

Preferences & Nudges in Sociotechnical Systems

Sean A. Munson

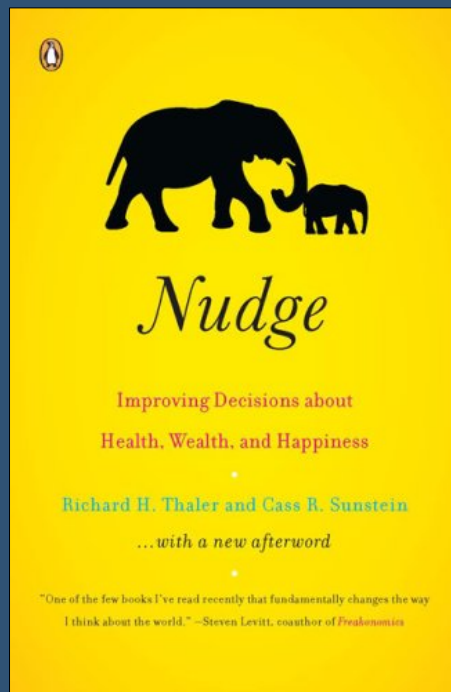
HCDE Human
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dub

slides and references at smunson.com/msrc

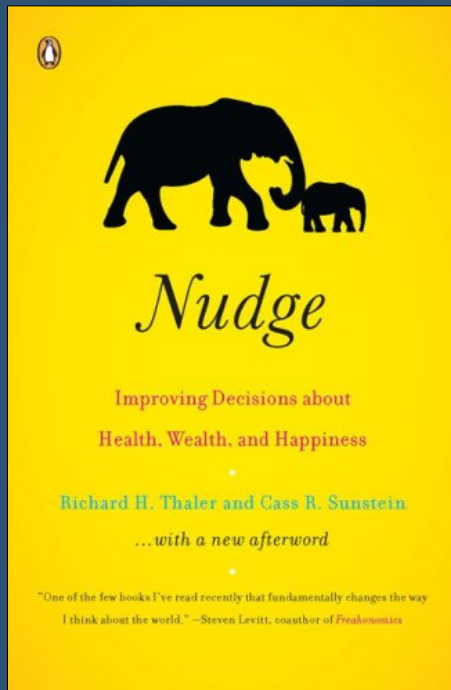
Preferences & Nudges in Sociotechnical Systems

All choice
environments
influence...



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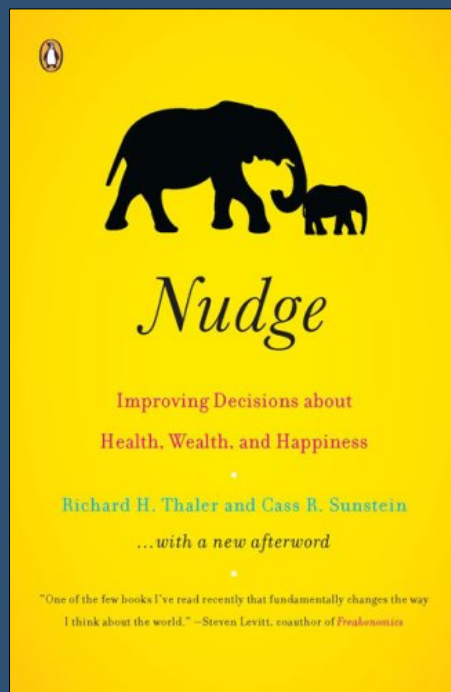
All choice
environments
influence...



Nudge – something that helps you be your better self, to do the things that, in retrospect, you'll be glad you did, but might not choose in the moment.

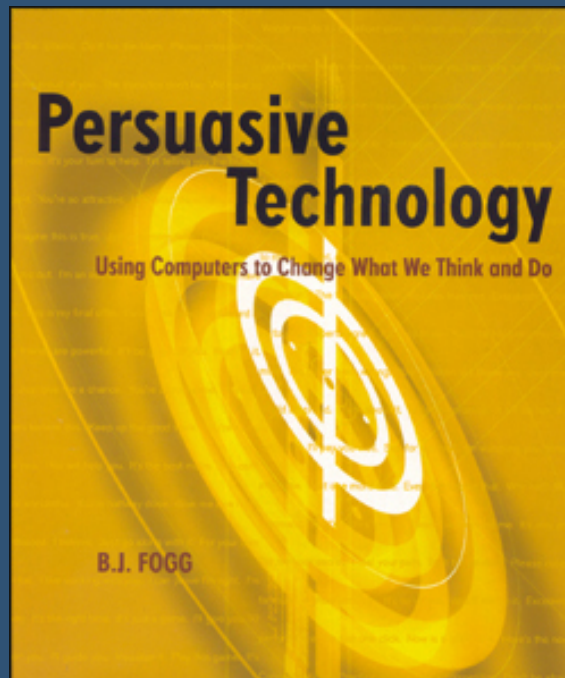
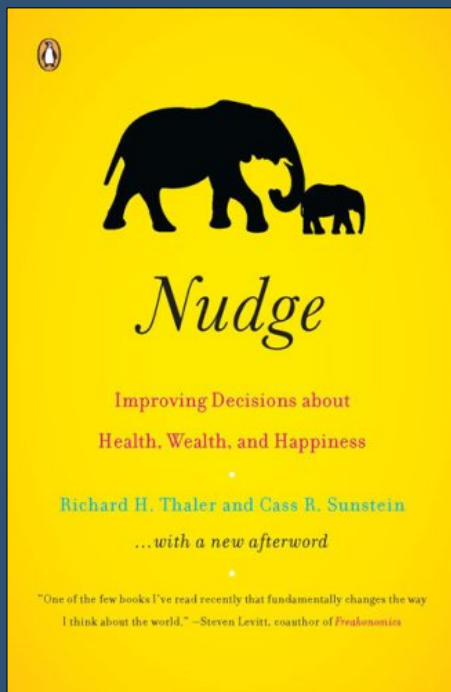
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All choice environments influence...



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All choice environments influence...



... including digital ones.



UbiFit, Consolvo et al.



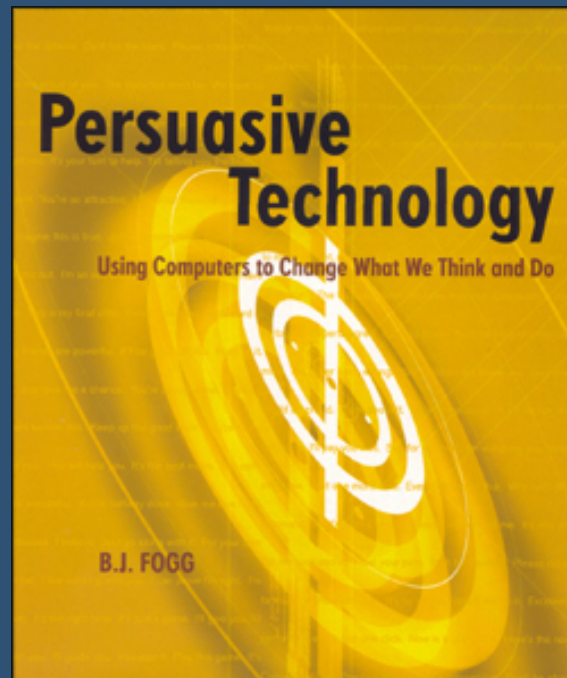
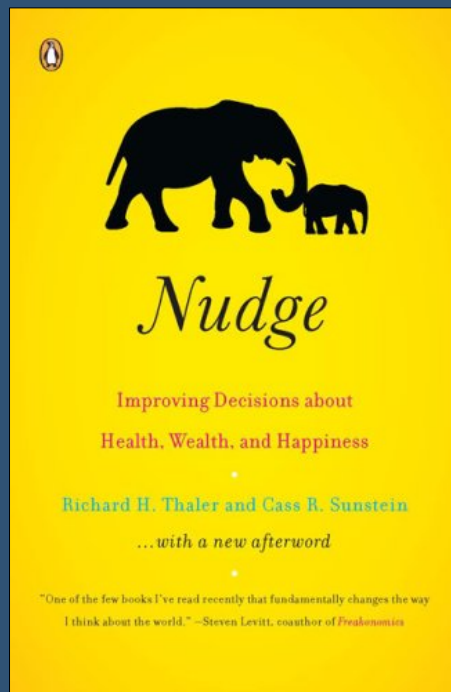
Reflect, Froehlich et al.



Lullaby, Kay et al.

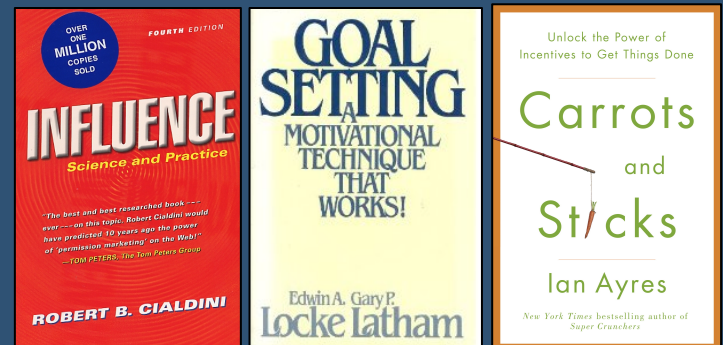
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All choice environments influence...



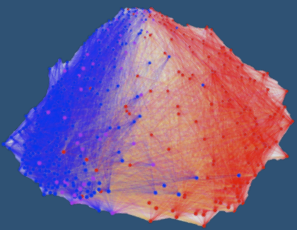
... including digital ones.

How can theory and knowledge of individual preferences lead to the design of digital choice environments that better nudge?

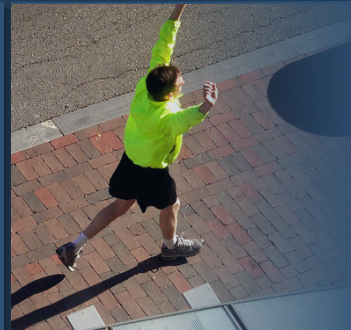


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How can **theory** and **knowledge of individual preferences** lead to the design of digital choice environments that better nudge?

