



SOPHIA WANG, SOCIAL COMPUTING LAB

DUB REU 2021

Icon Button Label Redesign for Improving Online
Discourse

PROFESSOR TANU MITRA

THE "LIKE" BUTTON

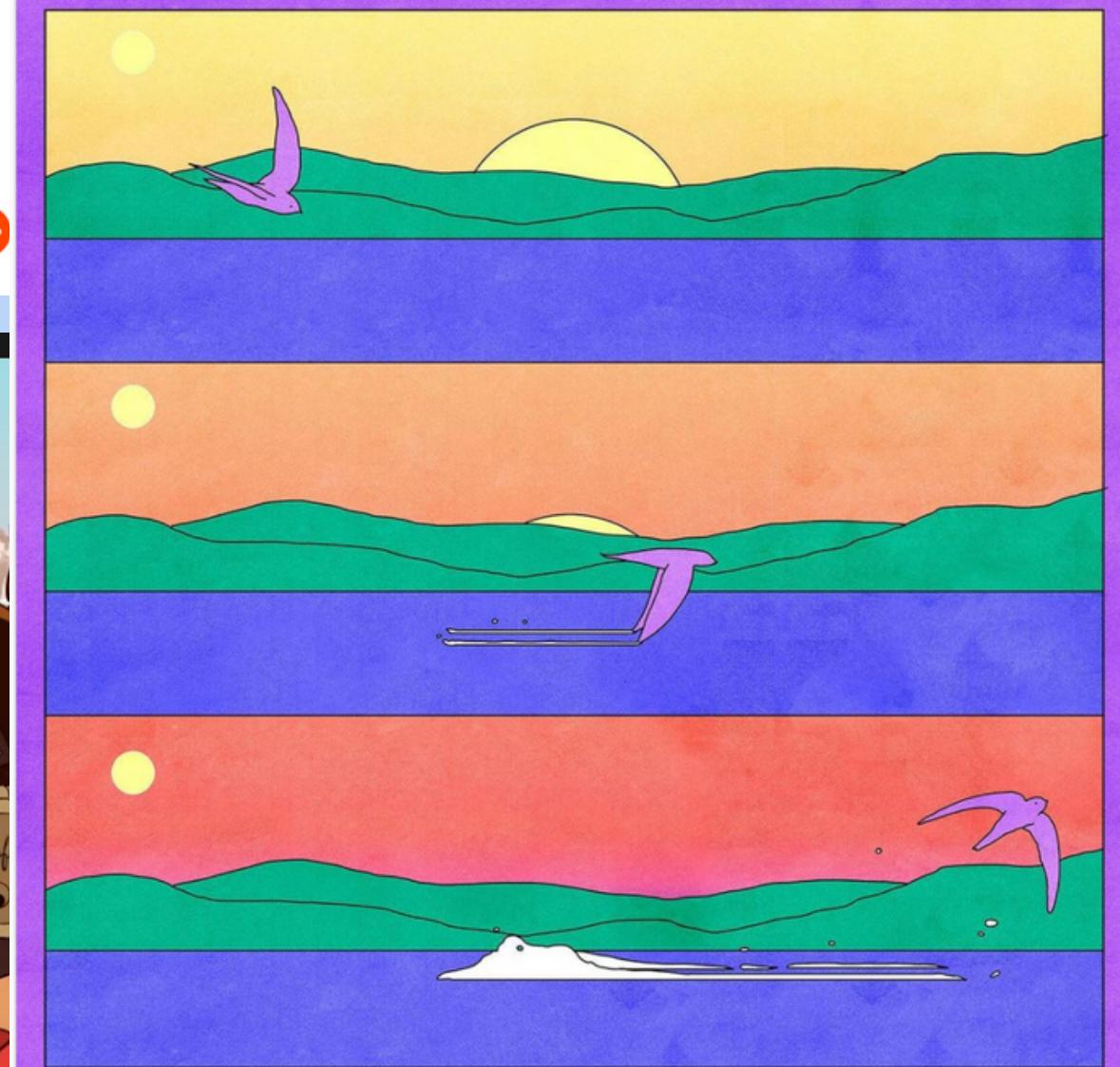
uxdgradstudent · 6d
Hi! I'm a UX Design and Human-Computer Interaction master's student. I'm about 6 months out from graduation, so I'm starting to apply to jobs. Never getting any feedback on my portfolio or acknowledgement from hiring managers makes me wonder if I'm doing something wrong or if there are just a lot of qualified candidates.
[You can find my portfolio here!](#)
Any feedback would be great! Thanks in advance!

