

IN4MATX 153: CSCW

**Class 18:
Wellbeing Support**

Guest Lecturer: Dennis Wang

Professor Daniel Epstein
TA Dennis Wang
Reader Weijie Du

Announcement

- Professor Epstein has a sick toddler at home, and is here on Zoom
- A3 due tonight, 11:59pm
- The goal is to post the final before Monday's class, but we will see
 - Depends on when the toddler gets better
- Dennis will hold office hours, in DBH 6121

Before We Start...

Re-introducing myself for today's lecture

- Hi, I'm Dennis, your INF153 TA this quarter.
- Doing my PhD with Prof. Epstein on Social Computing, CSCW, Self-tracking
 - You will hear what I'm researching today
- During my masters and undergrad, I did research projects on digital gifting on *live-streaming* platforms, *co-located social game* design for families
 - I'm always ready for a chat about anything *Social Technology*-related!
- Feel free to reach out if you have questions or thoughts about today's topic

Today's Goals

By the end of today, you should be able to...

1. Articulate common wellbeing goals that people have, and consider how the design of social technology could support people reaching these goals
2. Understand what the challenges are for supporting people reaching their wellbeing goals, and design of social technology could help
3. Envision how the design of social platforms for wellbeing can align with people's typical sharing norms

Designing Social Technology to Support Wellbeing

How Are You Doing Today?

How are you doing today?



Nobody has responded yet.

Hang tight! Responses are coming in.

Wellbeing

Definition of Wellbeing

- There are no single definition of wellbeing
 - Judging life positively and feeling good.
 - Physical wellbeing (e.g., feeling very healthy and full of energy)
- Researchers from different disciplines have examined individual aspects of wellbeing:
 - Physical, Economic, Social Development and activity, Emotional, Psychological wellbeing
 - Life satisfaction, Domain specific satisfaction, Engaging activities and work



Source: https://stock.adobe.com/images/how-are-you-doing-retro-speech-balloon/121168337?prev_url=detail

Wellbeing Goals

People set **goals** for their physical needs or personal values for health and wellbeing management

- Being more active in life, walk 10,000 steps per day, eat healthier meals, exercise twice a week
- Engaging in hobbies, hanging out with friends
- Managing chronic illness & mental health, taking medication after meals...

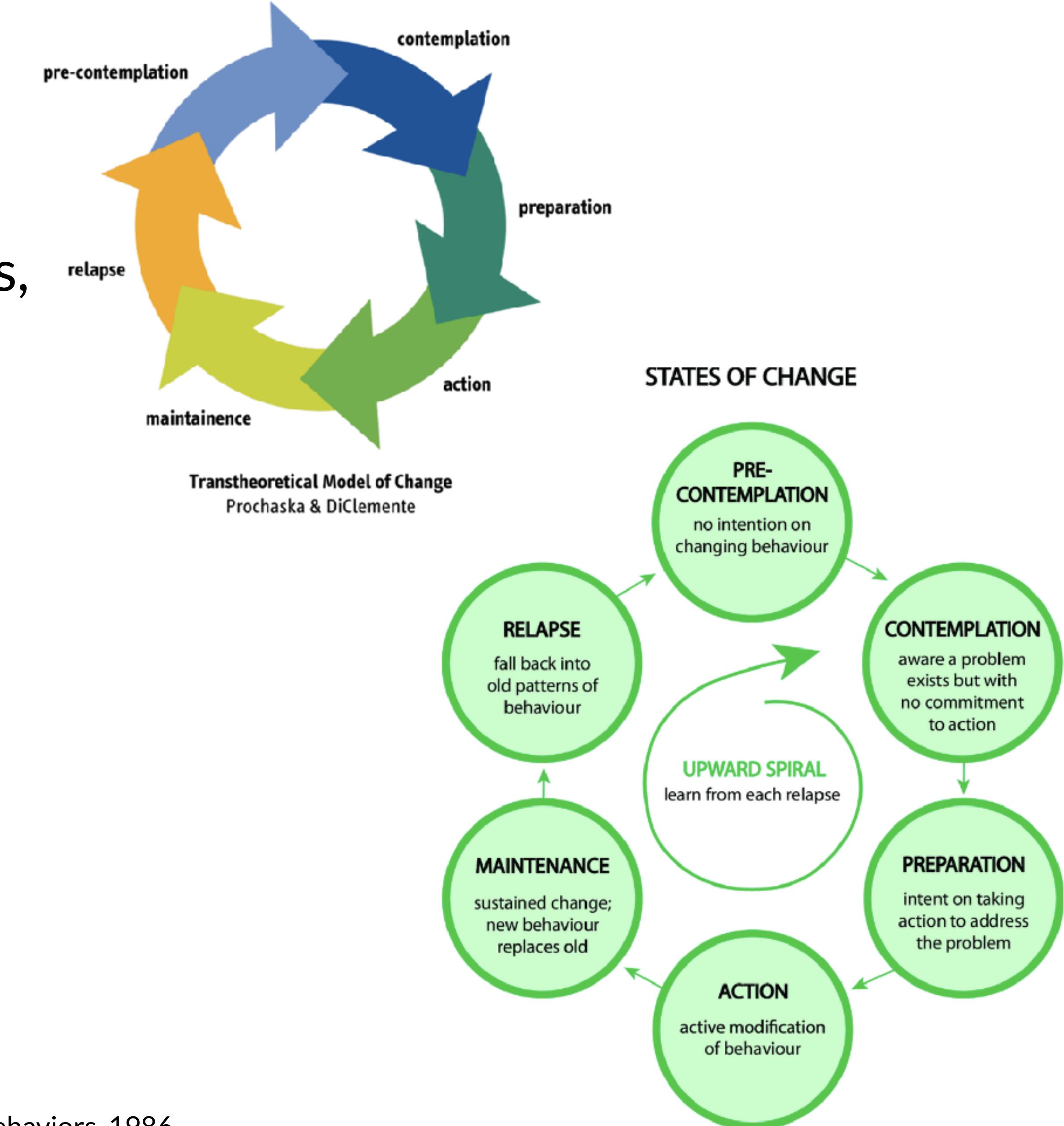
Tina Ekhtiar, Armağan Karahanoğlu, Rúben Gouveia, and Geke Ludden. 2023. *Goals for Goal Setting: A Scoping Review on Personal Informatics*. In Proceedings of the 2023 ACM Designing Interactive Systems Conference (DIS '23).

Daniel A. Epstein, Clara Caldeira, Mayara Costa Figueiredo, Xi Lu, Lucas M. Silva, Lucretia Williams, Jong Ho Lee, Qingyang Li, Simran Ahuja, Qiuer Chen, Payam Dowlatyari, Craig Hilby, Sazeda Sultana, Elizabeth V. Eikey, and Yunan Chen. 2020. *Mapping and Taking Stock of the Personal Informatics Literature*. Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies

Wellbeing Goals

Consumer health technology (Apps, devices, etc.) which aim to promote health or wellbeing are prevalently used

- People seeking behavior change goes through the process to adapt to actual changes [Theory of behavior change]

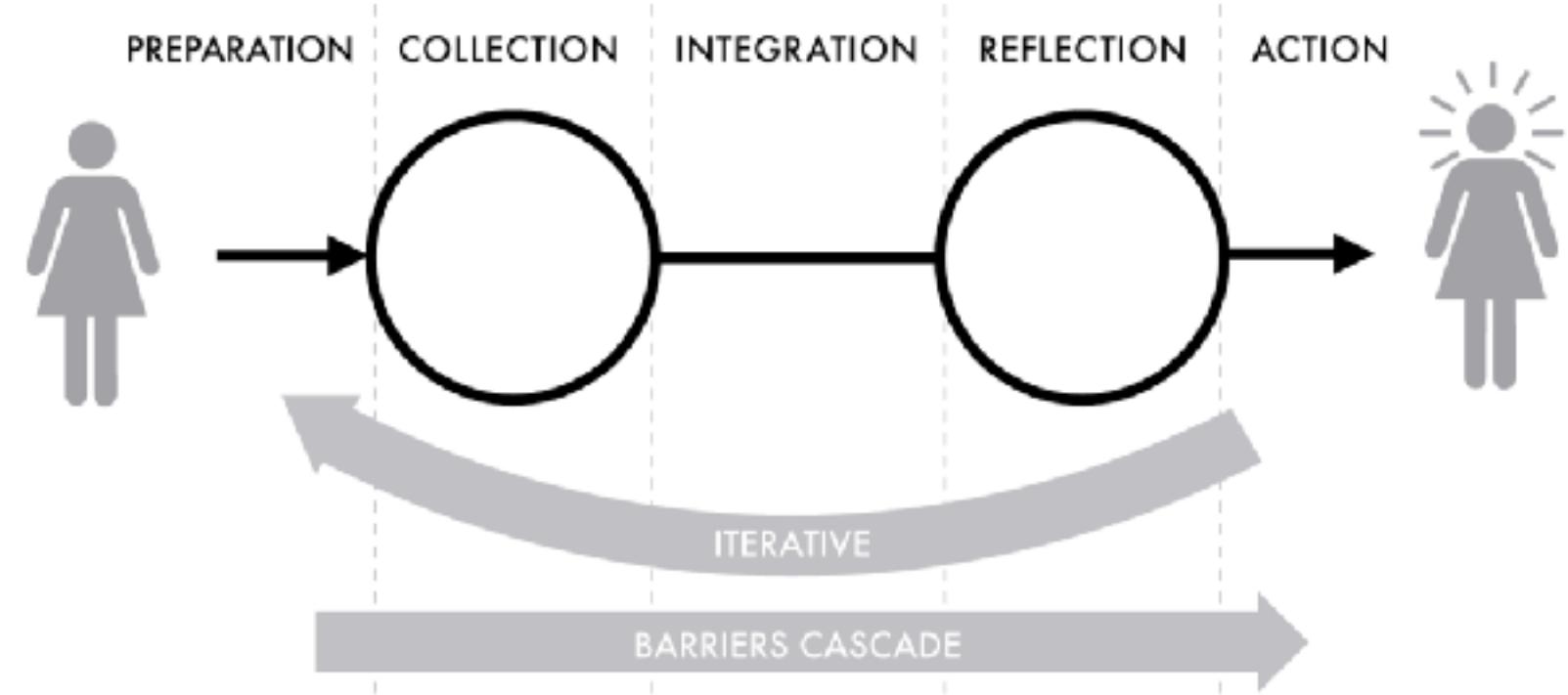


Prochaska & DiClemente. *Toward a comprehensive model of change*. Treating Addictive Behaviors, 1986

Wellbeing Goals

Consumer health technology (Apps, devices, etc.) which aim to promote health or wellbeing are prevalently used

- **Self-tracking** helps with keeping track of one's own state, attain self-knowledge, and reflect.
- People have different motivation to track. It is common to *lapse* and *resume*.
Sustaining motivation is one of the biggest challenges.



[Li et al., 2010]



[Epstein et al., 2015]

Ian Li, Anind Dey, and Jodi Forlizzi. 2010. *A stage-based model of personal informatics systems*. In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '10).

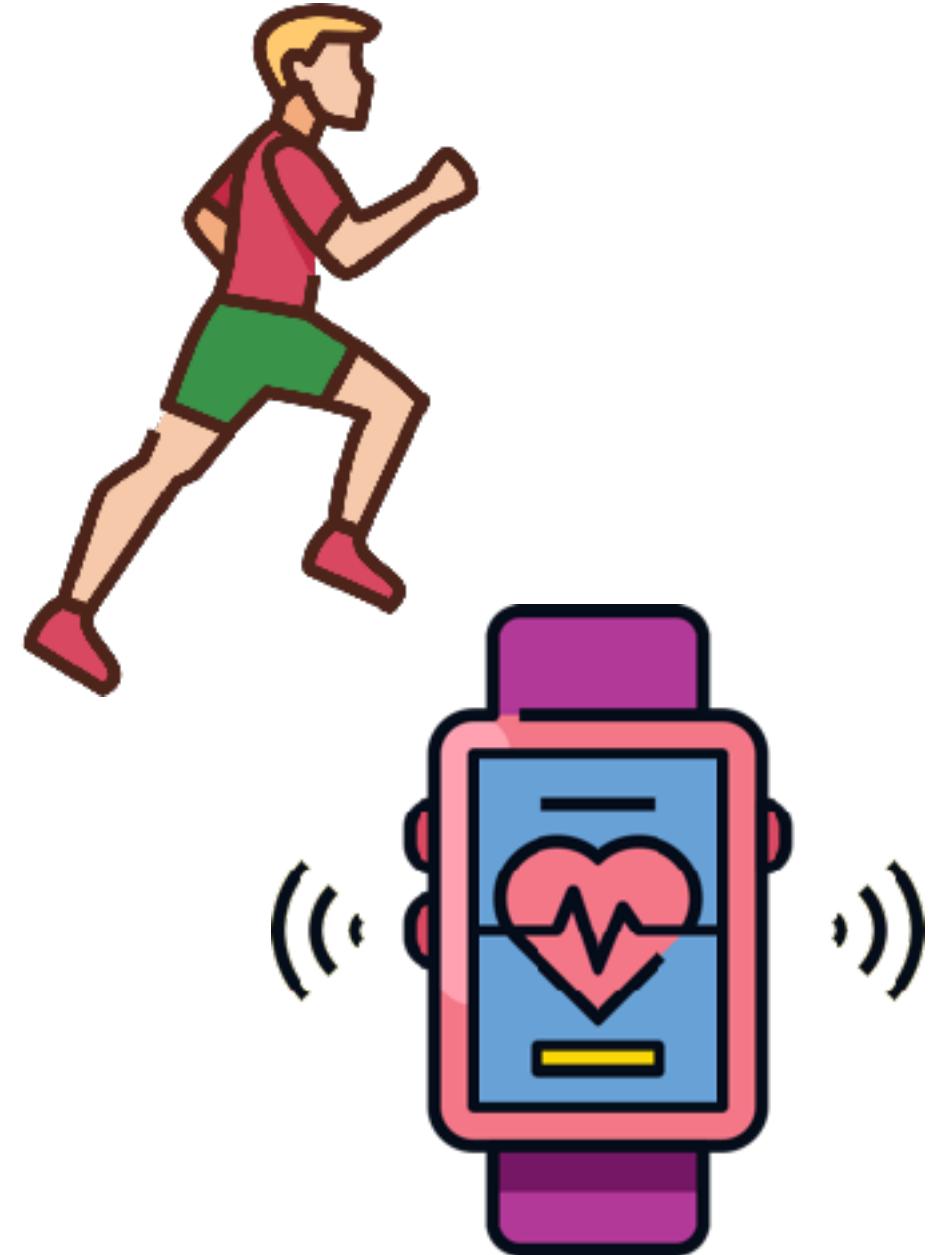
Daniel A. Epstein, An Ping, James Fogarty, and Sean A. Munson. 2015. *A lived informatics model of personal informatics*. In Proceedings of the 2015 ACM International Joint Conference on Pervasive and Ubiquitous Computing (UbiComp '15).

Socially Supporting Achievement of Wellbeing Goals

Social support is an important factor in behavior change for many domains

Socially Supporting Achievement of Wellbeing Goals

Social support is an important factor in behavior change for many domains



Socially Supporting Achievement of Wellbeing Goals

Social support is an important factor in behavior change for many domains



“This is my
first run in 2023!!!”

Socially Supporting Achievement of Wellbeing Goals

Social support is an important factor in behavior change for many domains



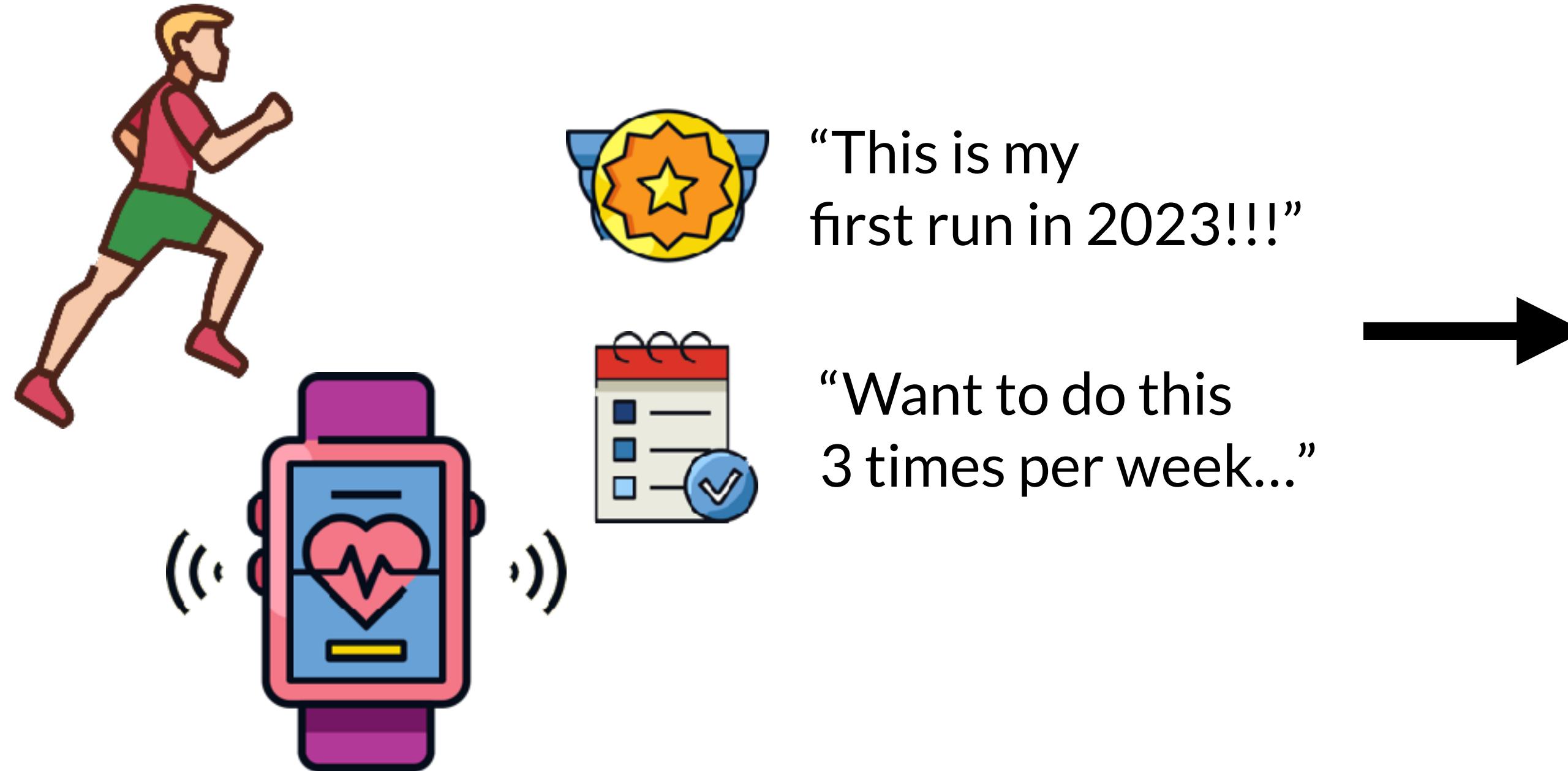
“This is my
first run in 2023!!!”



“Want to do this
3 times per week...”

Socially Supporting Achievement of Wellbeing Goals

Social support is an important factor in behavior change for many domains



Socially Supporting Achievement of Wellbeing Goals

Social support is an important factor in behavior change for many domains



*When to share?
Who to share with?
On which app should I share them on?*

Socially Supporting Achievement of Wellbeing Goals

Social support is an important factor in behavior change for many domains



When to share?
Who to share with?
On which app should I share them on?

What to share?
How would people perceive it?

Socially Supporting Achievement of Wellbeing Goals

Social support is an important factor in behavior change for many domains

- Seeking motivation or accountability from audience
- Motivating or informing the sharing audience
- Celebrating achievements
- Desiring for emotional support
- Requesting for information
- Impression management

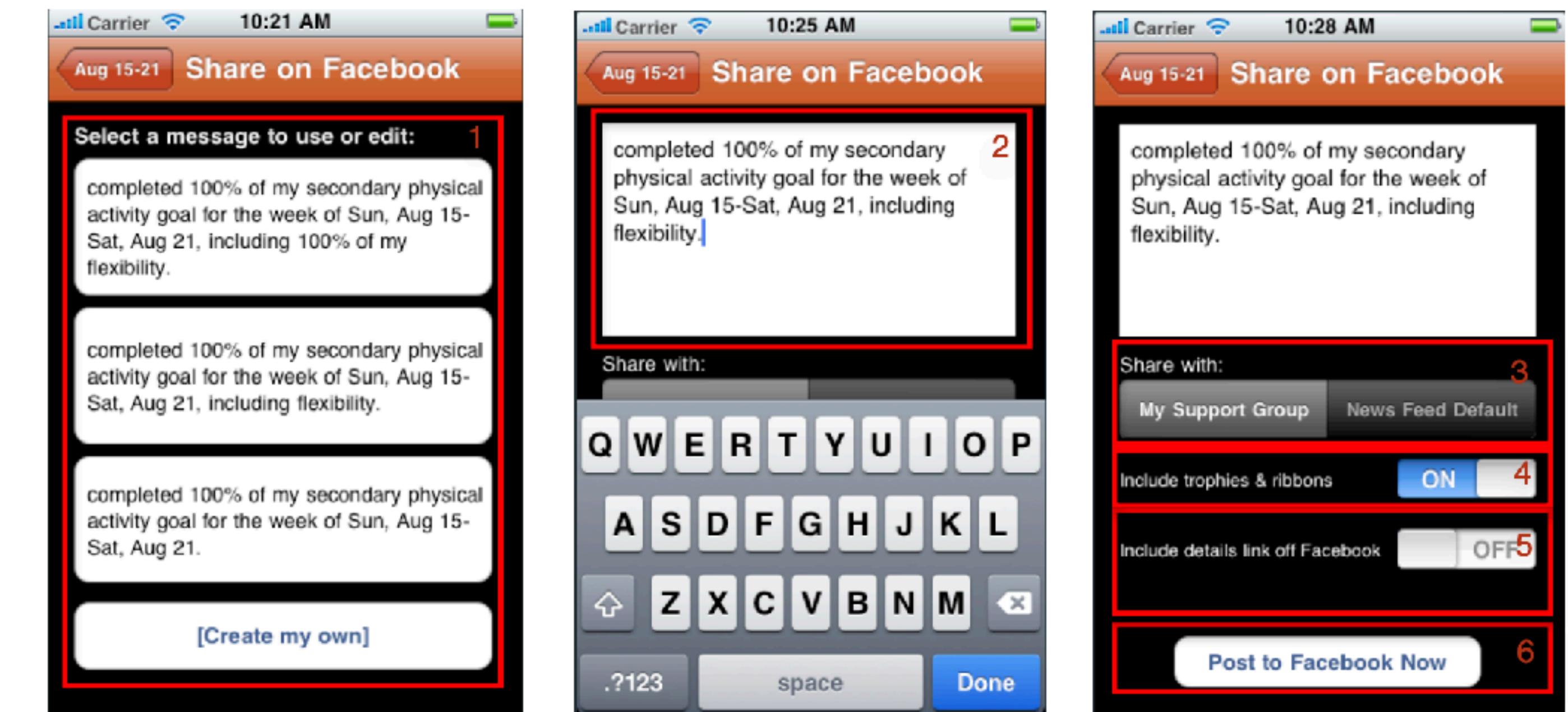
Daniel A. Epstein, Bradley H. Jacobson, Elizabeth Bales, David W. McDonald, and Sean A. Munson. 2015. *From "nobody cares" to "way to go!": A Design Framework for Social Sharing in Personal Informatics*. In Proceedings of the 18th ACM Conference on Computer Supported Cooperative Work & Social Computing (CSCW '15). Association for Computing Machinery, New York, NY, USA, 1622–1636.

How could the design of social technology support people in achieving their wellbeing goals?

Social Technology to Support Wellbeing Goals

Sharing could help with goal commitment

- Public commitment leads to accountability
- People want to be *perceived as interesting* and *getting the support they want*

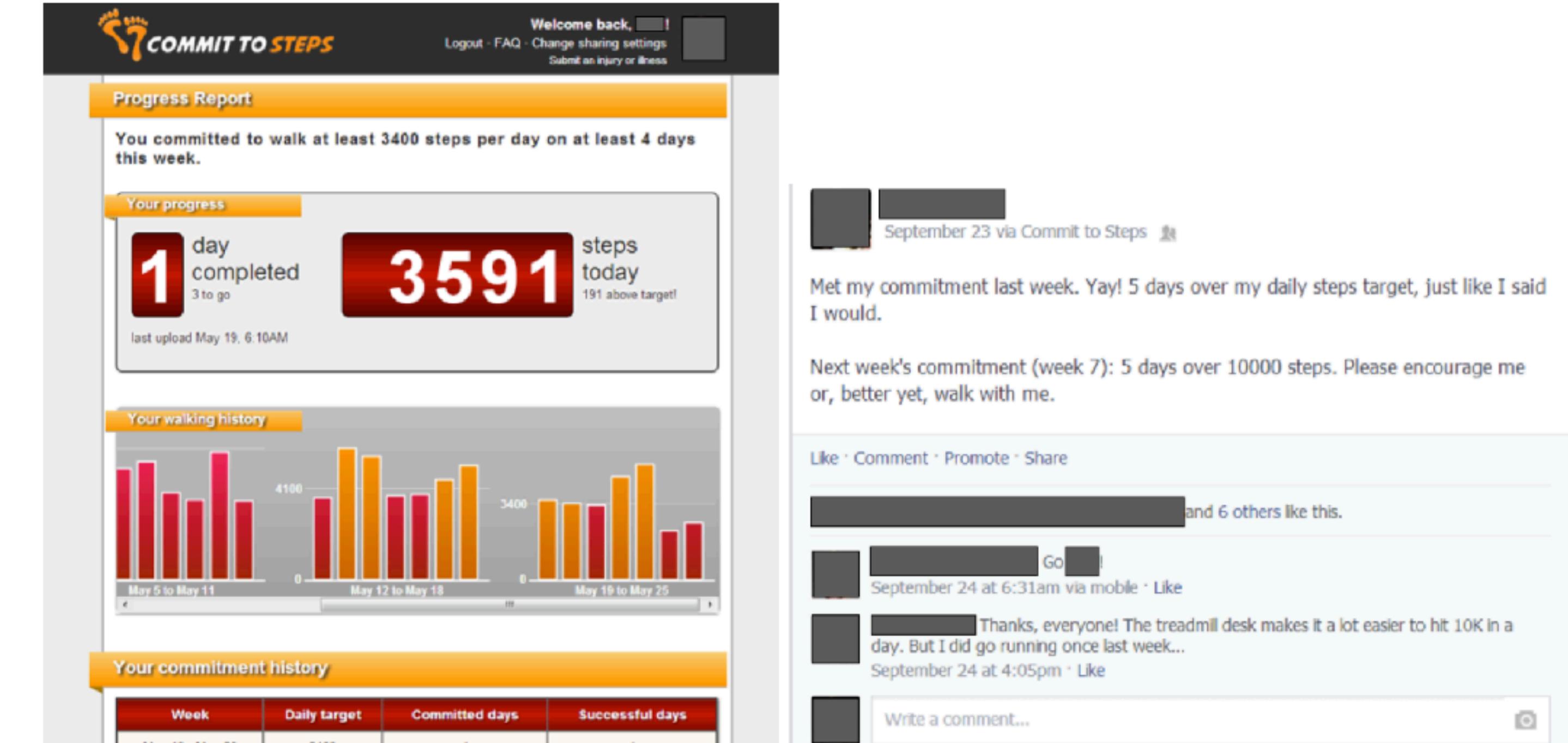


[GoalPosts, 2012]

Social Technology to Support Wellbeing Goals

Sharing could help with goal commitment

- Accountability could come from a mixture of both *social support* and *social pressure*.
- Without the prospect of **public reporting of results**, will backfire and reduce motivation
- People may be less likely to make commitments



[Commit To Steps, 2015]