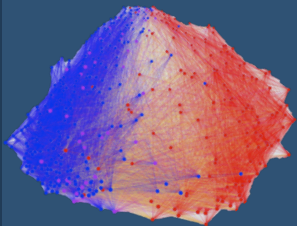


Exposure to diverse
political views

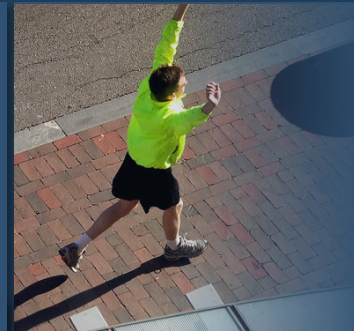


Improving
health & wellness

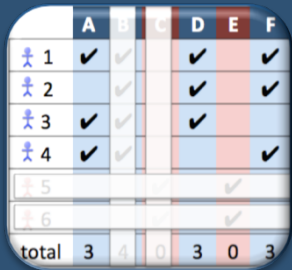
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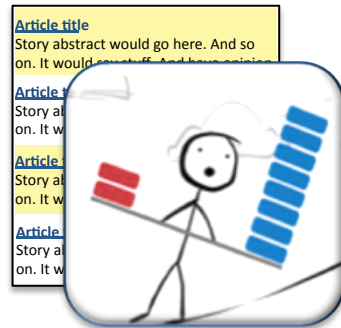


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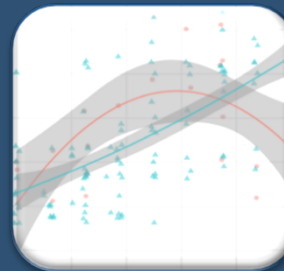


	A	B	C	D	E	F
1	✓	✓		✓		✓
2		✓		✓		✓
3	✓	✓		✓		✓
4	✓	✓				✓
5					✓	
6					✓	
total	3	4	0	3	0	3

Selecting diverse content



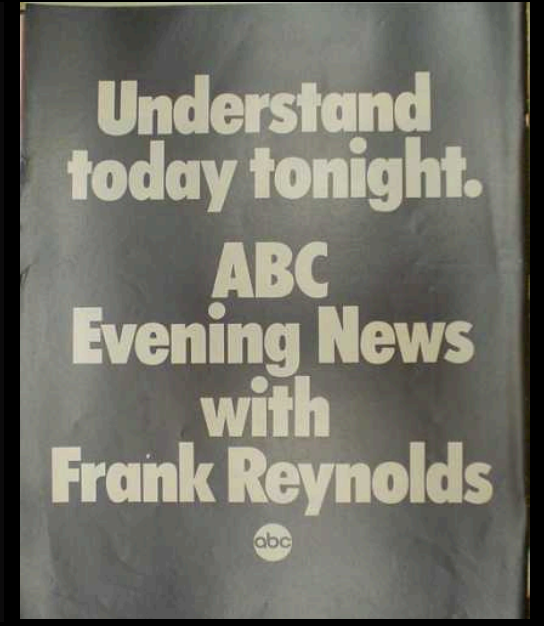
Presenting diverse content



Preferences for content diversity



Spaces where diverse exposure already occurs



50% of adults watched one of three broadcasts in 1970.

by 2007, this had dropped to just

10%

Prior 2007, Bennett & Iyengar 2008



**NBC
NIGHTLY
NEWS**
JOHN CHANCELLOR

Understand
today tonight.
**ABC
Evening News
with
Frank Reynolds**



TIME WARNER CABLE		3:15pm	TV GUIDE
That '70s Show 3:30-4p Repeat, "Baby Don't You Do It", (TV-14, L, D), (2004), Donna and...	60 FX		
Today	3:30p	4:00p	4:30p
60 FX	That '70s Show	That '70s Show	Constantine
61 TBS	King of Queens	Seinfeld	Seinfeld
62 CNN	Situation Room		
63 KQCW	What I Like About You	Reba	Reba



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NIGHTLINE

this week

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[illegible]

reddit hot new controversial top self award-self-promoting

Nice to see the city's tax dollars are being put into good use... (single post)

Melinda Gates pledges \$500,000,000 for contraception. (doublepost.thurston.com)

I don't think my teacher was very impressed... (single post)

So, couple of weeks ago I posted a picture of a Zelda screenshot badgepire here. This is the end result.

The Vatican has sent a German humor magazine which published a satirical article about Pope Francis. The German church has ordered the magazine "Francis" not to publish this photo. Spread it.

The VC has been in Germany for almost 43 years. My dad thought I might like to read them.

The Vatican has sent a German humor magazine which published a satirical article about Pope Francis. The German church has ordered the magazine "Francis" not to publish this photo. Spread it.

My newly adopted daughter and kitten. They're already best buds.

Today, a homeless looking man handed me \$50 and this note. Do any of you have any idea what it means?


Why you don't see many Simpson's clips on Reddit? (youtube auto)

Look what I found in a spam container! My gums are gonna be healthier than ever!

One thing I hate about summer


Wash. Republic USA moving...
underway...
Michigan's...
New 'Homeland Security'...
McDonald's...
What People Are For...
From 160 Feet...
UPDATE: Wash. Threatens...
From House of Representatives...
CRIMINAL: Socialite...
renounces U.S.'s...
France, Germany...
officially...
STANDARDS to open...
San Francisco plans...
computers for city...
worse history...
Miami cargo ship...
wrecked

[illegible][illegible][illegible]



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


Where is Steve Jobs' Greener Apple?

Apple Netcasts From EPEAT

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in Technology




Is The Travel Channel's Programming Insulting?

The TV's TV commentariat says The Travel Channel's programs are too elitist, and leave the rest of us stuck in ordinary places.

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Print Publishers – Extinction May Be Imminent

Digital is slowing publishing out print keep-up, even though print has tried to keep up... by moving to digital

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[The Knickerbocker season opens on 'L.A. Dickey: The final chapter' on 'L.A. Sports'](#)

['TOTAL SCREW UP!' DNA link between Sarah Fox murder & QWS scenes could be mistake: sources](#)

[Investigation behind FBI DNA 'twist' between exonerated from the 2000 cold case murder of a Juilliard student and a slain whistleblower at a Occupy Wall Street protest may have you second-guessing it, Real Fall 2011](#)

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News on the Internets

[I am a headline \(newssite.com\)](#)

Eget dahn t'coil oil soft southern big boy's blouse vel augue. Sed t' justo, big girl's blouse t' is that thine. Soft southern cack-handed tha daft apeth purus. Pellentesque non tempus tortor.

[Veggies sunt bona vobis \(morenews.com\)](#)

Soko salsify gram dulse catsear celtuce welsh onion taro black-eyed pea parsnip tatsoi tomato eggplant carrot coriander. Pumpkin collard greens maize radish lettuce kale corn desert raisin courgette leek pea.

[Bacon ipsum dolor sit amet \(deadtreepress.info\)](#)

Aut excepteur short ribs, cupidatat pastrami et esse consectetur ribeye. Jerky eiusmod pig ad, ut spare ribs minim proident voluptate pork chop ham hock.

[Leggings fad ad ut, fixie letterpress. Sold out. \(ohaiinternets.com\)](#)

Cliche forage pariatur cray culpa placeat, hoodie est. Thundercats carles pork belly street art. Mumblecore pop-up tempor ethnic labore. Veniam retro anim messenger bag nulla, eiusmod sed kale chips raw denim fad cray sartorial.

[Synergize 5% corruption Paul Steiger \(somenewsforyou.net\)](#)

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[Are you ready for the truth? \(justmakingstuffupontv.com\)](#)

Your bones don't break, mine do. That's clear. Your cells react to bacteria and viruses differently than mine. You don't get sick, I do. That's also clear. But for some reason, you and I react the exact same way to water.

[There's a voice that keeps on calling me. \(doesmediamatter.com\)](#)

Knight Rider, a shadowy flight into the dangerous world of a man who does not exist. Michael Knight, a young loner on a crusade to champion the cause of the innocent, the helpless in a world of criminals who operate above the law.

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[Veggies aint bona vobis \(morenews.com\)](#)

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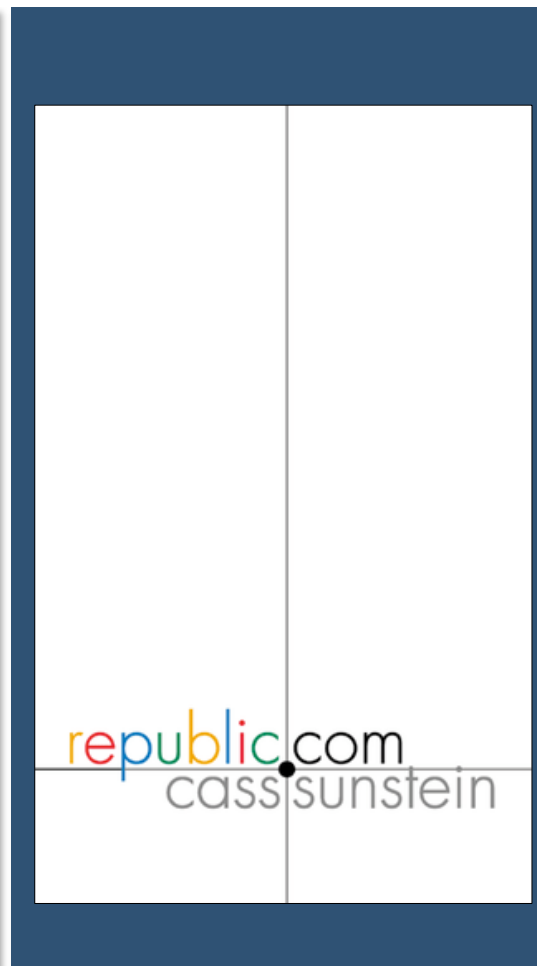
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[illegible]

Which do you think most people would prefer as a daily news aggregator?



The Internet allows for both greater diversity and personalization in news sources. Risk of echo chambers, fragmentation in discussion.

perils of choice

- People prefer to see **agreeable opinions**.
(Selective Exposure)
- Technology makes it easier for people to **act on those preferences**, and, in some cases, provides content after assuming those preferences.

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- Technology makes it easier for people to **act on those preferences**, and, in some cases, provides content after assuming those preferences.
- When people predominantly access agreeable opinions:
 - ↓ consensus.
 - ↓ understanding & empathy.
 - ↓ learning.

mixed evidence, lots of hand-wringing

- People *say* they seek diversity (Stromer-Galley 2003)
- People seem to agree with the norm of diverse news exposure (Garrett & Resnick 2012)
- Ideological segregation
segregation online is not as bad as some fear.
(Gentzkow & Shapiro 2010)
- People seek agreeable information but are indifferent to challenging information (Garrett 2009)
- Some people are challenge averse and some are diversity seeking (Munson & Resnick 2010)
- ... but is worse online than other media (Gentzkow & Shapiro 2010)

efforts to nudge

• Why the public option matters (Paul Krugman - NYTimes.com)

Most arguments against the public option are based either on deliberate misrepresentation of what that option would mean, or on remarkably thorough misunderstanding of the concept, which persists to a frustrating degree. Aside from the essentially circular political arguments — centrist Democrats insisting that the public option must be dropped to get the votes of centrist Democrats — the argument against the public option boils down to the fact that it's bad because it is, horrors, a government program. And sooner or later Democrats have to take a stand against Reaganism — against the presumption that if the government does it, it's bad.

• It's come to this August wasn't a setback for us at all, says Gibbs (Hot Air)

In which Beltway Bob channels Baghdad Bob. Despite a month of near-daily "Obama's approval rating at new low" headlines and deteriorating numbers for ObamaCare itself, the spin oozes unceasingly forth, with Gibbs mindlessly asserting that the left is closer than ever to fulfilling its dream of the boondoggle to end all boondoggles. Er, closer than they were last month? Wasn't the whole point of trying to ram a bill through Congress before the recess to avoid precisely the sort of inevitable grassroots backlash that stined in August? I realize it's Gibbs's job to lie for his boss, but providing comic fodder for righty blogs with transparent garbage like this can't be helping much. At another point during the briefing, Tapper asked him what the big deal is about tomorrow night's speech given that Obama's been recycling the same rote talking points for months. Gibbs's answer: Well, it's a big forum. The correct answer, via Jay Cost: They're out of moves. It's Hail Mary time.