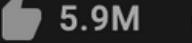
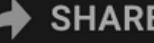
awgyonfire · 6d
This is so simple and neat. Love it !

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nickiminaj Nicki Minaj · 7-10
And btw, hold awn
/original sound - Nicki Minaj
1.7M 36.5K Share to  

mariamedem

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

lofi hip hop radio - beats to relax/study to
31,620 watching now · Started streaming on Feb 22, 2020
 5.9M  108K  SHARE  SAVE

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

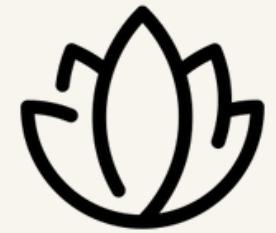


Showing disagreement and reaction of incivility

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

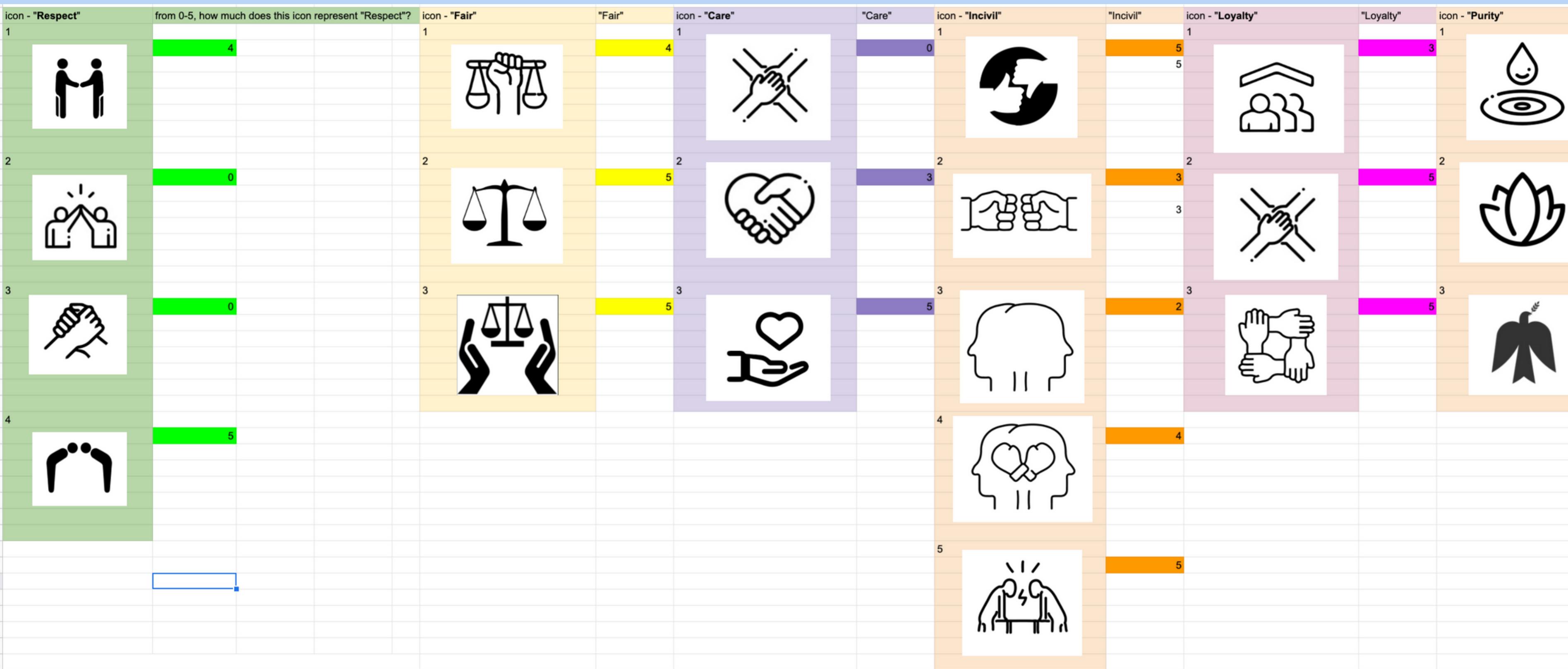


Values of patriotism, putting priorities of a group over the individual

Example- An article about US and China Conflict

(Graham J, 2009)

