

Goldsmiths University, Computer Science (Bsc)

Can social networking apps like Instagram and Tik Tok be responsible for causing a drastic vicissitude in the emotional health of users during the isolation period of a global pandemic?

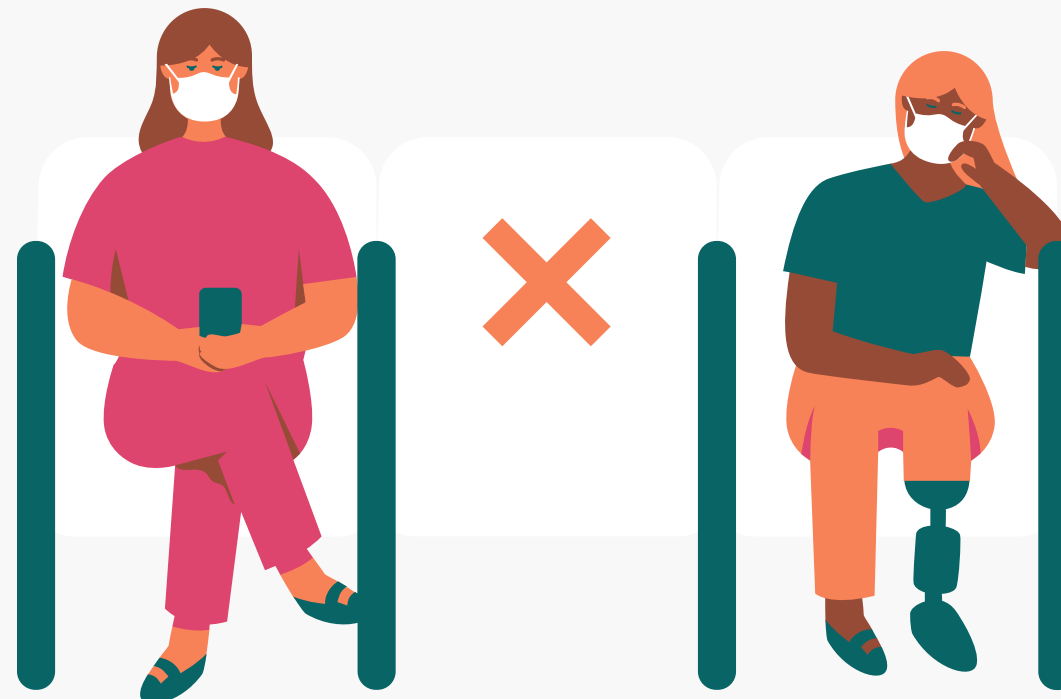
Presented by Dina Aziz



WHY?

The inspiration for this research stemmed from personal experience in using social media. The current generation was the first in history that started using social media at a vulnerable age and now it is the first generation to experience pure isolation whilst relying on and only having access to these applications that were intended for short term use. Users on Instagram alone contribute 100 million new posts every day which emphasizes the immediate need to prioritize research into social networking websites for health screening (Reece, and Danforth, 2017).

When using social media, users run the danger of exacerbating their mental health. Over the last decade, software developers have failed to emphasise the necessity of taking responsibility in safeguarding users, resulting in an increase in mental health concerns within the community. This study was designed to address how certain social networking applications like Instagram and Tik Tok can be proven responsible for causing a significant difference in the emotional health of users during a global pandemic. To accomplish this, existing literature was reviewed to exemplify the impacts of social media by employing theories to characterise consumer and user behaviours.



THE JOURNEY

The overall research question is to explore if social media applications like Instagram and Tik Tok cause a drastic vicissitude in the emotional well-being of users, this question will be explored through the following objectives:

- Understand of the consequences and benefits of social media from both a literature stance as well as user point of view
- Understand why and what users utilise social media for during a pandemic
- Understand the what unpleasant thoughts/anxiety-like behaviour is triggered through the use of Instagram and Tik Tok
- Develop viable strategies and solutions with users for the negative consequence faced

Due to insignificant review gathered in secondary research on the relationship between mental health and social media usage during a global pandemic, the next stage of the research project will be to collect primary research.

Numerical data from 7129 people aged 17 to 40 was also obtained, through questionnaires and interviews to examine how daily sedentary activities affect regular users of social media and to interpret the relationship between social media and mental health. The data collected showed a negative correlation between social media usage and mental health.

From the data collected it was perspicuous that users desired an application to maintain control and benefit from learning about how dopamine levels are affected from using social media applications. Which led to the development of a journaling app in order to assist users in keeping track of their mental state as a solution and to alleviate and mitigate the issue of the detrimental effects on mental health caused by browsing social networking websites during an isolation time.

How to **recognize** and **understand** emotions

WHAT IS SOCIAL MEDIA?

The term 'social media' derives from a medium that enables people to interact with others through the significance of sharing multimedia content, both verbally and visibly whilst removing the barrier of time constraints that were intrinsic with conventional methods of communication.

Over the past decade, the use of social media has grown exceptionally. As of 2021 it has been dated that around 58% of the world's population use social media, reaching global backgrounds of 3.96 billion people, this statistic suggests that the growth will only continue to rise (Dean, B., 2021).

Social media has provided access to a plethora of advantages. One of the more critical advantages that social media has brought forward is connecting people to bring about political change. A current example is the Black Lives Matters Movement.

Delving deeper into the applications that have redefined "social media", Instagram has proven to be one of the most successful applications to host a platform where users can connect and interact. The premise of Instagram is simple, the user signs up online to create a profile where they can connect with people to join a community of users on the internet.

Hosting an emerging short video social media platform, Tik Tok enables users to create content with a variety of filters and sounds to share with an enormous online community of viewers.





Research

Extensive research began with literature reviews, followed by primary research which was collected through questionnaires and interviews, here are the results:

It was concluded that the age range of 18-25 (based on the questionnaires I took as displayed to the right) would be the main focus for this product.