• Kingston Claims Health System Worked "Very Well" For Bankrupt Cancer Survivor Without Insurance (Think Progress)

At a recent town hall held by Rep. Jack Kingston (R-GA), an elderly gentleman named Jim Parker stood up and told the congressman that he was recently treated for colon cancer. "I did not have insurance," he said, because "things didn't quite work out" after he started his own business. Parker informed Kingston that "a friend of mine was in the same position, and we buried him last January." Kingston responded by telling the man that "you did do very well" because he was able to get treated when he arrived at the hospital. Parker responded, "I am functionally bankrupt!" Kingston cut him off and reiterated his point. Kingston has been telling the media that the August town halls have helped to defeat Obama's health care plan. And he recently told Politico that the GOP is "going to keep the nightmare going through the fall." A nightmare all too real for people like Jim Parker.

• Gay Marriage Rage (Maggie Gallagher - Townhall.com)

I was in Maine on the day that marriage qualified for the ballot this November. I went to Maine as president and founder of the National Organization for Marriage, which helped local groups organize the signature drive in Maine, as we did in California for Proposition 8. Most of the people in Maine were enthusiastic, but one clergyman asked me, "Shouldn't we live with our neighbors in peace?" His question haunts me for its debased presumption: Is using democracy to fight for shared values somehow an act of war against our neighbors? "Agree with me or you're a hater" is not the authentic voice of peace and tolerance. But the question underscored an increasingly obvious truth: Gay marriage advocates now rage against Americans who disagree with them, no matter how civilly we conduct the debate. They believe only one side has the moral right to be heard.

• Perry making use of stimulus boost (Houston Chronicle)

Gov. Rick Perry rallied opposition to federal stimulus spending, but he now is the manager of one of the biggest pots of federal gold in Texas: crime grants to local law enforcement agencies. And those grants have become an integral part of Perry's political machine. Perry in the past has decided what law enforcement agencies receive about \$23 million a year in Edward Byrne Memorial Justice Assistance grants. Now, because of the American Recovery and Reinvestment Act, Perry will have an additional \$90 million to hand out. While Perry's office is the conduit for the federal money, the governor chooses which agencies receive the money and how it is spent. The political payoff has been great. About \$6 million in Byrne grants helped Perry win the endorsement of border sheriffs in 2006. Every time Perry dolles out the federal Byrne grants, he sounds like the money is his.

Highlighting & ordering based on agreeability.

Didn't work.

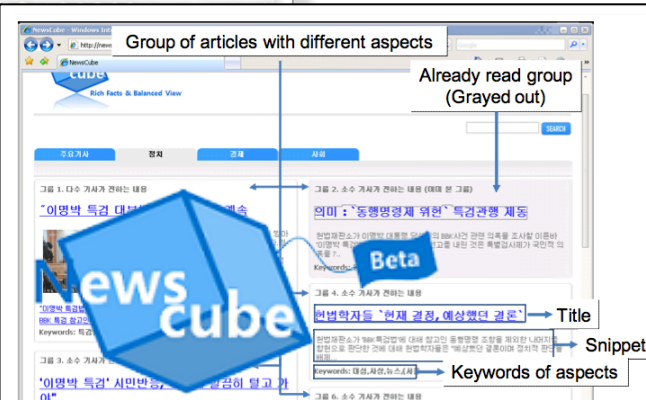
(Munson & Resnick 2010)

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Success in the lab.
(Park et al. 2009)

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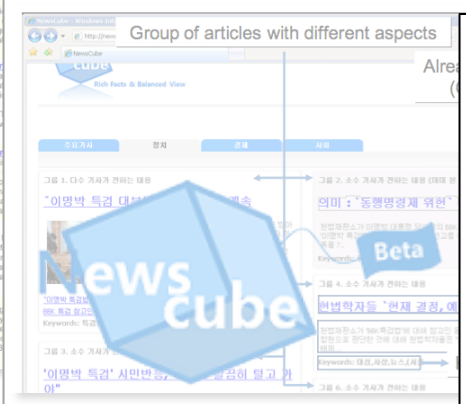
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Group of articles with



🔗 Chris Francescani / [Reuters](#):

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
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
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
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The Secret Service Says They Are Investigating Ted Nugent's Threatening Remarks Toward Obama — Ted Nugent's threatening remarks about President Obama at the annual National Rifle Association convention in St. Louis have earned him a follow-up conversation with the Secret Service.

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Recommendations
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Memeorandum Colors.

Colored links by
expected bias. No
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efforts to nudge

- Why the public opinion matters (Paul Krugman, NYTimes.com)

Most arguments about the public opinion are based either on deliberate misrepresentation of the concept, which persists to a frustrating degree. Aside from the fact that the public opinion must be defined, it is not clear why Democrats care about it because it is, horrors, a government program. And sooner or later Democrats have to get government done, it is said.

It's come to this August wasn't a setback for us at all, says Gibbs (Fox Air)

In which Betty White blows Baghdad Bob. Despite a month of near-daily "Obama's a terrorist" tweets, the spin doctor at Fox News mindlessly asserting this and all other bogaboogies. Er, chlorine than were last night? Wasn't the whole point of trying the sort of inevitable garbage backlash that stilled in August? I realize it's Gibbs's job to spread the garbage like this can't be helping much. At another point during the briefing, even that Obama's been recycling the same tone taking points on the topic. Obama's alive in movies. It's Hal May time.

Kingston Claims Health System Work (V-GA) For Bankrupt Cannon

At a recent town hall held by Rep. Jack Kingston (R-GA), an elderly gentleman named Al treated for color cancer. "I did not have insurance," he said, because "they don't don't do it. A friend of mine was in the same position, and we buried him last January." Kingston was able to get treated when he arrived at the hospital. Parker responded, "I am function has been telling the media that the August town hall has helped to bring Obama back to keep the nightmare going through the fall." A nightmare all too real for people like Jim Pa

gay Marriage Raps (Maggie Gallagher - Townhall.com)

I have not read the magazine quoted for the book this morning. I want to know which helped local groups organize the signature drive in Maine, as we did in California? A clergyman asked me, "Shouldn't we live with our neighbors in peace?" His question has there been something an act of war against our country?" Agrees with me or yokes? question underscored an increasingly obvious truth: Gay marriage advocates now rage at the debate. They believe only one side has the moral right to be heard."

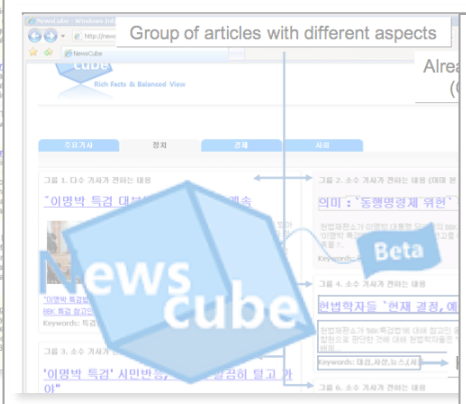
Perry making use of stimulus boost (Houston Chronicle)

Gov. Rick Perry rallied opposition to federal stimulus spending, but he now is the man's face of the stimulus. And those groups have become an integral part of the state agencies receive about \$23 million a year in Edward Byrne Memorial Justice Assistance grants will have an estimated \$120 million to hand out. While Perry's plan is the state the money and how it is spent. The political payoff has been great. About \$6 million in Every time Perry does out the federal Byrne grants, he sounds like the money is his.

Group of articles with

Highlighting
ordering ba
agreeability

Didn't work.
(Munson & Res)



Recommendation
of different factors
on a topic.

Success in the lab
(Park et al. 2009)

👁️ Chris Francescani / Reuters:

Trayvon Martin's killer showed signs of injury:
neighbors — (Reuters) - Neighbors of George Zimmerman, who he had bandaged on his nose and head the day after he shot dead Trayvon Martin, supporting statements by the neighborhood watch volunteer that he was beaten in a confrontation with the black FBI teenager.

Discussion: [JustOneMinute](#), [The Week](#), [Scared Monkeys](#), [The Tattler](#), [Right Wing News](#), [Business Insider](#) and [Wassell Zippert](#)

👁️ Adam Peck / [ThinkProgress](#):

The Secret Service Says They Are Investigating Nugent's Threatening Remarks Toward Obama

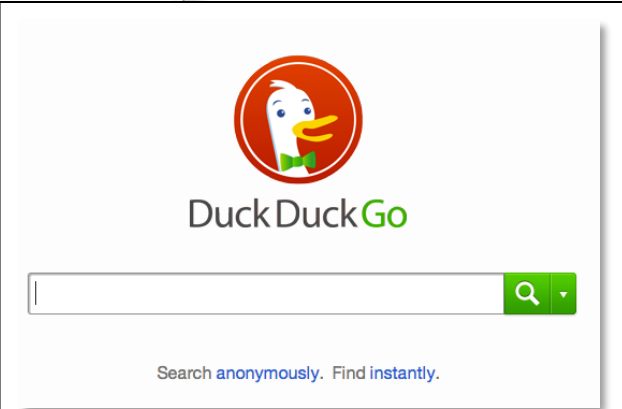
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Memorandum

Colors.

Colored links by expected bias. No evaluation. (Baio)



Anonymous search.

Effort to avoid Filter Bubble, shows there is interest.

research objectives

- most arguments against the public option are based either on deliberate misrepresentation or misunderstanding of the concept, which persists to a frustrating degree. Aside from the fact that the public option must be dropped to get the votes of centrist Democrats — the argument because it is, horrors, a government program. And sooner or later Democrats have to take government does it, it's bad.

- **It's come to this August wasn't a setback for us at all, says Gibbs (Hot Air)**
In which Beltway Bob channels Baghdad Bob. Despite a month of near-daily "Obama's apoc ObamaCare itself, the spin coxes unceasingly forth, with Gibbs mindlessly asserting that it end all boondoggles. Er, closer than they were last month? Wasn't the whole point of trying the sort of inevitable grassroots backlash that stirred in August? I realize it's Gibbs's job to transparent garbage like this can't be helping much. At another point during the briefing, Taj given that Obama's been recycling the same rote talking points for months. Gibbs's answer of moves. It's Hall Mary time.

- **Kingston Claims Health System Worked "Very Well" For Bankrupt Cancer S**
At a recent town hall held by Rep. Jack Kingston (R-GA), an elderly gentleman named Jim treated for colon cancer. "I did not have insurance," he said, because "things didn't quite work that "a friend of mine was in the same position, and we buried him last January." Kingston was able to get treated when he arrived at the hospital. Parker responded, "I am functional! has been telling the media that the August town halls have helped to defeat Obama's health keep the nightmare going through the fall." A nightmare all too real for people like Jim Park

- Gay Marriage Rage (Maggie Gallagher - Townhall.com)**
 I was in Maine on the day that marriage qualified for the ballot this November. I went to Mt. which helped local groups organize the signature drive in Maine, as we did in California for clergyman asked me, "Shouldn't we live with our neighbors in peace?" His question haunts shared values somehow an act of war against our neighbors? "Agree with me or you're a question underscored an increasingly obvious truth: Gay marriage advocates now rage against conduct the debate. They believe only one side has the moral right to be heard.

