PROBLEM

How might **mainstream Social Media Users** be better educated about what data is stored and how the data is used so that they can be more **aware and intentional of what they post online?**

WHAT DO WE DO?

Visualize
We provide interactive visualizations (GroupMap, BarChart etc.) from user's personal data based on their interactions on Social Media.
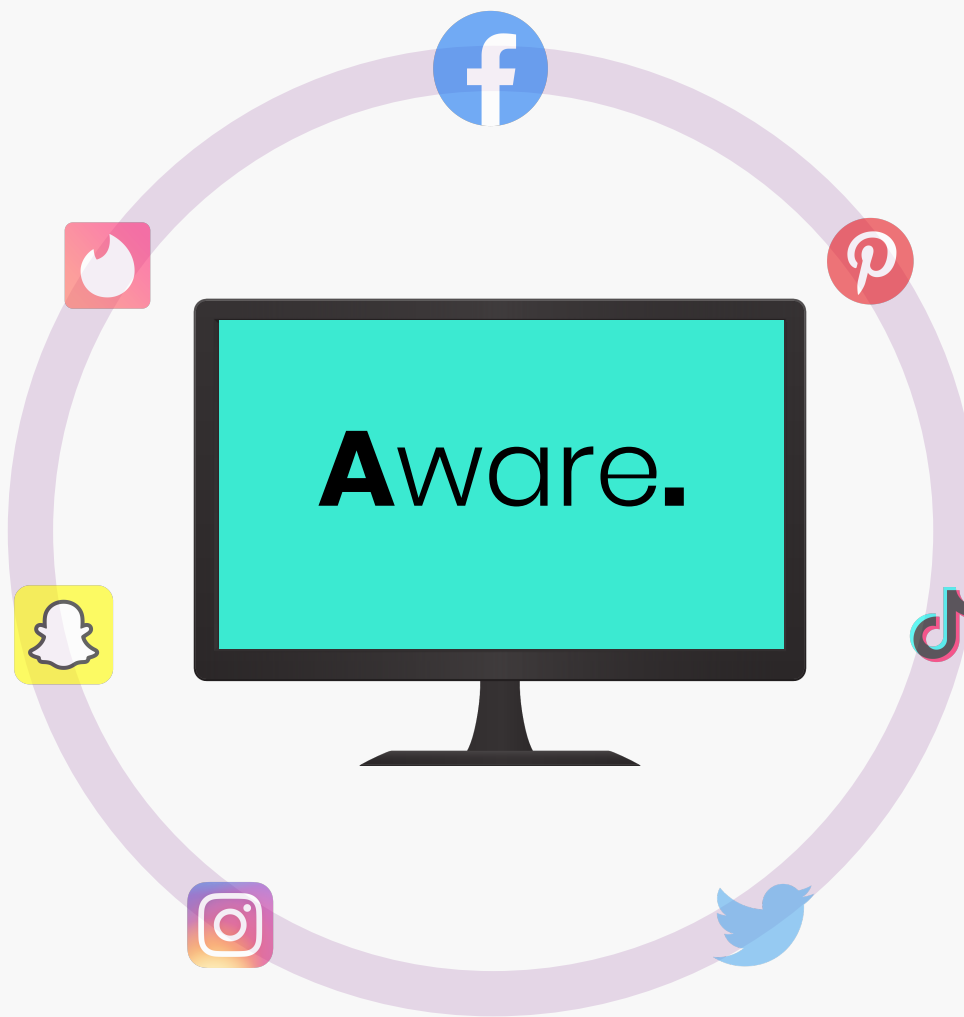
Analyze
SMART goals so that users can instrospect on their social media behaviour and be more mindful about what personal data is being collected.

Safe
All of our processing occurs in real-time. We do not keep a record of or save user's perosnal data. We only use the data to display the visualizations

Aware.

Being aware about your online behavior starts here.

VALIDATIONS

86%
responded
"Never tried/known about downloading personal data from social media websites"

41%
responded
"Intimidated to see the data they have on me"

73%
responded
"I would love to know more about the data they have on me."

93%
respondants wished to see their data represented in a comprehensive manner instead of raw format.

86%
of the people wanted to take action and be more aware about their online behavior.

GOALS

..to educate users about insights that can be collected from their data through interactive visualizations

HOW DO WE DO IT?

1

First, the user is asked to download their FaceBook data. Instructions on how to download this data is provided.

2

The user is then prompted to attach multiple files from their facebook data

3

Our application takes in this data and wrangles it in order to display various visualization specific to the user's data. The D3.js library is used to create the visualizations.

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