



‘Double
take’

Behavioural Intervention

Encouraging donations to social justice causes

1. Contextual Research

Brief

Client: Instagram

Brief: Social media such as Instagram has a powerful role to play in social justice issues. Particularly among 18-24 year olds, a great deal of information sharing and activism takes place via social media. However, many people sharing posts to raise awareness, or show support, for social justice issues do not take their activism a step further by choosing to donate to causes supporting them. An example of such a social justice issue would be Black Lives Matter (BLM) which strives to achieve racial equality and whose rhetoric is pervasive on social media. While the sharing of posts is a powerful way to spread a message, without donating to projects which are making tangible steps to, in this example, racial equality it is less likely that the goal of BLM will be achieved. How might we encourage people who share posts relating to social justice issues e.g. on Instagram to donate to fundraisers supporting the cause? Our hope is that this would enable charities supporting social justice issues e.g. BLM to gain support and thus enable strides towards their goals to be made at a faster rate.

How might we encourage people who share posts relating to social justice causes on Instagram to donate to fundraisers supporting the cause?

Desired research outcomes

- Gain an understanding of what encourage or discourages people from donating money to social justice causes
- Identify the routine which surrounds being informed of a social justice cause, to finding an organisation to donate to
- Analyse the effectiveness of the interface of our stage (Instagram app) and understand how it can be better adapted to achieve our goal
- Gain an understanding of the different players within the setting; how are people being informed of social causes, which Instagram feature is conducive to receiving information?
- Understand the barriers experienced between our stage and the donation setting
- Identify the current norms within using Instagram including, posting, liking, resharing and commenting on posts; ideating how to create norms which encourage an increase to the donations made
- Understand the existing motives around charitable acts and supporting social justice causes on social media in order to use them to encourage behaviours around donating

Research objective

From primary research, it was found that a small percentage of people who shared a post about Black Lives Matter on Instagram actually donated to fundraisers which support the cause. However, the campaign was extremely successful compared to other social justice fundraisers. Using the Black Lives Matter movement as an example, the objective of the research is to determine where an intervention to encourage people to donate after sharing a post on social justice issues will be more effective in the setting of the Instagram app, in order to inform the design of the final intervention.

It was also shown that many people did not know exactly what their money would be spent on, which prevented them from donating in many cases. Another objective of the research is to determine whether an intervention tackling this secondary issue is needed and how it could be designed.

Hypotheses

- One of the main motivations for sharing a social justice post is to raise awareness.
- There is also a social pressure to speak up on these issues.
- People who share a post often do not donate to fundraisers.
- People who do donate often do not know what their money is being spent on.
- Sharing a post can be a key moment to create an intervention.
- We can encourage donations by creating an intervention within the Instagram app.

2. Primary Research

Identifying target users

To ensure we had selected the right people to recruit for our interviews and observations, we included a screener question before. We contacted various people aged 18-24 as these were highlighted as the second highest users of the Instagram app (23% of users), and the most attainable members within our team's network.

We are looking for the following people for this brief:

- People with an Instagram account
- People who engage with the app beyond liking pictures on their feed, i.e. sharing posts, watching Instagram stories etc

Discussion guide

Prior conducting interviews with our target users we designed a discussion guide to focus the interviews. The questions were designed using the behaviour settings canvas.

Introduction

- What's your name and age?
- What is your occupation?
- If you are at university/college, what degree are you studying?

Social Media Use

- Do you use Instagram?
- What do you use it for?
- Do you use Instagram to educate yourself?
- What kind of topics do you typically use Instagram to educate yourself on?
- How much time do you spend on Instagram per day/week?
- How many times a day do you typically check Instagram?
- How long do you spend looking at educational posts?
- How do you go about finding these posts?
- How much information from these posts would you say you remember?

Donating

- Did you donate to any BLM charities or organisations? If so, which charities did you donate to?
- What led you to donate?
- How did you decide which charity to donate to?
- Did to encourage others to donate as well?
- If you did not donate, why?
- Did you feel social pressure to donate?