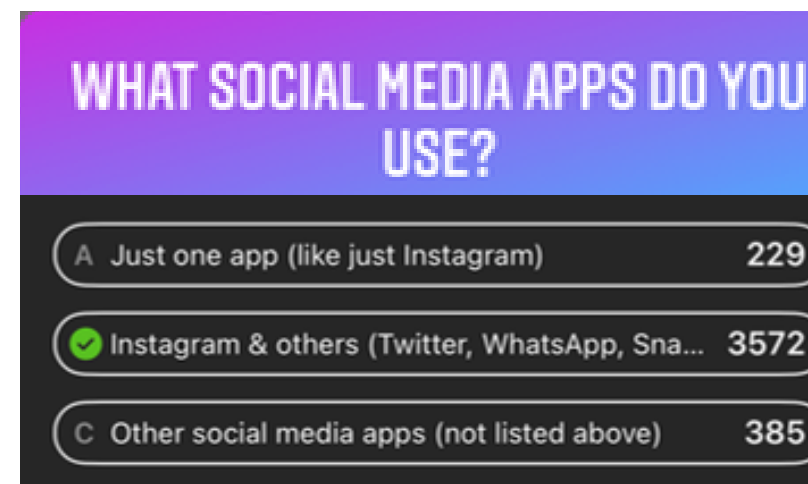
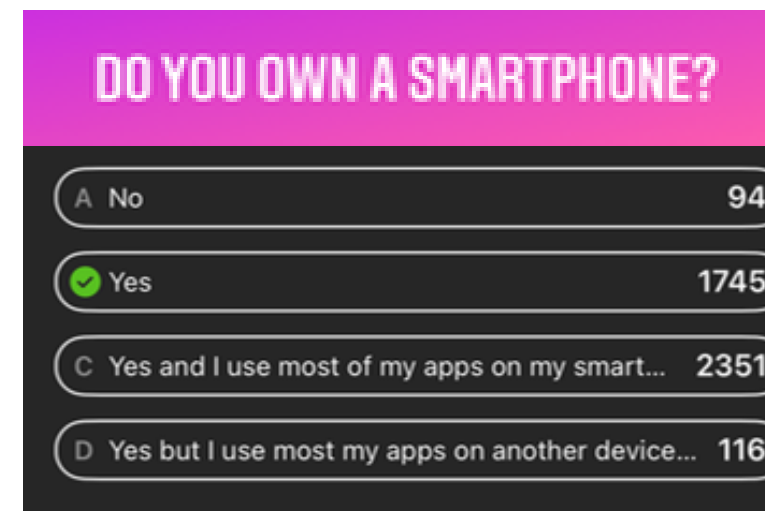
“There are only two industries that call their customers ‘users’: illegal drugs and software” (Edward Tufte)

Excessive use of social media has been linked to a distinct kind of behavioural addiction, with symptoms often associated with substance use disorders (Zendle, D. and Bowden-Jones, H., 2019)

Participants were also asked about features they wish that their current mood tracking/mental health app could do.

With overwhelming responses, users would like daily positive/**motivational** affirmations and **reminders** as well as **customisation tools** for moods so they are free to pick the faces that represent their emotion the best.

OTHER MOOD TRACKING APPS

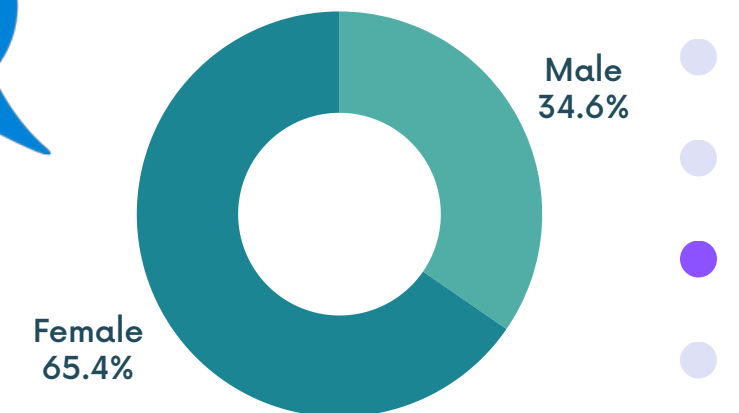


What kind of data would you want to receive when using the app for your mood

How my mood has changed like a graph plotting my highs and lows

Figure out what might be triggering it

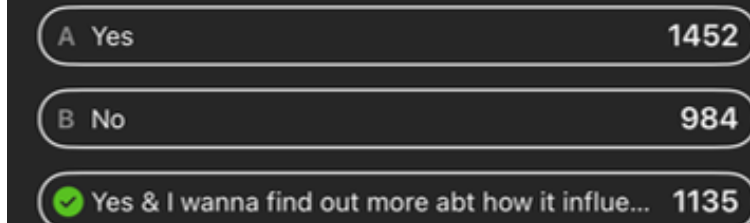
What app has the most usage on days, I'm most stressed/down/happy etc.



ayahosuliman
How it's related to stress, anxiety and low self-esteem,

aisha.kalyal
How using these apps on certain days/at certain times can affect my mood

DO YOU CARE ABOUT HOW SOCIAL MEDIA APPS AFFECT YOUR MOOD?



zam.marah
Reminder to take a break or maybe a motivational quote to get back to my grind

muneeraa.aa
Has a voicenote feature that deletes itself after I'm finished it's like venting ig



itsnotrafs
instructions on how to calm down anxiety as it comes

Name something you wish your mental health/mood tracking app could do

chunnapuriandfalooda
It only has 5 moods i want moods w/out faces cause when i pick "meh" i feel ungrateful



Questionnaires

To **justify** the features I decided to include questions about what the user would prefer in the questionnaires.

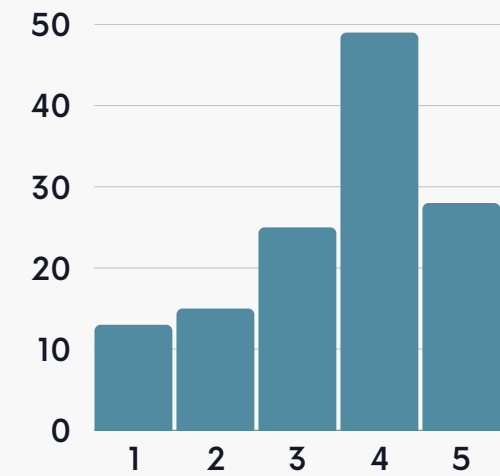
When asking the users about the **sleep tracking feature** I had found that **87%** of the users would benefit from this feature, hence why I proceeded to include it into our final product.

