

What did you do in the studio?

For the 'Orientations' studio, in year 3 Cycle 1, our group decided to work on the online disinhibition effect. We started by understanding what kind of online hate existed on social media, what were the results of the hate in terms of how people reacted, what was the overall and individual outcome etc. Towards the end, we researched and gathered insights on the core reasons of online hate, so that as we go further with that topic, we can eliminate these reasons, and eventually counter hate speech on social media platforms. One such reason that we came up with were echo chambers.

What tasks should the design solve?

The design should solve the problem of echo chambers that are formed in social media platforms preventing people from exploring different perspectives and being offensive and ignorant towards others' opinions leading to the increase in the use of violent hate speech.

Who are the competitors and what differentiates your product from them?

There are multiple online social media platforms that have managed to eradicate hate speech but only to a certain extent. These platforms have been focusing on regulating the amount of hate speech by deleting comments that go against their guidelines. In cases like these, people feel restricted while using those social media platforms and therefore, shift to a platform that allows them to voice their opinion without hampering their freedom of speech. CandidApp is one such application that was created in 2016 as an attempt to be a free of any hate speech in, but was then later closed down and acquired by another organisation.

This output is going to be different from the principles used to eradicate hate in the existing social media platforms because it would intend to touch upon one of the core reasons people use offensive terms in debates and arguments.

What is your target audience?

The target audience of this output is designers in future who want to create hate-free social media platforms.

The target audience can go through this research and iterations, and keep them into consideration while constructing the platform.

What is your design vision?

The scope of the project is to come up with a set of solutions to help reduce the effect of echo chambers by researching the core reasons of echo chambers and presenting these outputs with the help of single/ multiple appropriate mediums to ensure the best understanding of the viewer. Through this project, I also intend to display the collected research and multiple iterations that have been made to be able to further help the viewer in acknowledging the concept as a whole. The end outcome should act as a base/guide to help designers attempting

Questions/facts to help with the design process.

1. Collecting Data

The kind of data required: category of data and its depth
Why is this information required
Where can this information be found? e.g articles, videos
How can the data be presented so its easy to analyse
The accuracy and reliability of the sources
How has the data been obtained?

2. Representing the data

Relationship between different aspects of the problems
Gaps in the information, assumptions and insights
Predicting likely actions that might solve the problem

3. Criteria of Effectiveness

The iterations should have an affectable level of benefits
It should be acceptable to all kinds of stakeholders
It should involve an acceptable level of risk.

4. Sources of Ideas

Past experience of similar situation, insights from facts, others opinions, Articles and sources, Idea generation techniques (lotus blossom etc)

5. Looking for solutions

Look for alternative sources, advantages, disadvantages, obstacles, effectiveness etc

5. After coming up with solution

What could go wrong?
Could this obstacle become more intractable? Could relevant new obstacles arise?
Might this action create a new opportunity which could be exploited at the same time?