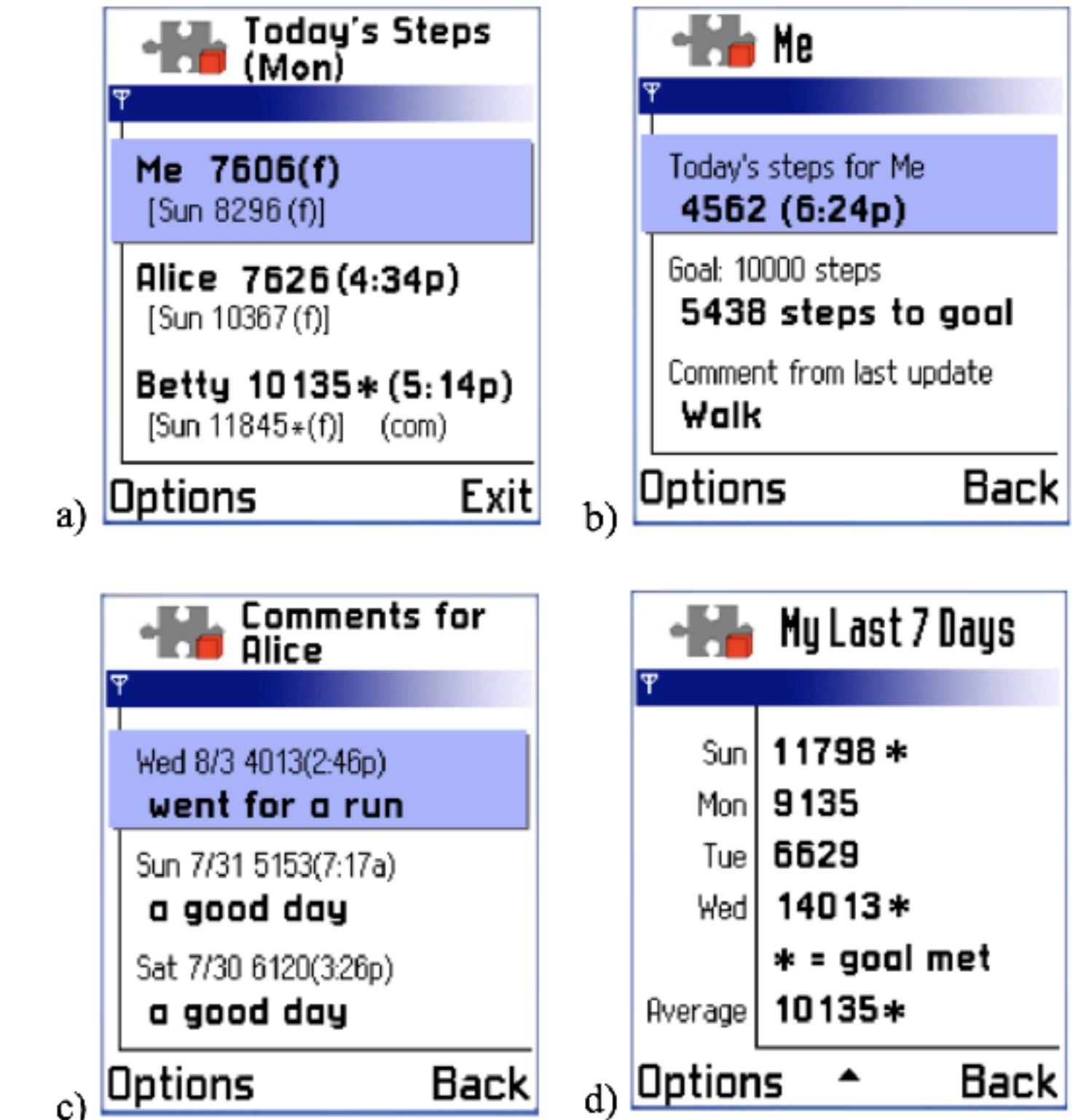
Social Technology to Support Wellbeing Goals

Sharing goals and activity updates with
Pre-existing social connection helps
sustaining motivation

- People sharing with a small group of friends are ***more likely to achieve their daily goals.***



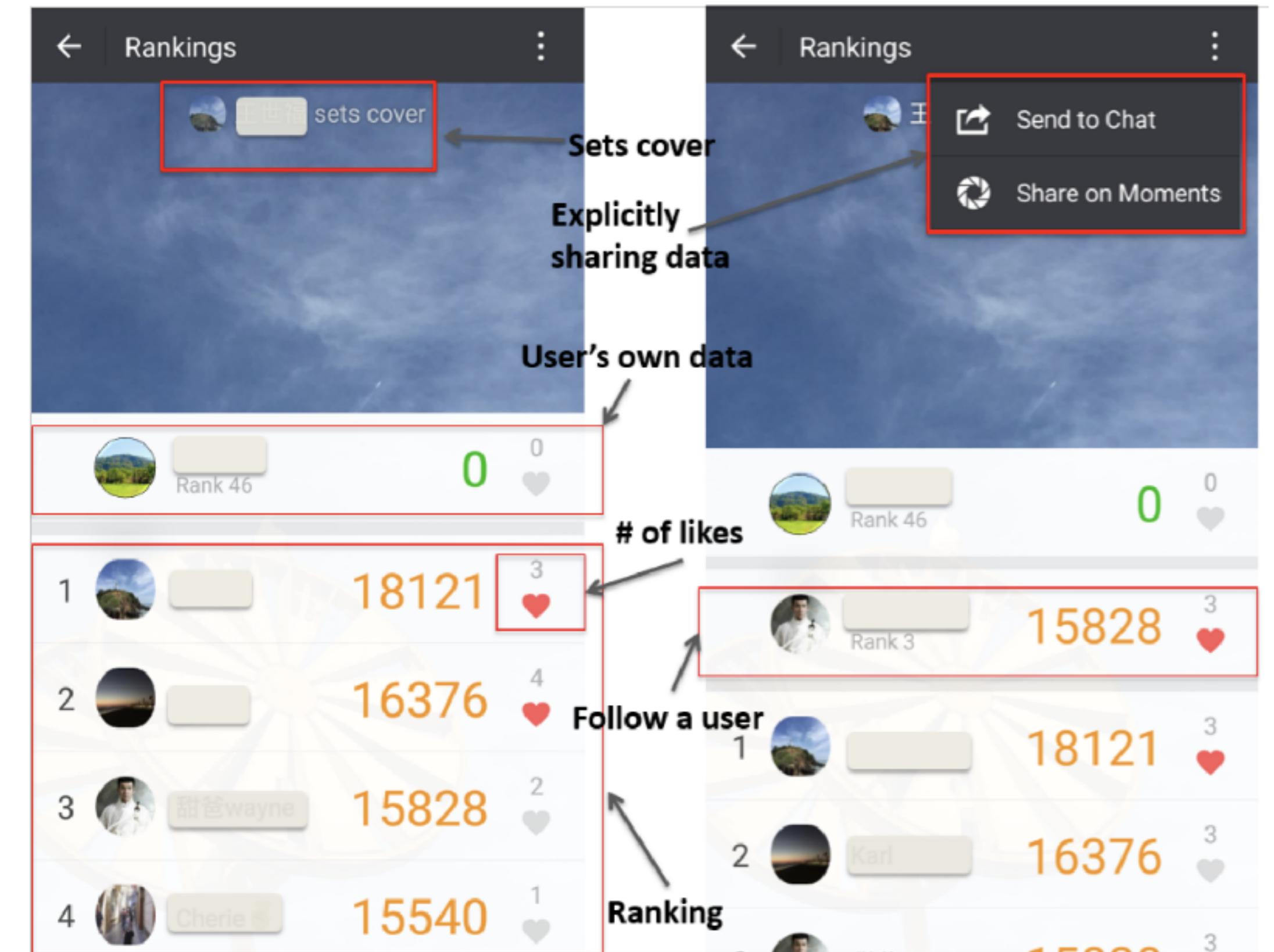
[Houston, 2006]



Social Technology to Support Wellbeing Goals

Sharing goals and activity updates with **Pre-existing social connection** helps sustaining motivation

- Providing **supportive environment** and created an **caring atmosphere** about each other's physical wellness.
- Using existing platform is **convenient** for aligning sharing content and lowering barrier of switching and trying out new social app.



[WeRun, 2017]

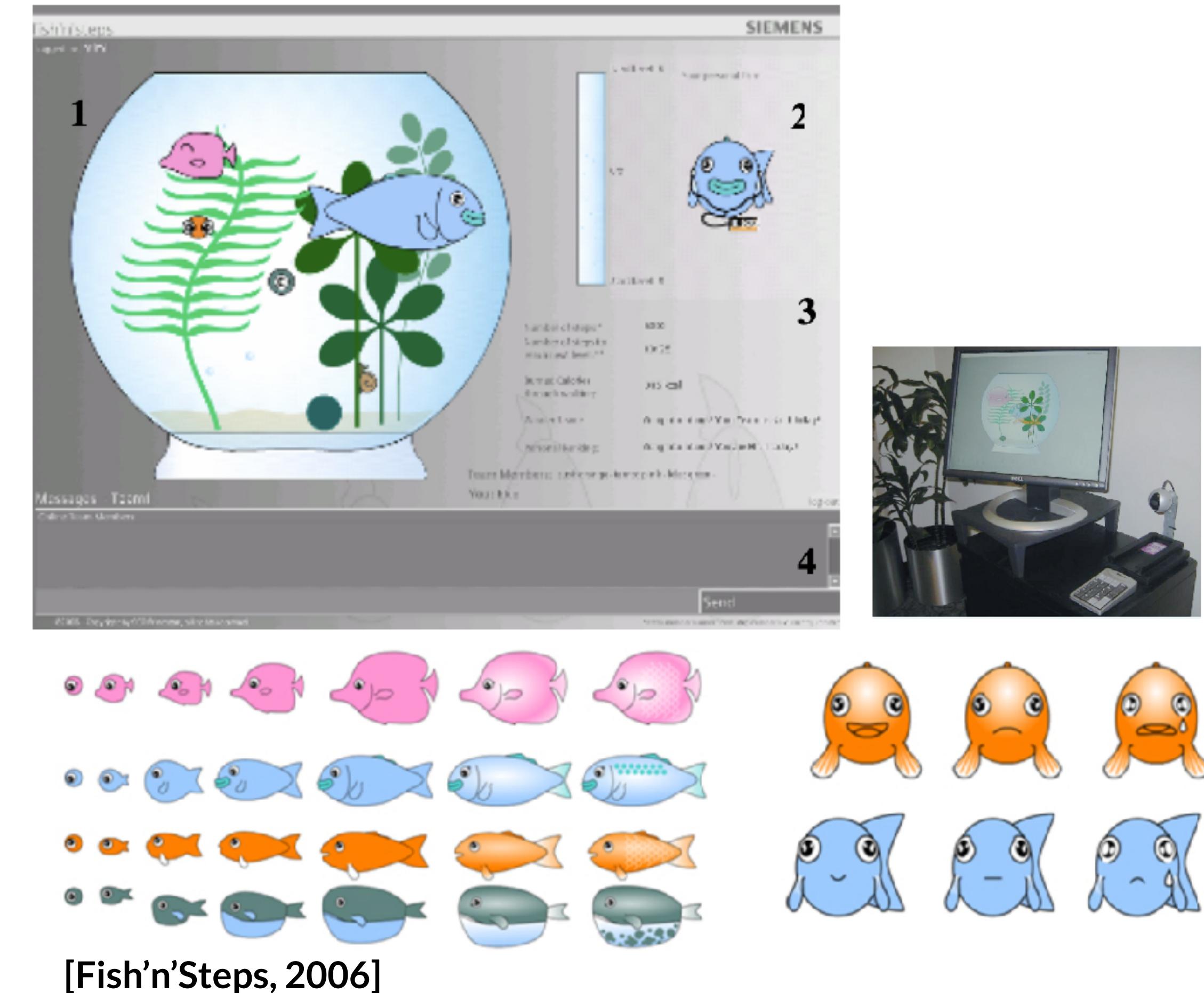


Xinning Gui, Yu Chen, Clara Caldeira, Dan Xiao, and Yunan Chen. 2017. *When Fitness Meets Social Networks: Investigating Fitness Tracking and Social Practices on WeRun*. In Proceedings of the 2017 CHI Conference on Human Factors in Computing Systems (CHI '17).

Social Technology to Support Wellbeing Goals

Sharing goals and activity updates with *Strangers* helps sustaining motivation, too

- Interacting with strangers can have benefits - *higher retention rate* but no influence on enhancing outcome
 - *Not always motivating* and is sometimes awkward

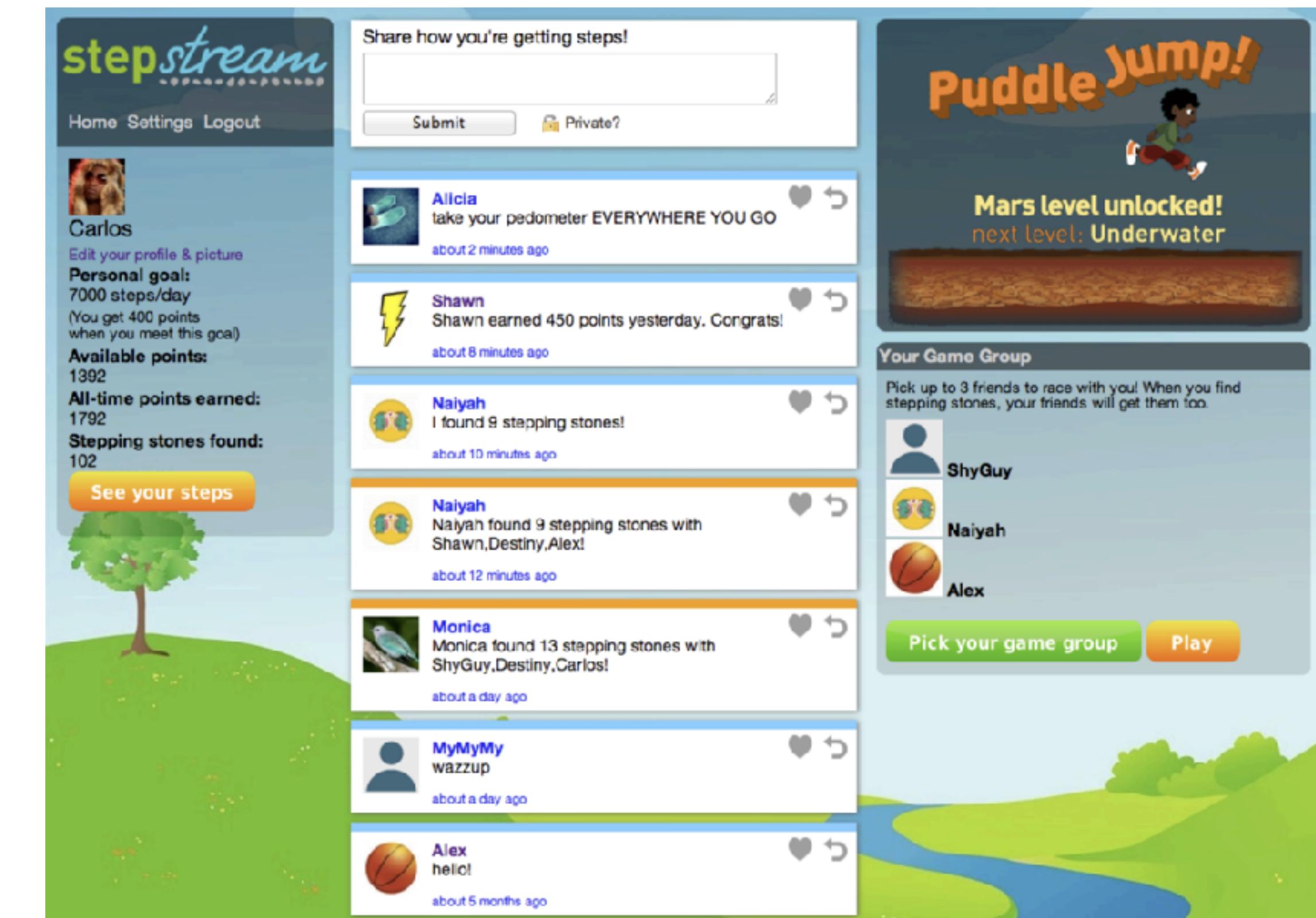


Lin, J.J., Mamykina, L., Lindtner, S., Delajoux, G., Strub, H.B. (2006). *Fish'n'Steps: Encouraging Physical Activity with an Interactive Computer Game*. In: Dourish, P., Friday, A. (eds) UbiComp 2006

Social Technology to Support Wellbeing Goals

Sharing with a selective, focused group, could help with goal commitment,

- In addition to personal accountability, sharing may help *motivating or informing others with similar interest*
- People that shares the same context or condition (e.g., peers from the same school) [StepStream]



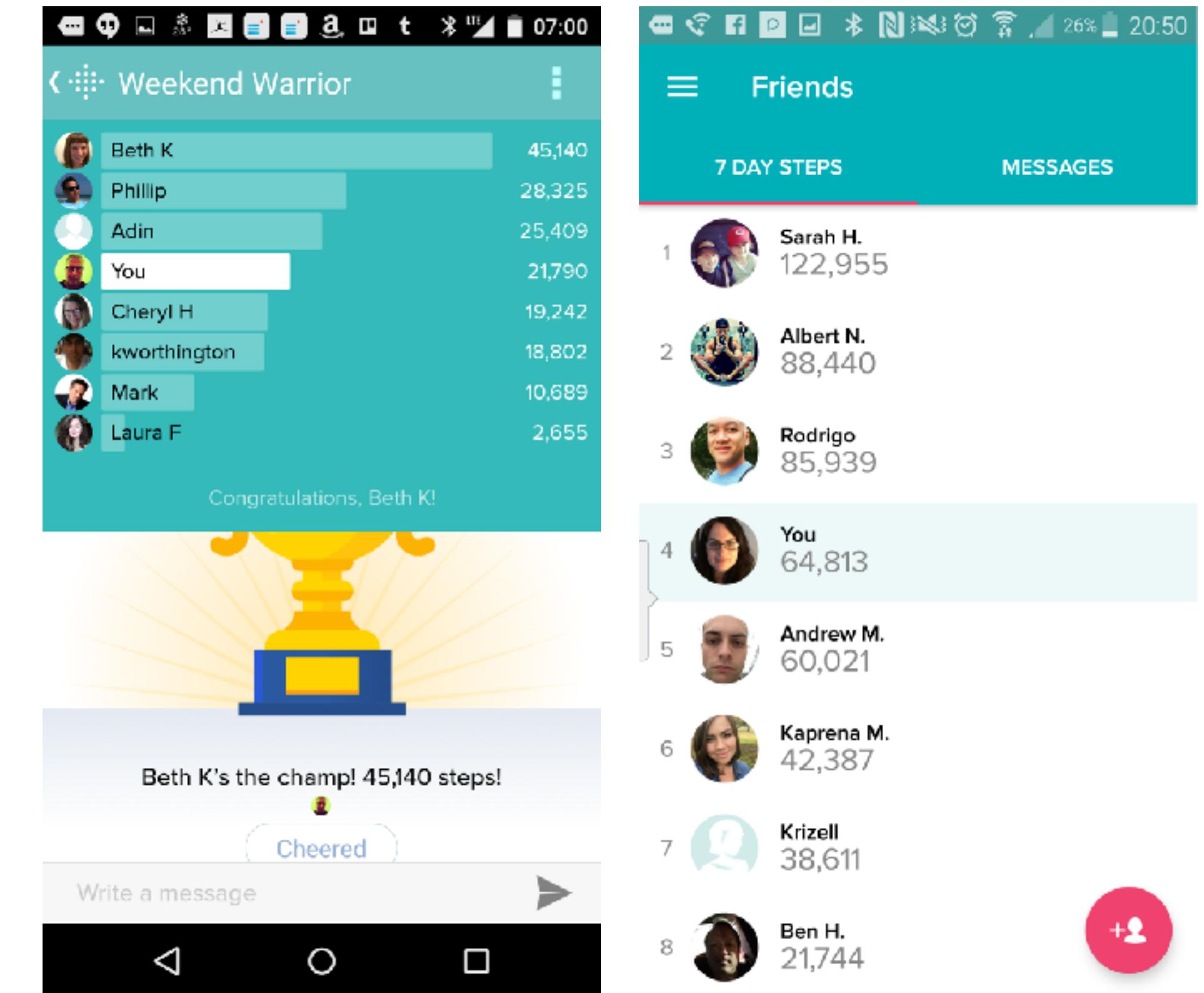
[StepStream, 2014]

Andrew D. Miller and Elizabeth D. Mynatt. 2014. *StepStream: a school-based pervasive social fitness system for everyday adolescent health*. In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '14).

Social Technology to Support Wellbeing Goals

Sharing with a selective, focused group, could help with goal commitment,

- Interactions with *friends made through the online social networks* often proved more motivating or engaging
- People that have similar *interest* or *motivation* (e.g., Fitbit Friends)
- Perceived them as better “*peers*” for comparing activity data



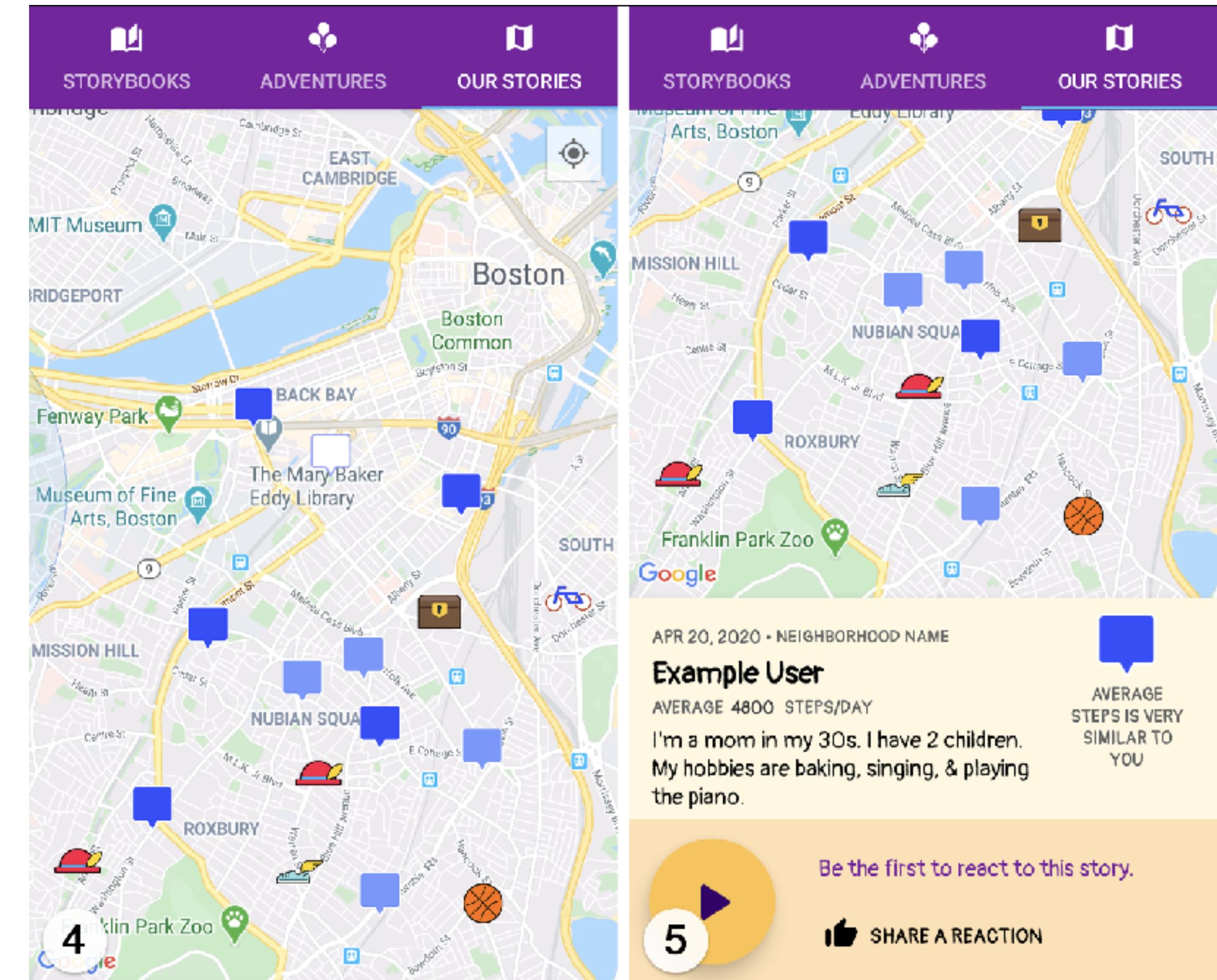
[Fritz, 2014]

Thomas Fritz, Elaine M. Huang, Gail C. Murphy, and Thomas Zimmermann. 2014. *Persuasive technology in the real world: a study of long-term use of activity sensing devices for fitness*. In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '14).

Social Technology to Support Wellbeing Goals

Social Modeling Theory & A Sense of Community

- Comparing with *past self* and with *people with similar condition*
- Through self- and social modeling, people are able to increase self-efficacy and outcome expectations
- Using social modeling to facilitate a *sense of community empowerment*



[StoryMap, 2022]

Herman Saksono, Carmen Castaneda-Sceppa, Jessica A. Hoffman, Magy Seif El-Nasr, and Andrea Parker. 2021. *StoryMap: Using Social Modeling and Self-Modeling to Support Physical Activity Among Families of Low-SES Backgrounds*. CHI '21.

Social Technology to Support Wellbeing Goals

People may *appropriate social platforms they use* as tracking tool to support their wellbeing goals

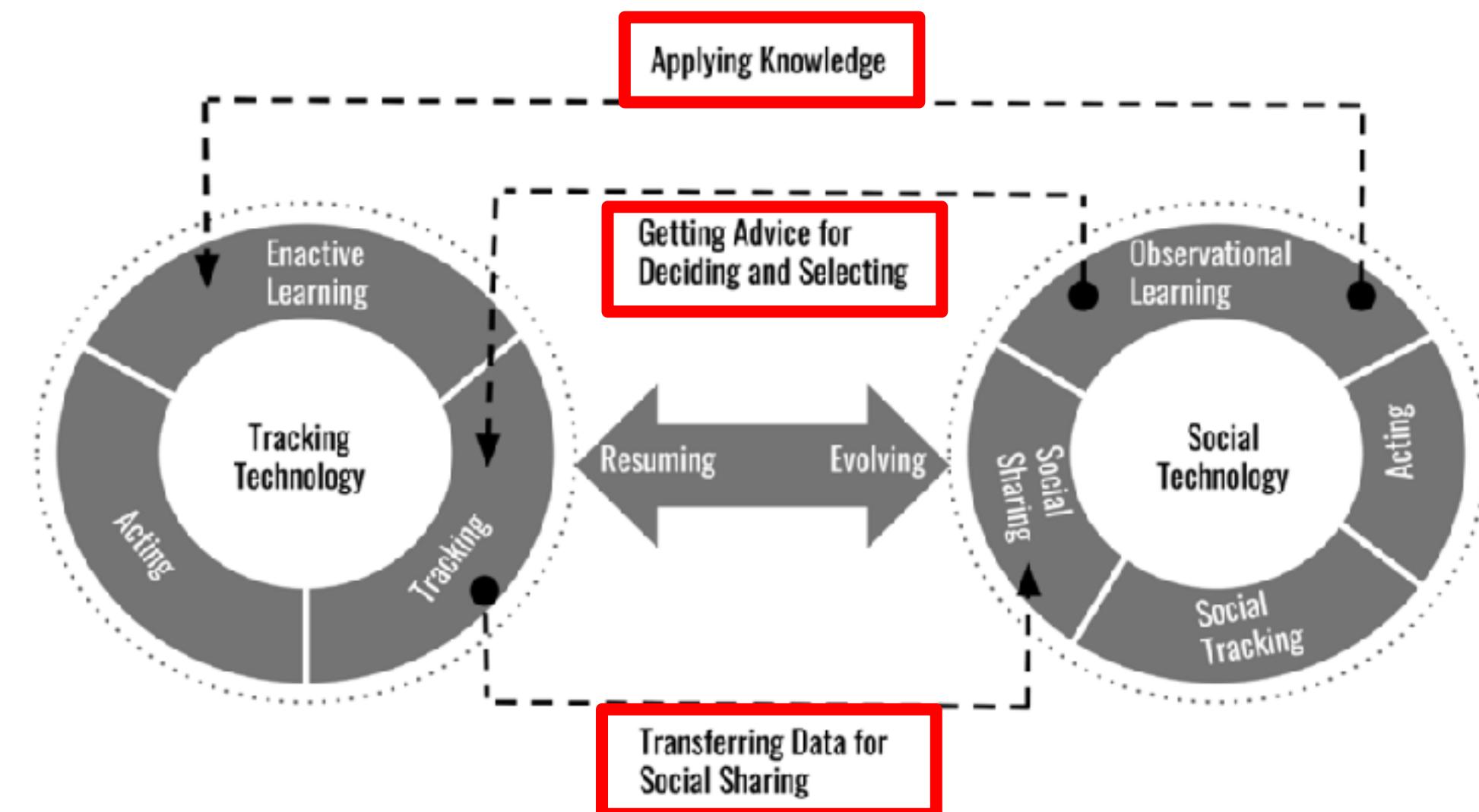
- Using social platforms for keeping track of activities relevant to wellbeing goals allows simultaneously *providing* and *receiving social supports*
- e.g., using *hashtags* and *interacting* (e.g., commenting) with relevant accounts to find communities and people who approach it in similar ways.