Similarly I asked about a **stats/analysis page** which would display a daily-yearly analysis for the user about their moods, **over 90%** agree that it would be hugely beneficial as well as most users adding that it would help with reflection, having a look at progression and overly insightful.

I also used a few **likert scales** in the questionnaire the one that I was mostly concerned about was the effect of having a **mood journal**, majority has said they felt it was close to being very important but also others had said that it wasn't a necessity.

These answers gave us the **confidence** to include all the features in the app.

On a scale of 1-5
How important is using a **mood journal** and writing down how you **feel**?
(1 being not that important
5 being very important)



On a scale of 1-5

Would you be interested in a **sleep tracking feature** to see how much sleep is affecting your day/moods?

786 votes for yes | 116 votes for no

How important is sleep tracking to you?

Pretty Important especially during lockdown.

Very much once again, it's difficult to put my phone away and sleep

WOULD YOU BE WILLING TO USE THE APP EVERYDAY TO HELP

Yes 1381 | No 270

Would you be interested in having a **drop down notification** whilst using different apps such as Instagram where it will ask you **how you are feeling** whilst using said app.

1,153 votes for yes it would be great | 192 votes for no

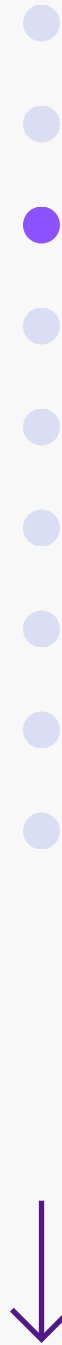
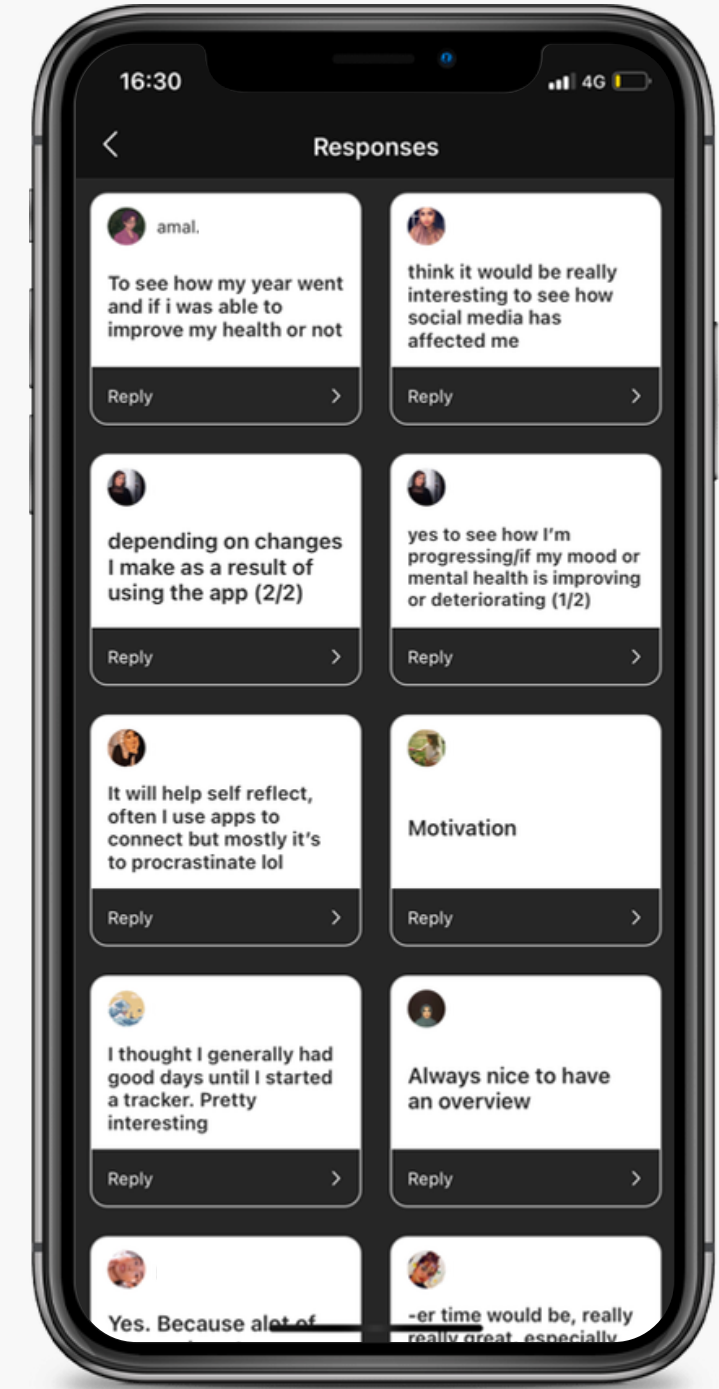
Quick response using the banner

I want to be able to control it otherwise it will feel like alot o pressure and be annoying

If yes/no why?
How would you like to log ur moods when using apps

Would you be interested in a daily /weekly/monthly and yearly **analysis** of your mood in relation to activities and app useage?