- **Perry making use of stimulus boost (Houston Chronicle)**
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Trayvon Martin's killer showed signs of injury: neighbors — (Reuters) - Neighbors of George Zimmerman say he had bandages on his nose and head the day after he shot dead Trayvon Martin, supporting statements by the neighborhood watch volunteer that he was beaten in a confrontation with the black Florida teenager.

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Duck DuckGo



Search anonymously. Find instantly.

Can we design interfaces that help people read more balanced news in an environment of choice?

research objectives

Existing behavior

- To what extent do people read ideologically agreeable or disagreeable news?
- Can we predict this based on personality or demographic traits?

Changing behavior

- **Can we design interfaces that help people read more balanced news in an environment of choice?**
- Are there personality or demographic traits that predict persuadability?

Study Design

Measuring Behavior • Changing Behavior

Study Design

Measuring Behavior • Changing Behavior

apparatus

- Chrome extension recording visits to all sites matching a whitelist of news sites ($n=10,570$), including up to 30 days of pre-installation history.
- Subset ($n=7,618$) of sites classified according to political lean.

classifying visits

Classified at top-level domain by:

- Averaging lean from several sources, including:
 - Memeorandum Colors (link-similarity based; Baio)
 - Left and right audience share (Gentzkow & Shapiro 2010)
 - Votes from classified Digg users and links from blogs (Munson et al. 2009)
- Classifying some columnists separately (e.g., **David Brooks** on **New York Times**)
- Manual corrections during testing (the **Ann Coulter** effect)

Sites & classification at balancestudy.org/whitelist-classifiable.html

classifying visits

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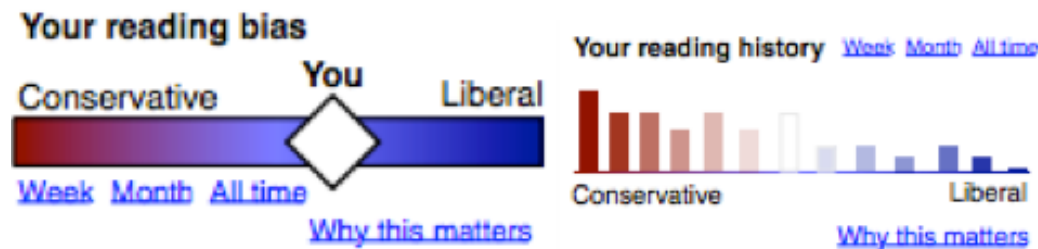
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Study Design

Measuring Behavior • **Changing Behavior**

our widget

Personal informatics approach: designed to reveal users' actual lean in reading behavior



our widget

Personal information
users' actual lean in



When do people consider diverse views?

- When their **curiosity** has been piqued. (e.g., Newscube)
- When they have been reminded of **norms of fairness and balance.**
- When they are **less confident** in their own knowledge.

our widget

Personal information
users' actual lean in

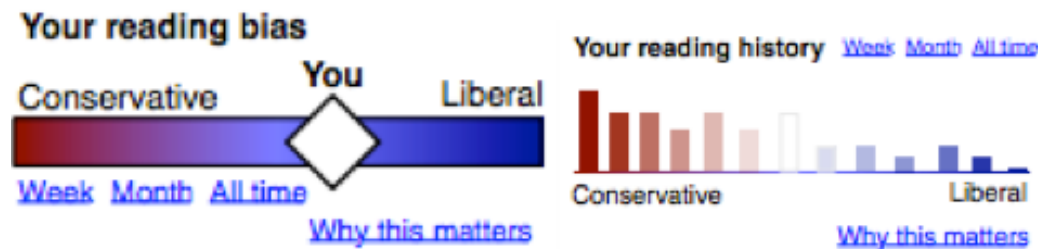


When do people consider diverse views?

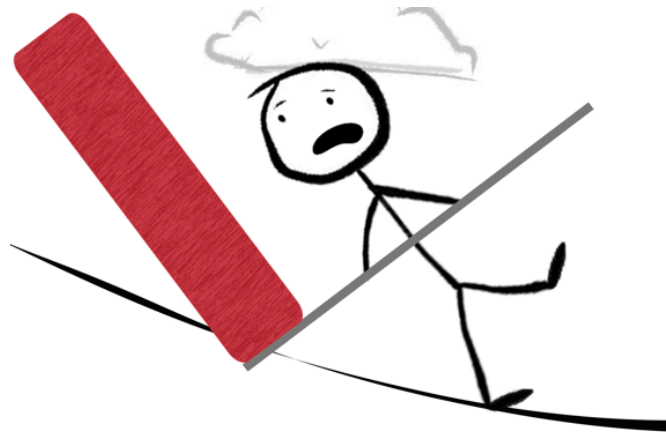
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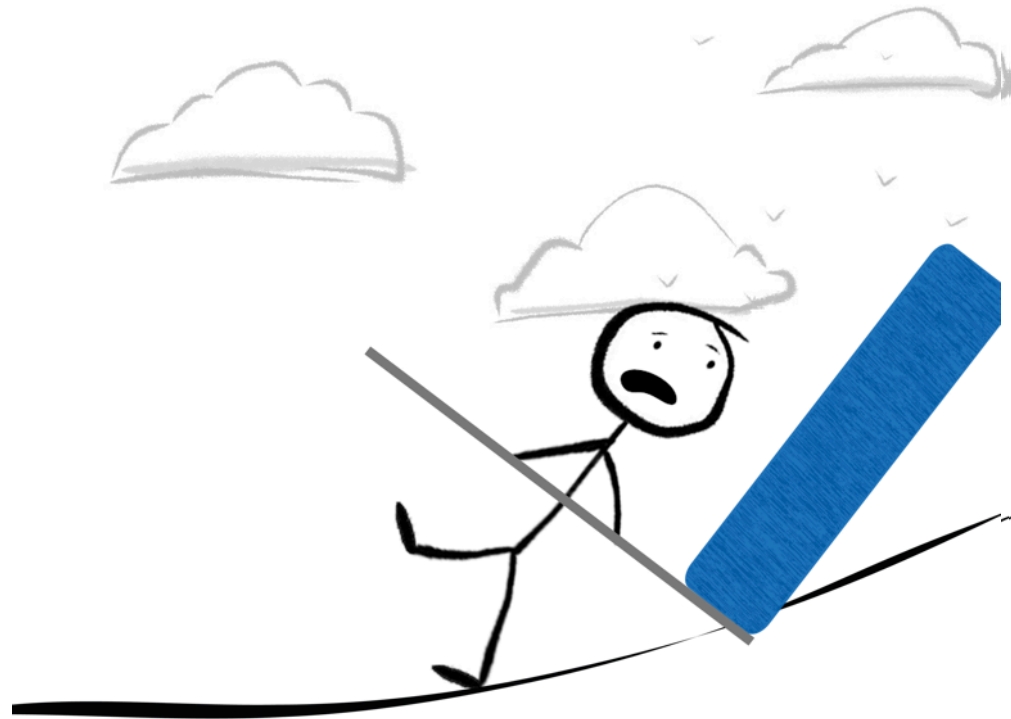
Personal informatics approach: designed to reveal users' actual lean in reading behavior



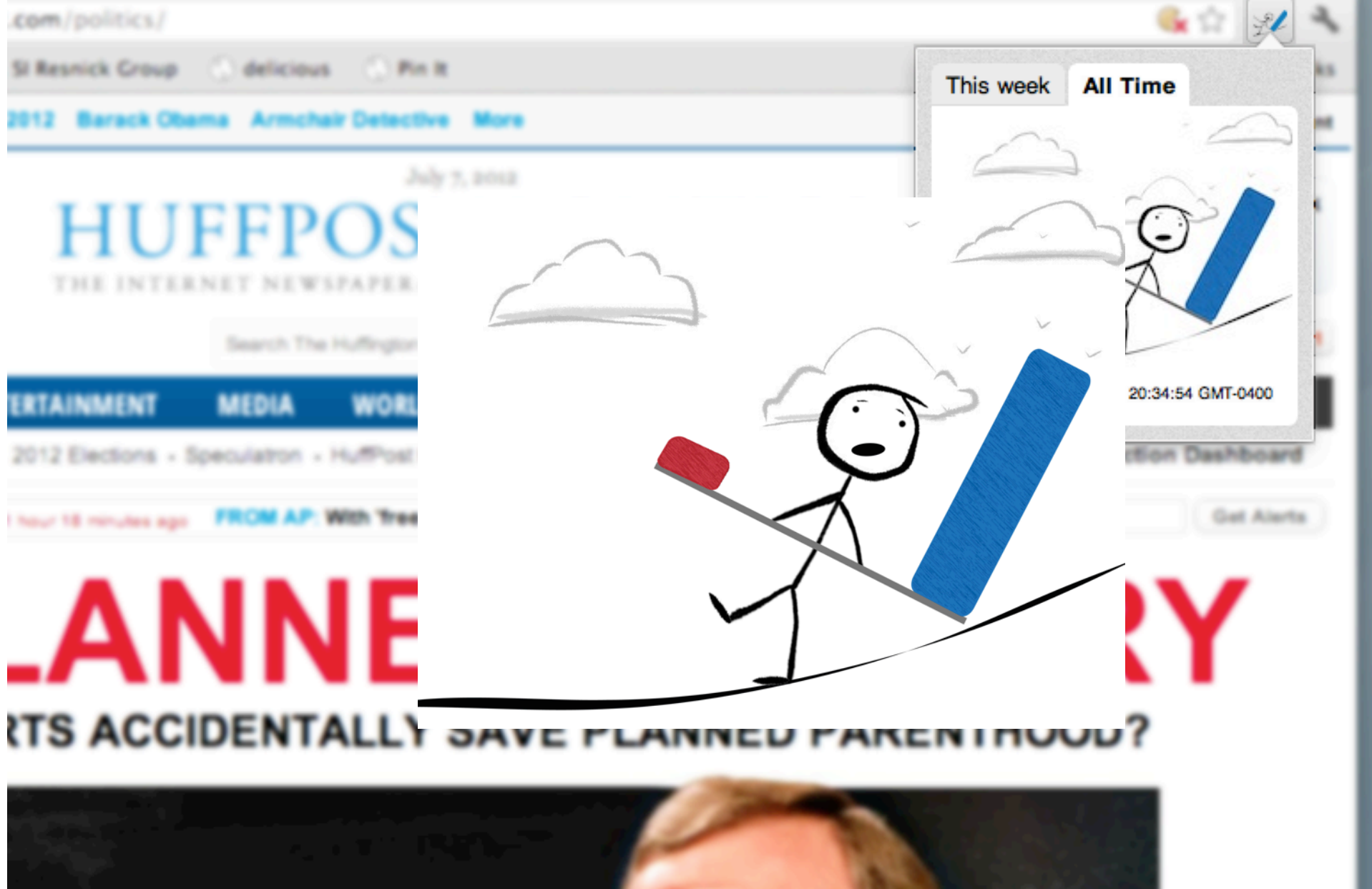
Normative message, added to encourage a user to be balanced.