Social Technology to Support Wellbeing Goals

People may use tracking technology along with social technology to support their wellbeing goals

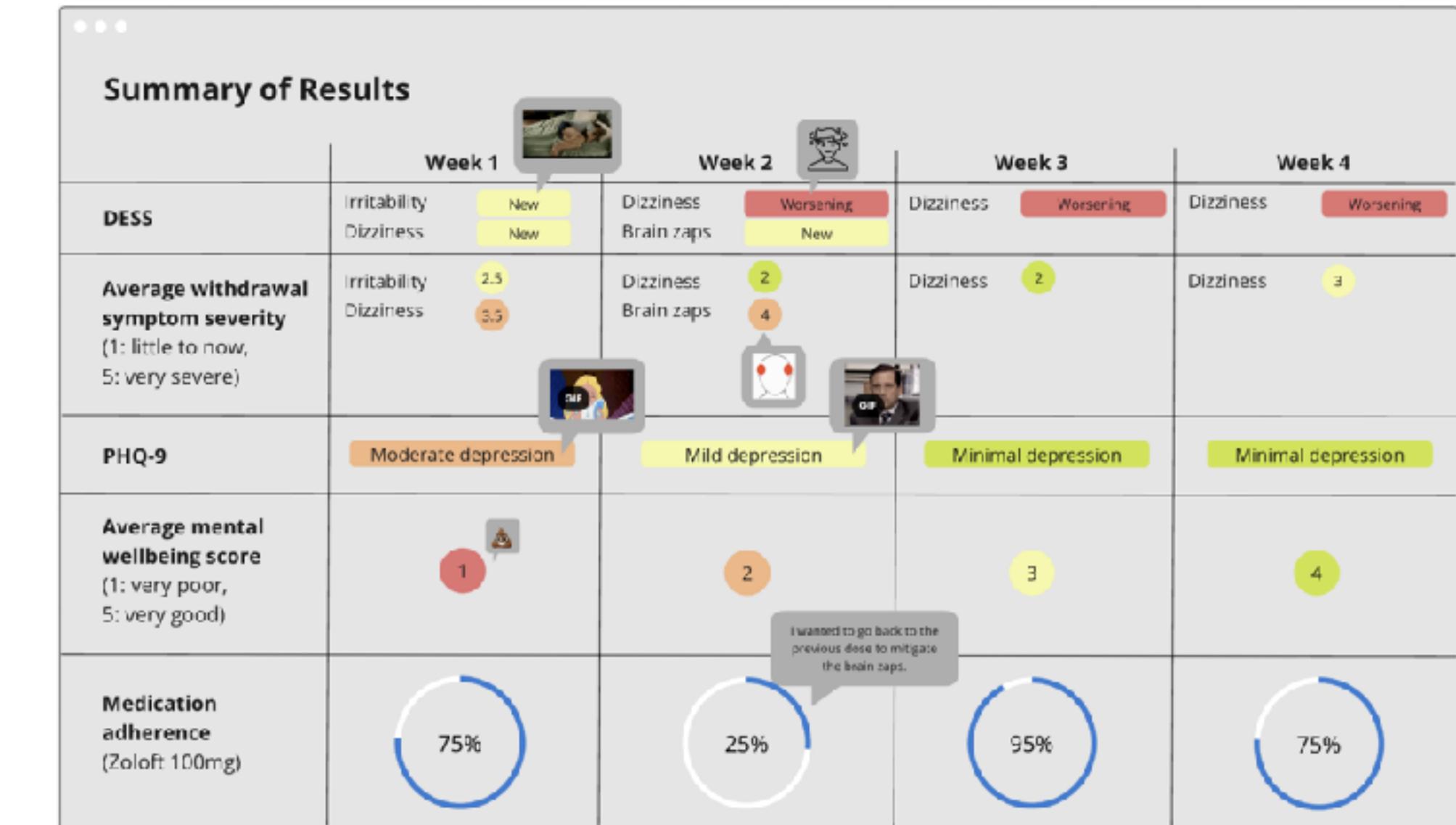
- Tracking technology serve as a "*gateway to social technology*"
- People **learn** how to track and support their behavior from social technology, and take these knowledge back to tracking technology
 - Finding role models and like-minded people
 - Deepening domain knowledge through learning



Social Technology to Support Wellbeing Goals

Sharing in with healthcare provider to support their wellbeing goals

- Give people **better tools** for communicating to healthcare providers
 - Help people **better convey** their symptoms or experiences to their doctors
 - In addition to standardized clinical self-report questions, include **free-text notes, emojis, animated GIFs, icons, and body parts.**

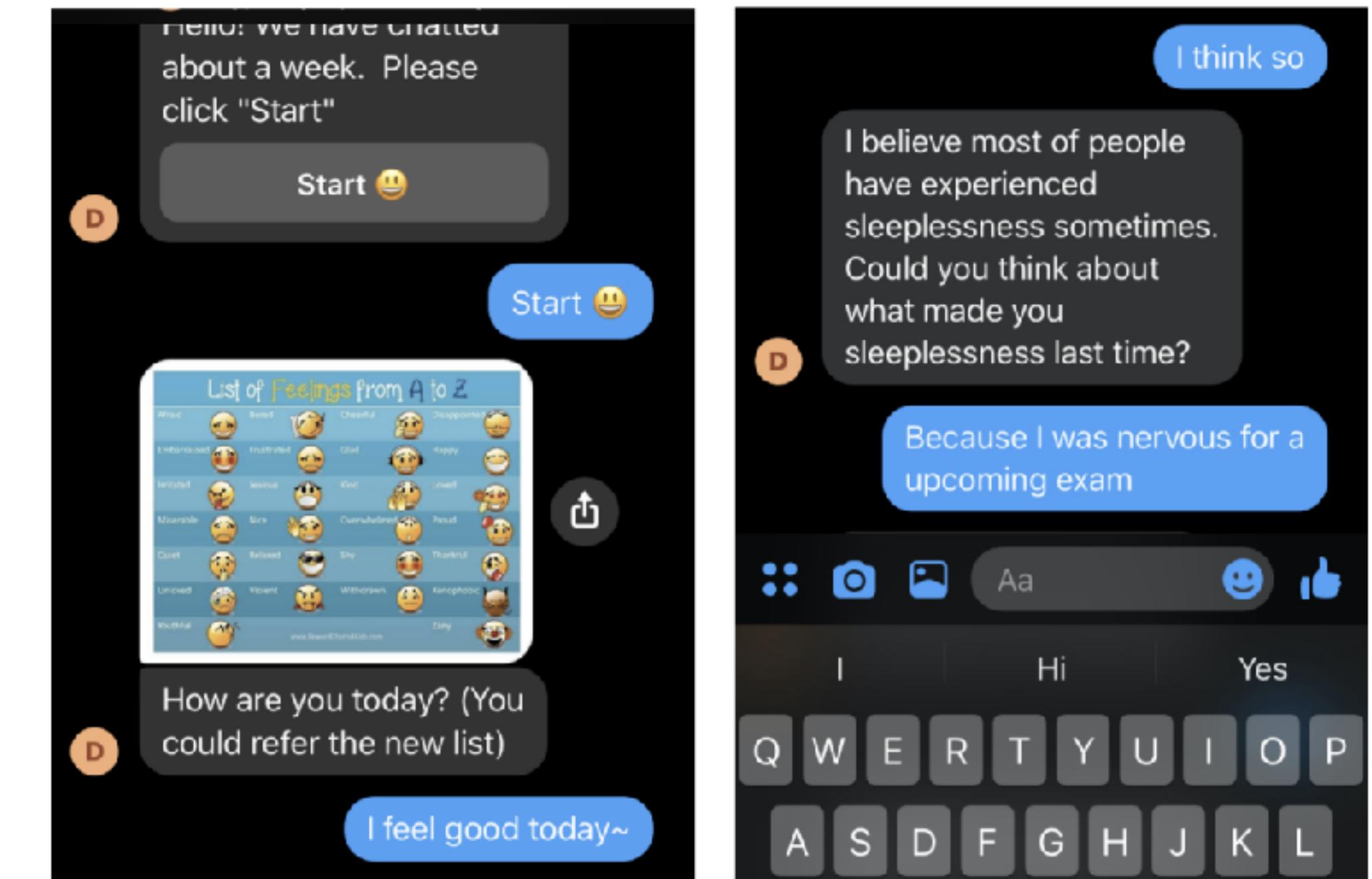


[Jo et al., 2022]

Social Technology to Support Wellbeing Goals

Sharing in with healthcare provider to support their wellbeing goals

- Give people **better tools** for communicating to healthcare providers
 - *Promote deeper disclosure* of mental health condition to sharing with mental health professional



[Lee et al., 2021]

Socially Supporting Achievement of Wellbeing Goals

Technology could provide the social support people need for their wellbeing goals

- Seeking motivation or accountability from audience
- Motivating or informing the sharing audience
- Celebrating achievements
- Desiring for emotional support
- Requesting for information
- Impression management

Daniel A. Epstein, Bradley H. Jacobson, Elizabeth Bales, David W. McDonald, and Sean A. Munson. 2015. *From "nobody cares" to "way to go!": A Design Framework for Social Sharing in Personal Informatics*. In Proceedings of the 18th ACM Conference on Computer Supported Cooperative Work & Social Computing (CSCW '15). Association for Computing Machinery, New York, NY, USA, 1622–1636.

Discuss: What's an app that you've used for monitoring health and wellbeing?

What's an app that you've used for monitoring health and wellbeing?



Nobody has responded yet.

Hang tight! Responses are coming in.

Challenges of Social Technology to Support Wellbeing

Challenges of Social Technology to Support Wellbeing

Audience Perception

- People may worried about their *impression*, reluctant to present things that were undesirable (e.g., foods that are not healthy)
- People fear *over-sharing*, that the sharing being too trivial and audiences might not care.
- Things like requesting for support may be considered inappropriate because of the *implicit norms* (e.g., not posting "overly emotional statuses" on Facebook)

Mark W. Newman, Debra Lauterbach, Sean A. Munson, Paul Resnick, and Margaret E. Morris. 2011. *It's not that i don't have problems, i'm just not putting them on facebook: challenges and opportunities in using online social networks for health*. In Proceedings of the ACM 2011 conference on Computer supported cooperative work (CSCW '11).

Challenges of Social Technology to Support Wellbeing

Designing for Better Audience Perception

- Editing content with *style* (e.g., music/ background sound effects) to further improve the appeal audience



Source: <https://www.youtube.com/watch?v=Jat1h4JeD2Y>

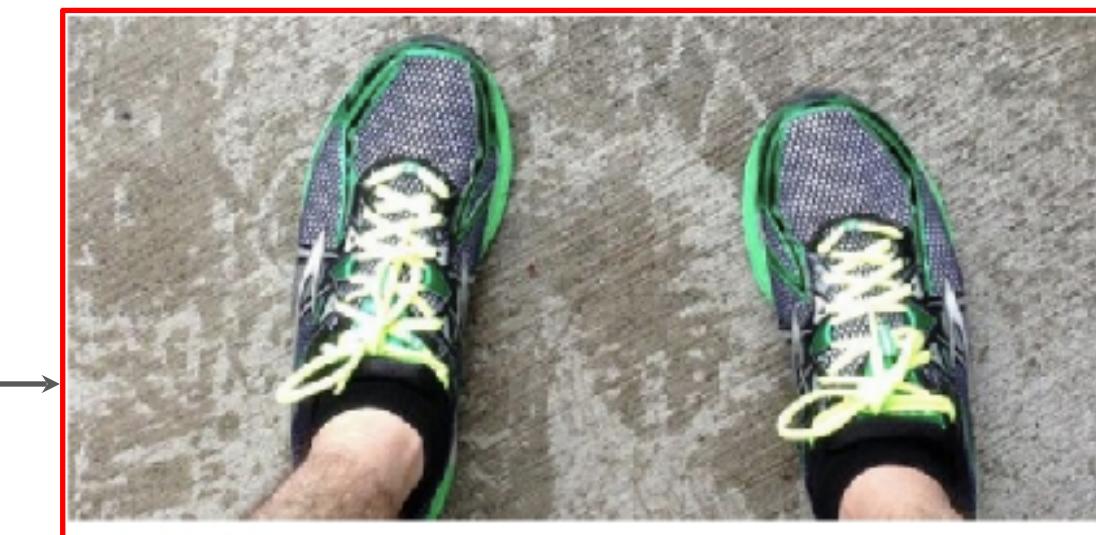
Challenges of Social Technology to Support Wellbeing

Designing for Better Audience Perception

- Adding context with *types of text, images* for better audience interpretation to get engagement.



Original Tweet



With *images*



With *edited text*

Daniel A. Epstein, Bradley H. Jacobson, Elizabeth Bales, David W. McDonald, and Sean A. Munson. 2015. *From "nobody cares" to "way to go!"*: A Design Framework for Social Sharing in Personal Informatics. In Proceedings of the 18th ACM Conference on Computer Supported Cooperative Work & Social Computing (CSCW '15). Association for Computing Machinery, New York, NY, USA, 1622–1636.

Challenges of Social Technology to Support Wellbeing

Designing for Better Audience Perception

- Reframing the content using *humor, sarcasm* to avoid coming off as needy or whiny by poking fun at themselves or the situation

"Currently running on coffee and the naive hope that I'll pass all my midterms."

"why be sad when you can laugh at yourself?"



Buehler, E. M. (2017). *"You Shouldn't Use Facebook for That": Navigating Norm Violations While Seeking Emotional Support on Facebook*. Social Media + Society, 3(3).

Anastasia Schaadhardt, Yue Fu, Cory Gennari Pratt, and Wanda Pratt. 2023. *"Laughing so I don't cry": How TikTok users employ humor and compassion to connect around psychiatric hospitalization*. In Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23).

Challenges of Social Technology to Support Wellbeing

The New York Times

Privacy Concerns

- Sharing about health and wellbeing may contain **sensitive personal information**, such as health condition, location, or physical states
 - Using "**leader boards**" to motivate physical activity could lead to potential privacy concern

Biden Has a Peloton Bike. That Raises Issues at the White House.

It doesn't exactly comport with his "regular Joe from Scranton" persona, but beyond the politics of it, the bike could present cybersecurity risks.

 Share full article  

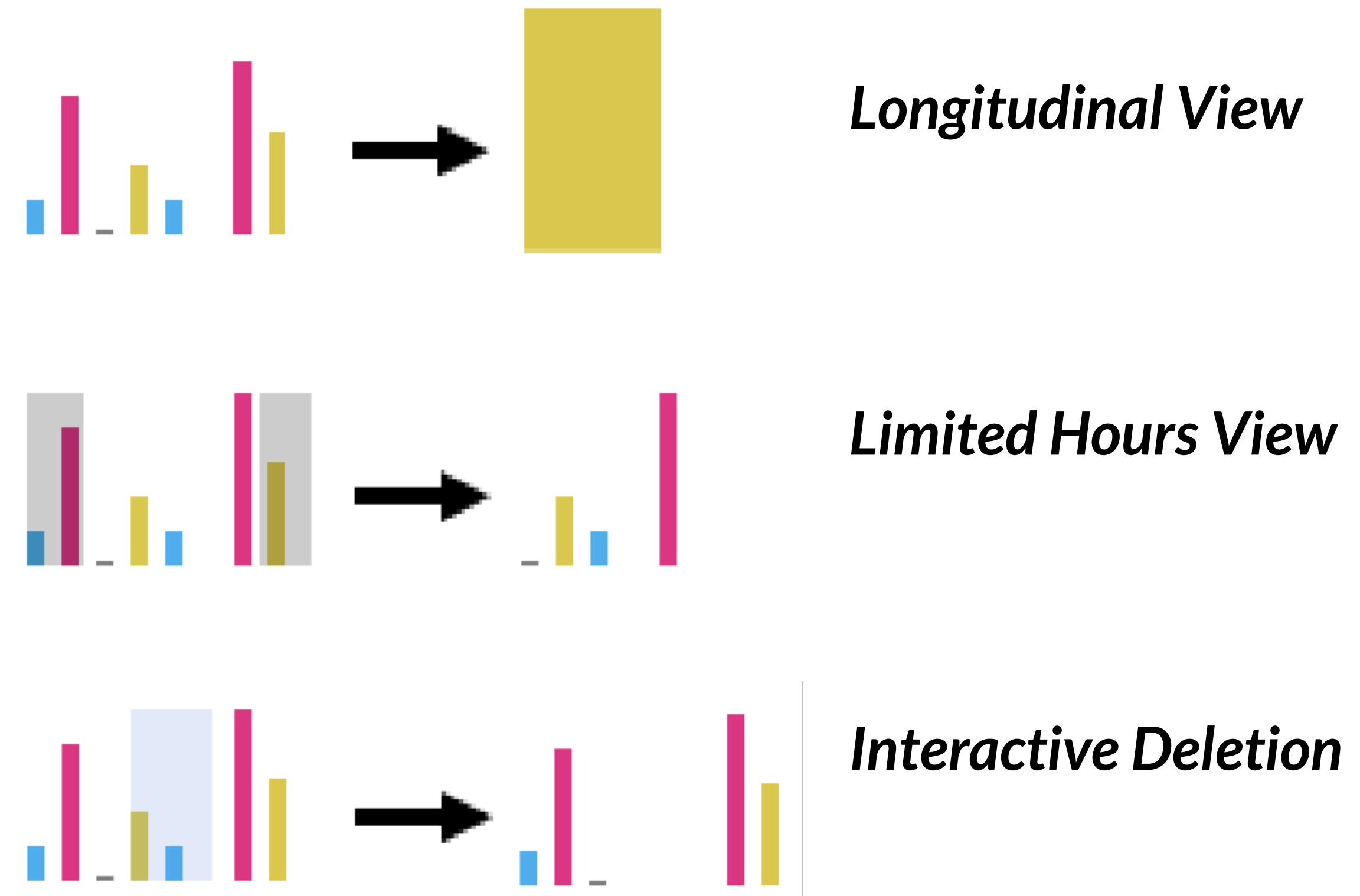


A class at the Peloton showroom in New York in 2016. The bike's tablet has a built-in camera and microphone, allowing users to see and hear one another if they choose.
Dolly Faibishev for The New York Times

Challenges of Social Technology to Support Wellbeing

Designing to address Privacy Concern

- Supporting different "Levels of Sharing" of content to include useful, non-private data based on the sharer's preference.



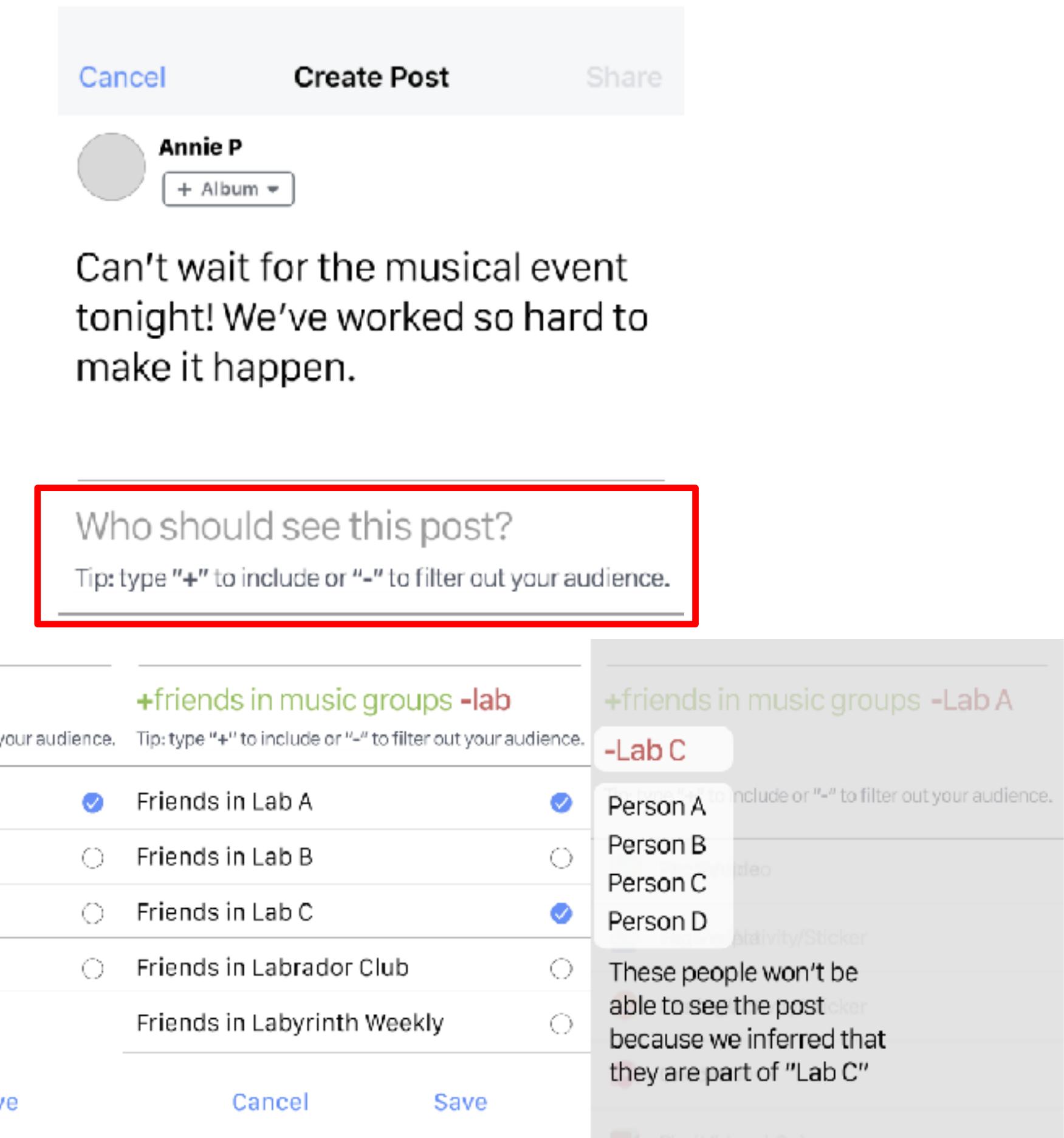
[Epstein et al., 2014]

Daniel A. Epstein, Alan Borning, and James Fogarty. 2013. *Fine-grained sharing of sensed physical activity: a value sensitive approach*. In Proceedings of the 2013 ACM international joint conference on Pervasive and ubiquitous computing (UbiComp '13).

Challenges of Social Technology to Support Wellbeing

Designing to address Privacy Concern

- Supporting *selecting audience* based on personal attributes, content, or context constraints.



[Ernala et al., 2021]

Sindhu Kiranmai Ernala, Stephanie S. Yang, Yuxi Wu, Rachel Chen, Kristen Wells, and Sauvik Das. 2021. *Exploring the Utility Versus Intrusiveness of Dynamic Audience Selection on Facebook*. Proc. ACM Hum.- Comput. Interact. 5, CSCW2, Article 342 (October 2021), 30 pages.

Challenges of Social Technology to Support Wellbeing

Negative Social Comparison

- Social modeling leads to learning and helps with understanding "what best fits my situation"
- However, it could negatively influence self-perception
 - "*Upward*" (comparing oneself to others perceived as better off) and "*downward*" social comparisons

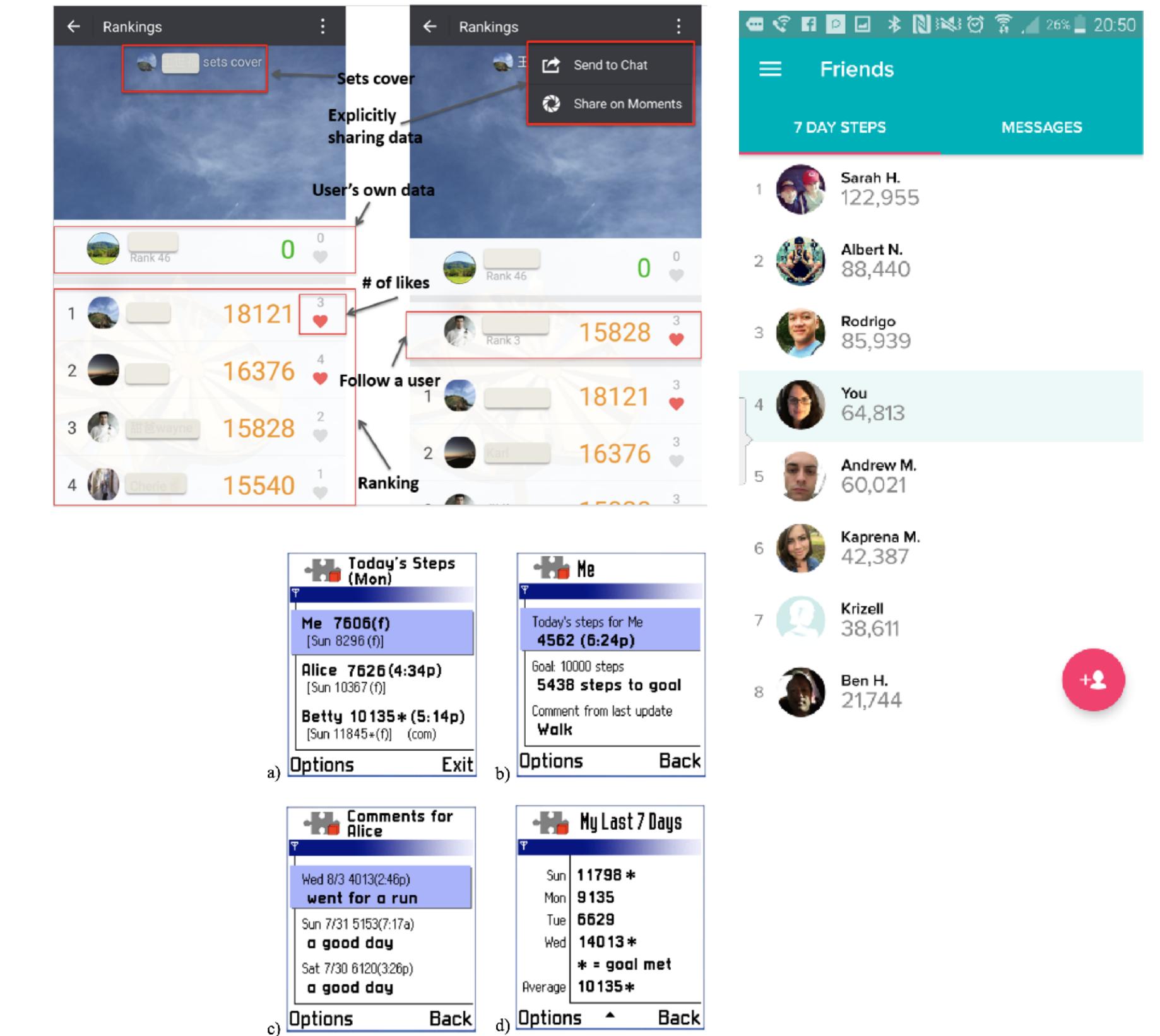
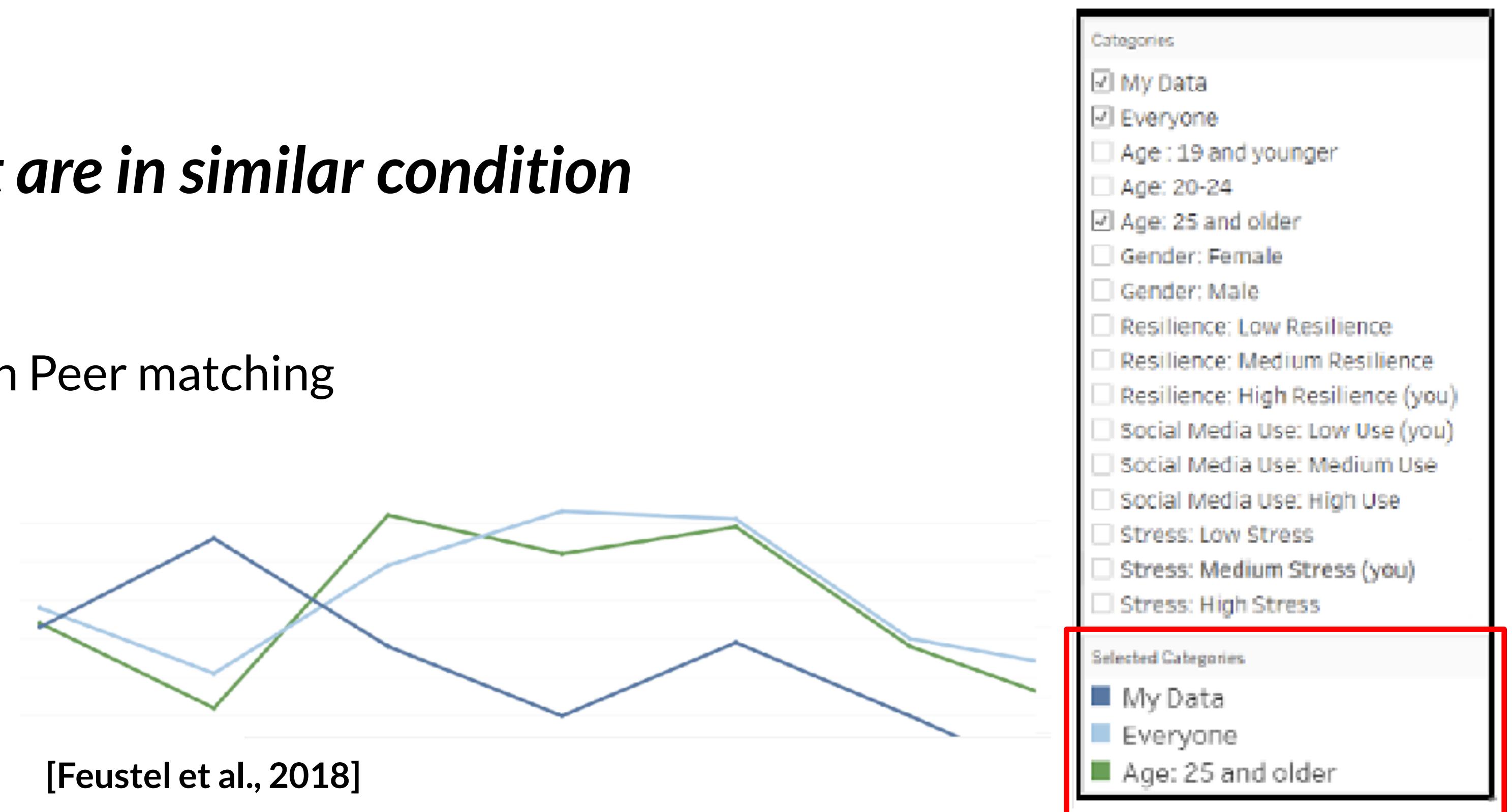


Figure 2: Houston screen shots. (a) Main screen, (b) detail screen, (c) recent comments, and (d) trending information.