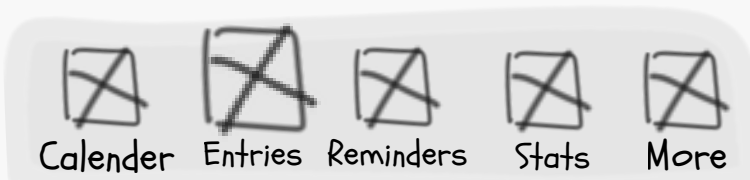
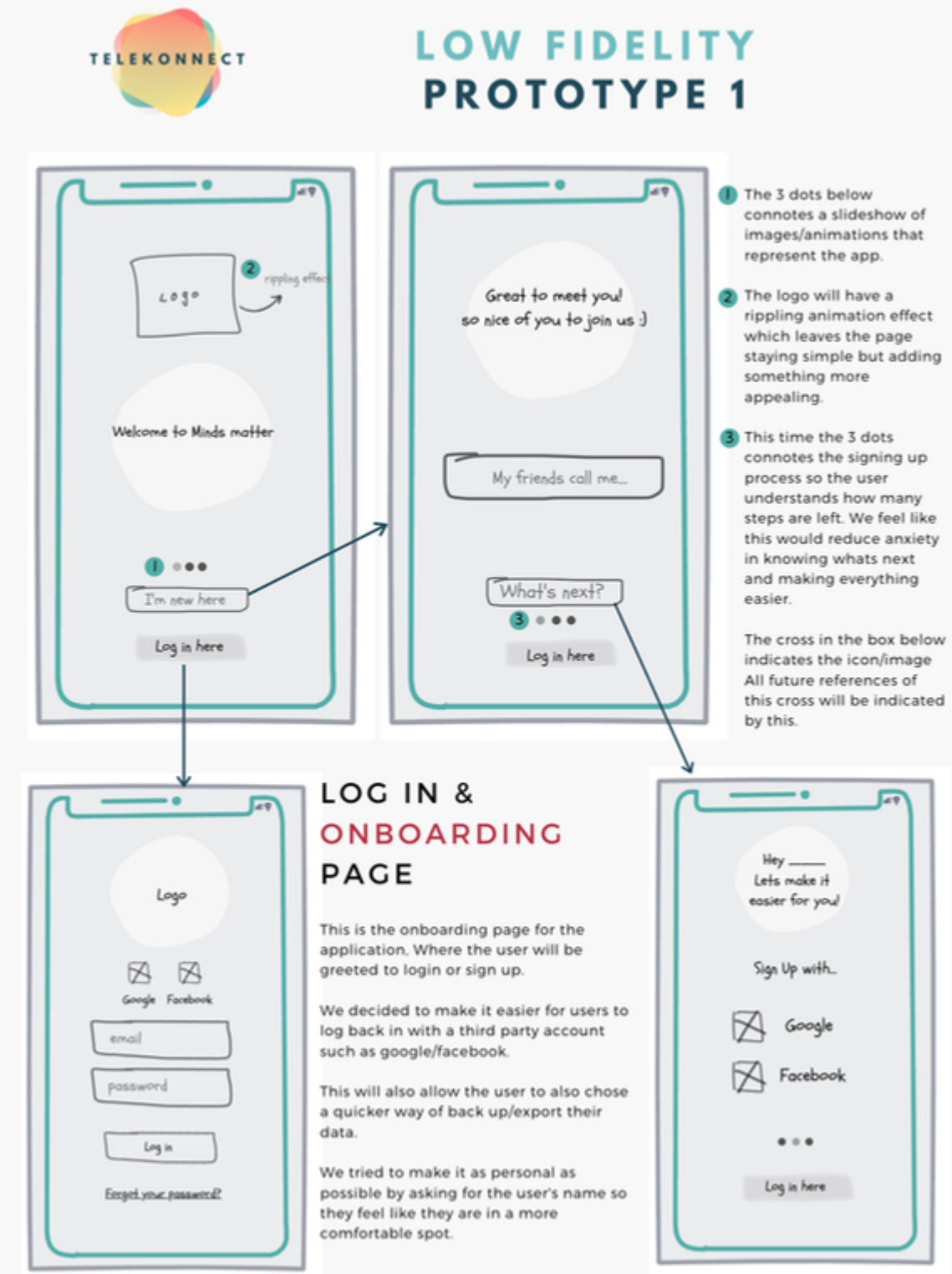
1,129 votes for yes | 71 votes for no



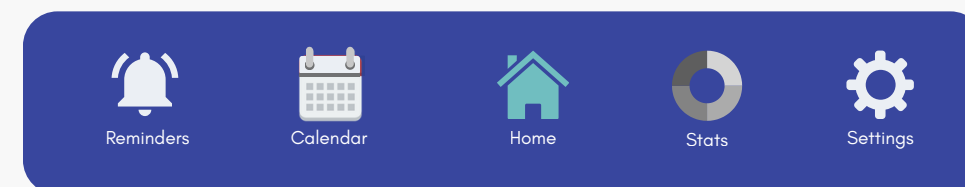


Wire frame and Low fidelity

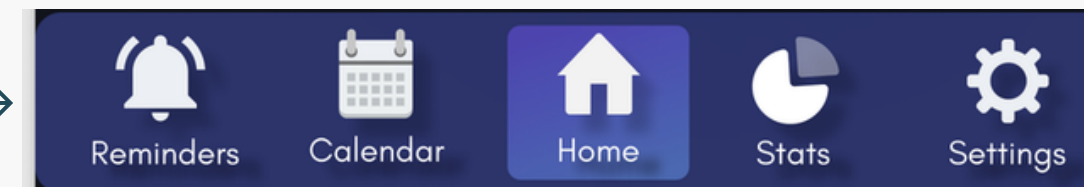
- After the initial planning of the app and the creation of the necessary documents, a low fidelity was drafted up which crucially aided us in a direction to go in once I started working on the high fidelity
- Once I had the low fidelity done I decided to go and make a few focus groups to present it.
- I decided to make some revisions to the design of the high fidelity based upon this which will be noted below.
- The biggest redesign I had was changing the menu dock order to include a homepage instead of an entries page