EXPERIMENTS IN THE DESIGN PROCESS



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



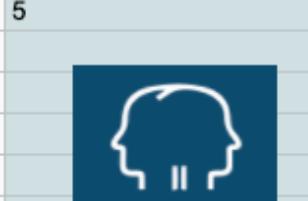
loyalty



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

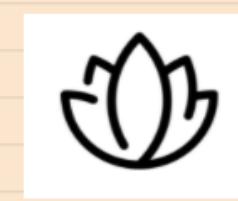
comments

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



5- Incivil



5/6

may have been
chosen out of
process of
elimination?



Incivil

Brian:"What about

FINAL



Like



Respect



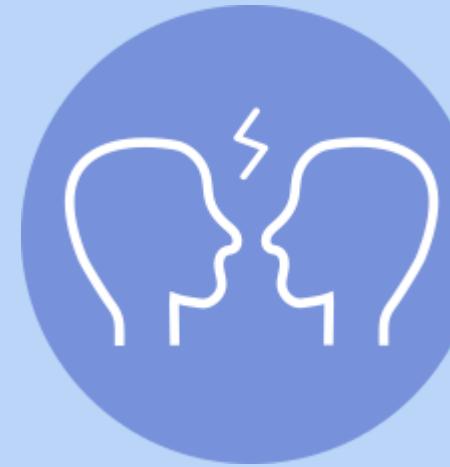
Care



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



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

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Loyalty



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THINGS I HAVE LEARNED

- Create with more intention and think more deeply about the things I create and design in technology
- Think about ways that these products can or cannot promote a productive, inclusive and healthy space for everyone.

"Research is what I'm doing when I don't know what I'm doing."
- Wernher von Braun

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

Graham J, Haidt J, Nosek BA. Liberals and conservatives rely on different sets of moral foundations. *J Pers Soc Psychol.* 2009 May;96(5):1029-46. doi: 10.1037/a0015141. PMID: 19379034.

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Stroud, Natalie Jomini, Muddiman, Ashley, and Scacco, Joshua. (2013, September). Engagement Buttons. *Center for Media Engagement*. <https://mediaengagement.org/research/engagement-buttons/>

Winerman, L. (2016, May). Civil discourse in an uncivil world. *Monitor on Psychology*, 47(5). <http://www.apa.org/monitor/2016/05/cover-civil-discourse.html>

The logo consists of the word "LINKS" in a bold, white, sans-serif font. The letter "L" has a small white starburst to its left, and the letter "K" has a small white starburst to its right. The background is a solid light blue.

The Engaging News Project - Social Media Buttons in Comment Sections

Promoting Tolerance & Civility in Online Discourse through Re-Designing Button Labels

Liberals and Conservatives Rely on Different Sets of Moral Foundations

Civil discourse in an uncivil world

About

Hello! I'm Sophia, and am currently in Queens, NY. I am a CS and art student at Brandeis University.

This summer, I worked in the Social Computing Lab under Professor Tanu Mitra and Shruti.



Word Framing

Different stories could be framed a certain way through even the most simplest of tweaks in words. You can see this to be true in the word choices is from biased news articles, to an everyday conversation.

And so, the introduction of new buttons/labels have the possibility of powerfully influencing the way people think, interact, and talk about issues on social media.

On top of knowing the limitation of the social media "like" button, conservatives and liberals have been studied to have different moral judgements, making it even more difficult for the conflicting groups to understand/converse with each other.

"The words we choose to describe a situation, can – and do – change individuals' attitudes and decisions. Perhaps the “Like” button has a similar effect and encourages individuals to think about political issues in terms of **agreement or disagreement, rather than quality**, for example."