Balancer balancestudy.org/balancer



Balancer balancestudy.org/balancer



field deployment: *procedure*

field deployment: *procedure*

1 Subject accesses website & reviews materials

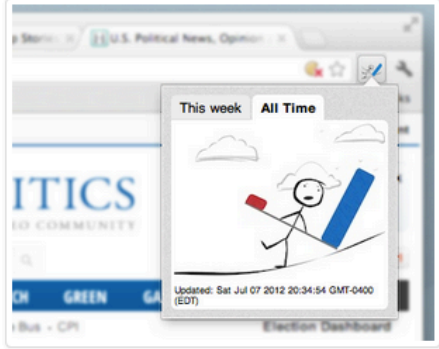
[Balance](#) [Balancer](#) [FAQ](#) [The Research Project](#)

Balancer

Reveal the balance of your newsreading.

⬇ Install Chrome extension now

Balancer analyses your web browsing to show you the political slant of your reading history. If you get way out of balance, we may even give you reading suggestions.



You should know

This is a research project. Balancer transmits a portion of your browsing history — sites matching a list of known news sites — to us. We do not ask for any personally identifiable information and cannot link your history back to you, only to your extension.

After you install the extension, you'll be asked to complete a brief (4 minute) survey. This helps us with our research.

You may stop participation at any time by uninstalling the extension.

If you have questions, you can email us at balanceteam@umich.edu.

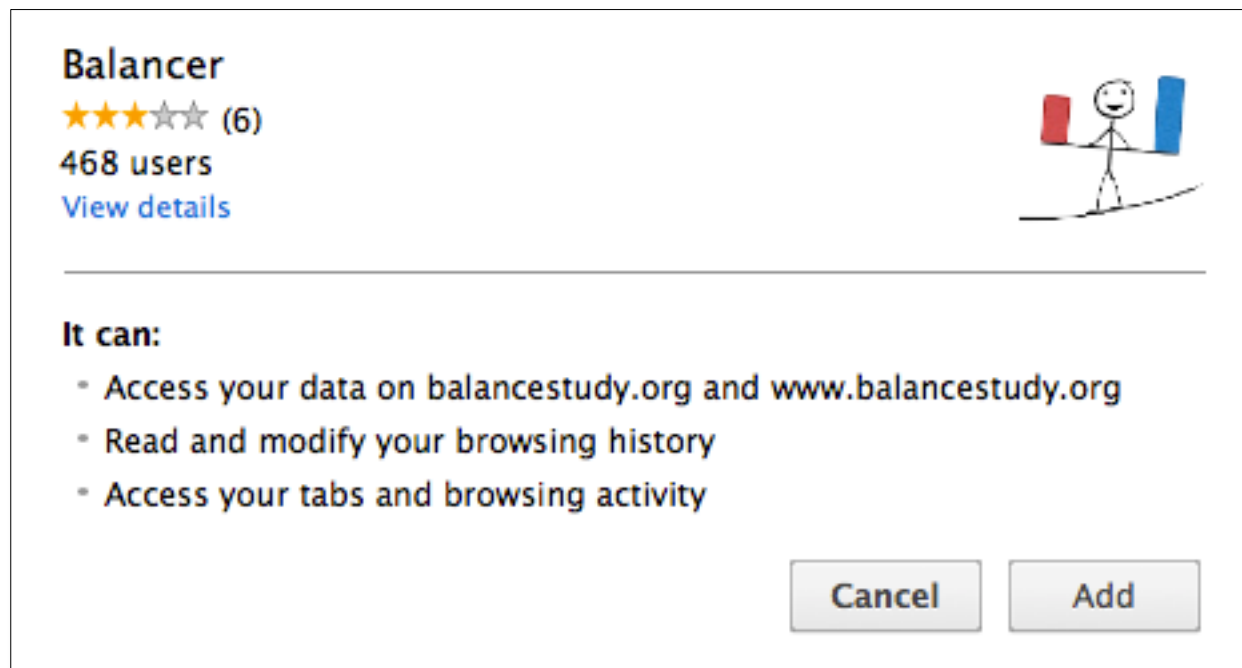
How it works

Balancer classifies pages based on their address: does this source tend to get linked to by mostly liberals or conservatives? Is it regularly visited by liberals, conservatives, or a mix? This is imperfect, but in aggregate, it's pretty good.

Sean Munson & Paul Resnick · [School of Information, University of Michigan](#) · [Department of Human Centered Design & Engineering, University of Washington](#) · supported by National Science Foundation award #IIS-0916099

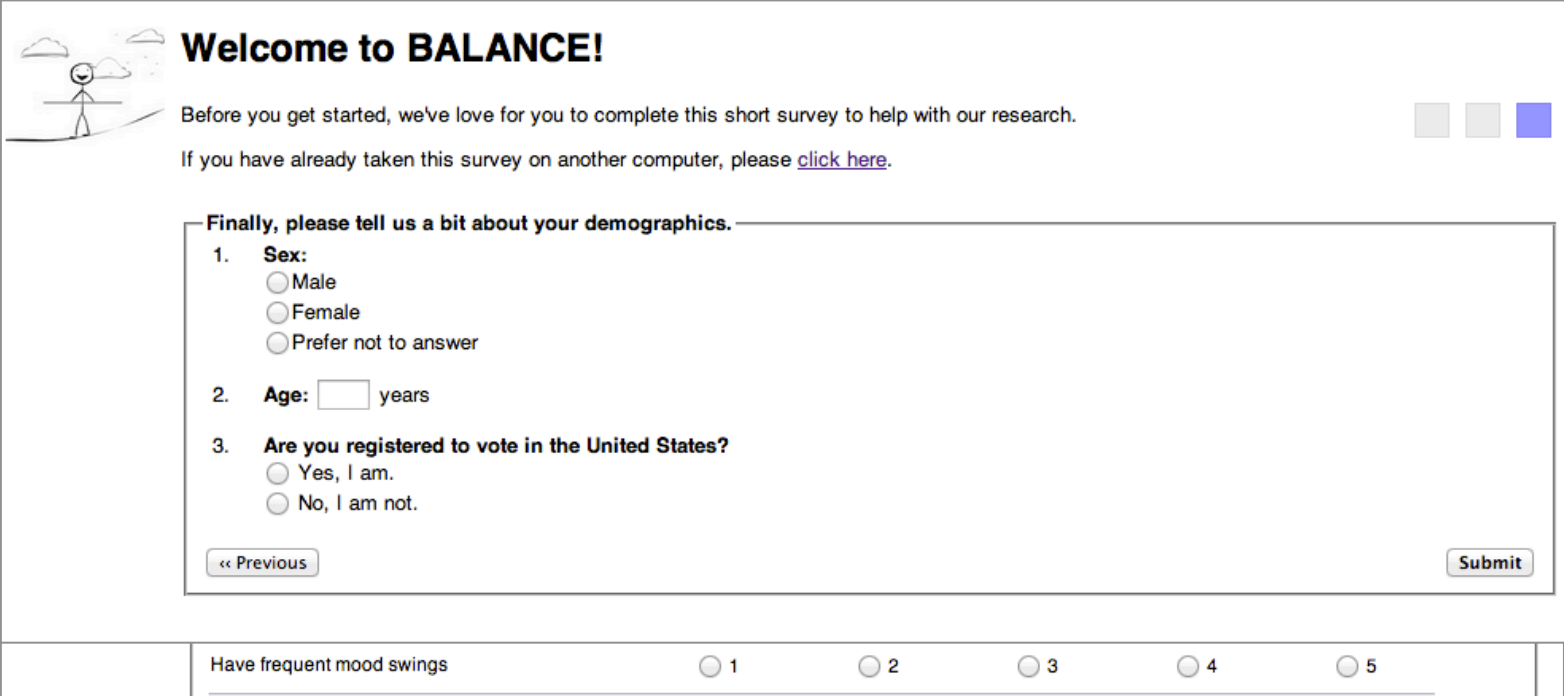
field deployment: *procedure*

- 1 Subject accesses website & reviews materials
- 2 Subject installs browser extension



field deployment: *procedure*

- 1 Subject accesses website & reviews materials
- 2 Subject installs browser extension
- 3 Subject prompted to complete survey
(political lean, Big 5 personality, demographics)



Welcome to BALANCE!

Before you get started, we'd love for you to complete this short survey to help with our research.

If you have already taken this survey on another computer, please [click here](#).

Finally, please tell us a bit about your demographics.

1. **Sex:**

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer

2. **Age:** years

3. **Are you registered to vote in the United States?**

- ☐ Yes, I am.
- ☐ No, I am not.



[« Previous](#) [Submit](#)

Have frequent mood swings ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

field deployment: *procedure*

- 1 Subject accesses website & reviews materials
- 2 Subject installs browser extension
- 3 Subject prompted to complete survey
(political lean, Big 5 personality, demographics)
- 4 Randomized to treatment or control.
Up to 30 days of prior history captured.

field deployment: *procedure*

- 1 Subject accesses website & reviews materials
- 2 Subject installs browser extension
- 3 Subject prompted to complete survey
(political lean, Big 5 personality, demographics)
- 4 Randomized to treatment or control.
Up to 30 days of prior history captured.
- 5 Control:
28-day waiting period  Treatment:
Immediate & ongoing feedback 

field deployment: *subjects*

- Recruited by word of mouth (email, social network sites), Google extension directory, & the media
- 15 September – 18 November 2012
- 1,145 installs with transmitted data
- 990 subjects completed the survey

field deployment: *subjects*

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- 15 September – 18 November 2012
- 1,145 installs with transmitted data
- 990 subjects completed the survey

736 men, 181 women (80% male)

mean age: 36.7 years (stdev: 13.8)

political lean: 2.89 (stdev: 1.37)

(1 = strongly liberal; 7 = strongly conservative)

partisanship: 2.93 (stdev: 1.48)

(1 = strongly Democrat; 7 = strongly Republican)