Sharing Posts on BLM

- Did you share posts relating to BLM on Instagram if so, how many posts/videos did you share and when?
- Do you still share posts on BLM? If so, how many, and when?
- How often do you typically share posts/videos? What kind of posts/videos do you typically share?
- Why do you share posts on Instagram?
- Why did you share posts on BLM on Instagram?
- Are there any other ways you use Instagram to educate and inform others on BLM? If so, how?
- How do you go about deciding whether to share a post/video?
- Why did you share these posts/videos on your feed?
- Did you feel social pressure to share these posts/videos?
- Do you find reading posts shared by those you follow useful?
- What do you expect from an educational post on BLM?

Black Lives Matter

- How educated would you say you are on Black Lives Matter?
- How did you go about educating yourself? Did you use Instagram?
- If yes, how did you use Instagram to educate yourself on BLM?
- Other than Instagram, what else did you use to educate yourself?
- Were there any benefits/disadvantage of using Instagram to educate yourself on BLM, compared to other sources (e.g. books/documentary/articles)?
- Were there any challenges you faced when trying to educate yourself on BLM?
- How much time did you spend using Instagram to educate yourself on BLM?
- Do you still spend time using Instagram to educate yourself on BLM?
- What has led to this increase/decrease in time spent on looking at BLM?

Petitions

- Did you sign petitions regarding racial equality?
- Do you frequently sign petitions in general? What kind/type of petitions do you typically share?
- What factors influence whether you do or do not sign a petition?
- Do you thinking signing petitions, donating, or sharing posts/videos has the biggest impact? Why?

Closing Questions

- Is there anything you would like to add?
- Go through notes and make sure you have all the information needed, thank respondent for their time and close interview

2. Primary Research contd...

Synthesis

- Our first round of primary research indicated that the action people were least likely to take after sharing a post relating to BLM on Instagram was donating to a related fundraiser. Therefore, we decided to look more deeply into this.
- 1/3 of people answering our survey donated to a fundraiser whilst 50% shared a post

Motivations to share a post on Instagram



3. Secondary Research

Contextual

Fundraising in the UK

Fundraising is not uncommon to Brits; on average, 55% of Britons donate approximately £10 a month¹, resulting in £10bn donated annually².

What is a social justice cause?

Social justice is defined as the objective of creating a fair and equal society, in which everyone's rights are recognised and protected³.

Movements target specific areas of social justice, such as the Civil Rights movement, or the Women's Suffrage movement. They often gain traction after events or incidents which relate to the issue they tackle. This can be observed in how the Black Lives Matter movement grew after the unjust murder of George Floyd at the hands of a police officer on the 25th of May of 2020. Events such as these lead to discontent with the current state of society and create waves of support from people who are not directly affected.

Logistics of sharing a post

Instagram allows users to repost or share someone else's post. This sharing mainly takes place within the 'story' feature. There is an increasing trend in the use of Instagram 'stories' versus feed posts⁴, which makes posts shared to one's stories more visible. The sharing to one's stories, through direct messaging or as a feed repost, all take place from the same button found below every feed post.

Logistics of donating to a fundraiser

Donations usually occur due to fundraisers being promoted through social media. They often happen directly through a GoFundMe page (or similar), where donations are made by individuals. However, it is also possible to donate indirectly by participating in certain initiatives. In this case, the indirect donor might not know which organisations the money is being donated to and what it is being used for. Moreover, this lack of information can be a problem even when an individual is donating directly. This can be observed in the case of the Black Lives Matter Foundation, which has no affiliation with the BLM movement but continued to receive donations due to misinformation⁵.