Wire frame



Low fidel 1



Low fidel 2





TELEKONNECT

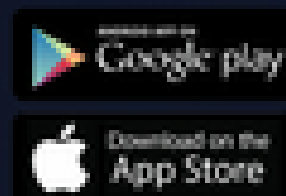
GROUP 10

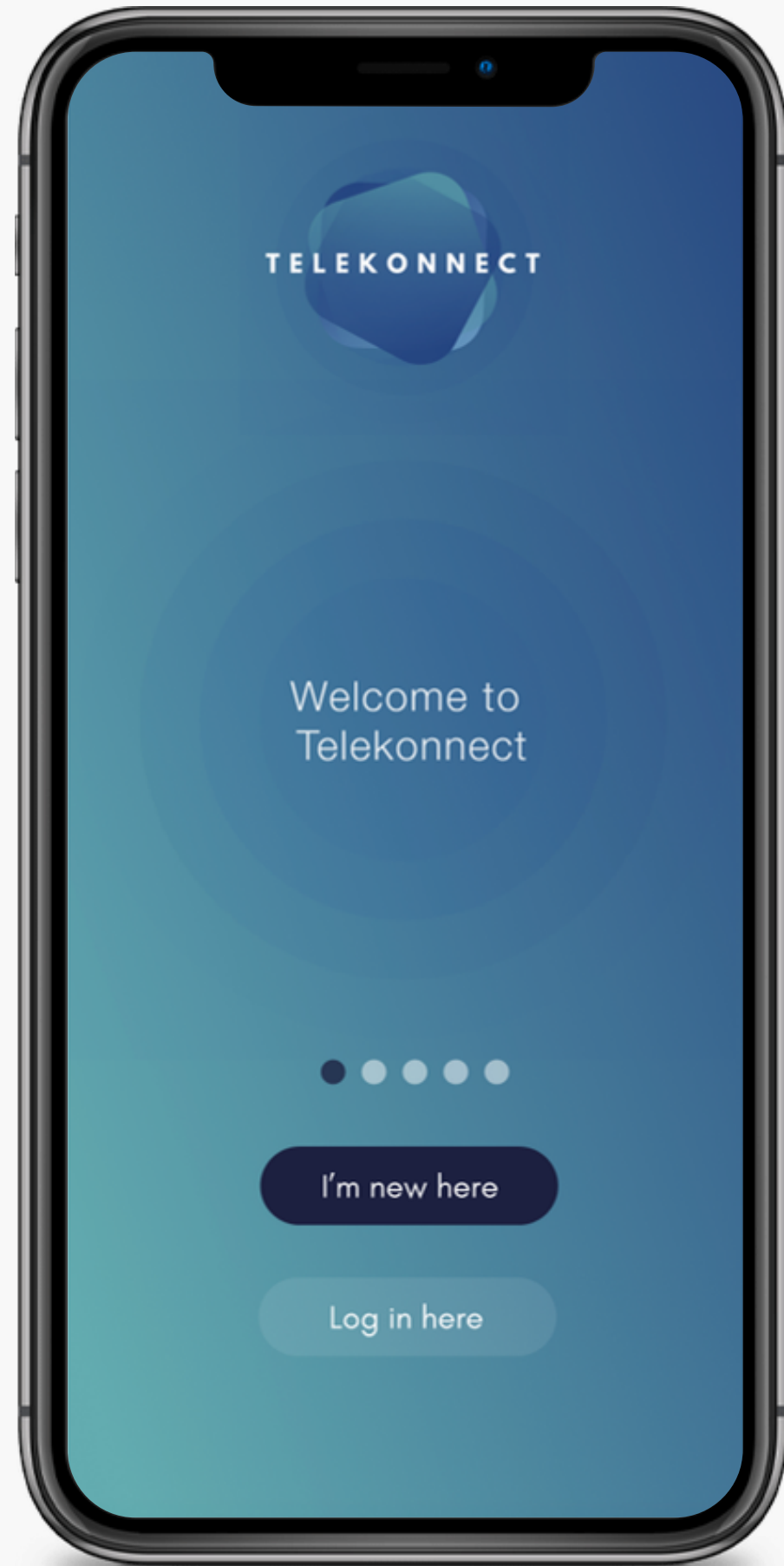
Self-Care Mood Diary & Journal App

An app that walks you through what happens in your head on a regular basis. Including a variety of tools to assist you in gaining insight into your moods.

Application by:
Dina Aziz

Goldsmiths Inc
23 New Cross Way
London SE9 012
United Kingdom





GET THE BEST OUT OF YOUR MOOD

WHAT IS TELEKONNECT?

Teleconnect is a **convenient** mood tracking and journaling mobile app with **advanced features** that utilises screen time data from specific apps to provide the user with statics on how different apps affect how they feel.

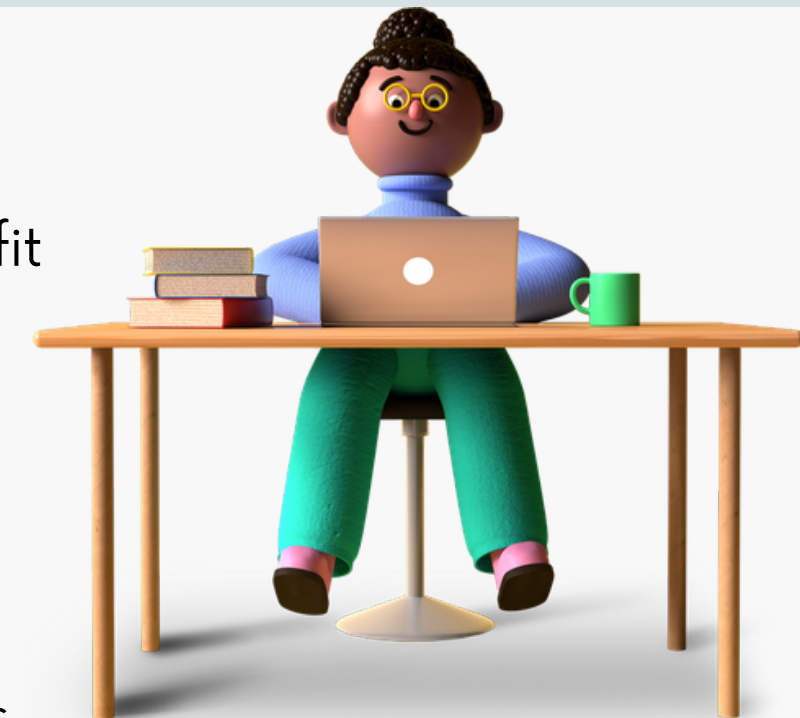
WHO IS IT FOR?

This app is for anyone who wishes to benefit from tracking their emotional health (i.e. moods).

How it works?

The definition of the app is to provide a daily/weekly/monthly/yearly analysis of how different activities can influence our mood. It has been designed to work like a calendared journal to monitor the users emotional health using features such as **sleep tracking, journal entries, app analysis** and much more!

The app hopes to open a door into tracing other symptoms of behaviour that aren't already visible.