Challenges of Social Technology to Support Wellbeing

Designing to addressing Negative Social Comparison

- Comparing with *people that are in similar condition* ("Aggregate Cohort Data").
 - Identifying "similar peers" through Peer matching

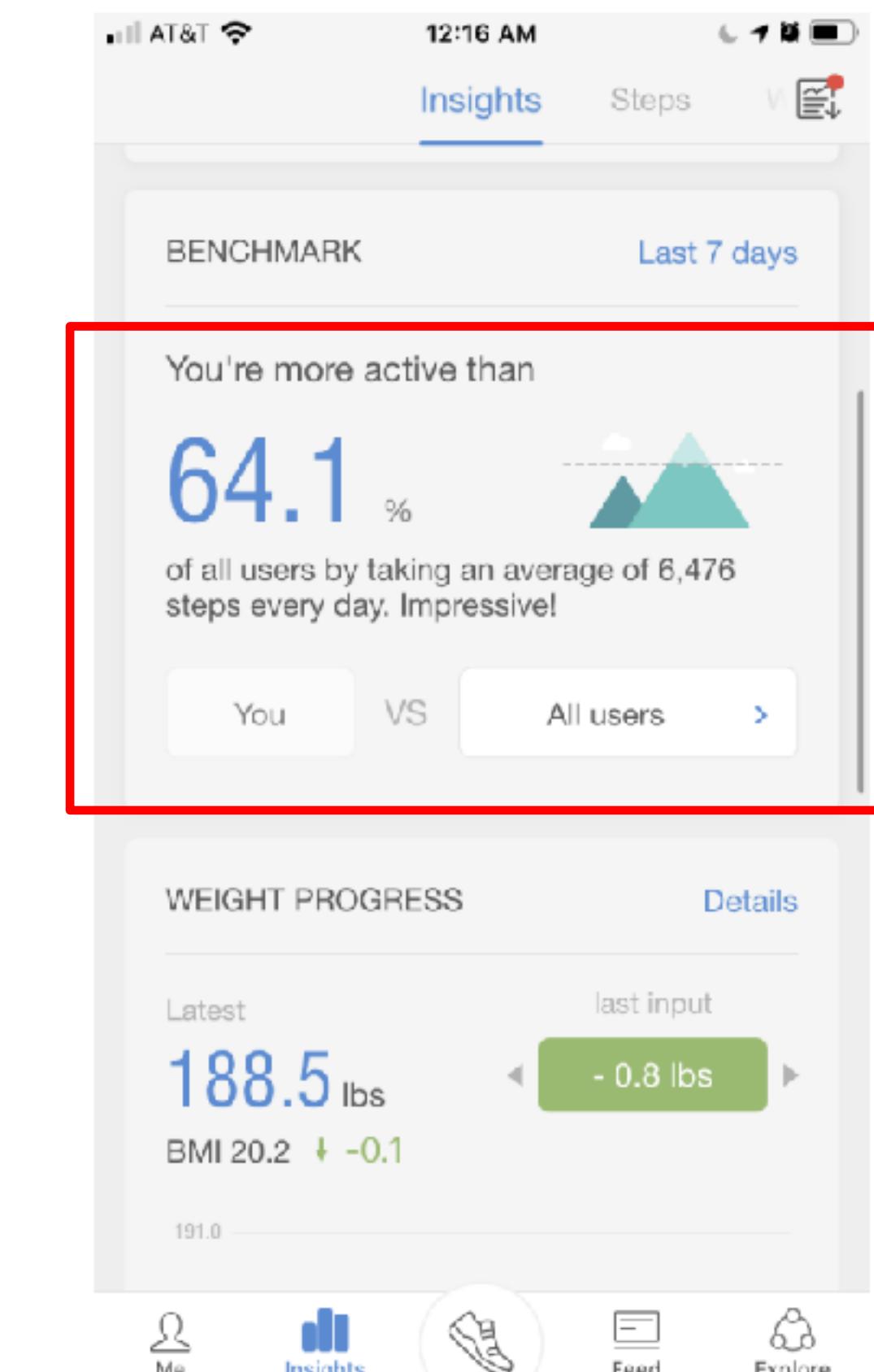


Clayton Feustel, Shyamak Aggarwal, Bongshin Lee, and Lauren Wilcox. 2018. *People Like Me: Designing for Reflection on Aggregate Cohort Data in Personal Informatics Systems*. Proc. ACM Interact. Mob. Wearable Ubiquitous Technol. 2, 3, Article 107 (September 2018), 21 pages.

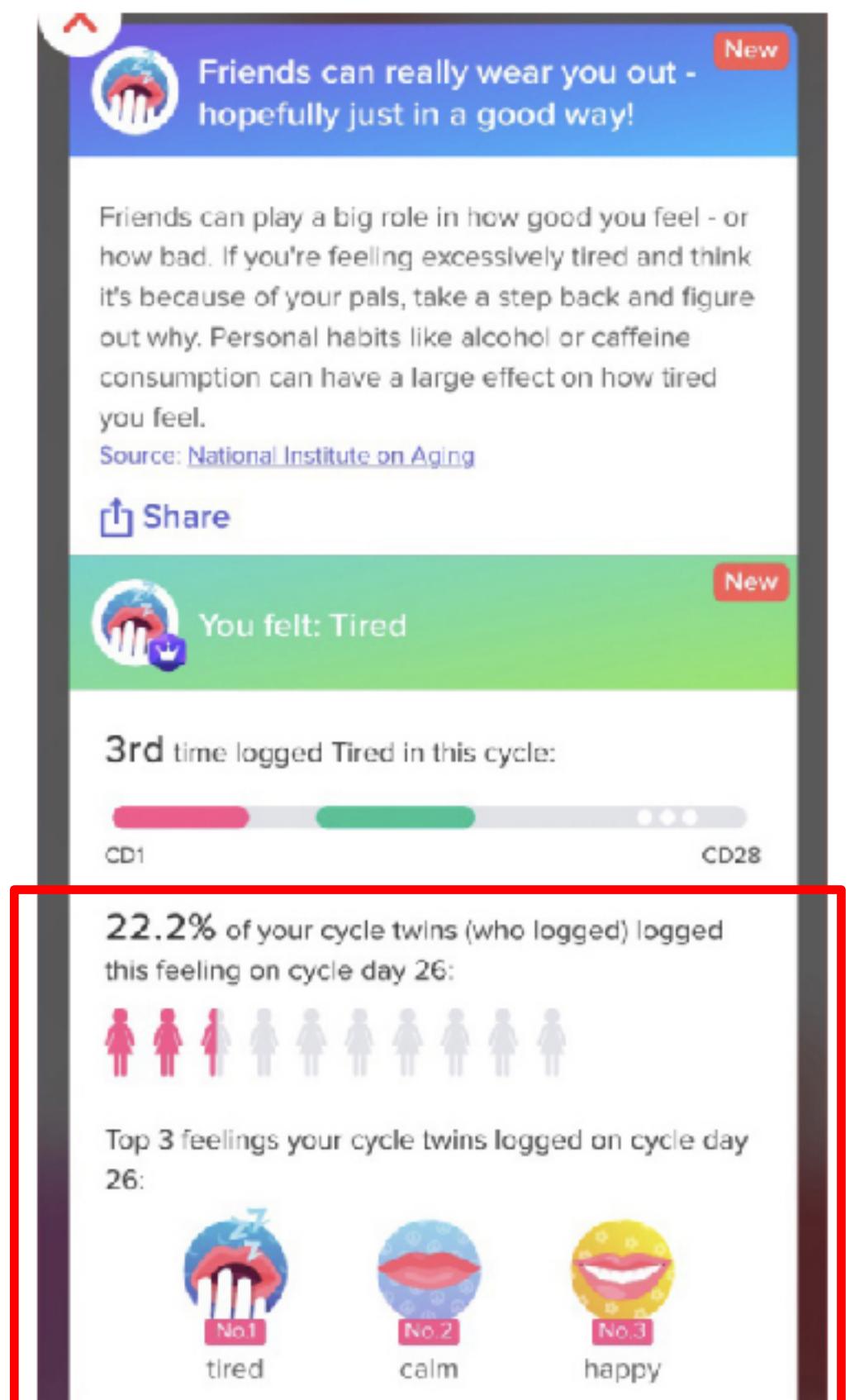
Challenges of Social Technology to Support Wellbeing

Designing to addressing Negative Social Comparison

- Providing **concise explanations** for reflection to help users compare their behaviors with the other users.



(a) *Pacer* [134]



(b) *Eve* [66]

Glow. 2021. Period Tracker - Eve. Apple App Store. <https://apps.apple.com/us/app/period-tracker-eve/id1002275138>

Pacer, Inc. 2021. Pacer Pedometer & Step Tracker. Apple App Store. <https://apps.apple.com/us/app/pacer-pedometer-step-tracker/id600446812>

Challenges of Social Technology to Support Wellbeing

What is the "Desired" Sharing outcome?

People would have *expected outcomes* when sharing with wellbeing goal

- Outcomes expectation could be in the *quantity* or *quality* of response

Challenges of Social Technology to Support Wellbeing

What is the "Desired" Sharing outcome?

People would have *expected outcomes* when sharing with wellbeing goal

- Outcomes expectation could be in the *quantity* or *quality* of response
 - The *amount* or *from whom* influence feedback reception satisfaction

Challenges of Social Technology to Support Wellbeing

What is the "Desired" Sharing outcome?

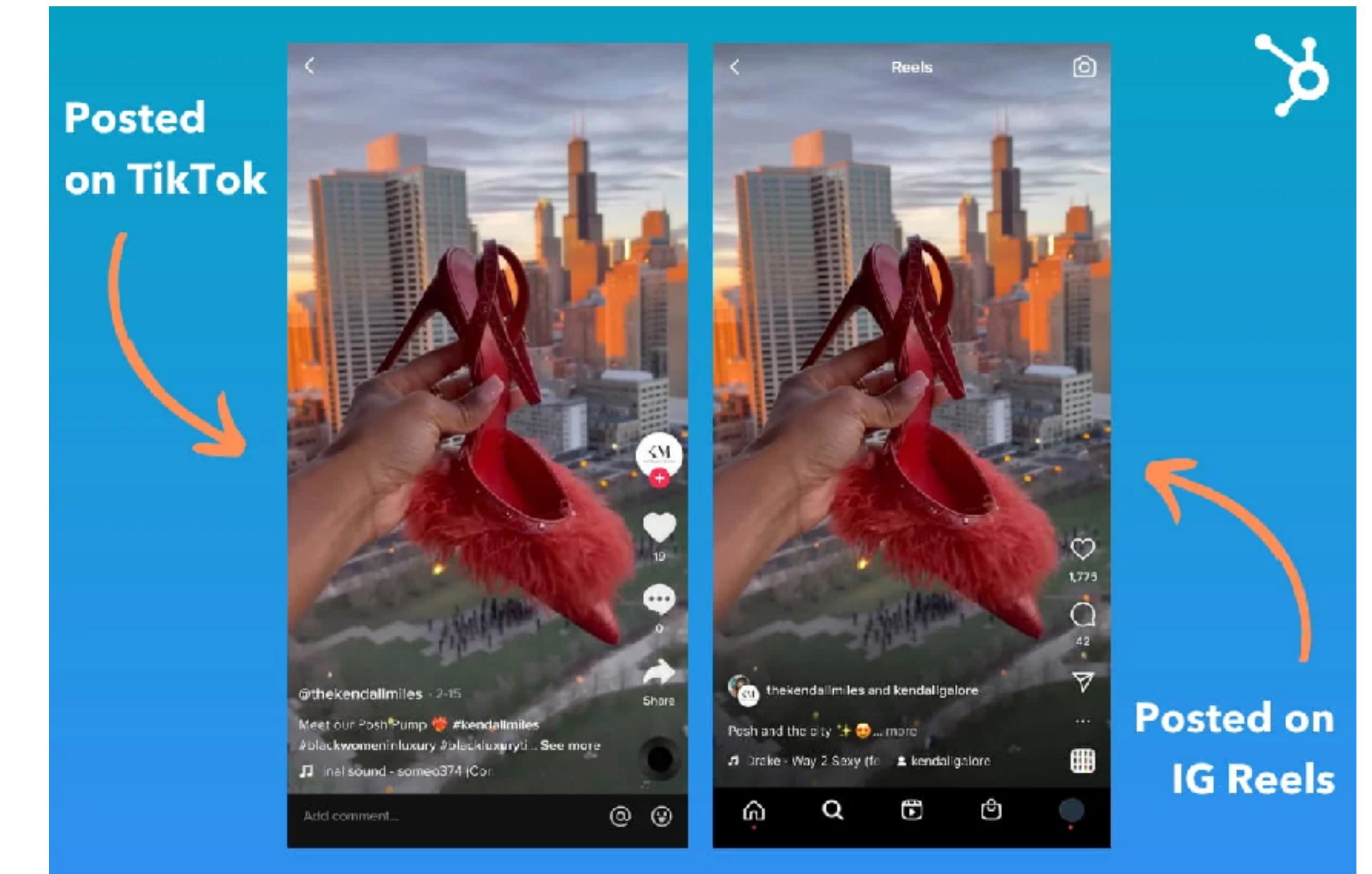
People would have *expected outcomes* when sharing with wellbeing goal

- Outcomes expectation could be in the *quantity* or *quality* of response
 - The *amount* or *from whom* influence feedback reception satisfaction
 - Receiving *relevant, useful*, and *valid* information, especially for sensitive health issues

Challenges of Social Technology to Support Wellbeing

Sharing the same thing on different platform could receive *completely different outcome*

- Cross-posting
- *What we learned from creating the memes for Assignment 1...*



Source: <https://blog.hubspot.com/marketing/cross-posting>

Challenges of Social Technology to Support Wellbeing

Design to address challenge for receiving the "Desired Sharing outcome"

- Matching with the right source of support (e.g., support group, community)
- **Revisit:** People might still go to *health forums over social media* for seeking supports:
 - Avoiding context collapse
 - Cultivating community
 - Forum-specific features

Challenges of Social Technology to Support Wellbeing

Design to address challenge for receiving the "Desired Sharing outcome"

- People keep their own "**Social Media Ecology**", using many platforms for different purposes and audiences.
- **Making sharing decision** based on the social platform features, audiences, norms, to receive the most desired sharing outcome
 - **Selecting from multiple channels** for the right one.
 - **Sharing on many platforms at the same time** for the **largest possible audience**.

Xuan Zhao, Cliff Lampe, and Nicole B. Ellison. 2016. *The Social Media Ecology: User Perceptions, Strategies and Challenges*. (CHI '16).

Nathan TeBlunthuis, Charles Kiene, Isabella Brown, Laura (Alia) Levi, Nicole McGinnis, and Benjamin Mako Hill. 2022. *No Community Can Do Everything: Why People Participate in Similar Online Communities*. (CSCW '22).

Lee Taber, Sonia Dominguez, and Steve Whittaker. 2023. *Ignore the Affordances; It's the Social Norms: How Millennials and Gen-Z Think About Where to Make a Post on Social Media*. (CSCW '23)

**Envisioning design
of social platforms
for wellbeing**
*to align with
sharing norms*

To receive the desired outcome, it is important to consider the social platform's *norms* of sharing

Aligning with the Norms of Sharing

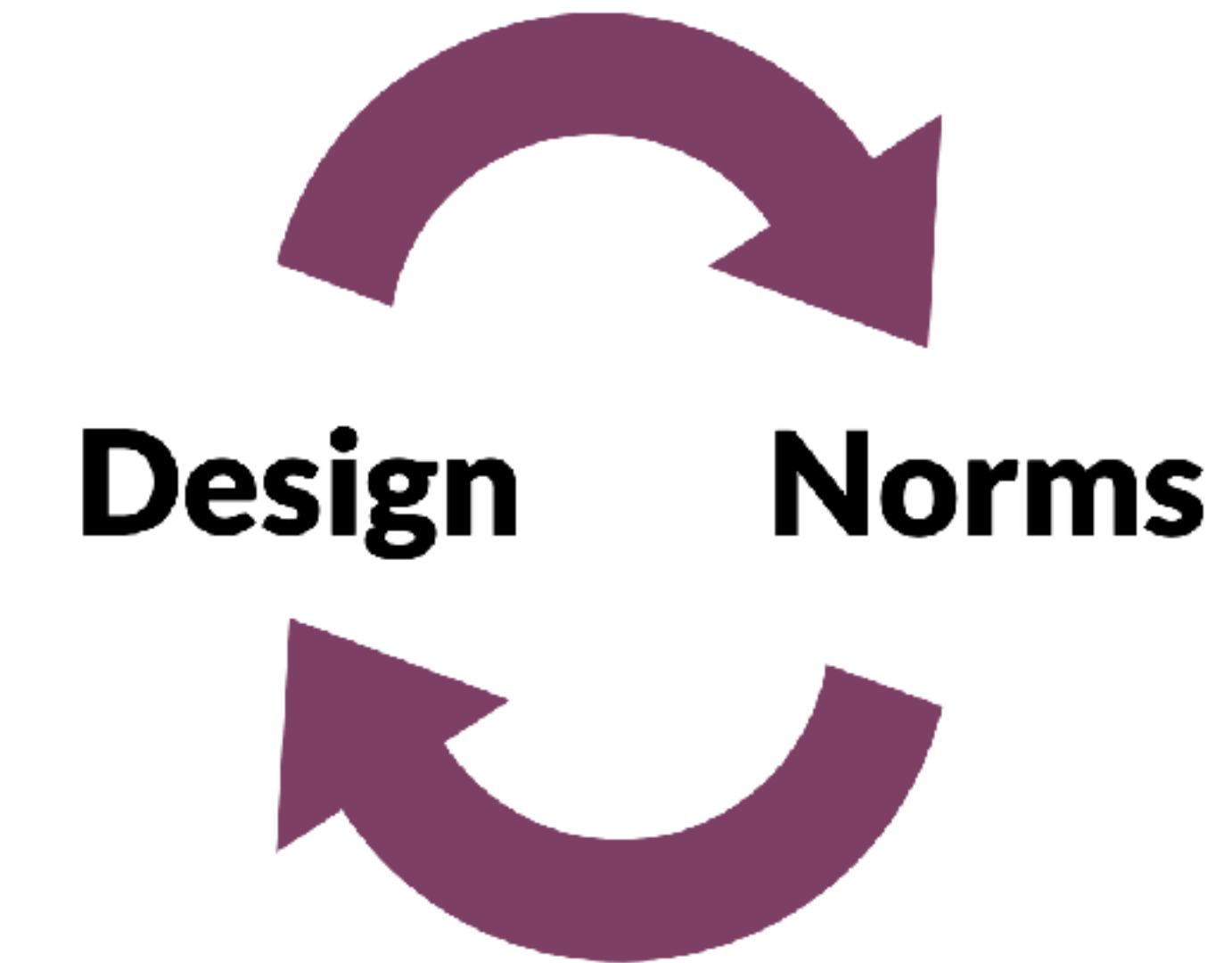
Social Norms in Online Spaces

- *The informal rules that govern behavior in groups or societies*
- Norms of sharing may influence outcome
- The “Right” channel could be the one that the sharing norms aligns with the sharer’s goal they want to achieve.
 - E.g., places that encourages, provide a welcoming environment for people seeking emotional supports, and is more accepting of content that is less positive.

Design to Support Aligning with the Norms of Sharing

Revisiting Norms: Design influences the norms, and norms influence how people use the design

- "It's reciprocal: a socio-technical system"



Aligning with Norms of Sharing

Norms of Self-presentation

- Different social media design influence the norms of self-presentation
- On Tiktok, people are expected with more "*authenticity*" and "*playfulness*"
- On Facebook or Instagram ("Rinsta"), *positivity* is more appreciated
- On Snapchat, people are more willing to share *mundane experiences*

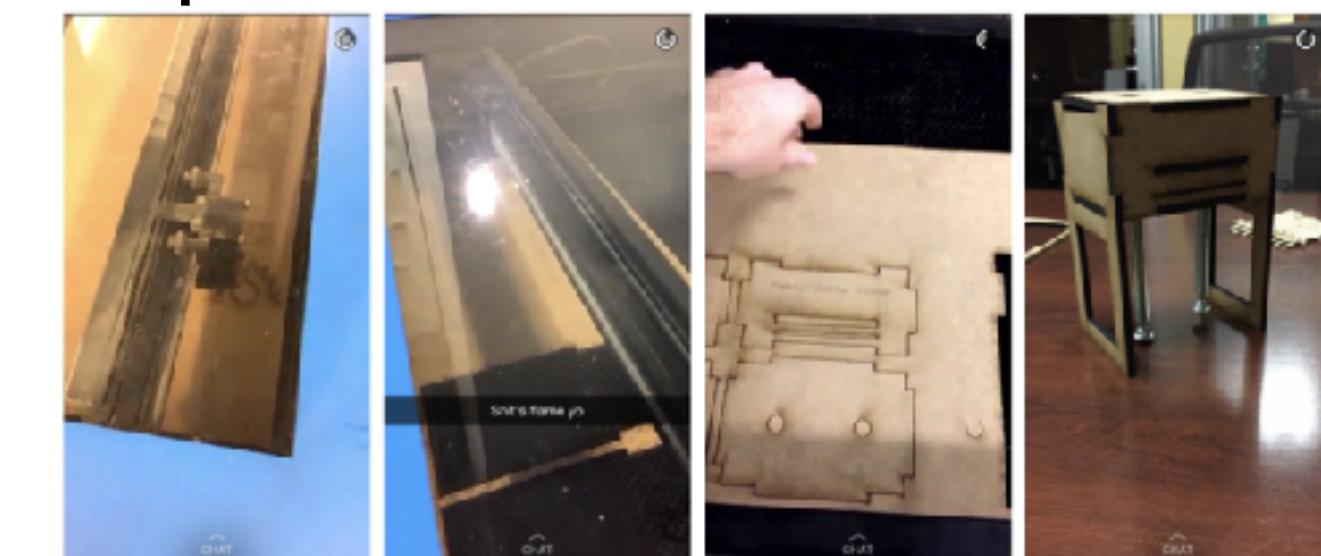
TikTok



Instagram



Snapchat



Jared Duval, Ferran Altarriba Bertran, Siying Chen, Melissa Chu, Divya Subramonian, Austin Wang, Geoffrey Xiang, Sri Kurniawan, and Katherine Isbister. 2021. *Chasing Play on TikTok from Populations with Disabilities to Inspire Playful and Inclusive Technology Design*. (CHI '21).

Sijia Xiao, Danaë Metaxa, Joon Sung Park, Karrie Karahalios, and Niloufar Salehi. 2020. *Random, Messy, Funny, Raw: Finstas as Intimate Reconfigurations of Social Media*. (CHI '20).

Sarah McRoberts, Haiwei Ma, Andrew Hall, and Svetlana Yarosh. 2017. *Share First, Save Later: Performance of Self through Snapchat Stories*. (CHI '17).

Aligning with Norms of Sharing

Norms of Self-presentation influence support seeking

- Sharing challenging experience with a *larger audience* increases the probability that at least one person could help
- However, it is encouraged to *share more positive experience* to a large, diverse audience
- People would experience *contextual collapse*, when presenting themselves to a large, diverse audience (groups of people they do not normally bring together, such as acquaintances, friends, co-workers, and family)

Aligning with Norms of Sharing

Norms of Self-presentation influence support seeking

- Different platforms lead to *different social support*, potentially due to the different norms of self-presentation or composition of audience

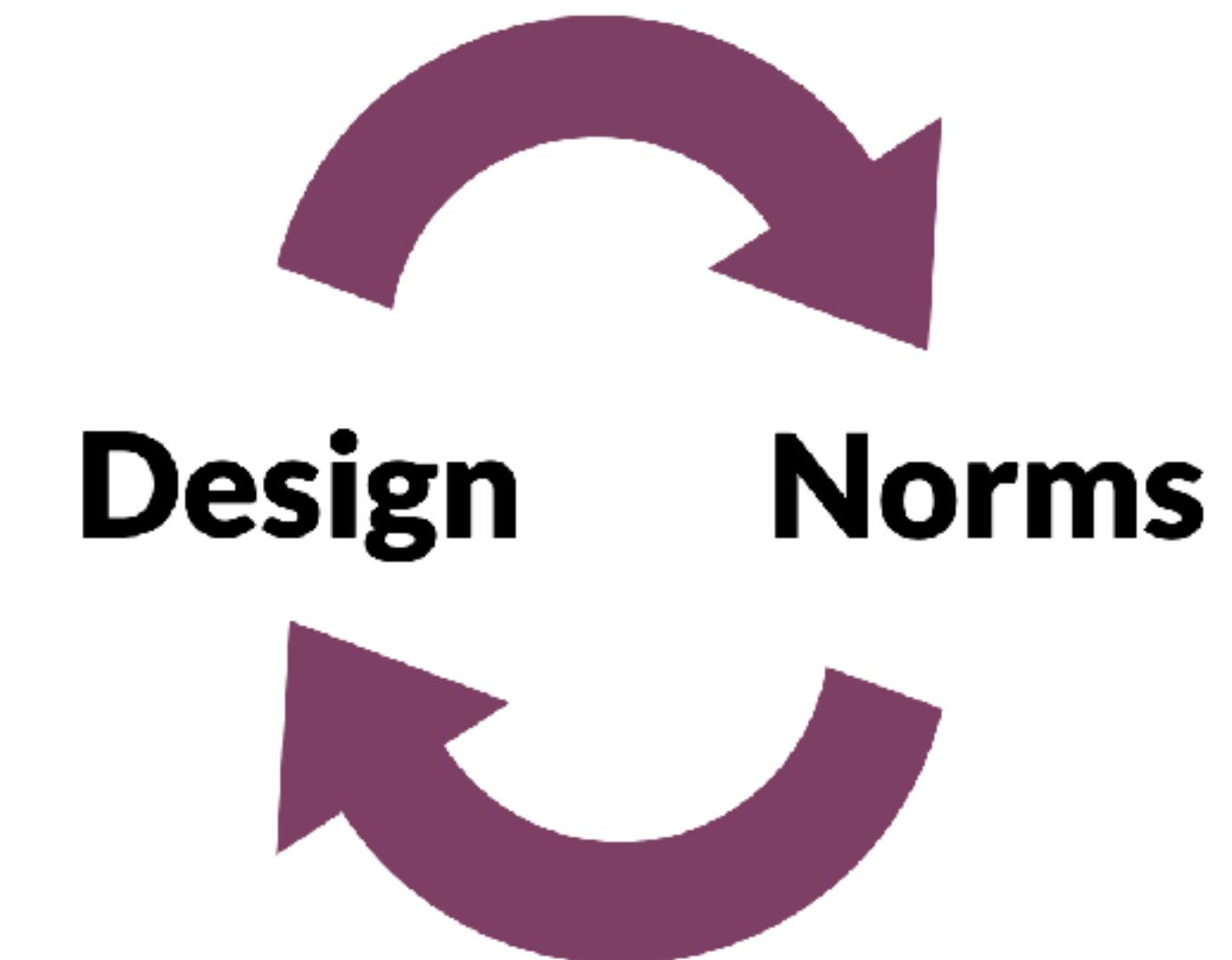
Design to Support Aligning with the Norms of Sharing

Revisiting Norms: Design influences the norms, and norms influence how people use the design

- "It's reciprocal: a socio-technical system"

How might we design to support norm-alignment on social platforms to help people receive the wellbeing support they need?