Types of social justice posts

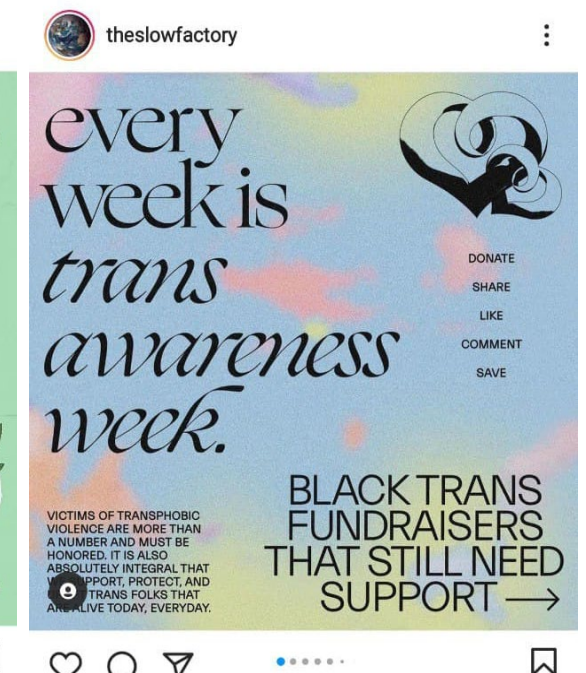
With the rise of social media activism, new types of posts have started to spread through Instagram. Within social media activism, there are also different types of posts. We can categorise social justice posts as follows:

- **Solidarity:** a post that shows empathy with a cause, such as the #BlackoutTuesday initiative on Instagram to show solidarity for the death of various black citizens at the hands of police officers⁶.
- **Information:** a post that spreads awareness about a cause, or information about where and how to make impact. These posts are usually made in the form of slideshows and have become increasingly popular⁷.

A post showing solidarity.



A slideshow post with information.



1: <https://www.cafonline.org/my-personal-giving/long-term-giving/resource-centre/why-do-people-give> // 2: <https://www.cafonline.org/docs/default-source/about-us-publications/caf-uk-giving-2019-report-an-overview-of-charitable-giving-in-the-uk.pdf> // 3: <https://www.oxfordreference.com/view/10.1093/oi/authority.20110803100515279> // 4: <https://techcrunch.com/2018/05/02/stories-are-about-to-surpass-feed-sharing-now-what/> // 5: <https://www.dailymail.co.uk/news/article-8495577/New-York-warns-Black-Lives-Matter-Foundation-no-affiliation-BLM-stop-fundraising.html> // 6: https://en.wikipedia.org/wiki/Blackout_Tuesday // 7: <https://www.vox.com/the-goods/21359098/social-justice-slideshows-instagram-activism>

3. Secondary Research

Behavioural

Different attitudes to donating

There are 2 main ways people behave when they donate ¹:

- Impulsive – the lack of analysis of the process is exchanged for a positive emotional feedback
- Deliberate – deeper, more thoughtful contributions which still result in positive emotional feedback, usually resulting in a more informed donor

Donation Motivations

Some people are encouraged to donate for the following reasons ^{1,8}:

- Personal values; sense of morality
- Trust in the organisation; they observe evidence of the impact
- Personal connection to the cause
- Place to dwell: Want to be part of something
- Want tax benefits
- Tradition/practice (family or religion)

What are the indicators of positive fundraising?

Due to the donation methods available (pre-saved card details... etc), it has become increasingly easy to donate impulsively and passively, therefore many donations may not indicate a genuine support of a social justice cause. Indications of a positive donation include:

- Understanding the need of their donation
- Understanding the charity's use of their donated money
- Donating to legitimate charities
- Being educated on the issues surrounding the social issue
- Engaging in extra activities to support the cause i.e. raising awareness, signing petitions, further educating themselves

The role of mindless scrolling

In our primary research, we observed that Instagram users sometimes scroll mindlessly and like posts without really looking at them. Therefore, secondary research was conducted to better understand the motives behind this common behaviour.

Several articles coming from social media users themselves relate this kind of behaviour to procrastination ⁹. The act of mindlessly staring at the screen and almost randomly liking posts delays whatever tasks should be taking higher priority in the user's life.

Other users equate the attractiveness of scrolling through social media to that of a safe space ¹⁰. In an article in Psychology Today, Dana Bowman talks about how mindless scrolling felt like a second addiction to her, that helped her recover from her first one. In this case, social media becomes a user's place to dwell.