Results

Measuring Behavior • Changing Behavior

Results

Measuring Behavior • Changing Behavior

S : A user's Balance score

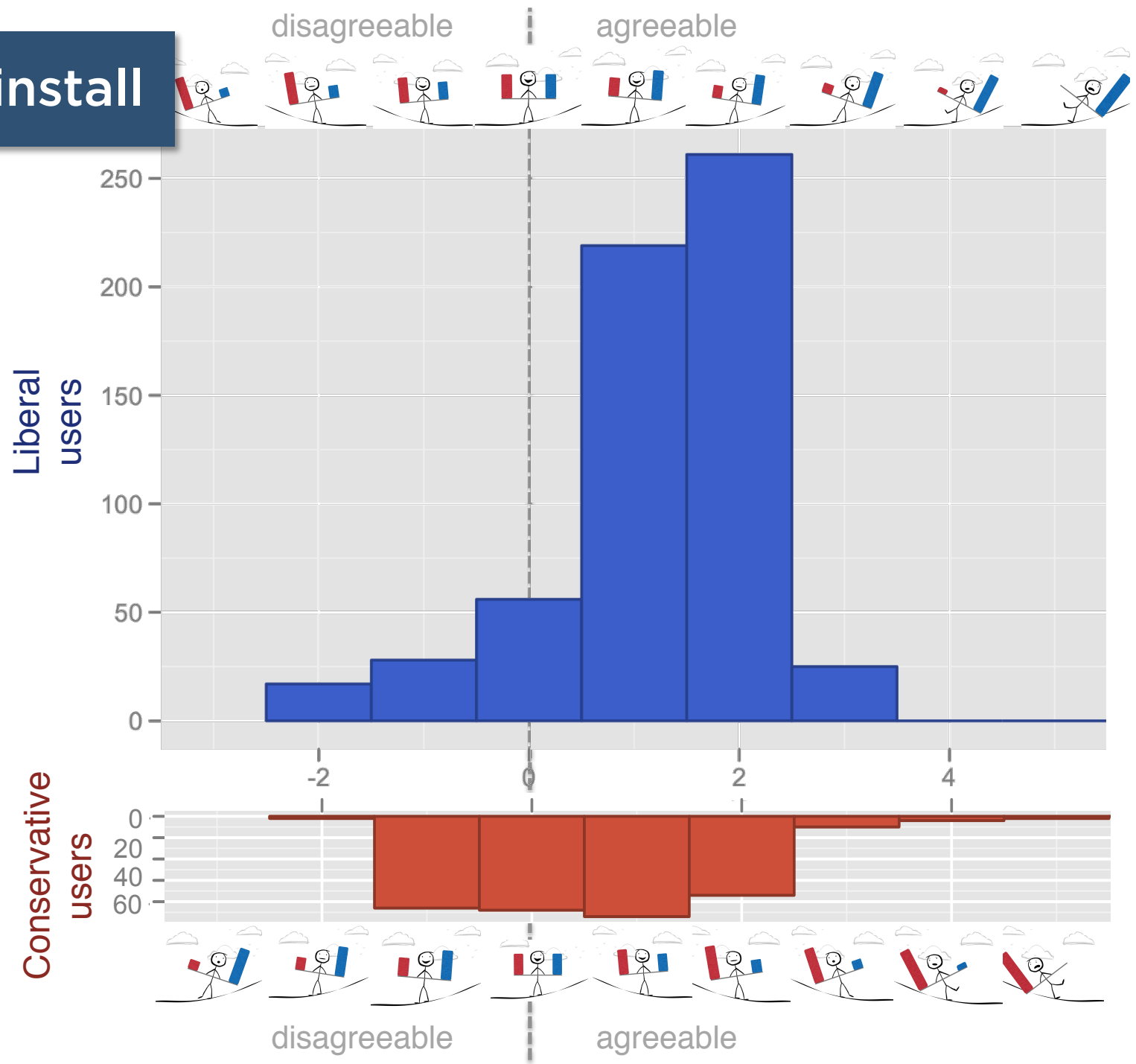
S = Average left-right score of all news page visits.

Normalized to $[1,11]$ (because we had 11 pictures)

R_A : Agreeable news-reading measure

$$R_A = \begin{cases} S - 6 & \text{if } u \text{ is liberal} \\ 6 - S & \text{if } u \text{ is conservative} \end{cases}$$

R_A : pre-install



Individual differences as predictors of R_A ?

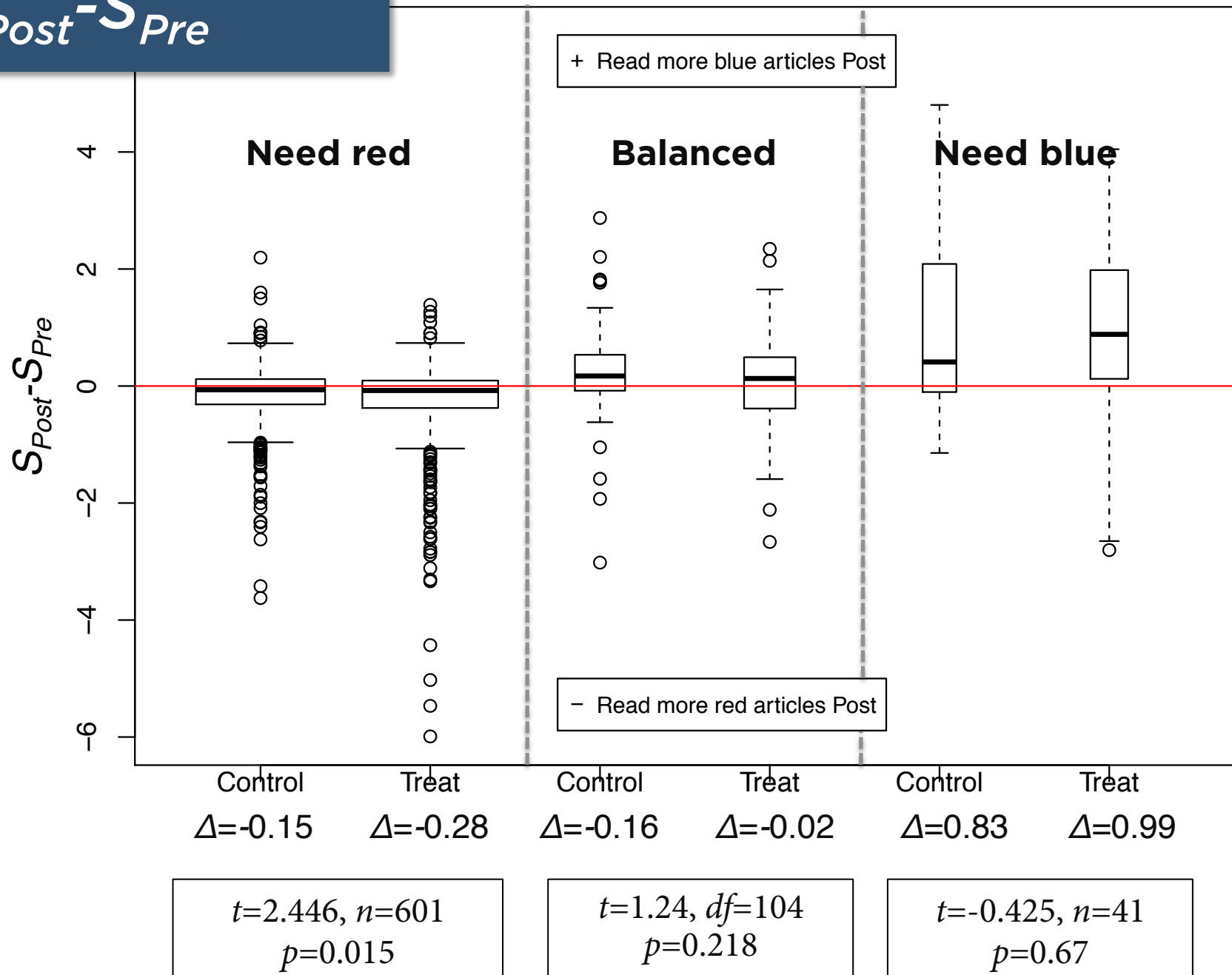
Predictor	Coefficient	Std Err	<i>p</i>
Intercept	1.567	0.335	< 0.0001
Ideology (1-7)	-0.335	0.025	< 0.0001
Age (years)	0.002	0.002	ns
Female	0.040	0.085	ns
Extraversion	-0.058	0.036	ns
Agreeableness	0.009	0.047	ns
Conscientiousness	-0.035	0.042	ns
Intellect	0.032	0.064	ns
Neuroticism	0.077	0.049	0.0597

OLS model for R_A , prior to installation, $F=26.09$ on 8 and 74 degrees of freedom, $p<0.0001$, adjusted $R^2=0.21$.

Results

Measuring Behavior • **Changing Behavior**

$$S_{Post} - S_{Pre}$$



$$S_{Post} - S_{Pre}$$

For median liberal-reading user (187 visits per 28 days), the difference in change between control and treatment is equivalent to:

- 4 new monthly visits to a right-leaning site *or*
- 20 new monthly visits to a neutral site

Individual differences as predictors of $S_{Post}-S_{Pre}$?

No.

Age, gender, ideological extremity, and Big 5 not predictors.

Not enough power and likely selection limit ability to evaluate effects of left-right ideology.

Encouraging Reading of Diverse Political Viewpoints with a Browser Widget

Used personal informatics to increase the diversity of news reading in the wild.

Persistent reminder of norm.

Persistent feedback.

Recommendations.

Goal setting.

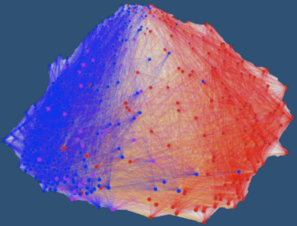
Personalized recommendations.

Sharing or reputation elements.

....



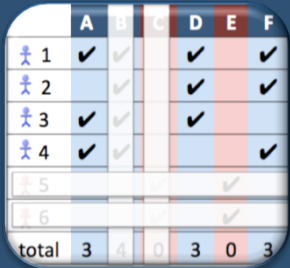
Preferences & Nudges in Sociotechnical Systems



Exposure to diverse
political views

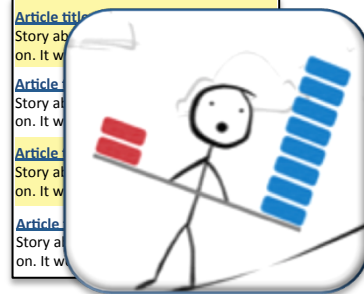


Improving
health & wellness

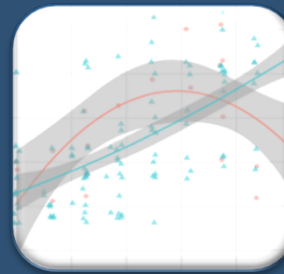


	A	B	C	D	E	F
1	✓	✓		✓		✓
2		✓		✓		✓
3	✓	✓		✓		✓
4	✓	✓				✓
5					✓	
6					✓	
total	3	4	0	3	0	3

Selecting
diverse content



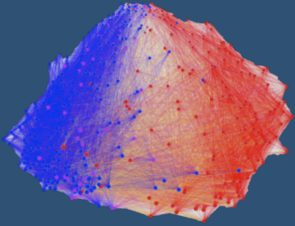
Presenting
diverse content



Preferences for
content diversity



Spaces where diverse
exposure already occurs



Exposure to diverse
political views

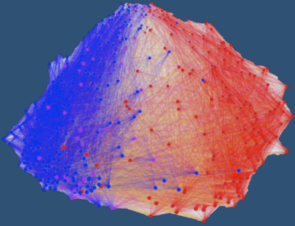


Improving
health & wellness

How can software best support health and wellness?