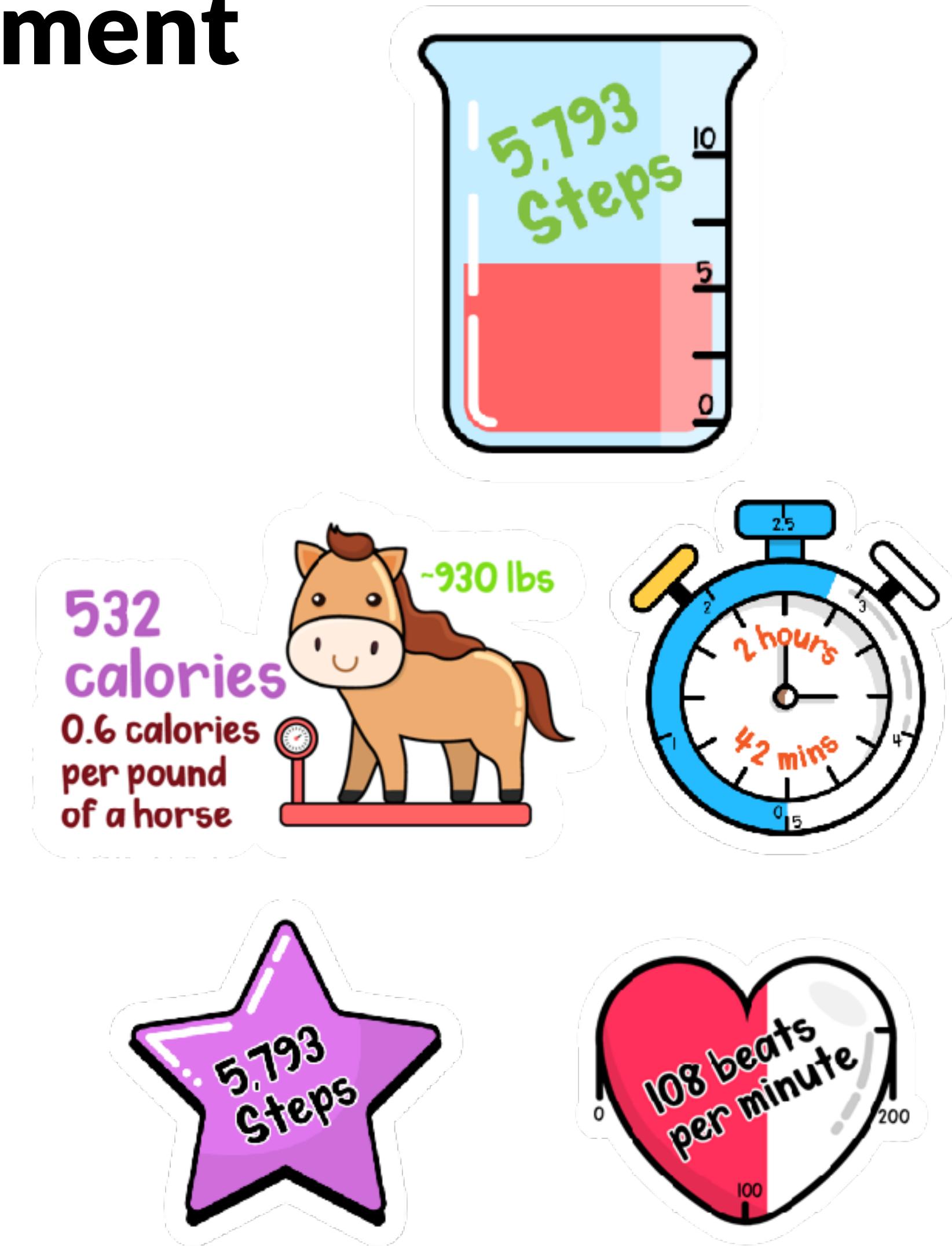
- *Introducing Two Research Projects that I did during the past few years*



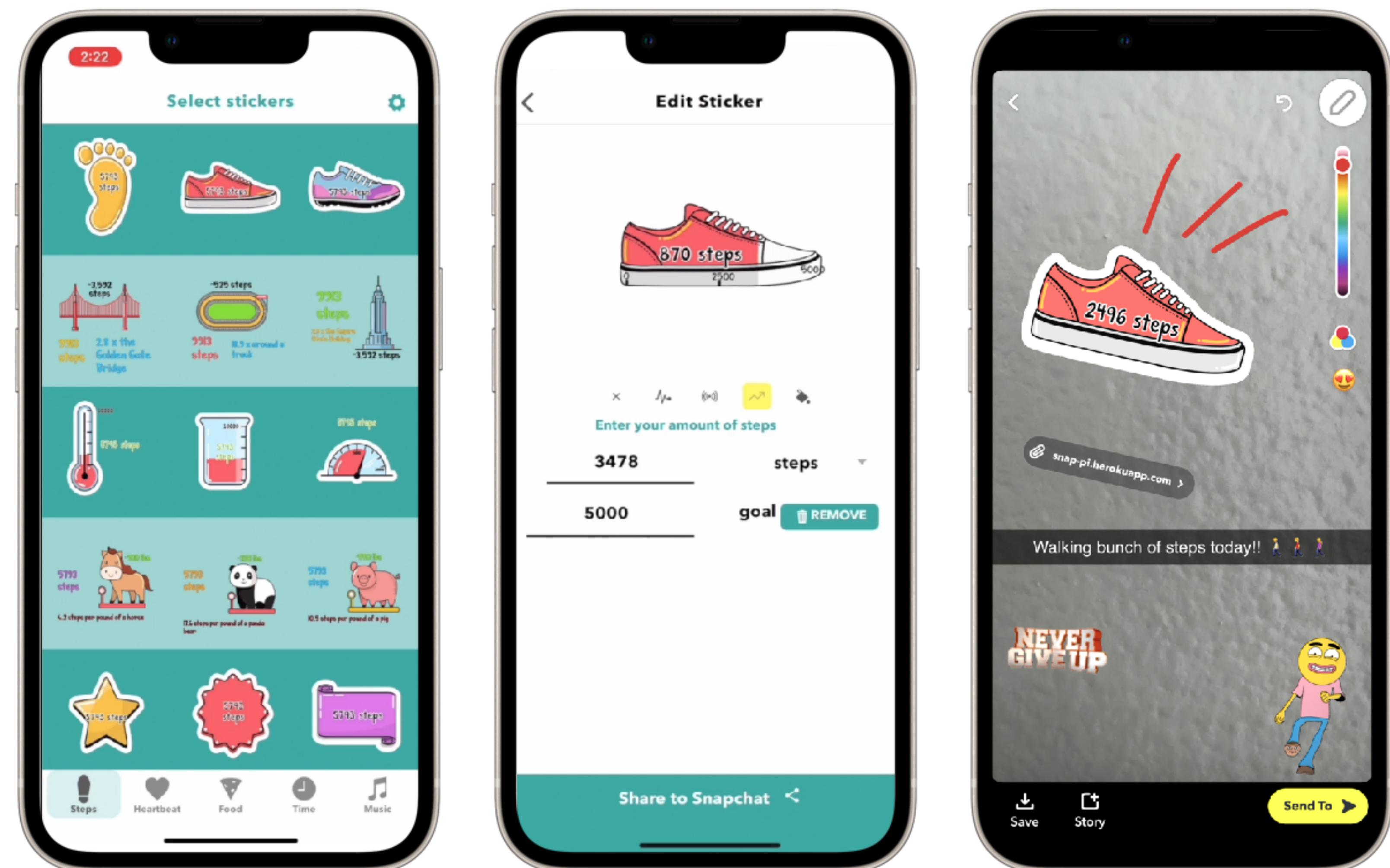
Research on Designing for Norm Alignment

SnapPI

- *Ephemeral sharing* helps address the “too trivial” issue
 - Snapchat’s norm of *sharing mundane life events*
 - Evidence on “stickers” being useful for visual norm alignment [Sticker Principle, 2020]
 - Evaluating "IRL" experience of people to understand if aligning with sharing norms help receiving wellbeing benefits

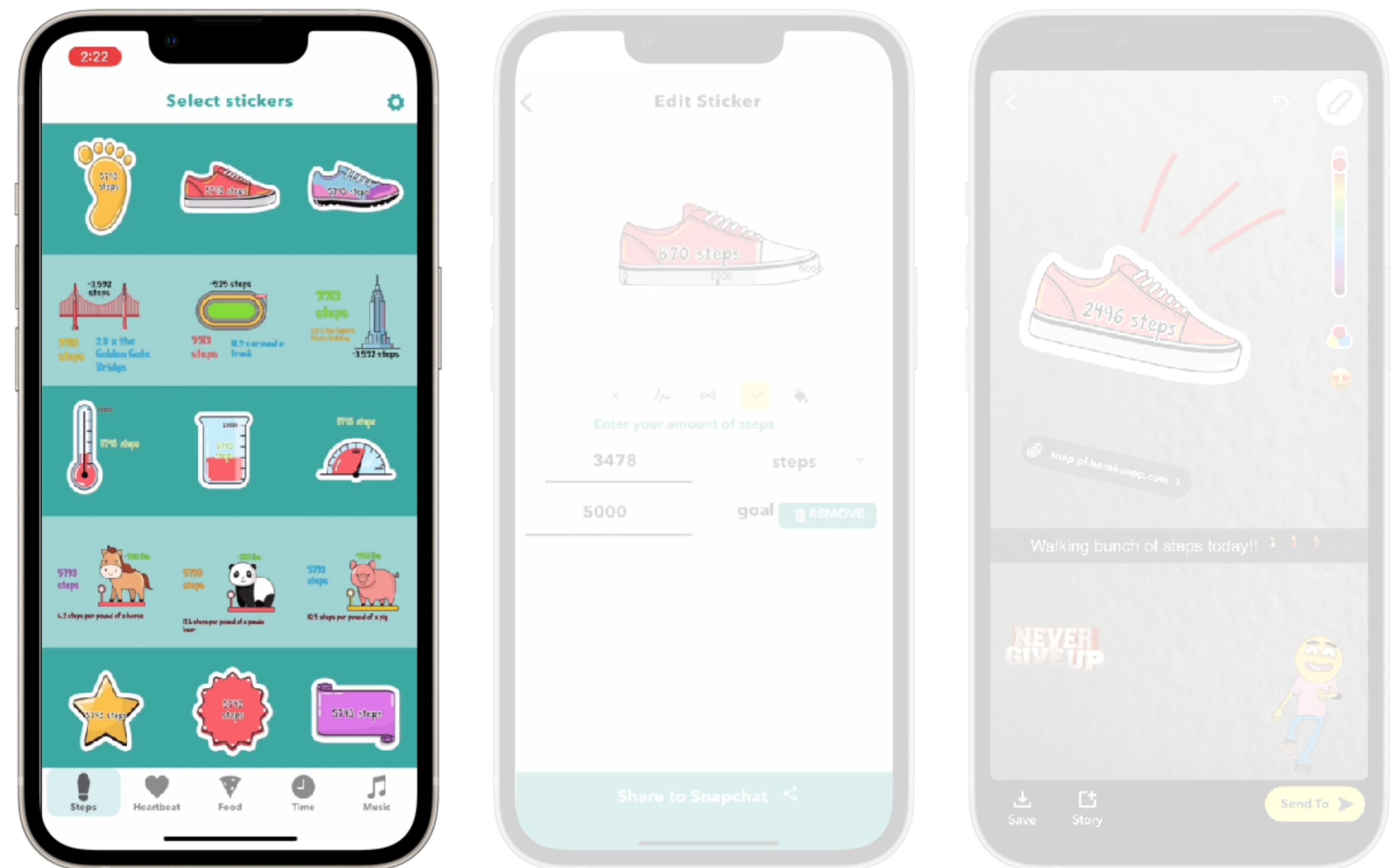


SnapPI Design



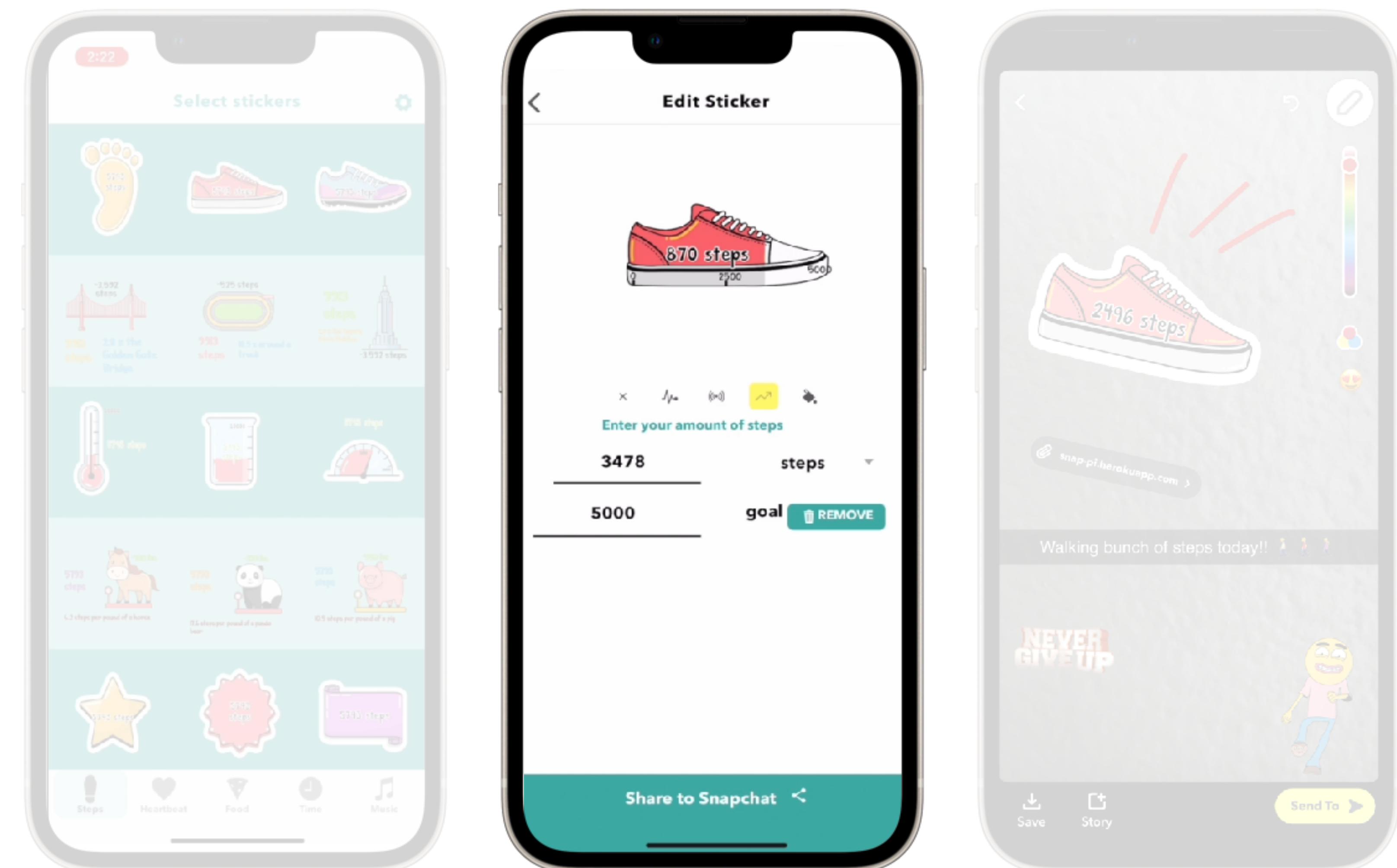
SnapPI Design

1. Select *Domain & Sticker*



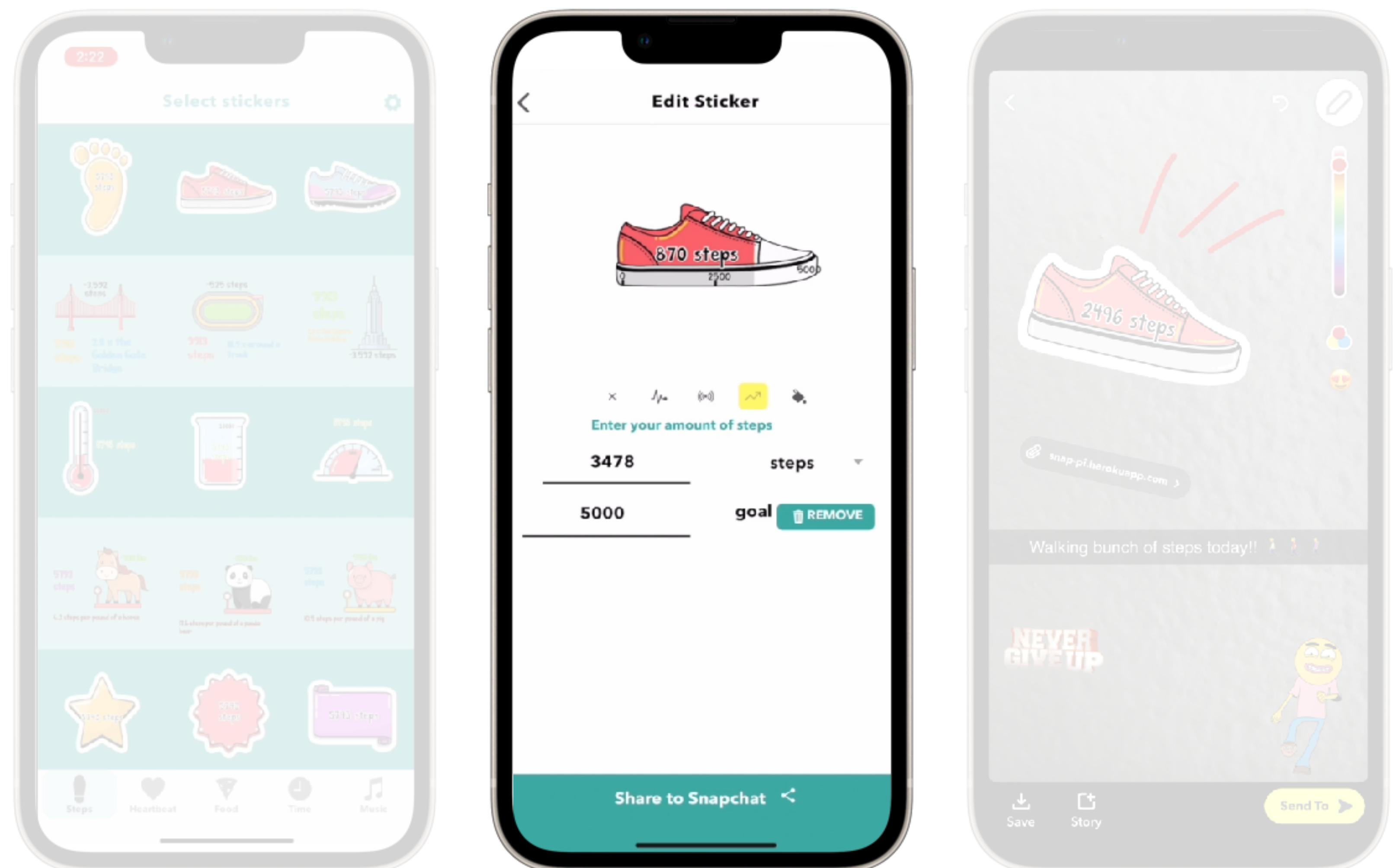
SnapPI Design

1. Select Domain & Sticker
2. Input data using *Existing Source or Manual Input*
3. Customize Presentation



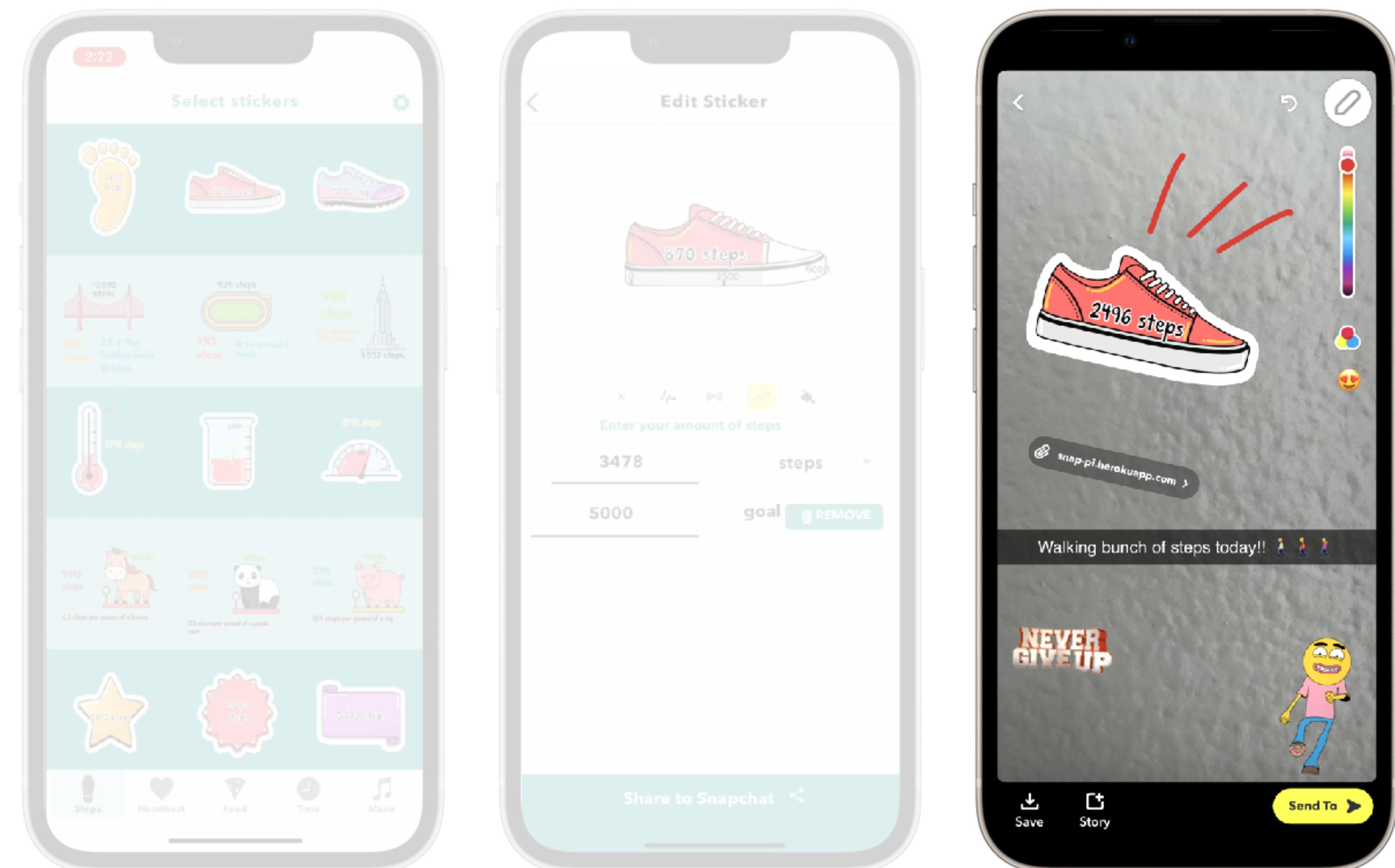
SnapPI Design

1. Select *Domain & Sticker*
2. Input data using *Existing Source or Manual Input*
3. Customize *Presentation*



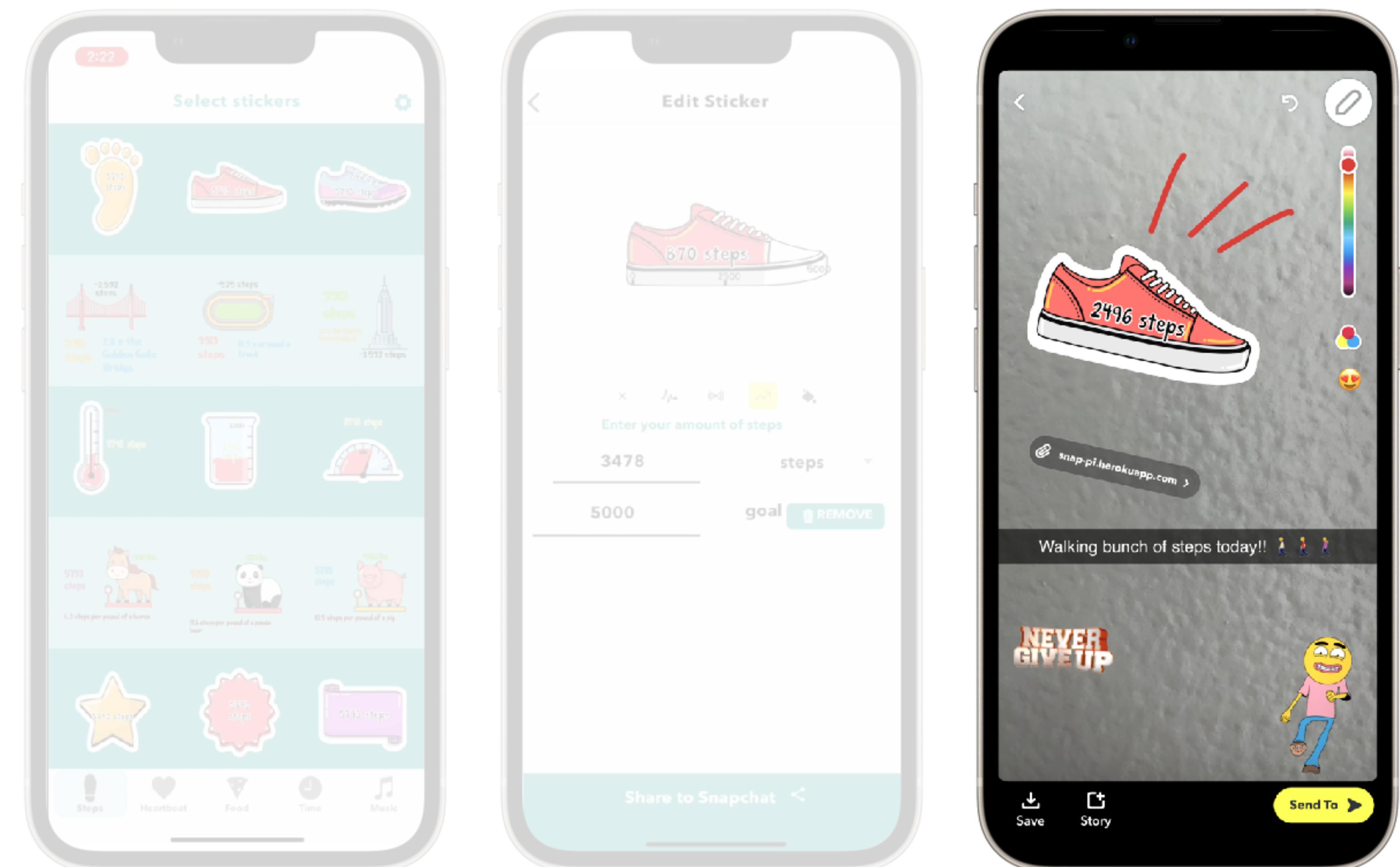
SnapPI Design

1. Select *Domain & Sticker*
2. Input data using *Existing Source or Manual Input*
3. Customize Presentation
4. **Export sticker to Snapchat** and create Snap with photo or video
5. Use Snapchat's *Editing Features* to edit.



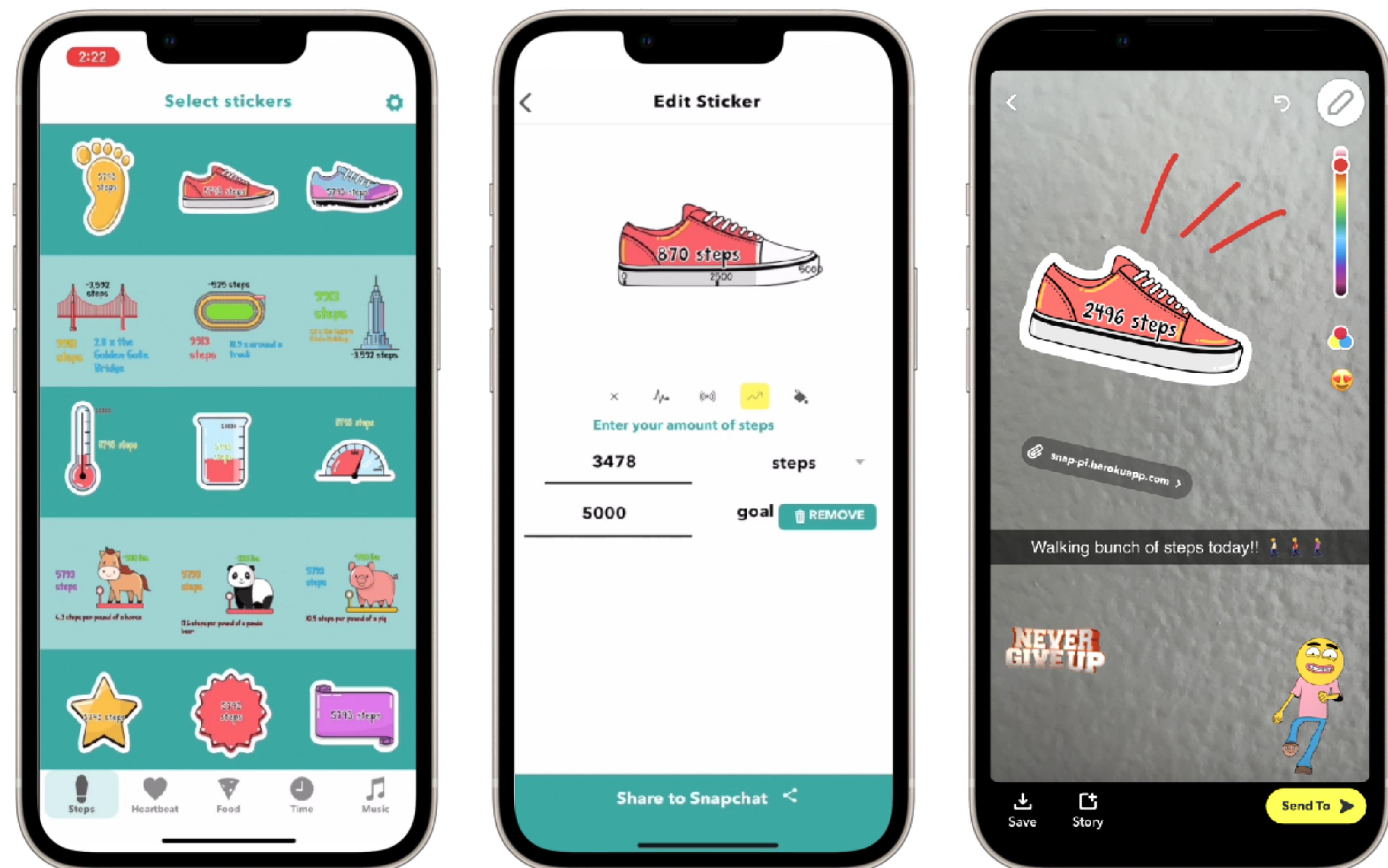
SnapPI Design

1. Select *Domain & Sticker*
2. Input data using *Existing Source or Manual Input*
3. Customize Presentation
4. Export sticker to *Snapchat* and create Snap with photo or video
5. Use *Snapchat's Editing Features* to edit.