Mindless scrolling not only prevents users from carrying out other more important activities but devalues the content itself. Users are aware that they're not properly consuming this content and that they scroll past it within seconds ¹¹.

Linking these findings to our topic of social justice, it seems that this behaviour could lead users to scroll past posts that spread awareness or encourage donations, creating missed opportunities.

8: <https://www.networkforgood.com/nonprofitblog/7-reasons-why-donors-give/> // 9: <https://unpluginitiative.com/2020/04/30/breaking-phone-addiction/> //

10: <https://www.psychologytoday.com/gb/blog/highly-functioning-is-highly-dangerous/202009/my-name-is-dana-and-im-addicted-mindless> // 11: <https://www.quora.com/What-causes-an-urge-for-mindless-scrolling-on-mobile>

4. Behavioural Tool – Settings Canvas

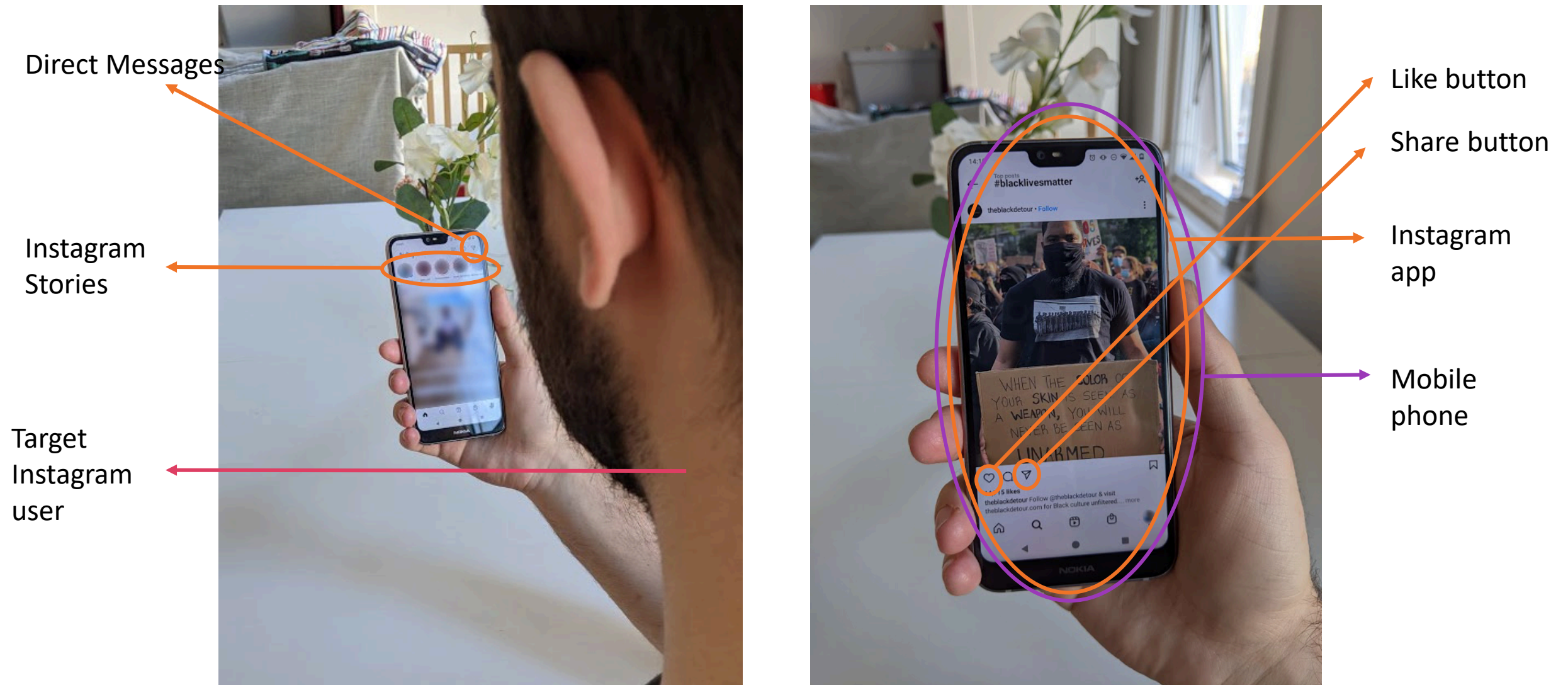
Target behaviour/objective: Instagram Users donate money to social justice organisations after sharing a post on Instagram		Setting: Mobile phone Date: 29/11/2020Time: 18:15 - 18:30	Stage: Instagram
People	Roles	Attributes	Motives
Target Instagram User	Uses links to websites/news articles from Instagram posts/bios to further their understanding of social injustice in the world. They will identify a charity that has values in line with their own. Posts on Instagram to share information to their followers about the movement they support. Posts on Instagram to also encourage others to donate to certain charities/take a particular action to support the social justice cause of choice. They might also share some work done by this charity, and might set a goal for their followers to reach.	Uses Instagram daily, finds posts related to social justice movements on other user's stories or feeds, supports the particular social justice movement, uses Instagram to be up to date with friends' lives, is financially capable of making a donation (even a small amount) to a cause, 'likes' Instagram posts without reading, often mindlessly scroll through feed to pass time, overwhelmed by posts with a lot of text/information written	Motives for donating: > Convenience: Instagram sticker enables quick donations > Psychological Ownership: Knowledge of the impact their donation will make on the world makes User feel valuable and impactful > Moral Obligation: User feels obligated to help charities fulfill their missions by making monetary contributions > Empathy: User genuinely wants to help the marginalised. This is fueled by the User constantly seeing racial disparity/discrimination in the news, triggering an emotional attachment in the User. > Justice: User supports the social justice movement and wishes to be an advocate for the marginalised. Feels that donating is a tangible way to make a differenceAffiliate: User enjoys being part of a larger movement by taking part in activities such as sharing knowledge through Instagram reposts > Social pressure: User feels pressured by others to donate money to charities supporting social justice movements. User seeks approval from others
Target Instagram user's followers	Sees the target Instagram user's posts (as well as other Instagram user's posts) regarding social justice movements. Either dismisses the target Instagram user's posts or engages with them. May be encouraged by the target instagram user's posts and decide to donate to a charity	Uses Instagram very often, uses Instagram to be up to date with friends' lives, may or may not know the target user on a personal level, watches Instagram stories to clear unopened notifications, sometimes clicks on re-shared posts to view the original post, often mindlessly scroll through Instagram	
Props	Roles	Attributes	
Mobile phone	Mode for User to download and use various apps, including Instagram which allows user to access posts, and a Web Browser which allows user to access donation websites	Convenient for User to carry around and use due to its portability. Easy to hold. Small enough to grip and put in pocket but big enough for words on screen to be read clearly. Expensive but owned by the target user and all of their followers. Easy to use touch screen. Connected to a network allowing the Internet to be accessed.	Motives for not donating: > Decision fatigue: User faces emotional drainage and despondency after being overwhelmed by constantly seeing/hearing about social justice issues, leading to decisions to not engage with the content at all > Inability to discern truth: User faces many contradicting information, including misinformation and fake news, on social media therefore finding it difficult to choose which organisations/charities to trust > Lack of psychological ownership: May feel that this as this isn't a problem that affects them so there is no need to donate. May feel physically and emotionally distant from the social injustice. May feel like their contribution won't make a difference/have any efficacy