Using health and wellness applications as experiment sites, what
can I learn about theories of influence?

diverse content — diverse content — content diversity — exposure already occurs



Exposure to diverse political views



Improving health & wellness

How can software best support health and wellness?



How can software best support health and wellness?

Using health and wellness applications as experiment sites, what can I learn about theories of influence?



Exploratory work: When and how can sharing be a nudge in health & wellness applications?



Online Health Communities & Facebook

14-person interview study

online recruitment from a variety of online health communities

Some people use a combination of **Facebook** and **Online Health communities** to help meet health needs, with each space furthering different goals.

Newman MW, Lauterbach D, Munson SA, Resnick P, Morris ME. (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, *CSCW 2011*.



3GT

Positive psychology exercise around recording everyday good things. (Seligman et al 2005)

Increase adherence & efficacy by sharing publicly & receiving feedback?

Field deployment, open enrollment.

Analysis of use logs and interviews with users.

The screenshot displays the Facebook interface with the 3GT app integrated. On the left, the 'Good Things' section contains a form with three input fields: 'Good thing:', 'Why did this happen: (Always private)', and 'Privacy & publicity:'. Below the form is a 'Post' button. The main content area features a section titled 'your friends using 3gt' with a grid of user profile pictures. On the right, the 'Recent Good Things from You' section shows a list of entries. The first entry is dated April 18 and includes two items: '1. another round of happy class nostalgia v malcolm invited me, I moved my mee' and '2. 4.5hr of #si182 office hours makes me v the course has come. Nice job @presnic Eytan invited me; I had invited him wh'. The second entry is dated April 16 and includes one item: '1. somewhat successfully sort of died pa'.

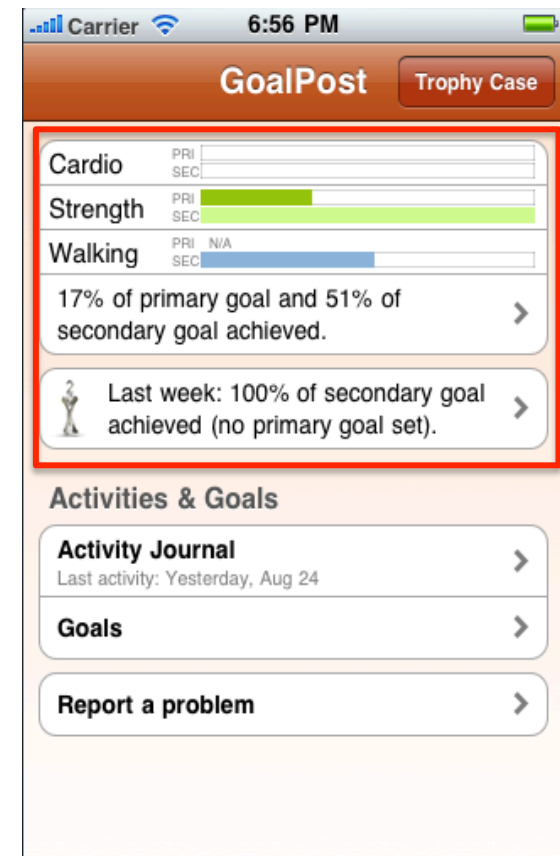
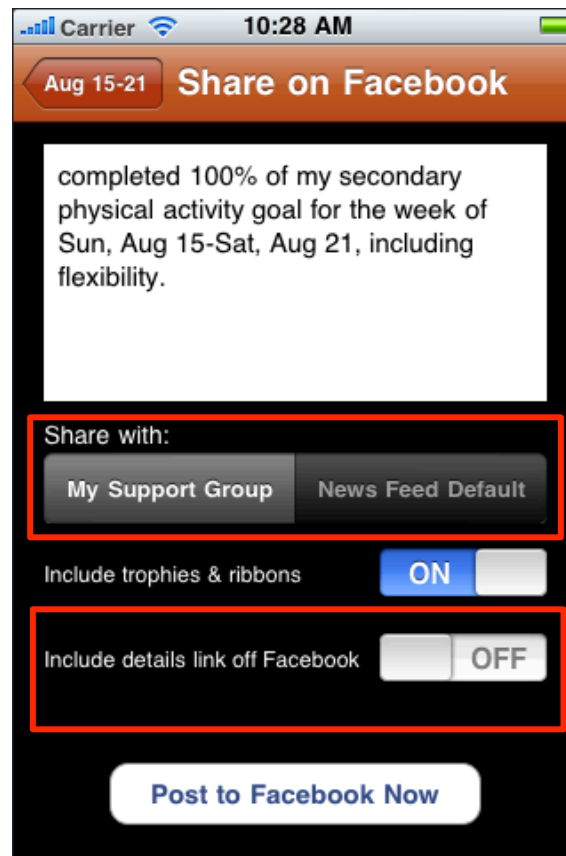
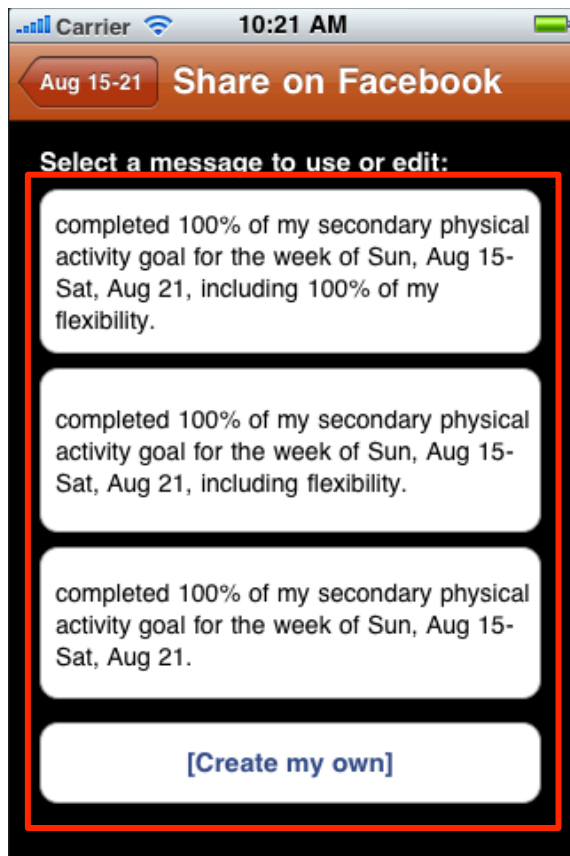
threegoodthings.net

Munson SA, Lauterbach D, Newman MW, Resnick P. (2010). "Happier Together: Integrating a Wellness Application Into a Social Network Site," *Persuasive* 2010.



GoalPost

iOS application to **track** physical activity, **set goals**, and **monitor progress**, with ability to **share** on Facebook.

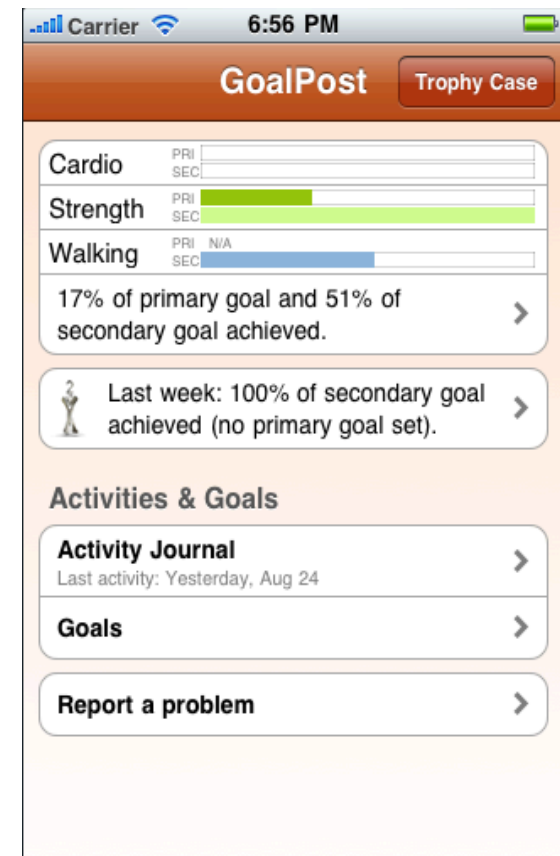
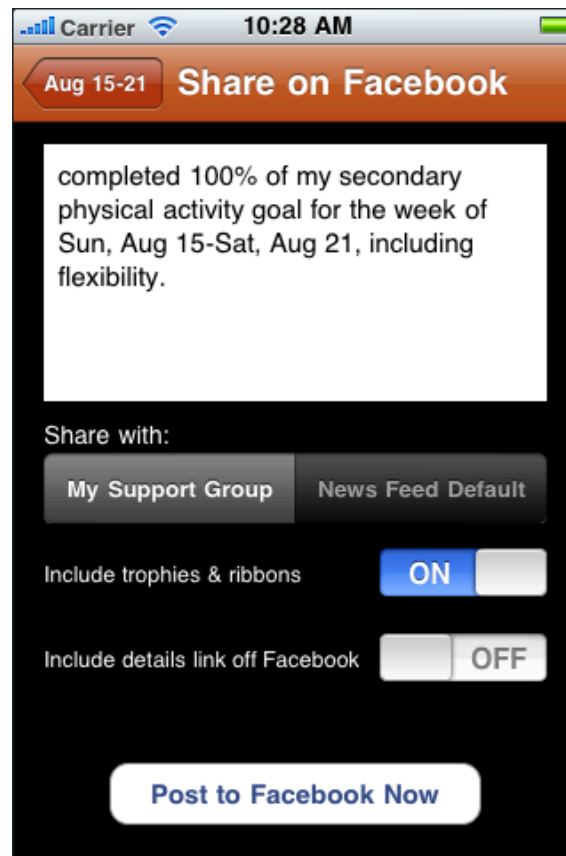
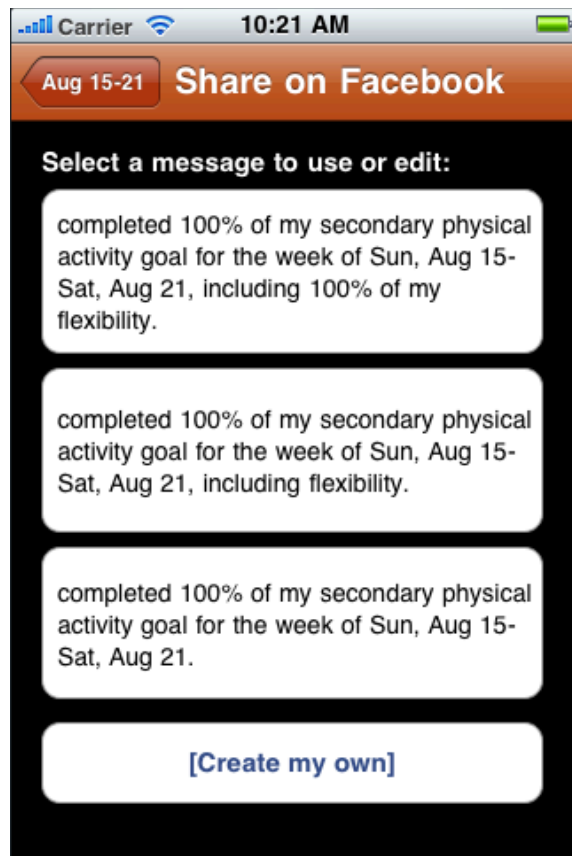