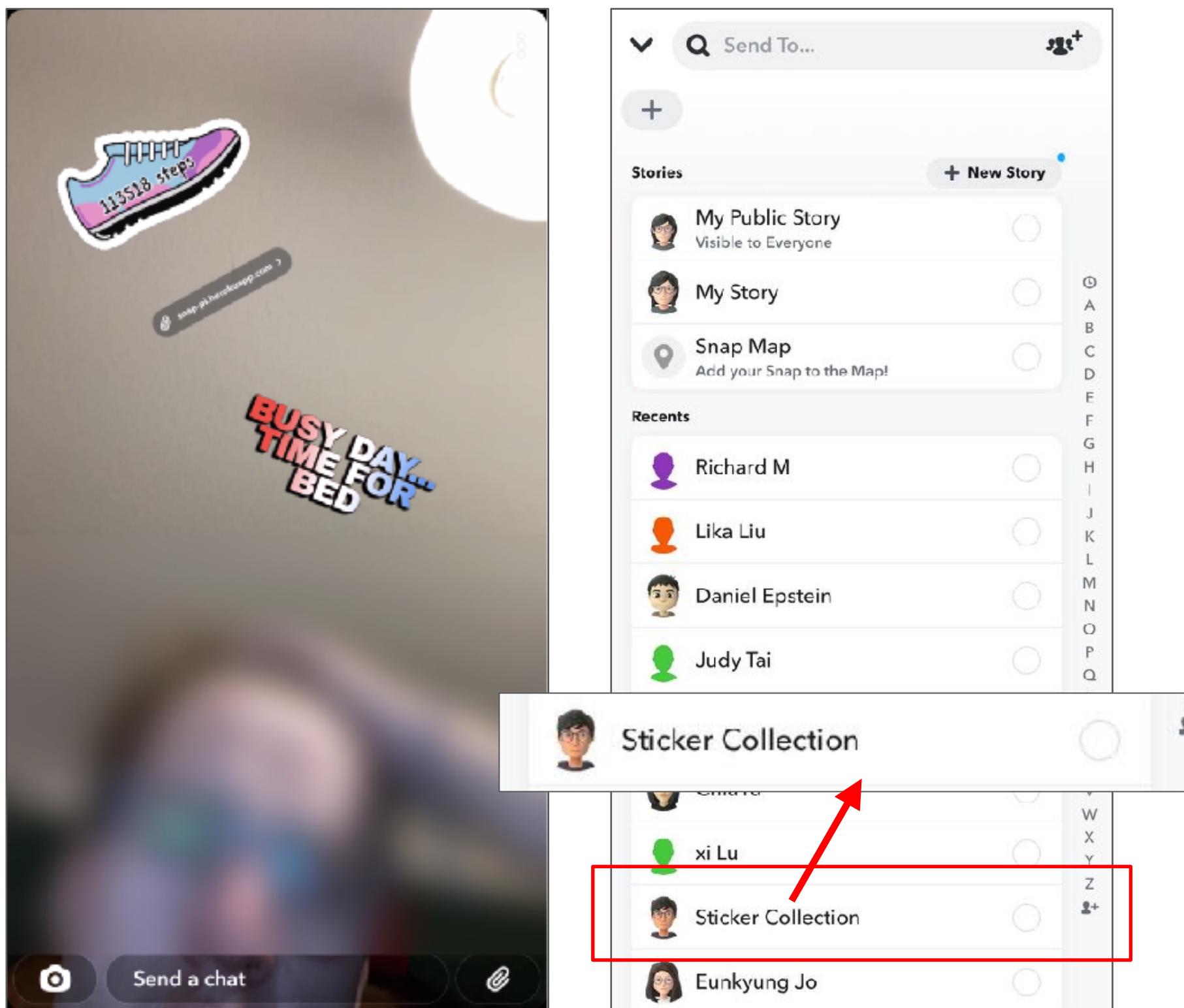
SnapPI Design

1. Select Domain & Sticker
2. Input data using *Existing Source or Manual Input*
3. Customize Presentation
4. Export sticker to Snapchat and create Snap with photo or video
5. Use Snapchat's *Editing Features* to edit.



SnapPI Study

- We recruited **21 participants** to conduct a **two weeks deployment study** for SnapPI



Participant

 **Collected Snaps**

 **Interview**

Participant's Snap Audience

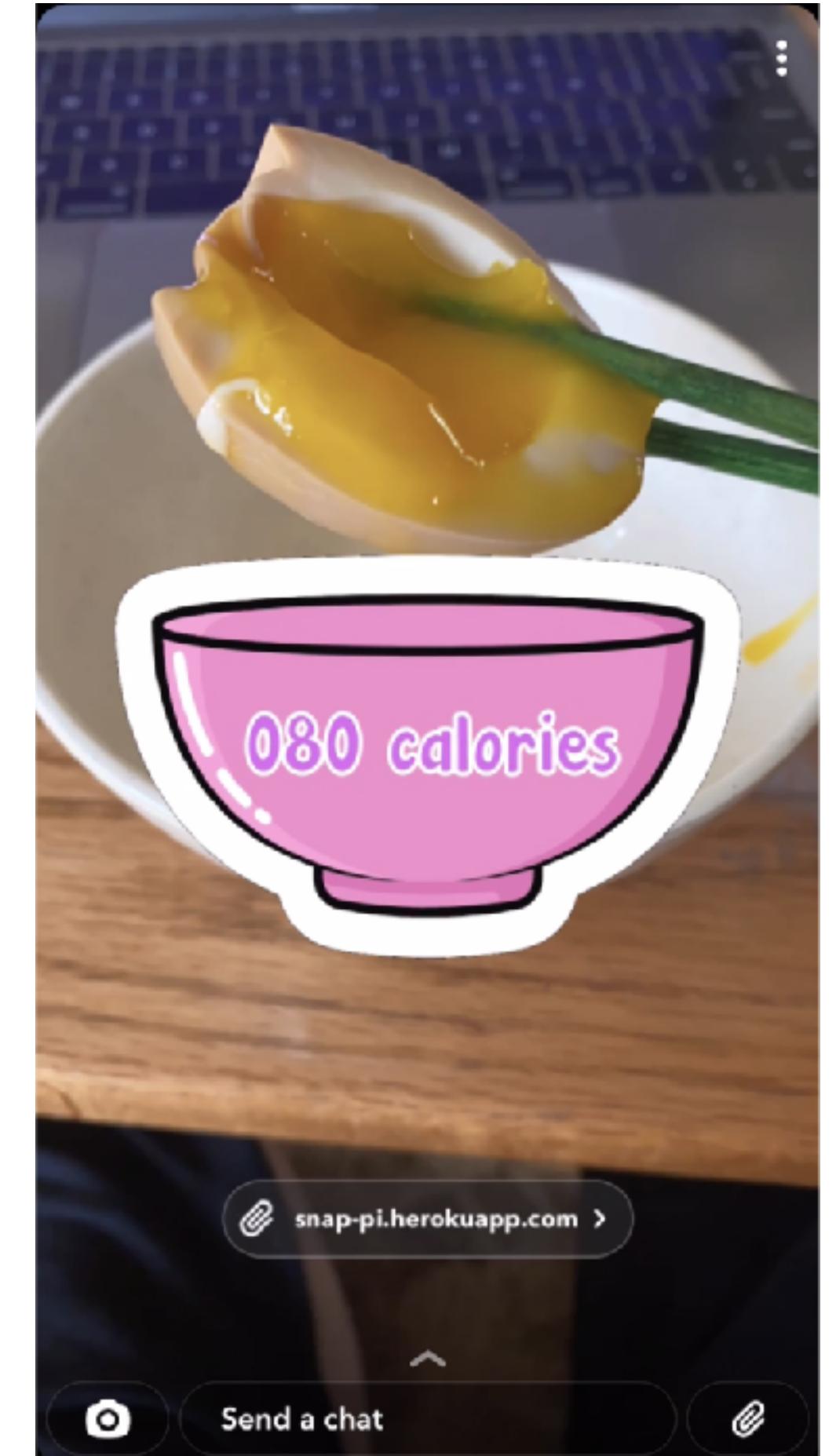
 **Audience Survey**

Finding 1: Playfully Using Stickers to Share Data

Participants connected stickers to their photos/videos



P20,



P11,

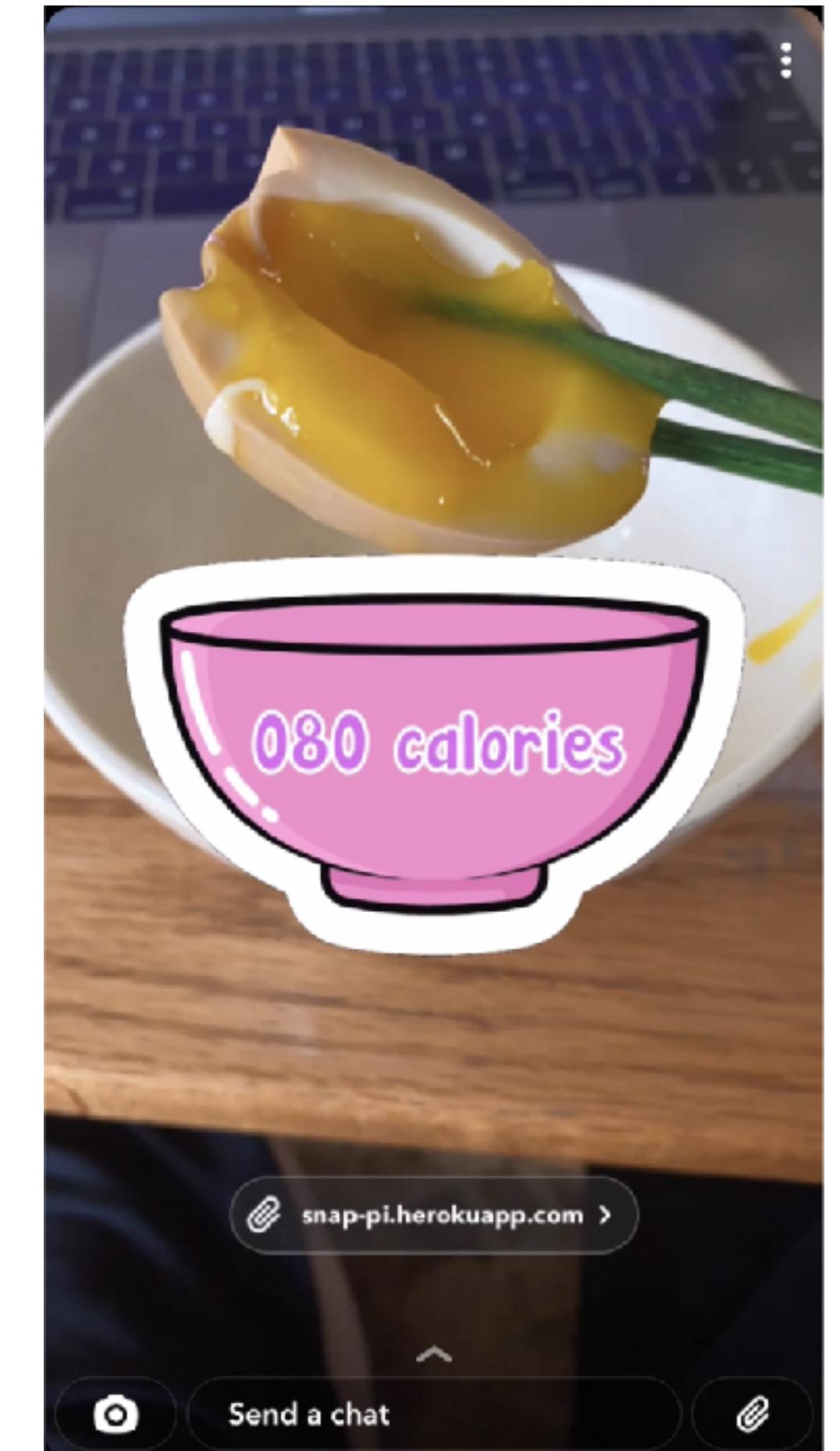
Finding 1: Playfully Using Stickers to Share Data

Participants connected stickers to their photos/videos

"I tried to make it a little more fun. I was putting it into the cupboard, my goal is in the shelf" - P20



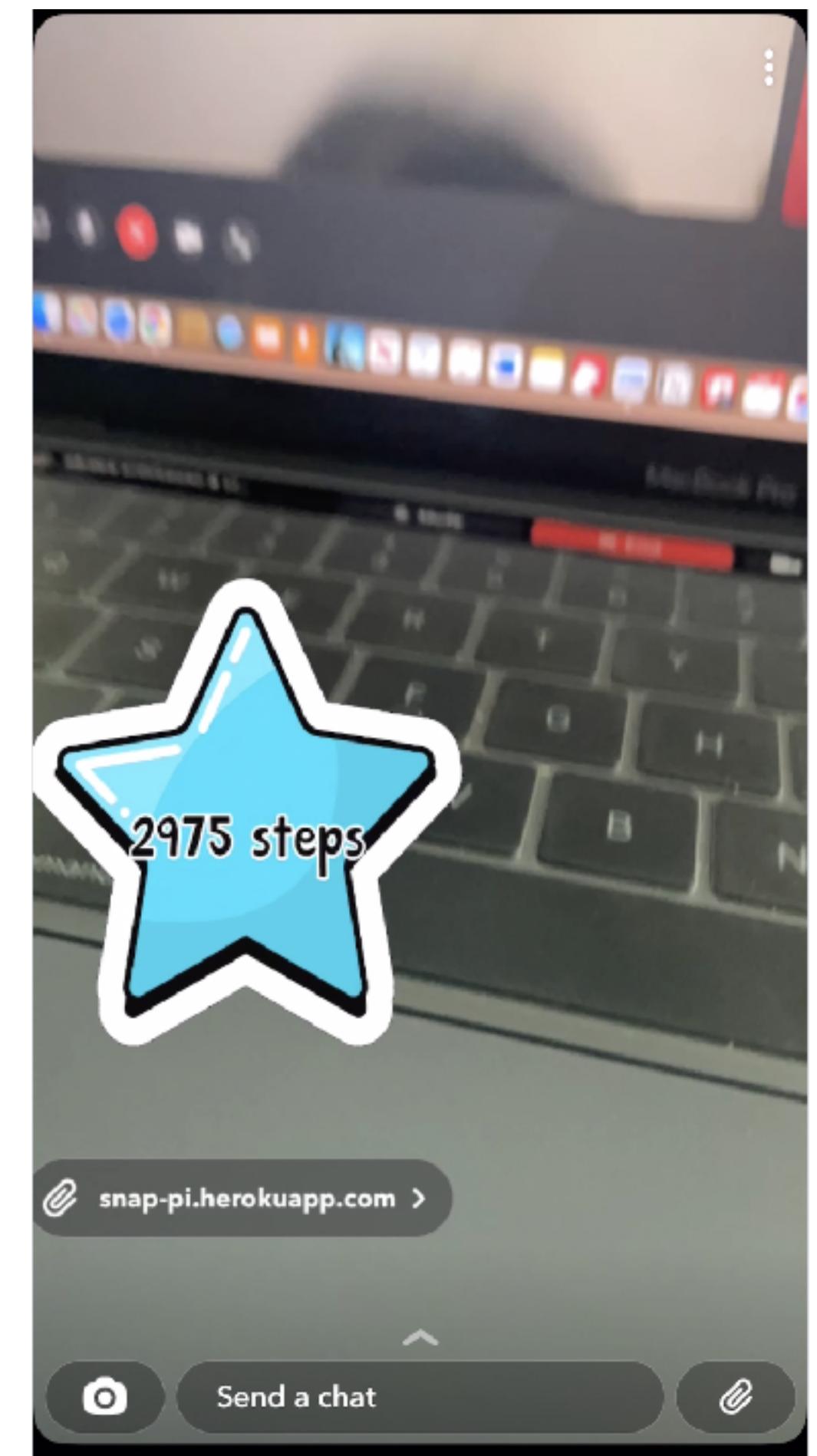
P20,



P11,

Finding 2: Moving Everyday Conversations to Important Topics

Sharing data helped people bring up topics that's less common [1] on social media

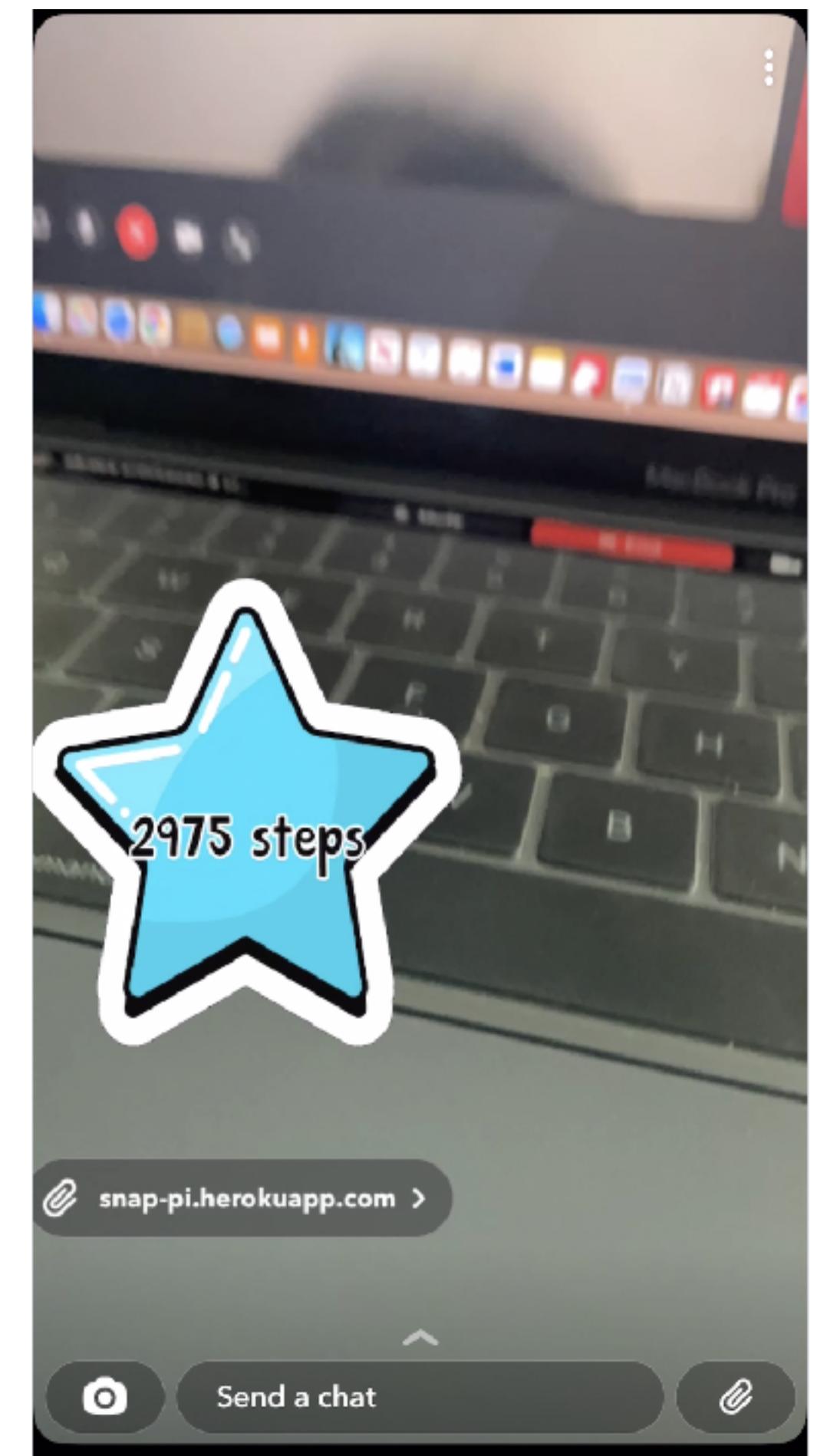


P8,

Finding 2: Moving Everyday Conversations to Important Topics

Sharing data helped people bring up topics that's less common [1] on social media

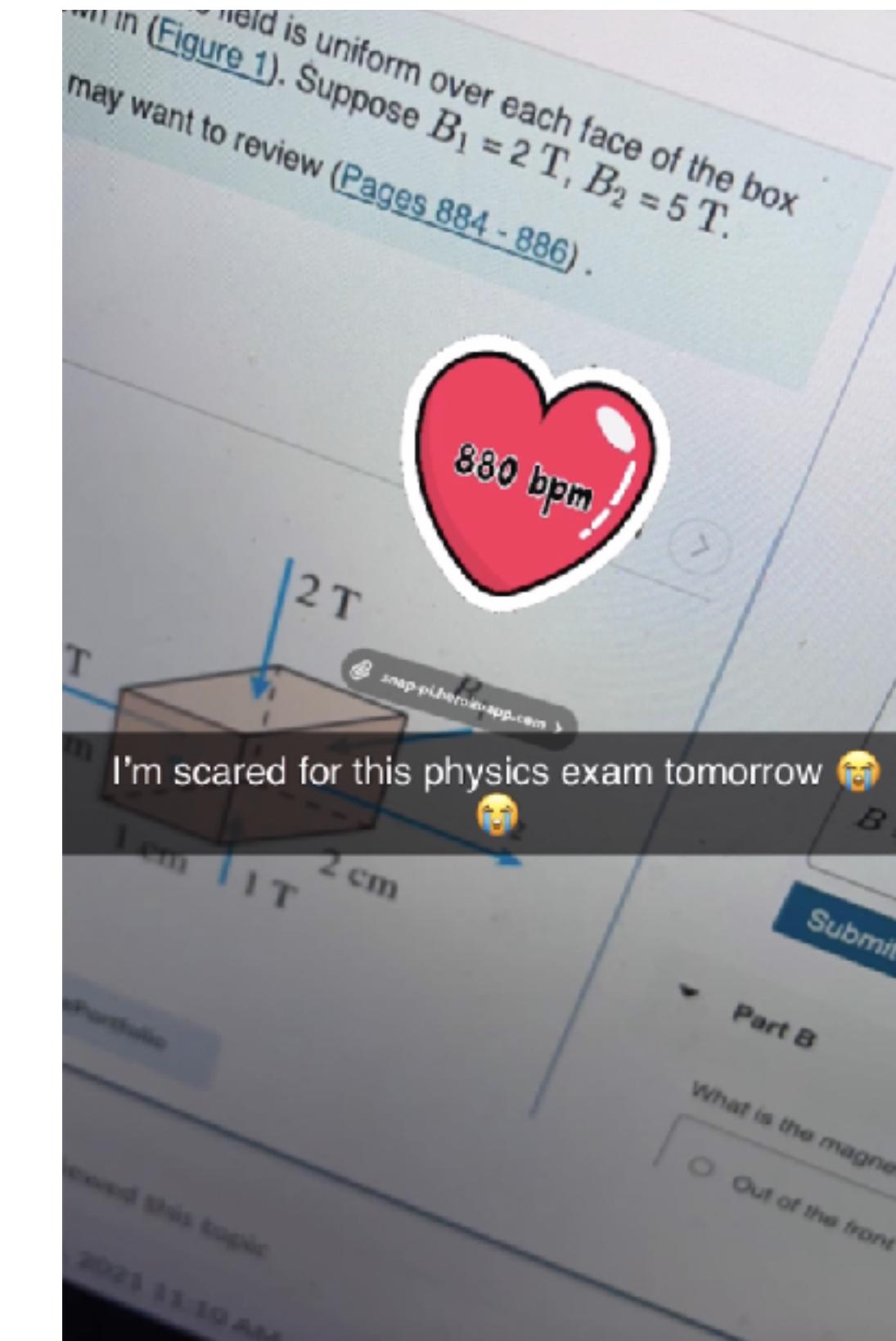
"if I went on a walk, and I use this sticker, my friend would ask me, [...] stuff like, 'Where did you take the walk?' Or like, Oh, good, that you took the walk', [...] it's a point of conversation to talk about. [...] people looking at the number, or some of my friends feel, 'oh, that's high', or something like that." - P8



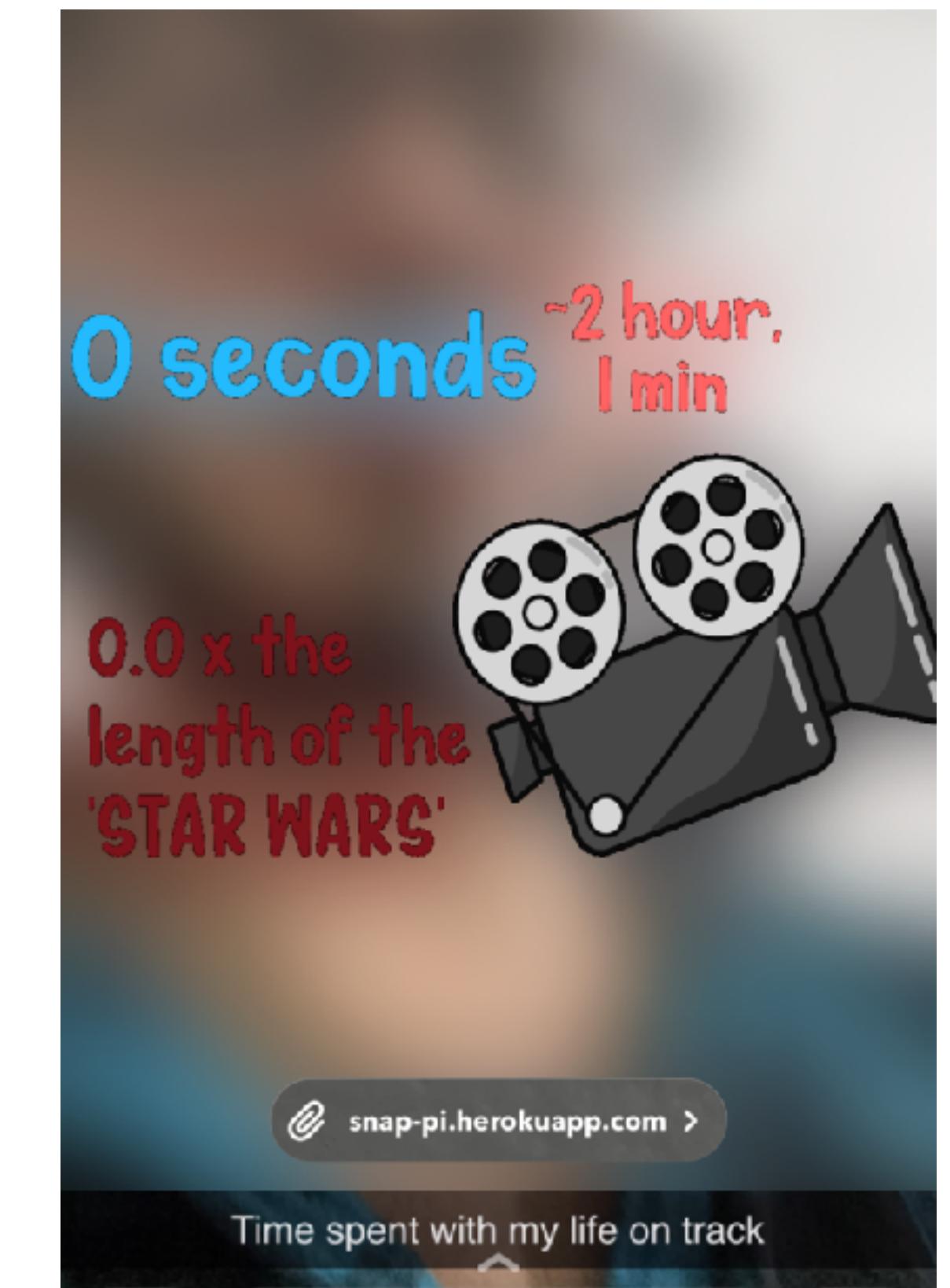
P8,

Finding 3-1: Flexibility Enabled Subjective Appropriation of Data To Create Self-Expressions

Participants fabricated the data with an unusually high/low number to be expressive



P12,



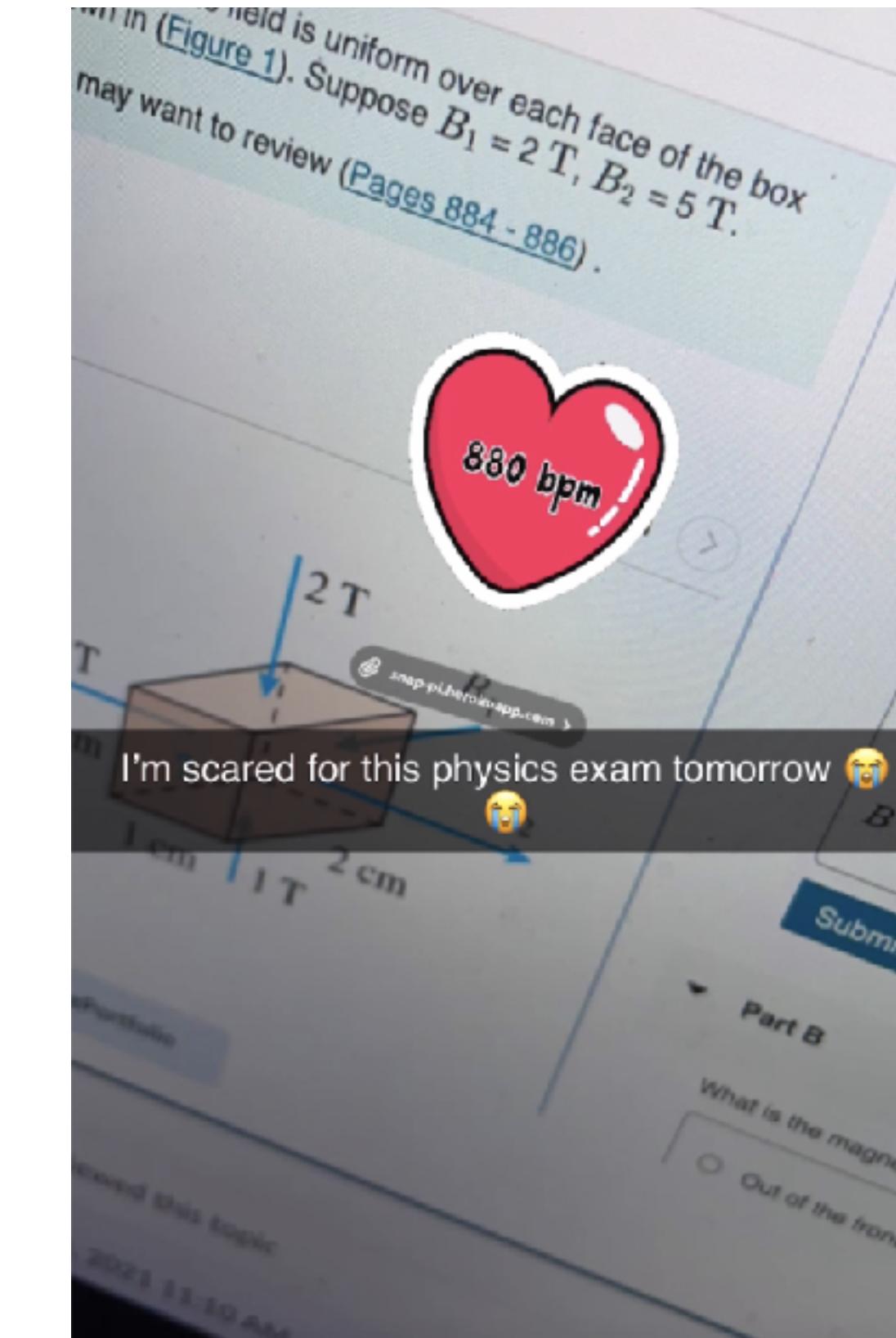
P5,

Finding 3-1: Flexibility Enabled Subjective Appropriation of Data To Create Self-Expressions