Infrastructure	Roles	Attributes	Social norms
Instagram app	Social media platform allowing user to post their own media, access other users' postings, and share other users' postings	Uses smart analytics to keep User engaged by personalising content shown to User. Simple interface to allow User to easily navigate and upload posts. Different features within the app to allow User to interact with a community of other Instagram Users (e.g. like/comment on posts, create posts, write captions, share posts). Liking a post causes a red heart cartoon to pop up.	Injunctive: > You should support and get involved in social justice movements > You should make a tangible contribution, such as making donations to charities, to support social justice movements > You should practice what you preach (regarding sharing posts about 'ways you can help' social justice movements and actually following those suggestions)
Instagram "story" function	Allows User to post original content or share other Users' posts to spread information to their followers. Allows User to obtain information from posts on other Instagram Users' stories.	Easy to upload content onto Instagram "story" where Users can click "Add Post to Your Story" to share a post by another User onto their own "story". Many functions to design a "story" before publishing, including adding links that can directly take a User to a webpage without leaving the Instagram app. A shared post on a "story" redirects any User who clicks on it, to the original post.	Descriptive: > People often think that sharing a post on social media is enough to be considered an ally of the social justice movement > People often avoid making personal sacrifices such as financial investments (donations) unless it is for something they truly care about > People often don't want to make monetary contributions unless they are very confident in the trustworthiness of the charity/organisation > People don't always stop to read the full context of a post before liking it > People often scroll past posts on social media without reading/looking at all of them
Instagram "like" button	By double tapping on a post, users can "like" the post. Often used to show a sign of support or approval of the post.	Located directly below every single Instagram posts. Users can tap on the small heart icon, but more often will double tap the post itself to "like" it. Double tapping will make a grey heart icon appear momentarily on the screen. The number of "likes" a post has achieved is shown below the post. Users may "like" the post without properly analysing it beforehand.	
Instagram "share" button	Allows Instagram users to send posts to another Instagram user via Instagram's "direct message" function, or upload the post onto their own Instagram "story".	Small arrow icon located beneath every single post, beside the comment button. When clicked on, there are options to send to another Instagram user or to "add post to story". Easily accessible by Users and serves as a common way to share content.	
Routine			
<div>User quickly scrolls through Instagram feed, liking posts which grab their attention</div> <div>→</div> <div>Notices a post containing information about a social justice movement</div> <div>→</div> <div>Swipes through slides on the post and quickly reads through information</div> <div>→</div> <div>Share the post on their own Instagram story for their followers to see</div> <div>→</div> <div>Checks to see how many people have viewed the story</div> <div>→</div> <div>Goes back to Instagram feed and scroll past posts containing information about ways to support the social justice movement</div> <div>→</div> <div>Sometimes 'likes' posts while scrolling through feed quickly</div> <div>→</div> <div>Doesn't pause to fully read every single post on feed</div> <div>→</div> <div>Sees "donation stickers" linking to various charity websites via other Instagram Users' stories</div> <div>→</div> <div>Unsure of which charity to pick to donate to</div> <div>→</div> <div>Decides not to donate to any charity</div>			



