

# Societal Computing Activity 2

## Creating a better social media site

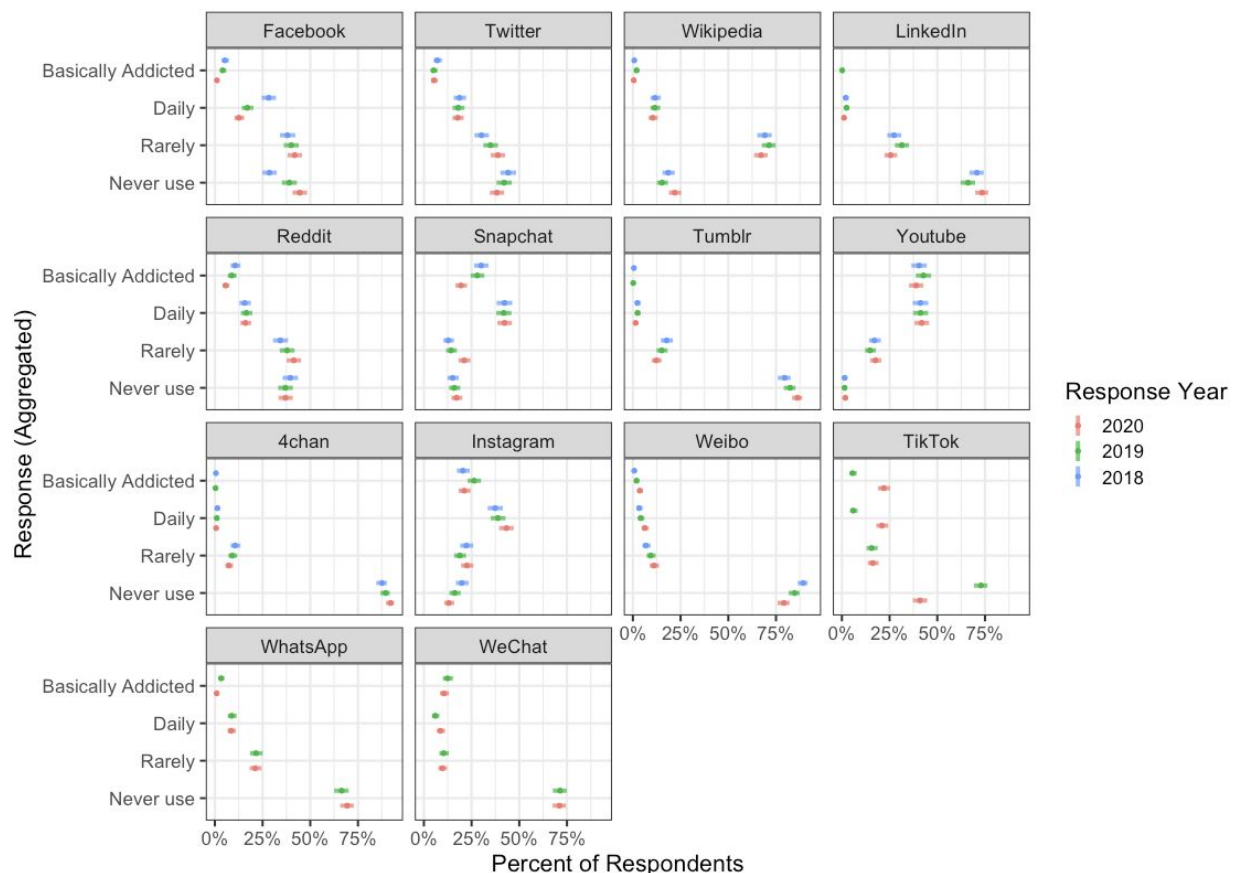
### Part 0

Create your google doc, share it with your team and the instructors. You know the drill.

**Each group should submit 1 document to UBLearn**

### Part 1 - Reviewing Your Assignments (15 minutes)

The first part of class will be for you to practice reading, interpreting, and responding to information visualized as a graph. The graph you will be looking at is below; it summarizes your class' responses to the first part of the homework and compares it to responses on the same questions from CSE 199 students in 2018 and 2019:



**Note: Values were 0 for 2018 and 2020 for “Basically Addicted” for Linked In, for 2020 and Tumblr, and for 2020 and 4chan**

The y-axis of each subgraph is an aggregated version of the different options you were presented on your homework for how often you use different social media sites. “Never Use” and “Basically Addicted” were options on the survey, “Rarely” combines the options “Not at all this week”, “Once”, and “2-3 times”, and “Daily” aggregates responses “Once a day” and “Few times a day”.

The x-axis of the graph represents the percentage of students in a given year that provided that answer. Each social media site is shown in a separate subplot, with the label in grey above the plot. Each year is shown as a different color pointrange. The “dot” for each year represents the mean percentage, the (often small, or even not noticeable) lines extending off of each plot represent 95% confidence intervals. Feel free to ignore the confidence intervals if you have never heard of them!

Please answer the following questions about the information provided in the plot. Note that there is some subjectivity here, but you should justify all answers:

1. **Approximately what percentage of students in 2018, 2019, and 2020 Never used LinkedIn?**
2. **Which social media platforms do we not have data for from 2018? Why do you think that might be?**
3. **Which site changed the most in usage between 2018 and 2019? How do you know (roughly; simply just explain your decision)?**
4. **Which site changed the most in usage between 2019 and 2020? How do you know (roughly; simply just explain your decision)?**
5. **Do the results on the plot reflect your own usage of social media? Why or why not? Provide a 3-5 sentence response. Note that EACH member of the team should respond INDEPENDENTLY to this (and only this) question**

## Part 2 - Your Turn! (25 minutes group work, 10 minutes presentation)

Finally, you’re going to develop either an entirely new social media platform that doesn’t have any of these big issues, or that addresses some new form of interaction you would like to have online. Your new social media site plan should have the following, but make sure you do these in order (i.e. wait to do the mockup until you’ve figured out everything else!) **Put responses to each of these in your google doc. Note that you can just have notes/bullets, these do not have to be fully fleshed out responses (since we’ll see you present anyway!):**

1. A name
2. A solution to some of the problems we identified with other social media sites in Part 1
3. A way to moderate content
4. A way to curate content to users (i.e. some description of an algorithm/machine learning model that curates content for users)
5. A way of making money
6. At least one algorithm that helps improve the site

7. A one minute [elevator pitch](#) for your new startup!
8. **(Optional)** A mockup of a homepage (either for the web or for an app!). This will be done however you're most comfortable, on paper, or the chalkboard, or a powerpoint slide. **Complete the first seven parts before you worry about this!**

**At the end, we'll have each group present their elevator pitch and, if they have one, their mock-up. Then, the class will vote on a winner!**

## Grading

### Notes:

- You are required to turn on your video while on Zoom. If you do not turn on your video, you will receive a maximum recitation score of 1 point for the day.
- If you arrive at your recitation more than five minutes late, you will receive a maximum recitation score of 1 point for the day.
- If you do not attend the recitation, you are not eligible for any points.
- Your Google Doc must be submitted within 10 minutes after class to be considered for grading

Outside of these notes, the grading criteria for this exercise is as follows:

### Participation:

- 0 pts: No attendance/participation
- 1 pt: Present, and participated fully

### Results:

- .1 pts: Each for the 5 questions in part 1
- 1 pts: Effort was put in to create and address at least the first 6 questions on Part 2
- .5 pts: Presentation of social media site for part 2