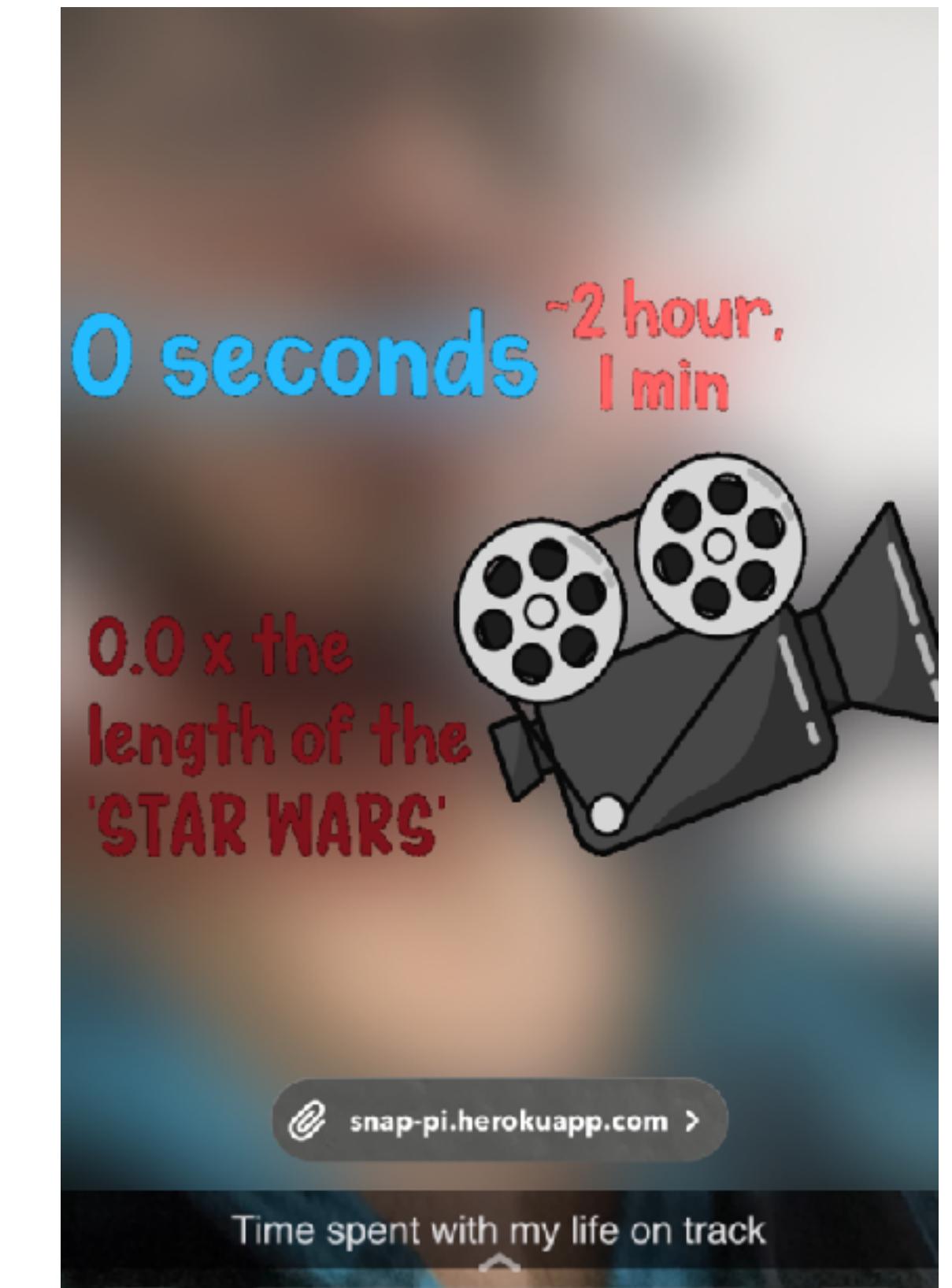
Participants fabricated the data with an unusually high/low number to be expressive

"I was being a little comedic, sometimes with my Snaps, which I think is valuable. [...] so I would put like, you know, something egregious, like, five hours in the bathroom [...] or like, three hours scrolling Facebook"

- P5



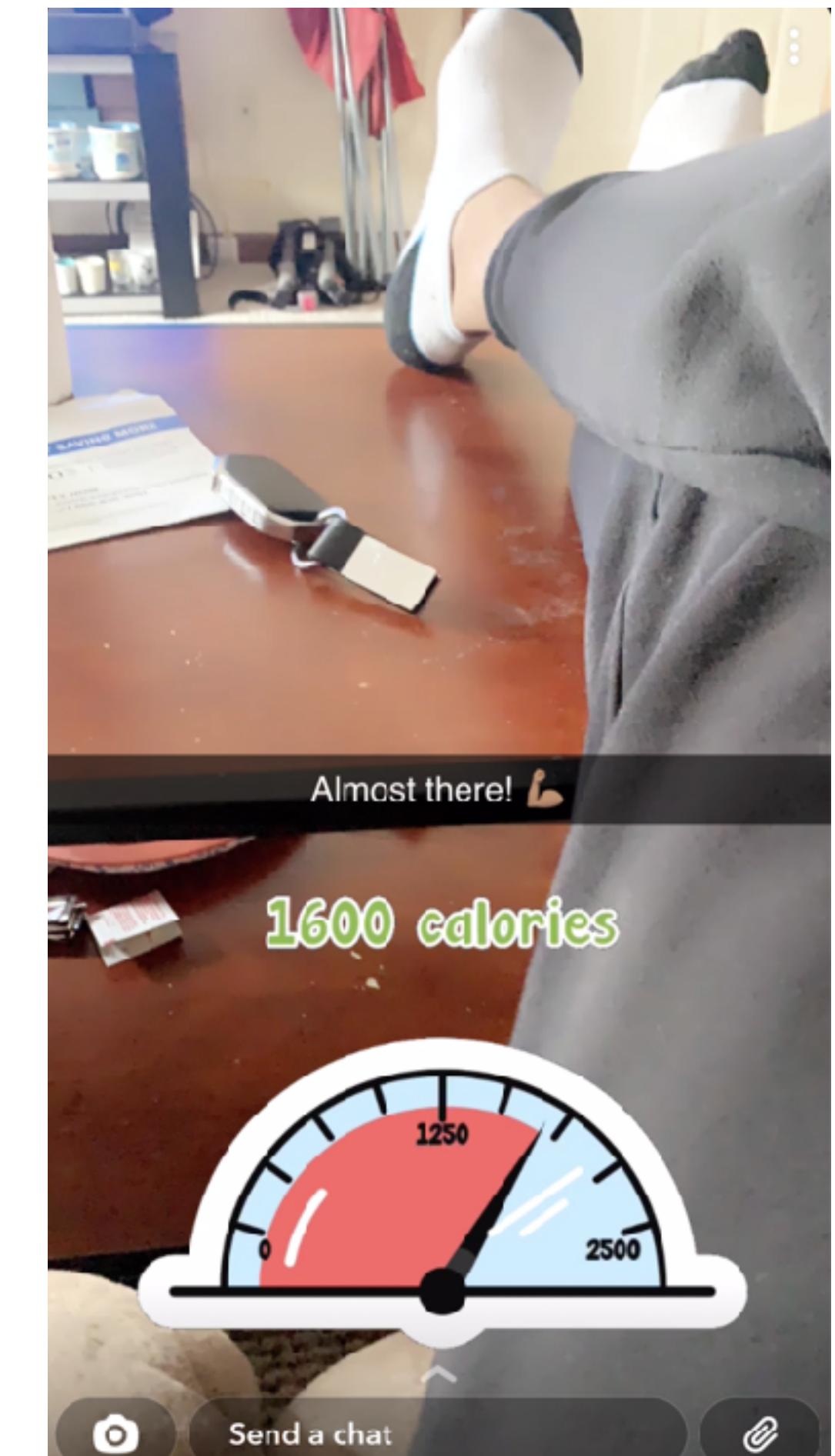
P12, ❤



P5, ⏳

Finding 3-2: Flexibility Enabled Customization for Different Audiences

Flexibility helped participants cater to the needs of the different audiences on Snapchat



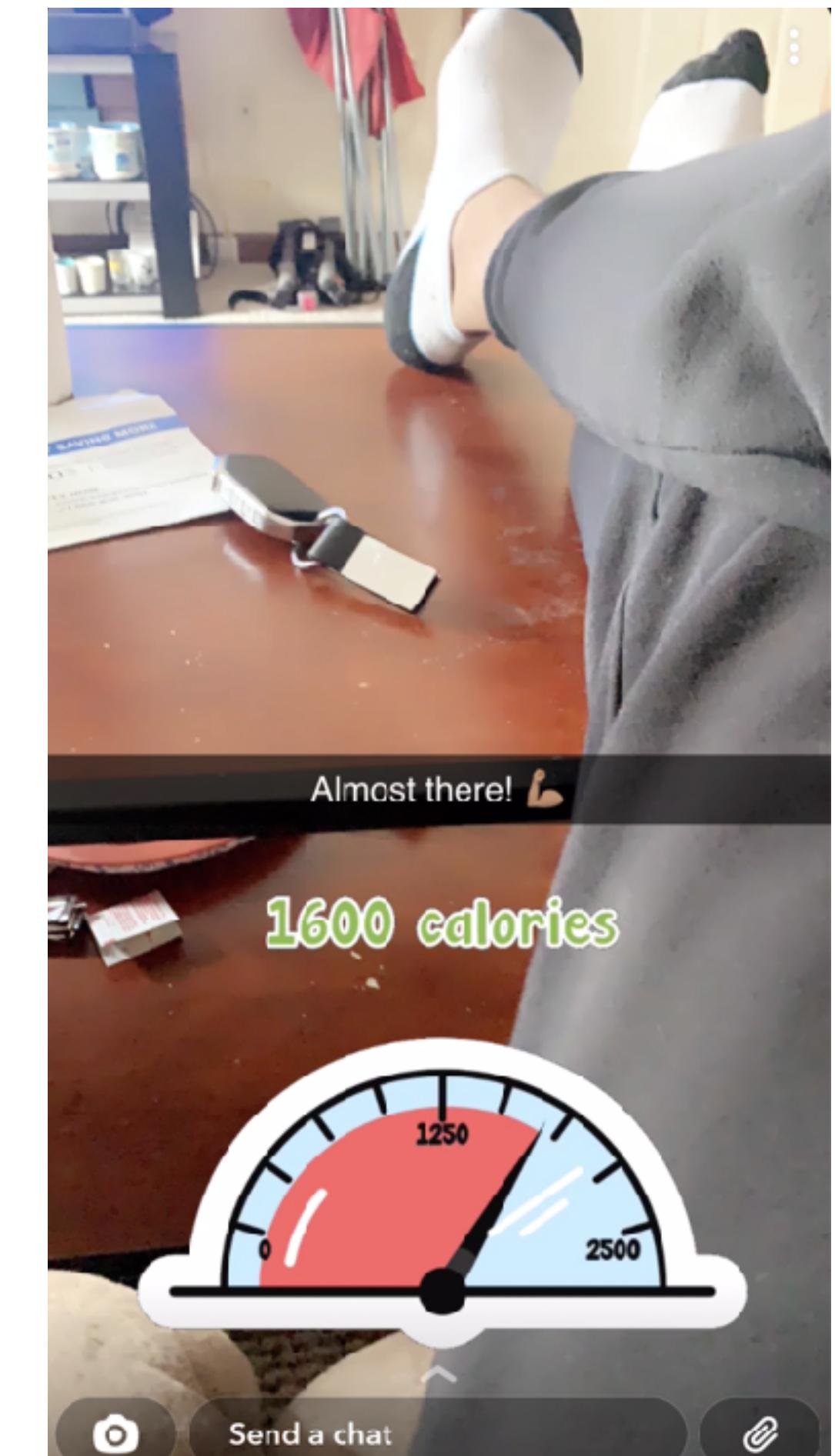
P20,

Finding 3-2: Flexibility Enabled Customization for Different Audiences

Flexibility helped participants cater to the needs of the different audiences on Snapchat

"people have told me: 'Oh, you have a really long way to go!' just because they could see what my goal was."

- P20



P20,

Finding 3-2: Flexibility Enabled Customization for Different Audiences

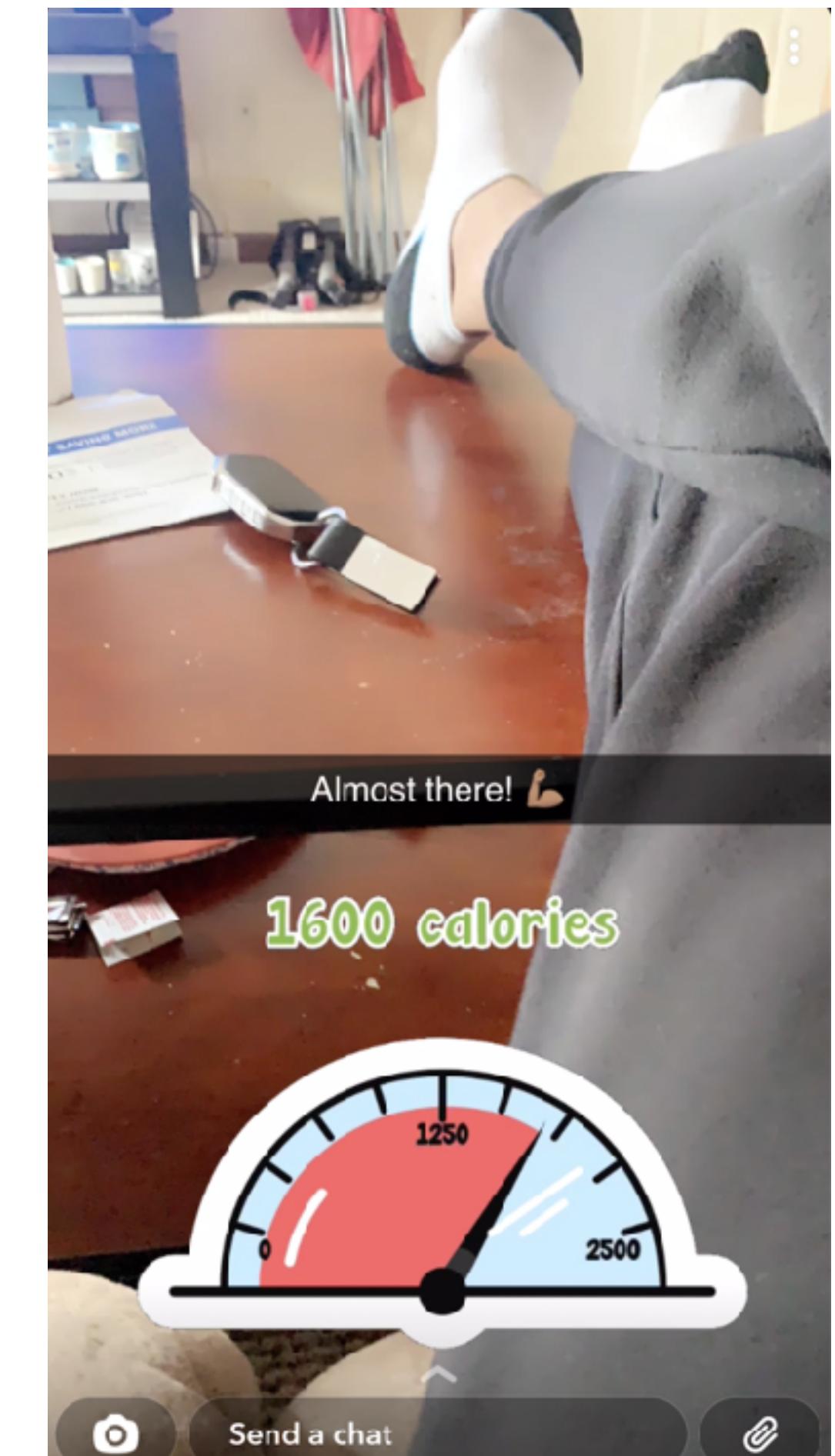
Flexibility helped participants cater to the needs of the different audiences on Snapchat

"people have told me: 'Oh, you have a really long way to go!' just because they could see what my goal was."

- P20

"I really liked the progress meter because it gave me a good visual sense as to what was done and what was left to do."

- A20 on the meter sticker P20 sent

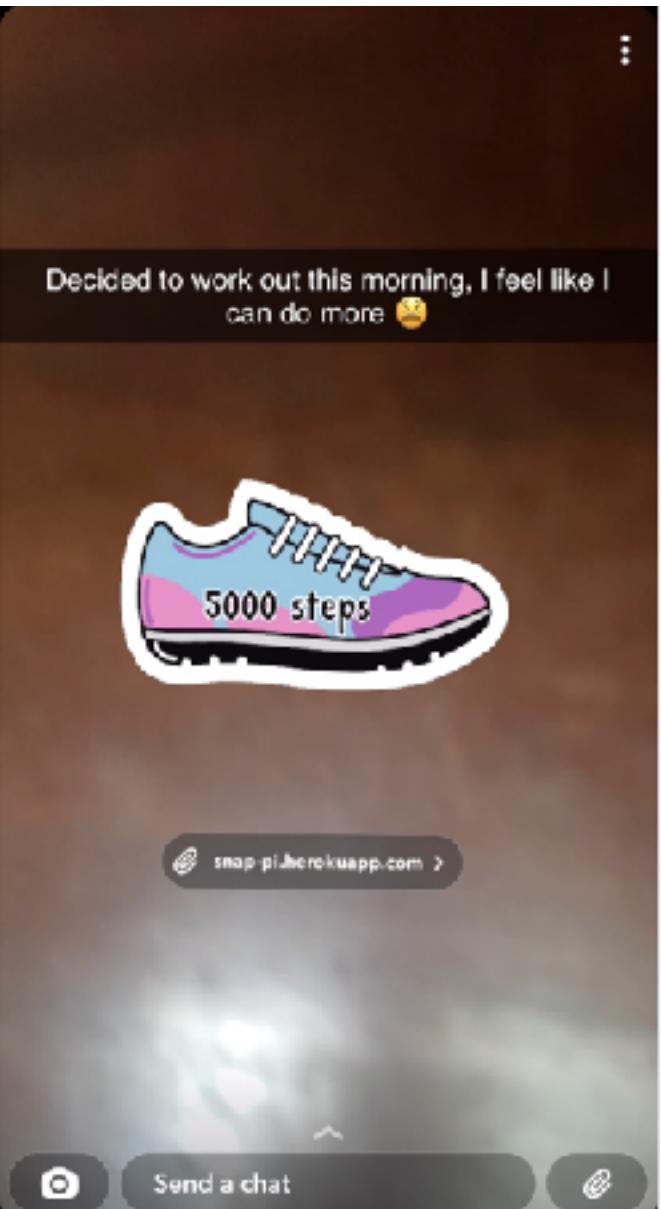
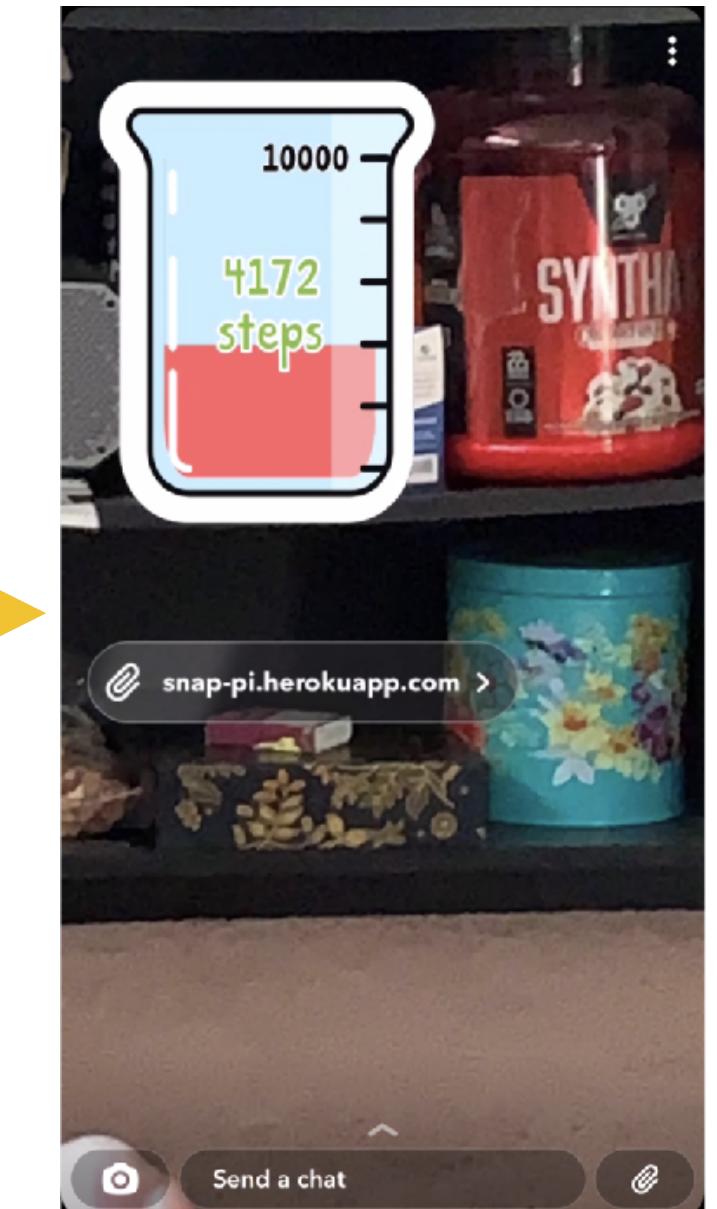
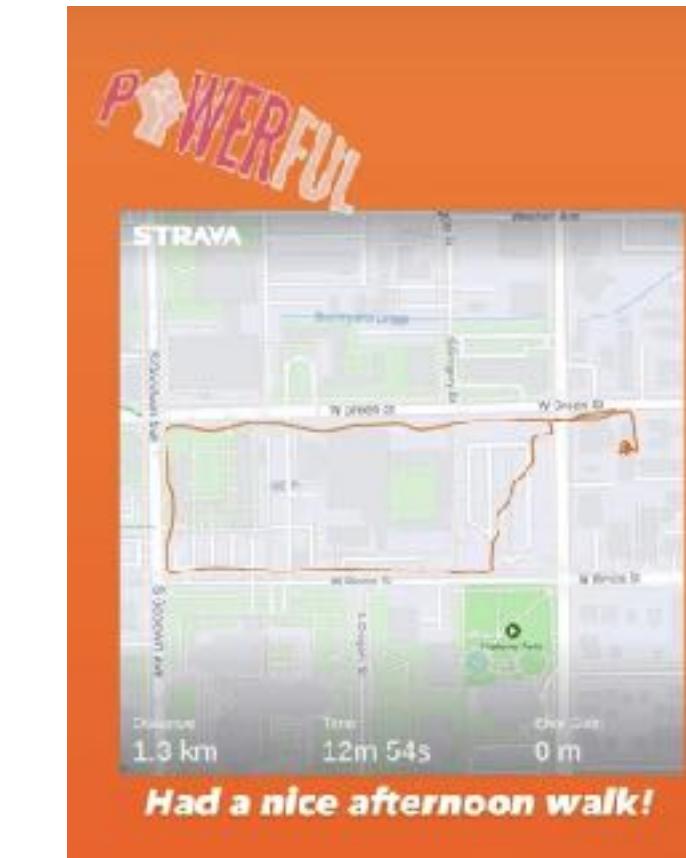


P20,

What We Learned...

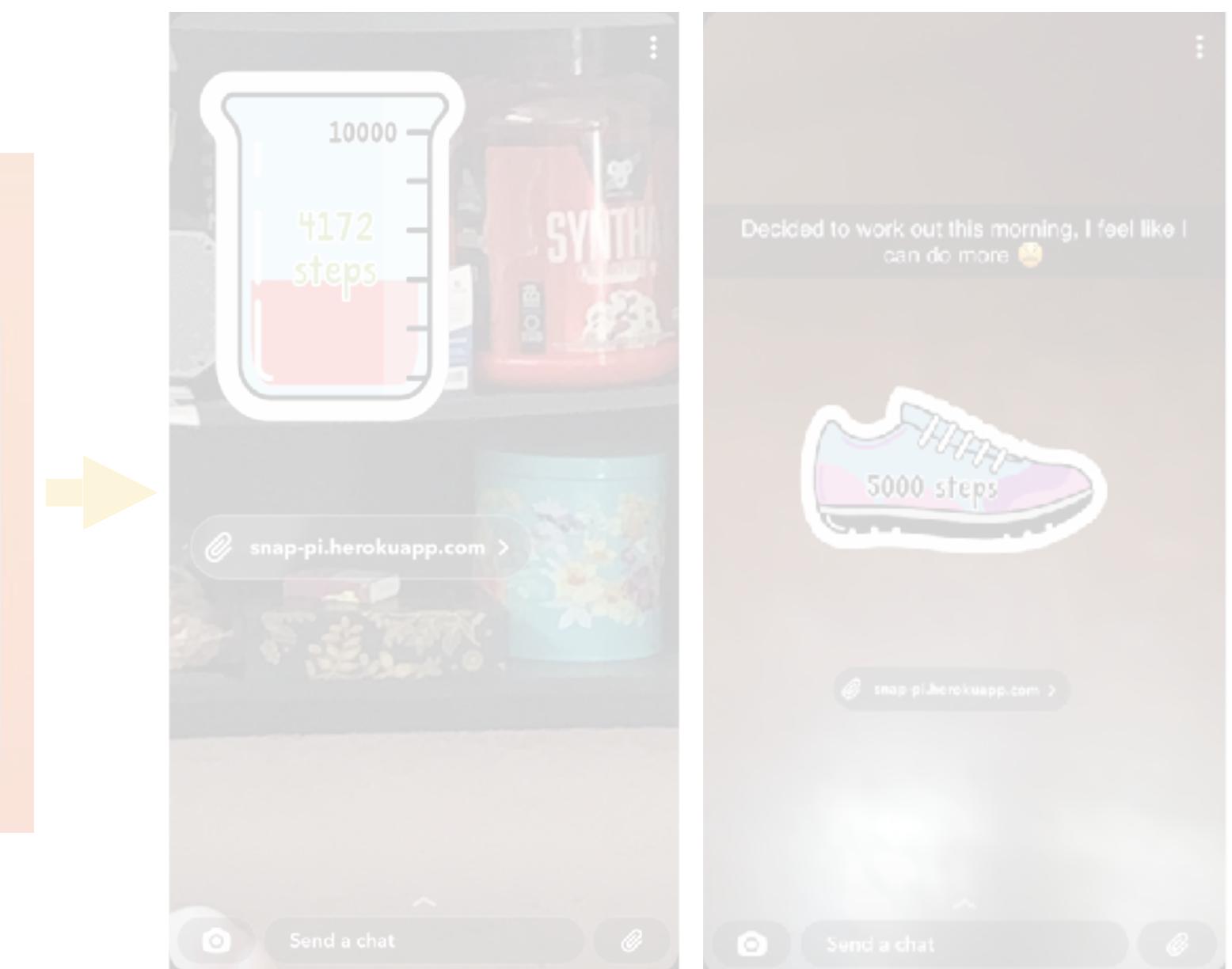
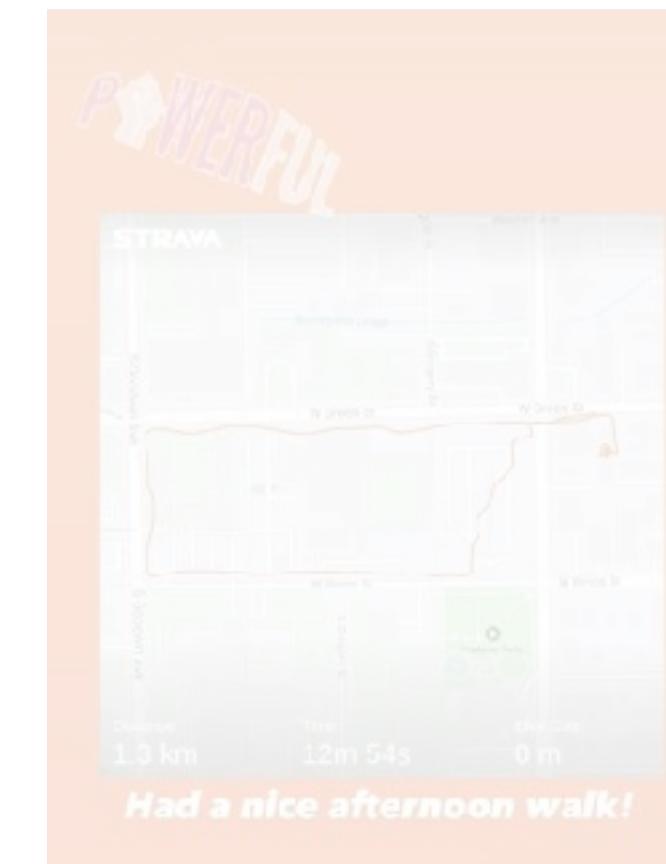
What We Learned...