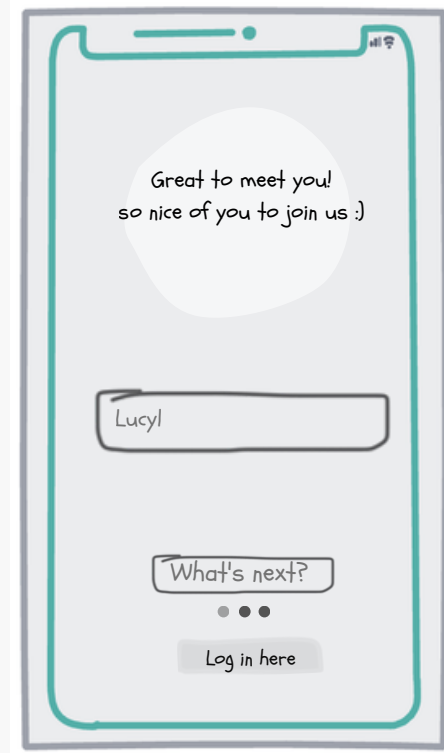


Design

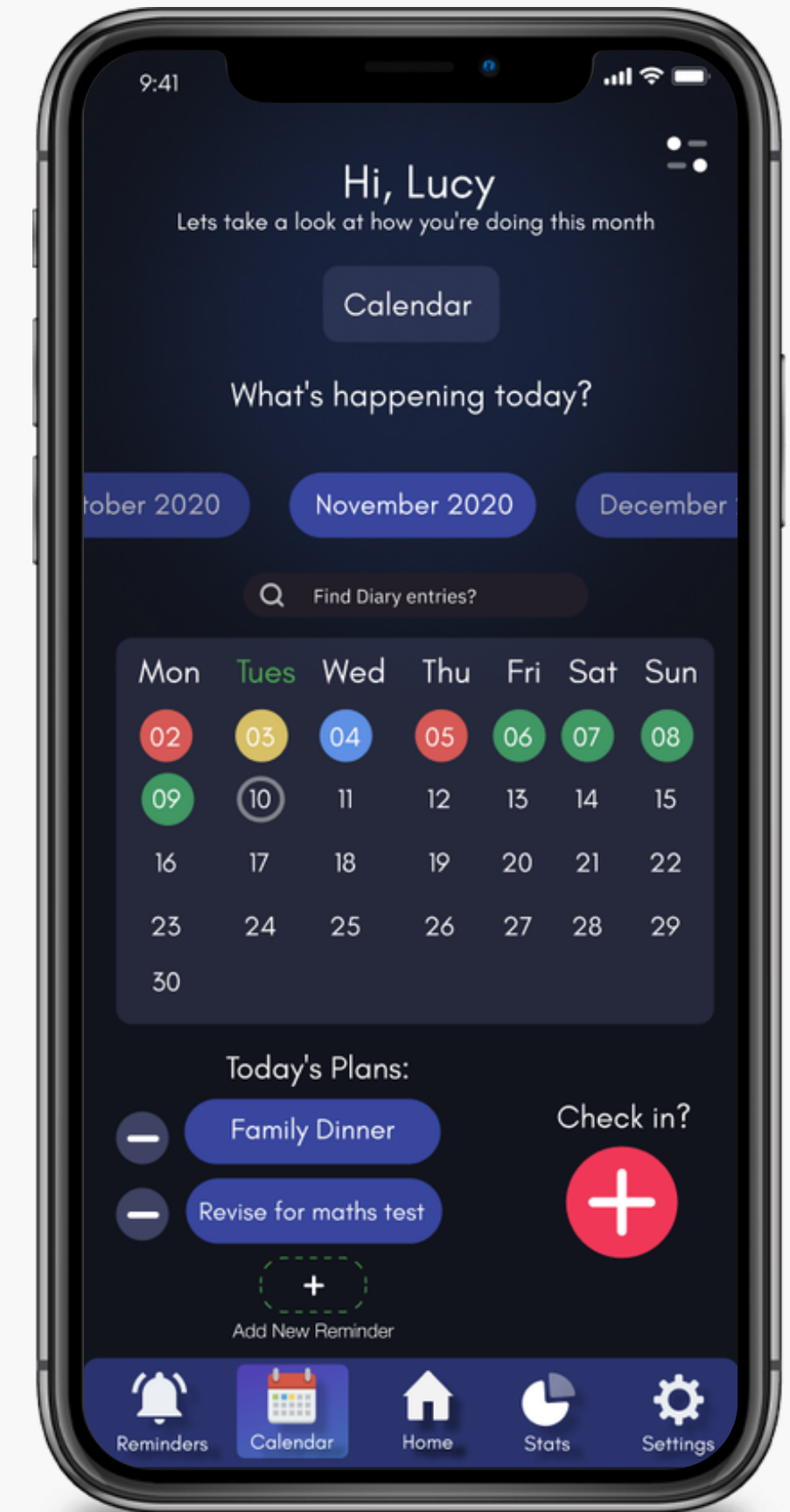
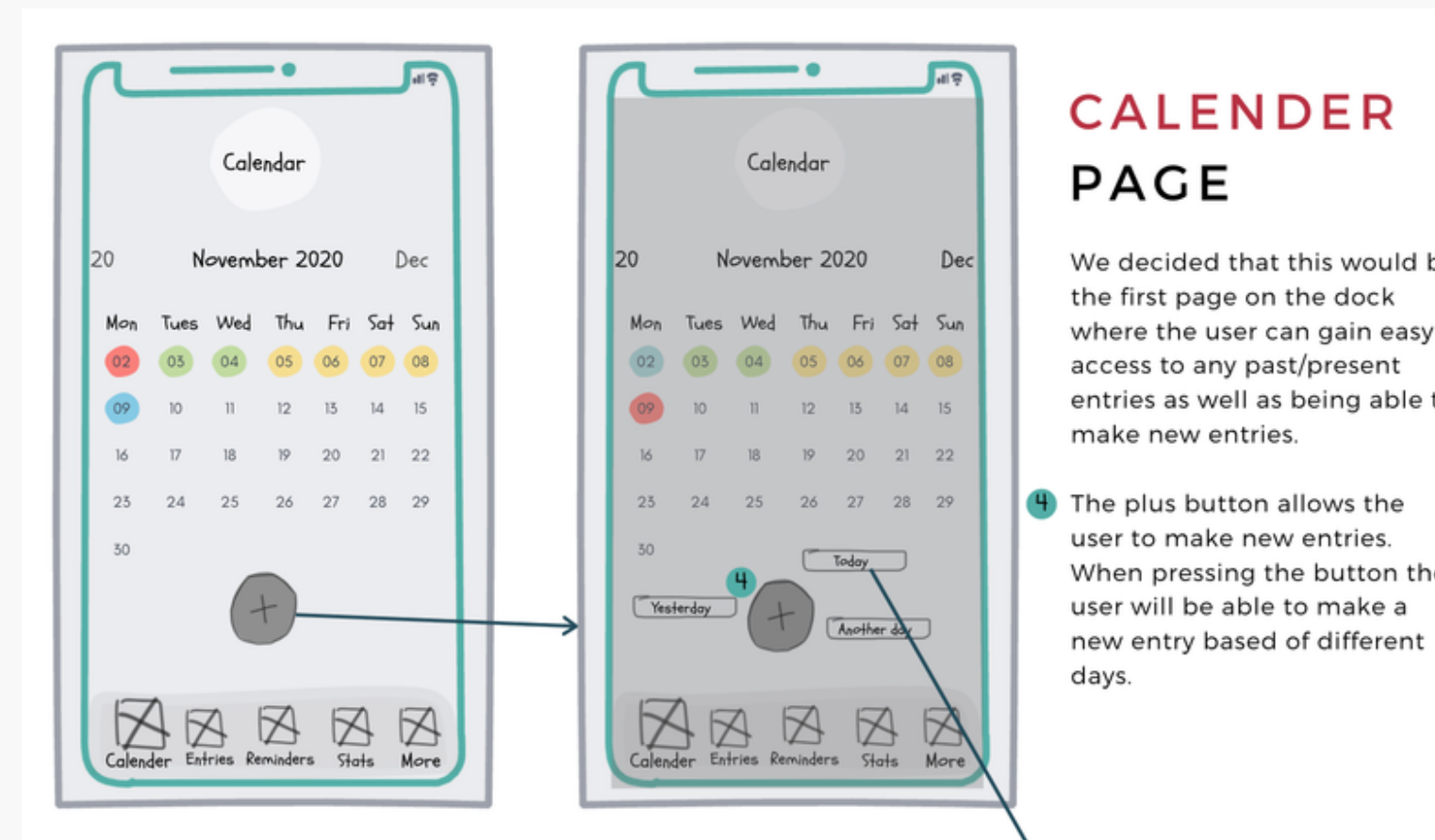
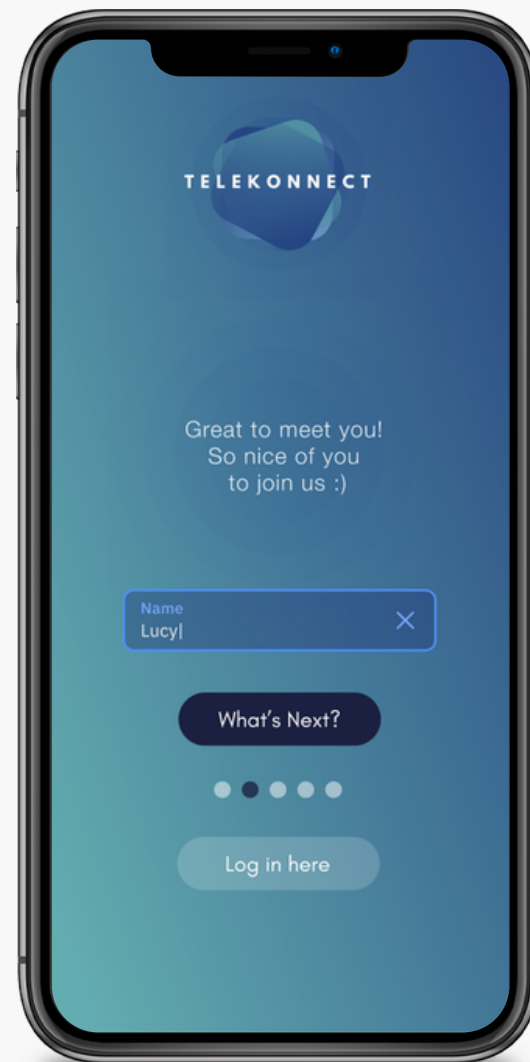
High fidelity