4. Behavioural Tool – Settings Canvas cotsd...

■ People ■ Props ■ Infrastructure

This is the setting observed in our Behaviour Settings Canvas. The target user is using their phone to scroll through and share a post on Instagram.



Note: The Instagram user's followers do not share the same physical space, however they interact with the user's posts and therefore were included in the canvas.

5. Insights

Lack of information on what donation money is spent on, which can prevent people from donating

Some people are unaware as to what fundraisers are using the money raised for so feel less inclined to donate when they do not see a direct use for their donation.

"I did not know what my money was being used for"

Lack of personal connection to the social justice movement

Some people do not feel personally attached to the social justice movement so don't feel motivated to donate to it over another charitable cause.

"I didn't know that much about the cause"

Overexposure to multiple sources of information can cause confusion

When there are too many options, it may become hard to choose which fundraiser deserves the money the most.

"I wasn't sure of the best place to donate to"

Informative posts regarding social justice issues are often lengthy so are less eye-catching and hence fewer people stop to read and reflect on them and hence do not donate

People usually only stop scrolling for eye-catching posts but posts informing you on how to donate are often word heavy so are less eye catching.

"Quickly scrolls through their Instagram feed, liking posts which grab their attention"

Lack of trust on fundraisers

People do not always feel fundraisers advertised on social media are legitimate so are sceptical about trusting them with their money and card details.