1. Aligning form of data sharing with platform norms (communication, stylistic) can reduce concern around appropriateness of sharing

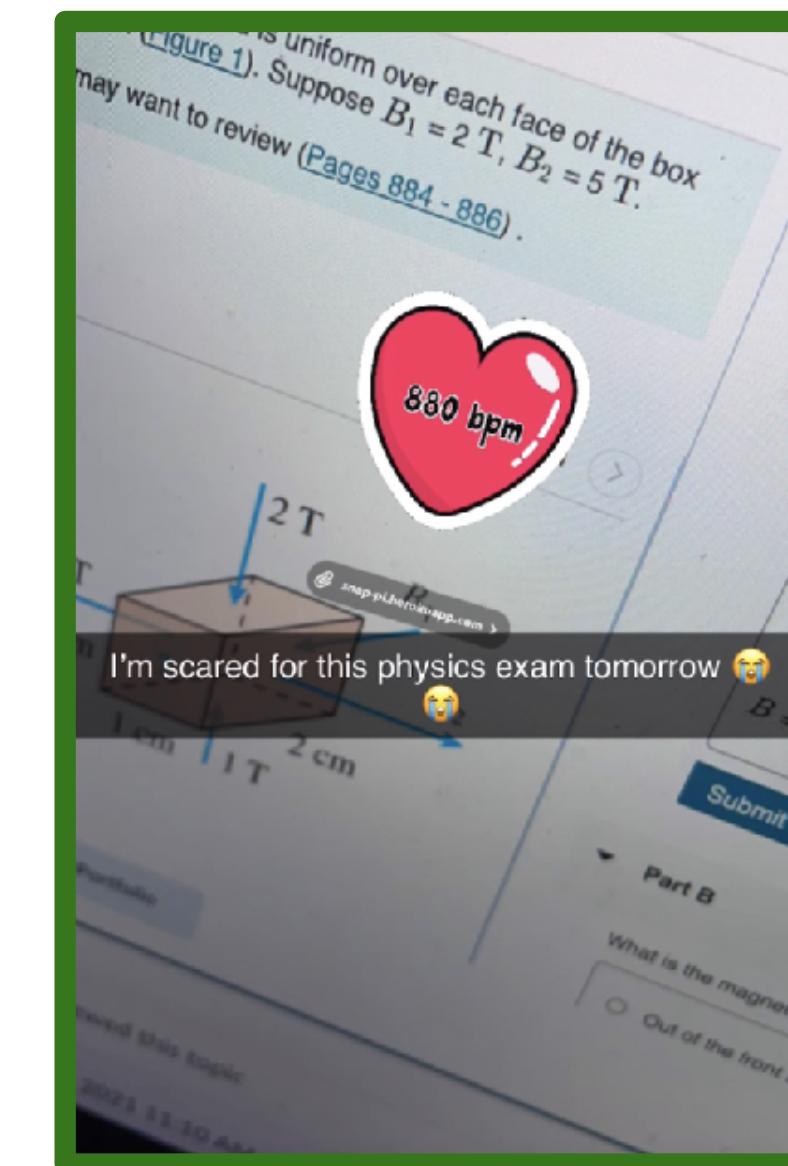


What We Learned...

1. Aligning form of data sharing with platform norms (communication, stylistic) can reduce concern around appropriateness of sharing



2. Flexibility in presentation allows people to appropriate personal data towards their personal **communication goals**



 **Self-Expression (P12)**



 **Maintain Connection (P20)**

Research on Understanding Norms Alignment

Sharing Activity through Short-form Video on TikTok

- There are norms of sharing on TikTok
- The platform has been largely used for wellbeing support, such as *seeking support for mental health, finding community for populations with disabilities*, etc.
- Understanding how activities are shared could potentially help with aligning with norm to help people achieve their wellbeing goals

Ashlee Milton, Leah Ajmani, Michael Ann DeVito, and Stevie Chancellor. 2023. "*I See Me Here*": Mental Health Content, Community, and Algorithmic Curation on TikTok. (CHI '23). Jared Duval, Ferran Altarriba Bertran, Siying Chen, Melissa Chu, Divya Subramonian, Austin Wang, Geoffrey Xiang, Sri Kurniawan, and Katherine Isbister. 2021. Chasing Play on TikTok from Populations with Disabilities to Inspire Playful and Inclusive Technology Design. (CHI '21).

Aligning with Norms of Sharing

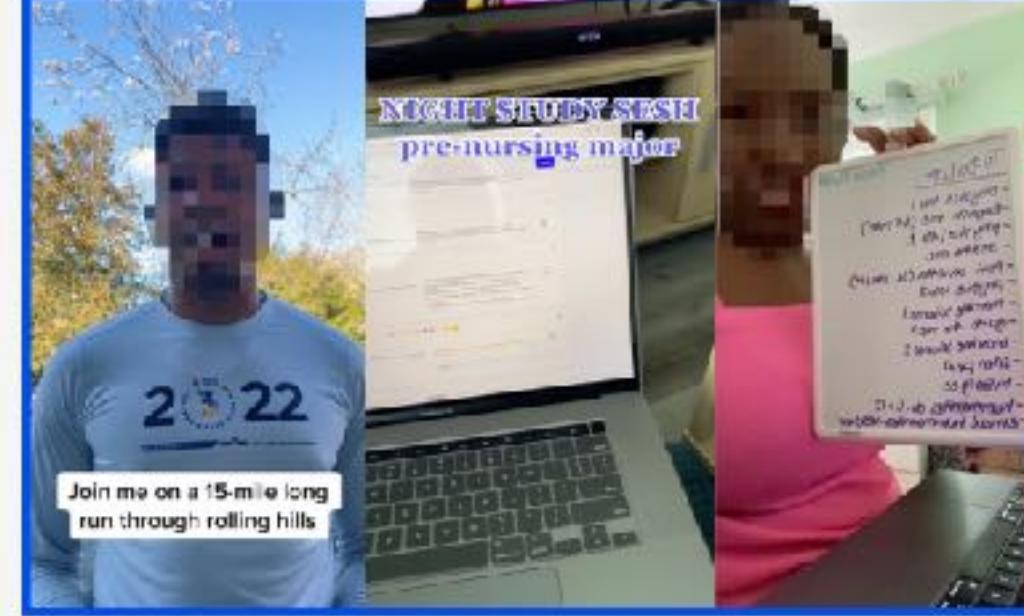
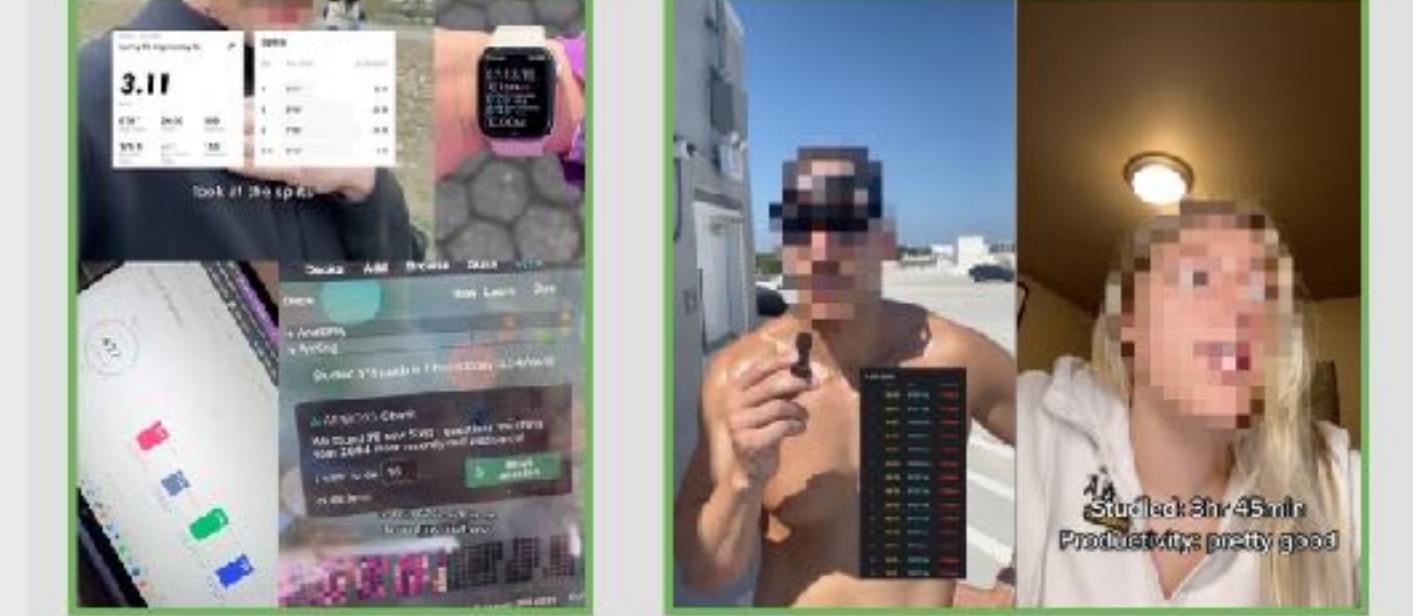
Sharing Activity through Short-form Video on TikTok

- Collected 140 videos each in the *Running, Sketching, Studying* domain.
- Analyzed the presentation of activity-relevant information in the videos

Findings from the Video Analysis Study

People follow specific communication norms for sharing activities on TikTok

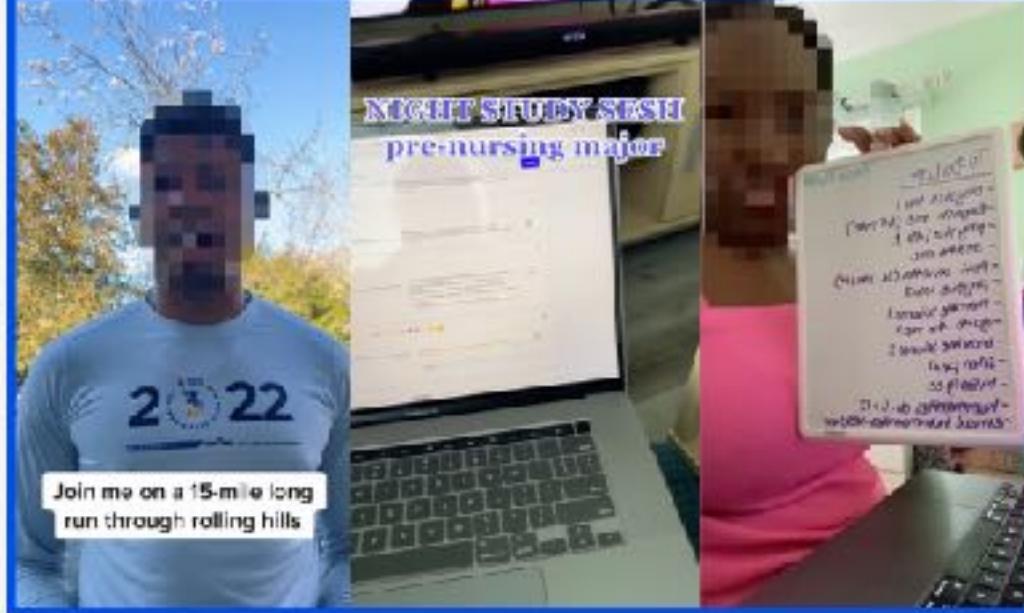
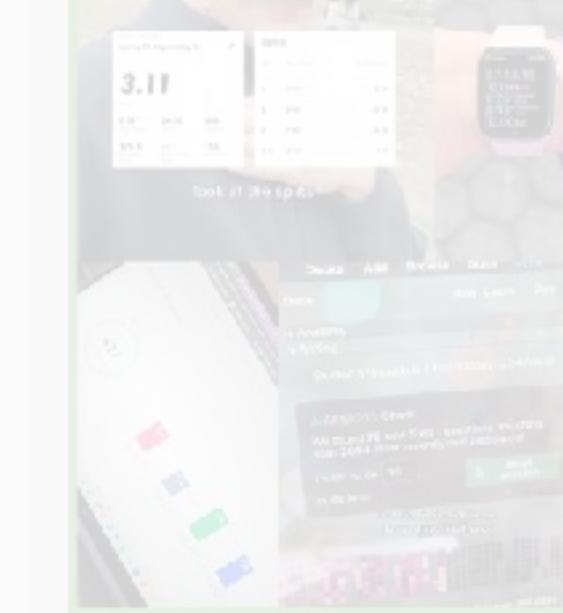
- People adopt ***narrative structures*** - separating presentation of activity into phases, and use ***strategies for incorporating information*** to share activities on TikTok for their goals.

Activity Phases	Preparing for the Activity	During the Process of the Activity	Post-Activity
Strategies	Presentation of Goal	Progress Stamps	Conclusive Numerical Summarization
			

Findings from the Video Analysis Study

Preparing for the activity

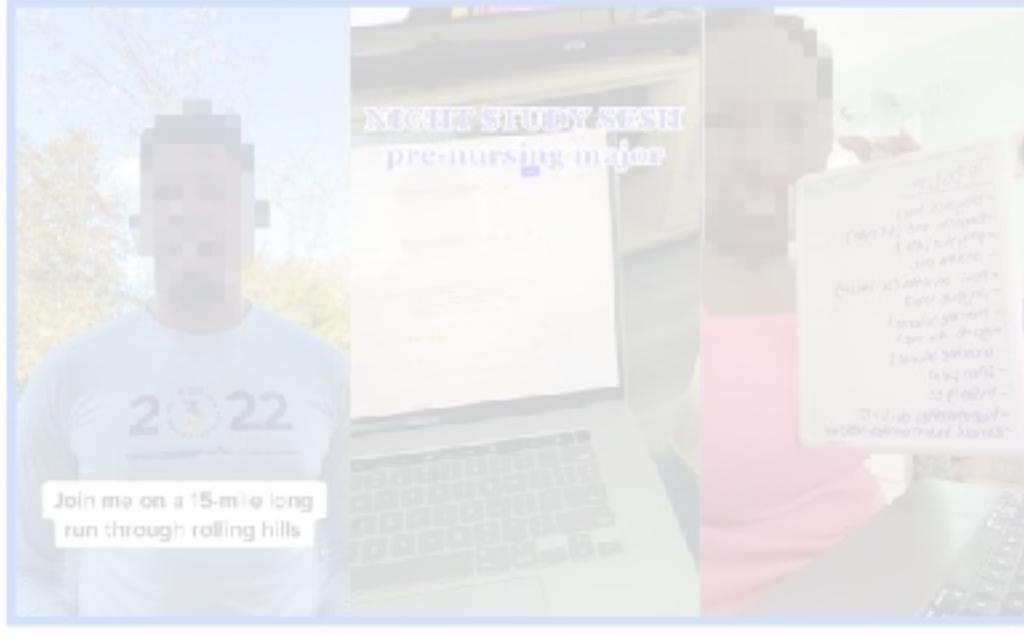
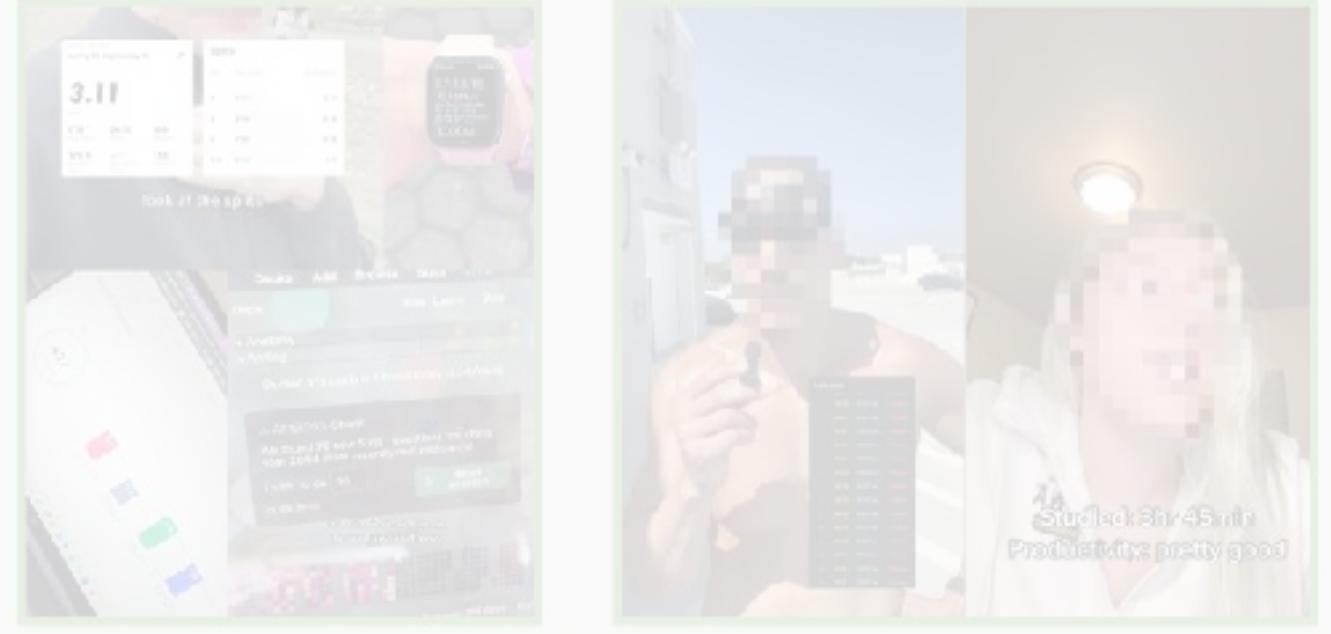
- At the beginning of the video, people often share ***activity goals*** and ***strategies to achieve that goal*** (e.g., the gears they use, food intake for the marathon training)

Activity Phases	Preparing for the Activity	During the Process of the Activity	Post-Activity
Strategies	Presentation of Goal	Progress Stamps	Conclusive Numerical Summarization
			

Findings from the Video Analysis Study

During the Process of the Activity

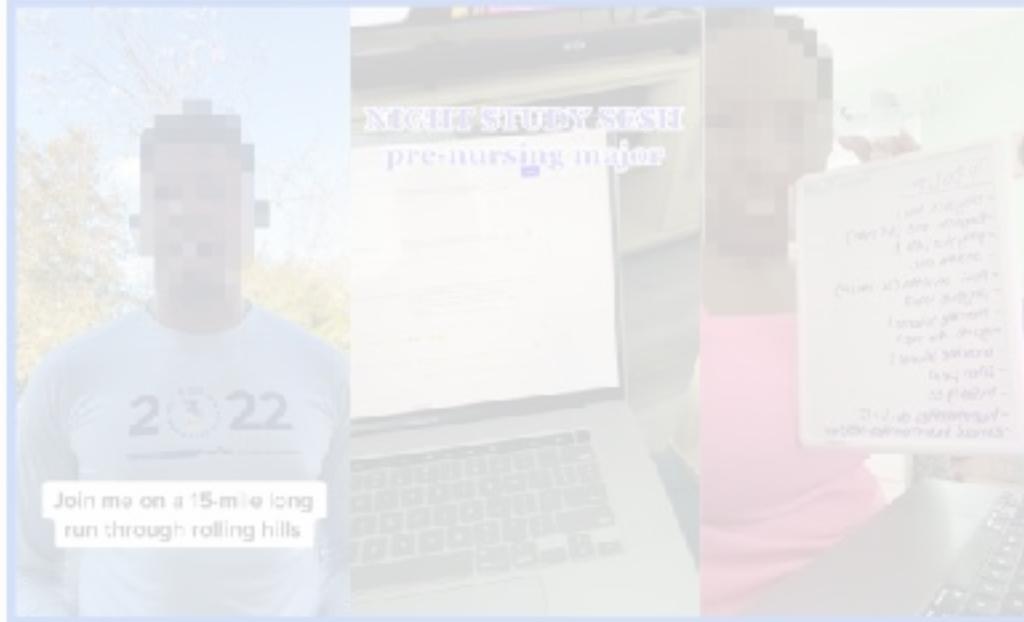
- People demonstrate *progress* during the activity using different ways, such as recording themselves *making gestures* for each mile they run

Activity Phases	Preparing for the Activity	During the Process of the Activity	Post-Activity
Strategies	Presentation of Goal	Progress Stamps	Conclusive Numerical Summarization
			

Findings from the Video Analysis Study

Post-activity

- To conclude the video, people often include *numerical information* tracked from other apps or devices.
- People often reflect on their experience after the activity.

Activity Phases	Preparing for the Activity	During the Process of the Activity	Post-Activity
Strategies	Presentation of Goal	Progress Stamps	Conclusive Numerical Summarization Post-activity Reflection
			

What We Learned...

1. Video sharers often *dividing information into smaller chunks* to align with the *condensed, expressive nature of short-form videos*.

What We Learned...

1. Video sharers often *dividing information into smaller chunks* to align with the *condensed, expressive nature of short-form videos*.
2. Closely integrating video editing with activity tracking tools might help *reduce friction in integrating numeric information* and encourage activity sharing content to *more closely follow narrative structures*.

Aligning with Norms of Sharing

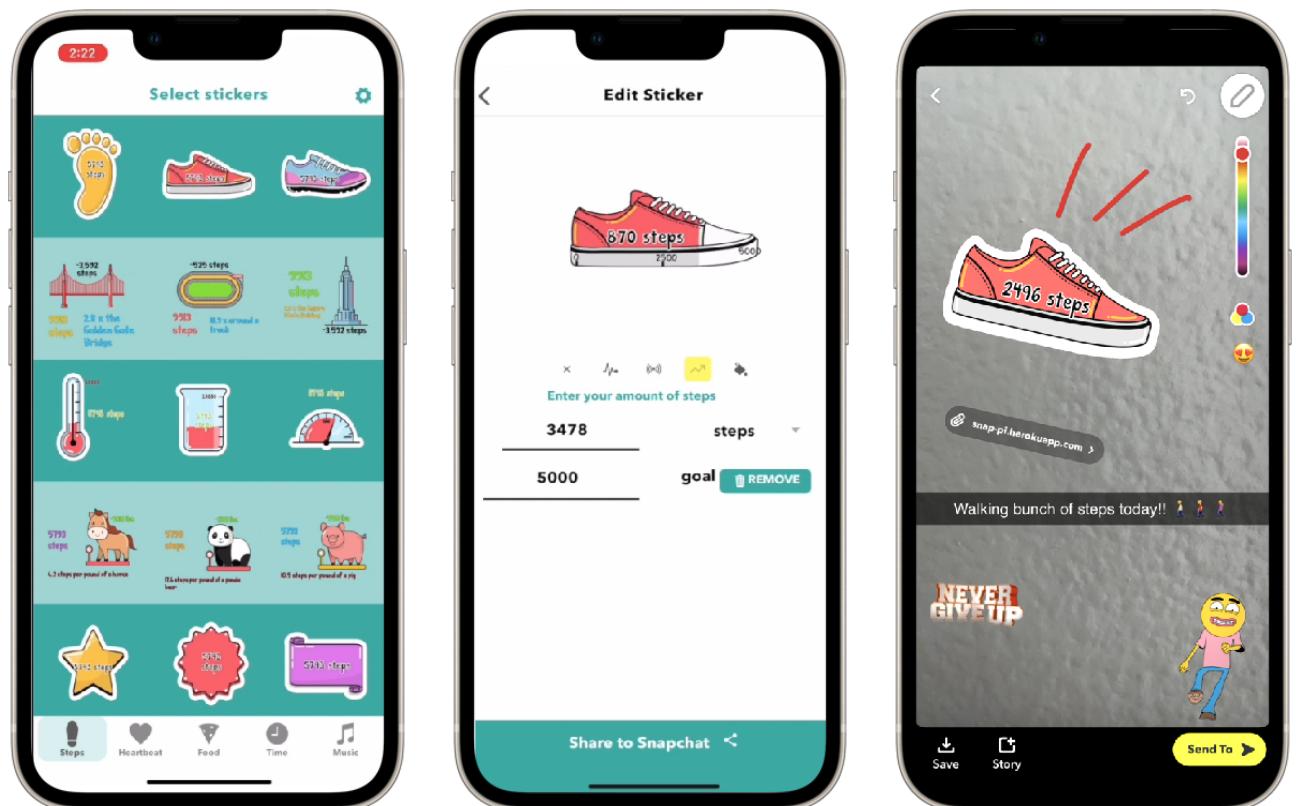
What's next?

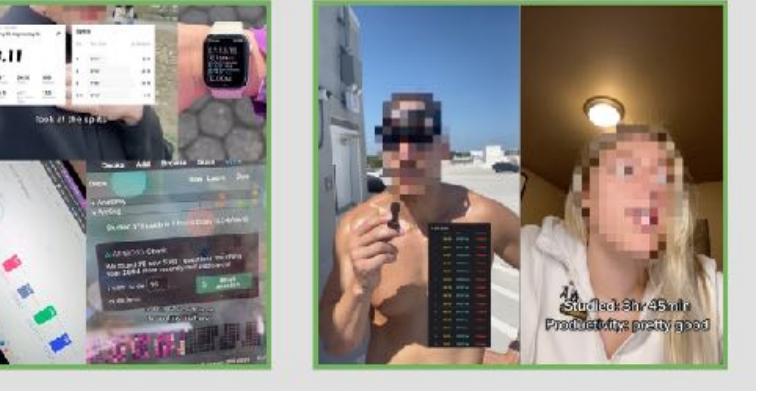
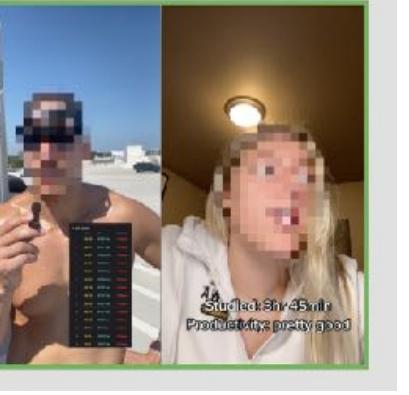
- **We are designing a video editing tool** to support making videos using the narrative structure and the strategies.
- **We will recruit short-form video creators** who share activities to evaluate the design concept and learn about their sharing outcomes.

Aligning with Norms of Sharing

Aligning with platform's sharing norms will help people receive better sharing outcome, which would positively impact their wellbeing.

- This is *what I'm arguing for in my Ph.D. dissertation work*
- Envisioning receiving the support for people's wellbeing through designing social technology.



Activity Phases Strategies	Preparing for the Activity	During the Process of the Activity	Post-Activity
	Preparation of Goal 	Progress Stamps 	Conclusive Numerical Summarization  Post-activity Reflection 

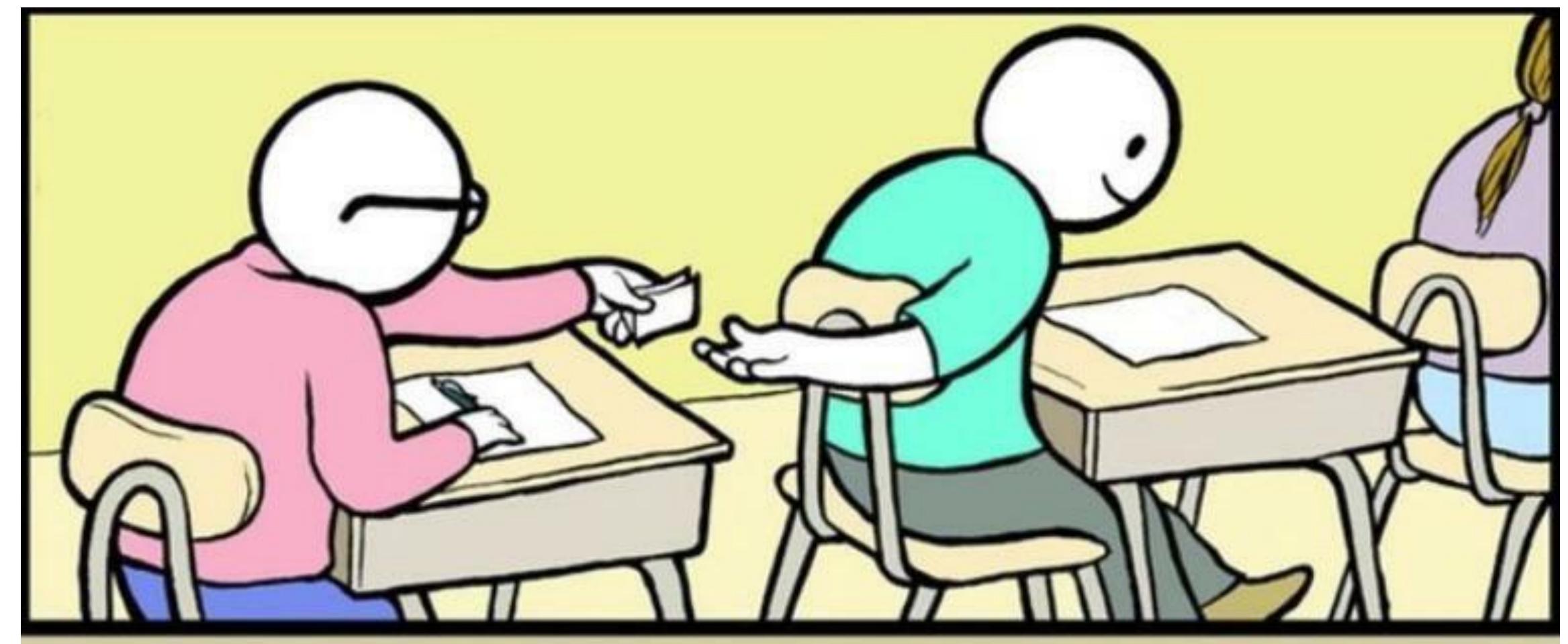
Today's Goals

By the end of today, you should be able to...

1. Articulate common wellbeing goals that people have, and consider how the design of social technology could support people reaching these goals
2. Understand what the challenges are for supporting people reaching their wellbeing goals, and design of social technology could help
3. Envision how the design of social platforms for wellbeing can align with people's typical sharing norms

The end!

I hope you all have a great day.
Take care!



IN4MATX 153: CSCW

**Class 18:
Wellbeing Support**

Guest Lecturer: Dennis Wang

Professor Daniel Epstein
TA Dennis Wang
Reader Weijie Du