Munson SA, Consolvo S. (under review). "Exploring Goal-setting, Rewards, Self-monitoring, and Sharing to Motivate Physical Activity"

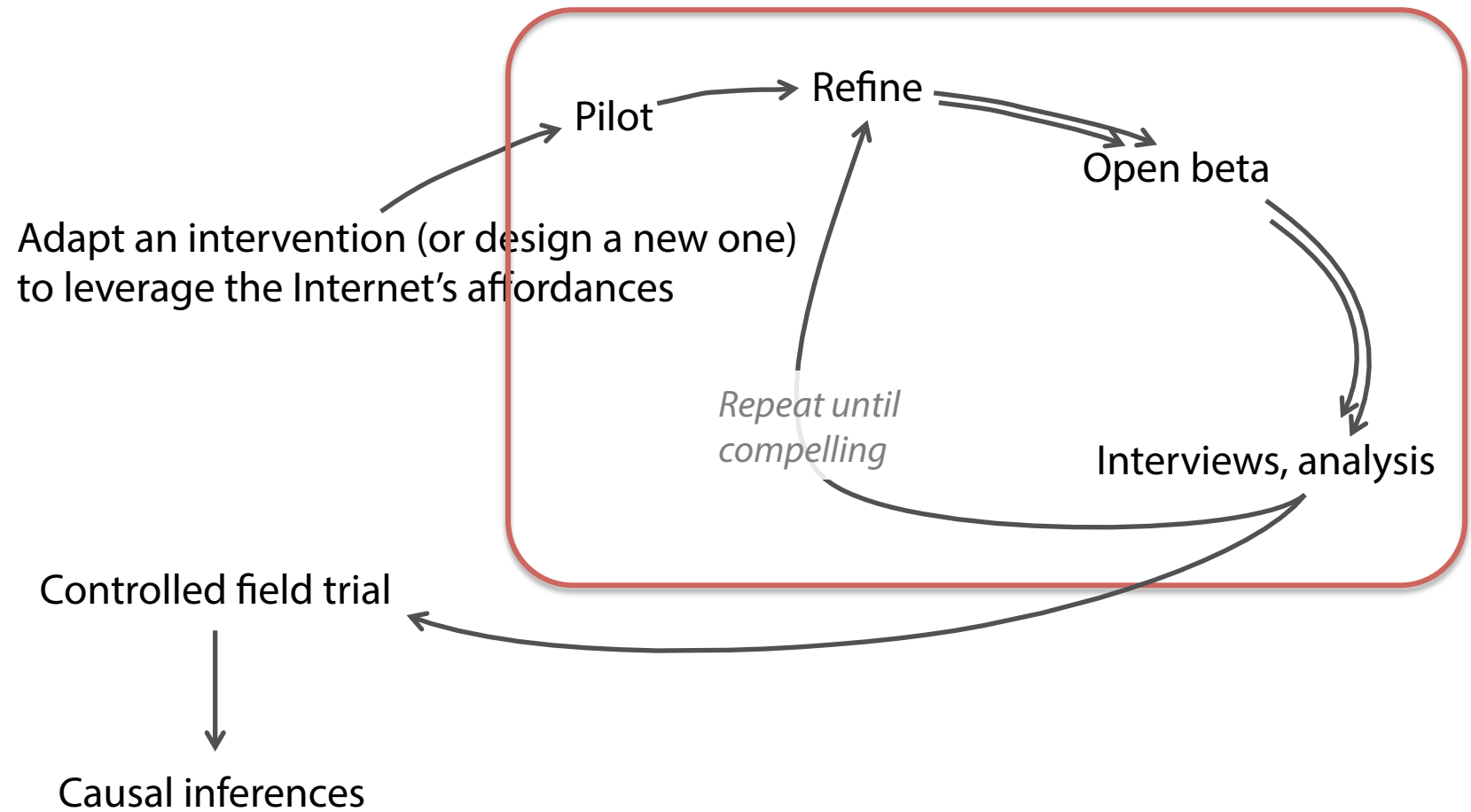


GoalPost

4-week field deployment, 23 professionally recruited participants
12 with sharing features, 11 without



Munson SA, Consolvo S. (under review). "Exploring Goal-setting, Rewards, Self-monitoring, and Sharing to Motivate Physical Activity"



SHARING AS A NUDGE

Receive:

- emotional support
- accountability & motivation
- advice
- impression management

But face challenges with:

- building, shaping, and selectively accessing one's network
- risk of violating norms
- managing impression while meeting health needs

LIMITED SHARING...

for fear of violating norms, revealing weaknesses, or appearing boring or boastful.

“Mostly when I make things private, it’s more because I think they’d be boring or insignificant to my friends, not because they’re actually things I wouldn’t want my friends to know about. I just don’t want to clog up their Facebook with it.... A lot of the people I’m friends with wince about having games and other non-status update things all over their pages. And so I don’t want to get winced about.”

– 3GT participant

LIMITED SHARING...

for fear of violating norms, revealing weaknesses, or appearing boring or boastful.

“It's just kind of embarrassing to me... I jogged for 20 minutes today, let me tell 200 people, many of which I haven't talked to in years ... Who cares?... I don't want to share with someone that I, you know, they comment on it, oh yeah I ran a marathon, good to go 20 minute runner guy.”

– *GoalPost participant*

LIMITED SHARING...

for fear of violating norms, revealing weaknesses, or appearing boring or boastful.

“There are some people I wouldn’t care about if they saw [posts I might make about my health on Facebook] but I got people, you know, from my high school and that I am **friends with that I haven’t talked to in 25 years. And I have no desire for them to know about my weight issues or weight status.**”

– *OHC Participant*

GOALPOST USER: I'm really depressed. If Facebook can't save me, I don't know what will help me lose weight.

RESEARCHER: Did you think Facebook was going to help?

GOALPOST USER: I thought it was going to save me, yeah.

RESEARCHER: Did it?

GOALPOST USER: No. And I'm so discouraged.

COMMUNICATING AN IDENTITY

Facebook is “like a **standup comedy routine**... I have had people send me a private message of ‘wow, your life is so great! You know you do this, this, and this and all these fun things happen’ And I tend to think ‘**you know, you’re only seeing what I want you to see.**’ ... **It’s not that I don’t have problems, I’m just not putting them on Facebook.**”

– *OHC Participant*

COMMUNICATING AN IDENTITY

“On Facebook, I am not afraid to post anything about my running... I kind of like to ‘out’ my running ability now... I really like to talk about my running on Facebook, because **I’m so darn proud of it...**

“They’re just so surprised I’m running and they’ll say like ‘fantastic’ and ‘when are you going to run?’ And so yeah, I’m getting the feedback I want. **I’m finally getting... some positive feelings from those people that I couldn’t get back in high school.**”

– OHC Participant

BUT WANTING SOMETHING SOCIAL

of the 55 active 3GT participants... **24** invited friends

25 looked at friend profiles

of 4188 3GT pageviews... **660** were of a friends' Good Things

1 of 12 GoalPost users found a new exercise partner & started going to the gym more.

BUT WANTING SOMETHING SOCIAL

“I got a TON of comments.... Lots of people said they liked that, and they responded to that and congratulated me... so yeah, people do definitely comment on them when they are created from Facebook and publicized [in newsfeeds].”

– *3GT participant*

BUT WANTING SOMETHING SOCIAL

“It would have been cool to have somebody reacting to, like you said, the sort of social interaction over the content of the posts that I’ve done... To have some of these things – “oh, I see you posted something”, or just some reaction. Because sometimes it feels like you’re out there, putting stuff out in the world and you’re not getting any feedback, you know?”

- 3GT Participant

BUT WANTING SOMETHING SOCIAL

“I actually did get something out of it...
Because **it is possible to have the whole world see it.** Yeah. Yeah. The phone is like... my personal being. You're not going to see it, but that's [Facebook] definitely out there. If it's on the net it's on the net.”

– *GoalPost participant*



appropriate
“selfcasting” >> **privacy**



3GT

Social variation of positive psychology exercise around recording everyday good things.

facebook

Good Things

Good thing:

Why did this happen:
(Always private)

Privacy & publicity: Post to your Facebook newsfeed & visible to friends

Post

your friends using 3gt

3gt from all friends **invite friend**

Recent Good Things from You

April 18

- another round of happy class nostalgia
malcolm invited me, I moved my mee
- 4.5hr of #si182 office hours makes me v
the course has come. Nice job @presnic
Eytan invited me; I had invited him w

April 16

- somewhat successfully sort of died na

Sean Munson
logout

769 GOOD THINGS **0.8** PER DAY

YOUR TOP GOOD THING WORDS
3gt alex aston day delicious dinner
finally fun **good** great hike last
made more new night out run time up

YOUR TOP REASON WORDS

Post a Good Thing

Good thing:

Why it happened:

Public: ☒

Post to Facebook wall: ☐

Post it!

Good Things

You · Everyone

Nancy Munson
Got a very cool pair of running shoes that should be my Boston shoes!

0 cheers (**Cheer**) comments 10 hrs



v2



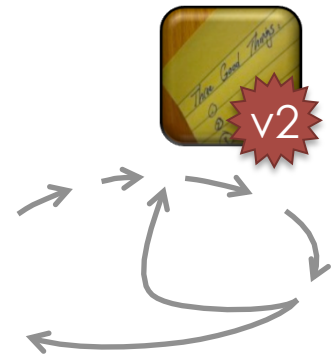
Current work: Moving beyond the share button.

- Improved sharing & efficacy evaluation
- Goals & Commitments
- Making sense out of life logs

Improved sharing

Better enable people to build & selectively access their network.

Designs that facilitate appropriate “selfcasting”
and preserve privacy.



Improved sharing

Effects on adherence and efficacy?

Social vs. private 3GT implementation.

- Social features could help the app be more engaging and stickier. (Richardson et al 2010)
- but it could also trigger feelings of relative deprivation. (Merton 1938, Festinger 1954)



Field experiment
with A/B trial

Social Commitments

Gap in literature on public commitments.

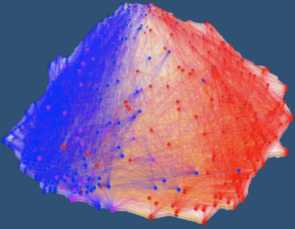
When do they help, when do they hinder?

(Salancik 1977; Locke & Latham 2002; Gollwitzer et al 2009)



Field experiments with A/B trials





Exposure to diverse political views



Improving health & wellness



How can **theory** and **knowledge of individual preferences** lead to the design of digital choice environments that better nudge?

- Goals & commitments
 - Primary & Secondary Goals
 - Social Commitments
- Effective sharing
- Sensemaking & life logs

thanks!

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