight it can get.
- "The more people use and rely upon social networking sites, such as Facebook, the higher their rates of civic and political participation."( Zúñiga et al., 2012)
- Different stories could be framed a certain way through even the most simplest of tweaks in words (Stroud et al., 2013)

# **LIKE, RESPECT, FAIR, CARE, INCIVIL, PURITY, SANCTITY**

**Respect, Fair, Care, Incivil, Purity, Sanctity -**

Stereotype Content Model (SCM) and Moral Foundations Theory (MFT) - Social theories in psychology that displays the moral values and judgments of people on topics (Graham J, 2009)

SCM -“Like”, “Respect”

MFT - “Care”, “Fair”, “Incivil”, "Loyalty", "Purity"

Having buttons that match one's moral judgement can bring the possibility of removing incivility and bring moral engagement in conversations, and understand each other in a better way (Winerman, 2016)

# BRIEF DEFINITIONS/EXAMPLES

## RESPECT



Showing civility and appreciation

Example- Not completely agreeing with a policy on gun control, but respecting it

## FAIR



Values of fairness, or something that upholds justice and rights.

Example- An article about a court case

(Graham J, 2009)

## CARE



Showing kindness and nurturance

Example- A tropical storm occurring in Mexico

## INCIVIL

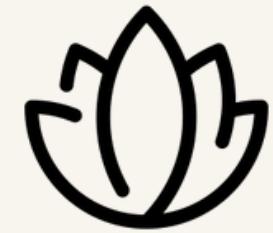


Showing disagreement and reaction of incivility

Example- A news article about DACA

# BRIEF DEFINITIONS/EXAMPLES

## PURITY



Topic referring to religious viewpoints of seeing things virtuously

Example - In an article about abortion, the purity button can be used to create conversation

## LOYALTY



Values of patriotism, putting priorities of a group over the individual

Example- An article about US and China Conflict

(Graham J, 2009)

# EXPERIMENTS IN THE DESIGN PROCESS

icon - "Respect"	from 0-5, how much does this icon represent "Respect"?	icon - "Fair"	"Fair"	icon - "Care"	"Care"	icon - "Incivil"	"Incivil"	icon - "Loyalty"	"Loyalty"	icon - "Purity"
1 	4	1 	4	1 	0	1 	5	1 	3	1 
2 	0	2 	5	2 	3	2 	3	2 	5	2 
3 	0	3 	5	3 	5	3 	2	3 	5	3 
4 	5					4 	4	5 	5	

from 0-5, how much does this icon represent each word?											
icon - "Respect"	icon - "Respect"	icon - "Fair"	"Fair"	icon - "Care"	"Care"	icon - "Incivil"	"Incivil"	icon - "Loyalty"	"Loyalty"	icon - "Purity"	"Purity"
1											
2											
3											
4											

### Match the words to the icon



### Words to match - Fair, Care, Loyalty, Incivil, Like, Sanctity/Purity, Respect

icon Word - ex-Loyalty



purity



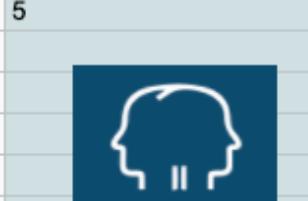
loyalty



care



loyalty



incivil



like



fair

### Match the words to the icon



### Words to match - Fair, Care, Loyalty, Incivil, Like, Sanctity/Purity, Respect

icon Word - ex-Loyalty

results - how many people chose the correct icon

results- highest rated icon

comments

highest rated icon

1- Purity/Sanctity



5/6



2- Respect



3/6



3- Care



6/6



4- Loyalty



5/6

could also be  
mistakened for  
respect



highest rated icon

5- Incivil



5/6

may have been  
chosen out of  
process of  
elimination?



Brian:"What about"

# FINAL



Like



Respect



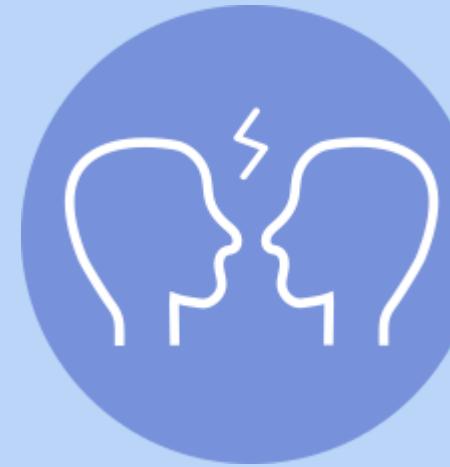
Care



Fair



Loyalty



Incivil



Purity

# DEMO



## Shipping snags prompt US firms to mull retreat from China...

Paul Wiseman ~ Wed Aug 04 2021, 10:37 AM



WASHINGTON (AP) — Game maker Eric Poses last year created The Worst-Case Scenario Card Game, making a wry reference to the way the coronavirus had upended normal life. He had no idea. In a twist that Poses never could have



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Loyalty



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# THANK YOU!

**Thank you for listening in to my presentation today.**

I would like to especially thank my wonderful colleagues in the Social Computing Lab for making my experience with research so memorable,  
Thank you Professor Tanu, Shruti, Prerna, Brian, Naitian, and Hayoung!



# REFLECTIONS

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