THE JOURNEY OF DESIGN

- Through creating two low fidelities the process of creating a high fidelity proved to be an easier task
- The tools on Canva (Canva website) significantly contributed towards bringing the design to life. Creating the second low fidelity helped in gaining an understanding of what users may aesthetically appreciate.
- The **blue background colour scheme** was used s Kaya and Epps discovered in previous studies, has a huge impact on mood, increasing nature's soothing characteristics (Kaya, N. and Epps 2004)
- The on boarding screen promotes a tranquil appearance with an mp4 "puddle" effect beneath the logo
- The calendar page fulfils the user's demand of giving a monthly insight into moods by allowing the user to establish their own schedule through "Today's plans," see prior entries, and check in their mood



Low fidel for onboarding page



Functional Design

HOME PAGE

The landing page for the user when they first sign up to the app as well as when they open the app.
The user can edit and add their own **widgets**, access **mood check in**, recent entries, help page, and so much more!
This page also displays the "**streaks**" which focuses on how many journal entries they have achieved.

ENTRIES PAGE

This page looks at all the current entries that the user has submitted. The user can:- Switch through different months- Check in with how they're feeling- Get a small overview of what they did that day

This user target was met via the customisable mood icons

chunnapuriandfalooda
It only has 5 moods i want moods w/out faces cause when i pick "meh" i feel ungrateful



This user target was met via the "breathe" widget.

itsnotrafs
instructions on how to calm down anxiety as it comes

Functional Design

STATS PAGE

Access to daily, weekly and monthly reports displaying the data collected by the app. Ensuring clarity and sensitive representation of the user's data.

