

Project Scope Statement

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| Student/Project Manager Name: | Charlotte Ward |
| Project Title: | Do digital technologies improve life or distract from it? The efficacy of products and features specifically designed to improve health and wellbeing. |
| Date Created: | 21 st April, 2020 |

Project Objectives

This project aims to identify a causal relationship between the usage of digital technologies, specifically social media, and the overall health and mental wellbeing of an individual. This would involve producing quantitative data showing a relationship between social media use and self-reported wellbeing, and qualitative data about self-reported experiences of social media and the impacts it has on them, positive or negative.

Project Scope Definition Statement

This project has a limited scope, specifically based on the usage of social media as mobile apps, web apps, and desktop apps. The general usage of technology and the effects that may have are out of scope, instead focussing on the specific paradigm of major social media platforms. Some specific platforms are:

- Facebook
 - Twitter
 - Instagram
- Among others.

Project Deliverables

This project aims to deliver a few sets of data and the identification of a trend, if possible, along with observations based on the qualitative data.

- A scatter plot showing a potential relationship between time spent on social media and self-reported wellbeing.
- Additional graphs showing any potential differences between different subgroups, including platform usage and groups based on time spent online.
- A written analysis of the self-reported descriptions of the impacts people have observed, along with an analysis of whether that lines up with the quantitative data, in the form of a report.

- A completed poster summarising the report, containing information about the survey, literature review, findings, and graphs demonstrating any potential correlations (or lack thereof) in the data.

Acceptance Criteria

A successful result for this project would be to identify whether or not a relationship can be found between social media use and overall wellbeing. Identifying whether the relationship is positive, negative, or mixed would be a good result, although should a relationship not be found, the project would still be a success.

This project also relies on having enough data to make a statistically significant statement on the results, with too small a sample size affecting the validity of the results.

Constraints

The main constraints that could affect this project relate to statistical significance, with the quantity and quality of data being gathered affecting the results:

- Data should come from a varied source
- There should be enough data points to make a statistically significant observation
- Some data gathered might be redundant if there isn't enough data; individual platform use could split the overall data into very small subgroups, affecting the overall significance of the data in that context.

Assumptions

The assumption that I have made is that the data may show mixed results, as social media can be both constructive and destructive; the harmful parts of social media can be mixed in with the healthy parts, and their experiences with social media might depend on someone's resilience, critical thinking skills, understanding of social context more than time spent or general investment as to whether or not the platforms are harmful.

Project Milestones (w/dates)

| Milestone | Date By |
|---|------------------------|
| Project Scope Statement & Management Plan | 22 nd April |
| Gantt Chart | 22 nd April |
| Secondary Research (Literature Review) | 25 th April |
| Produce Primary Research | 30 th April |
| Produce Project Report & A3 Poster | 4 th May |
| Online Presentation | 0 |

Reflective Report

8th May

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| Project Acceptance | |
| <i>Project Scope Accepted?</i> | Yes / No |
| <i>Project Management Plan Accepted?</i> | Yes / No |
| <i>GANTT Chart Accepted?</i> | Yes / No |
| Project Supervisor Name: | |
| Project Supervisor Signature: | |
| Date of Approval: | |