The user is also able to look at:

- App analysis which shows the user what each app is making them feel through out the week, more data is shown when the user selects "show more"
- Their sleep tracking data over the past week/average/day/month etc
- Frequently Together - this looks at the activities that the user was doing when they felt a certain mood. -Breakdown of how long they were using each app for. -Many more features!



zam.marrah
Reminder to take a break or maybe a motivational quote to get back to my grind

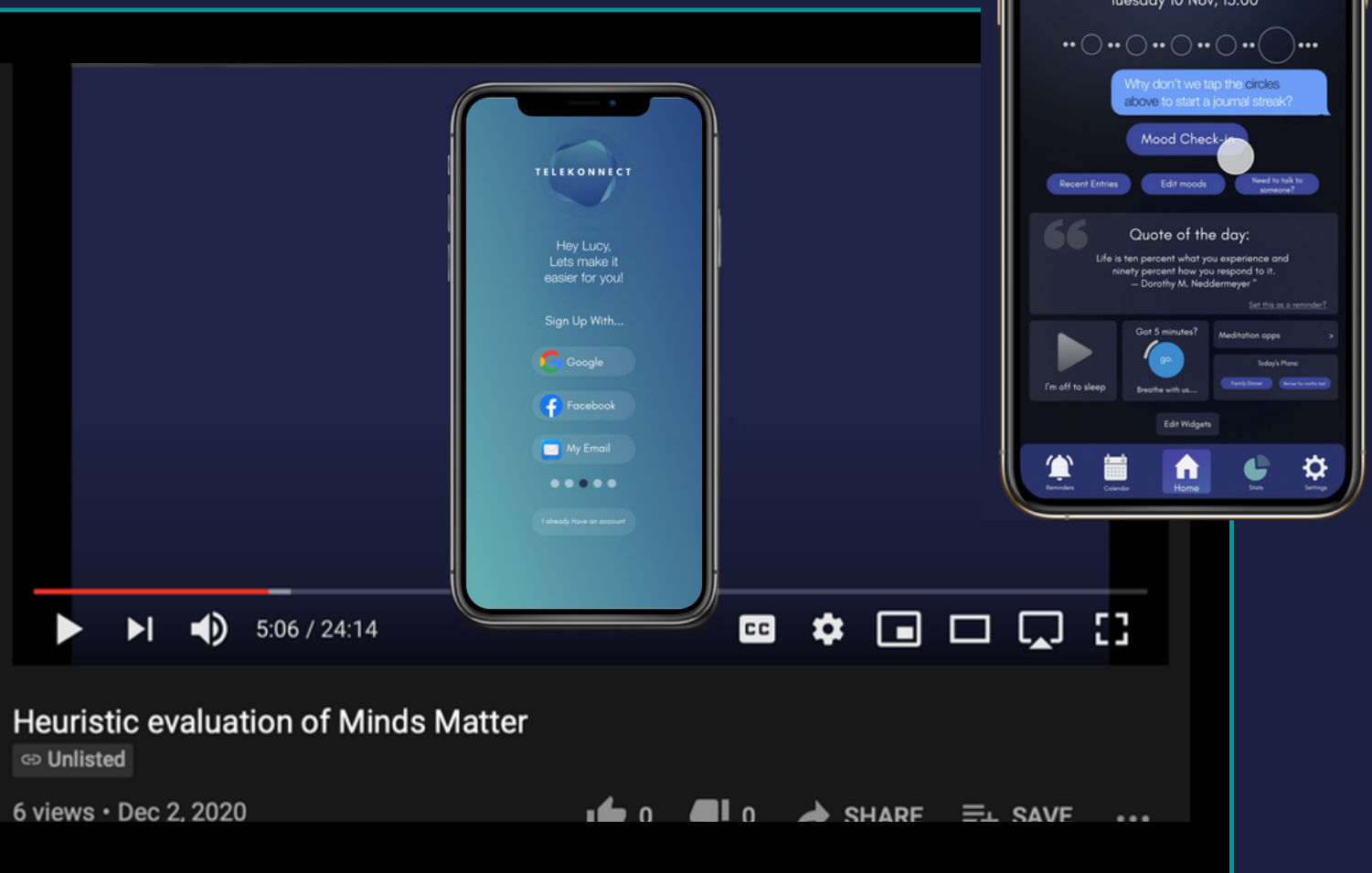
This user target was met via the control app notifications page.

REMINDERS PAGE

The reminders page allows the user to customise when and how often they get push notifications regarding app tracking as well as choose which apps it applies to.



Heuristic Evaluation/User testing



- After designing the high fidelity prototype I managed to get some user testing done then, I reached out to various age demographics and managed to get a senior web designer to do a heuristic evaluation.
- The participants ranged from 18-55, each member of the group focused on different age groups. There were standardised controls to ensure the best results.
- A portion of the feedback received was implemented directly into the high fidelity, majority of the feedback can be found on my word press blog however, some of the implemented comments include
 - "to make buttons bigger or to include a setting that helps everything appear larger" - 54 year old woman
 - "to simplify the homepage" - 54 year old woman
 - "include a short tutorial just for the homepage" - 34 year old man
- Not all changes could be implemented due a rather in-depth heuristic evaluation from some users.
- Positive comments include:
 - "The widget feature is really cool and allows me to do things all in one place without having to leave the app, very inclusive"- 16 year old
 - "its pretty straightforward and easy to use, the design is very well planned and incredibly thoughtful" - 23 year old



REFLECT



Can social networking apps like Instagram and Tik Tok be responsible for causing a drastic vicissitude in the emotional health of users during the isolation period of a global pandemic?

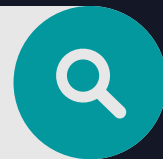
- Determine if Instagram and Tik Tok are responsible in causing a negative change in the mental health of users
- Understand of the consequences and benefits of social media from both a literature stance as well as user point of view
- Understand why and what users utilise social media for during a pandemic
- Understand the what unpleasant thoughts/anxiety-like behaviour is triggered through the use of Instagram and Tik Tok
- Develop viable strategies and solutions with users for the negative consequence faced
- Allocation of time for data collection from end users should've been done prior as it ended up being a set back (due to lack of data).

With the knowledge I have gained in proving that apps like Instagram and Tik Tok be responsible for causing a drastic vicissitude in the emotional health of users during the isolation period of a global pandemic, I hope to implement this app and benefit users world wide.



Thank you

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