"I don't trust pages which ask for donations"

Worry of discerning incorrectly (regarding which charities are trustworthy)

People often do not believe a fundraiser online will use all of their donation for the greater good so are less willing to donate.

"A lot of donation sites keep money instead of it all going to the cause"

People often miss information regarding ways to donate to social justice causes, due to mindlessly scrolling through posts on Instagram.

Instead of reading posts on Instagram, people often skim through them when scrolling so miss information regarding how to donate to fundraisers.

"Often mindlessly scrolls through their feed"

People often do not read the caption of posts so miss information regarding what donations are used for etc which is available, but people choose not to read it

Some people cannot be bothered to read the captions of posts which often has information about donating which they miss.

"People don't always stop to read the full context of a post"

Opportunities

A: How might we create a moment of reflection for Instagram users to think about social justice issues?

- Create a key moment for the User where they stop mindlessly scrolling through Instagram
- Finding ways to make the User pause before refreshing to find new posts
- Consider engineering the Instagram interface to encourage slower scrolling through feed
- Finding ways to grab the User's attention and create emotion in them

B: How might we allow Instagram users to easily obtain information about donations?

- Making sure the information is readily accessible to Users
- Making the information attention-grabbing
- Consider categorising types of information to make it easier for the User to access the type of information they desire

Key Metrics for Success

Quantitative:

- The amount of money raised for fundraisers supporting social justice causes
- The number of people who choose to donate to a fundraiser supporting social justice causes after sharing a related post on Instagram
- The cost of the intervention (the more cost effective the intervention the better)

Qualitative:

- How easy did the intervention make it for people to donate to social justice related fundraisers after sharing a post on Instagram?
- How much did the intervention increase people's depth of understanding of what they were donating to?
- How satisfied did people feel that their money was going to a good cause as a result of the intervention?

6. Ideation & Evaluation



Pop Up Reminder

After sharing a post on Instagram, a related suggested fundraiser pops up that people can be reminded to donate to and tells them what difference their donation will make.

- Pro:** People can see the direct benefit of their donation.
- Con:** Does not further educate the user so does not make donations more informed.



'Trustworthy' icon on charity profile.

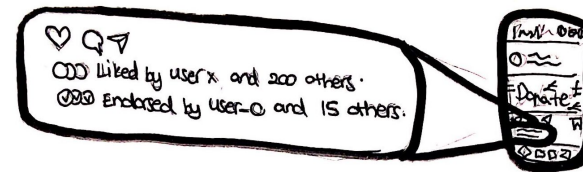


User inputs donation amount and sees the bar move towards the goal.

Trustworthy Progress Bar

Redesign of the current Instagram story donation sticker to include a 'trustworthy' icon in the charity profile, and a progress bar to visualise contribution.

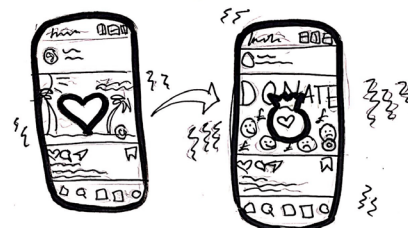
- Pro:** People feel more trust and can see contribution impact.
- Con:** May discourage people who cannot donate much.



Follower endorsements

Instagram users can see which people within their social network has an affiliation to a charitable cause under posts which mention or are associated with them.

- Pro:** encourages feelings of trust before selecting a charity, could trigger conversation between SM friends
- Con:** could become self-affirming; a follower could donate without sufficient information



Double take

When double tapping a post, a new 'donation symbol' appears instead of the expected heart symbol and a stronger vibration feedback is felt to indicate a post contains information about supporting a social justice cause.

- Pro:** breaks up the mindless interaction of scrolling, encourages reading information
- Con:** during a period of excessive informative posts user could become desensitized



Information Tab

Alongside the Instagram donation sticker is a button that enables the user to view more information on work done by the charity. This allows them to show how individuals are directly benefiting from donations

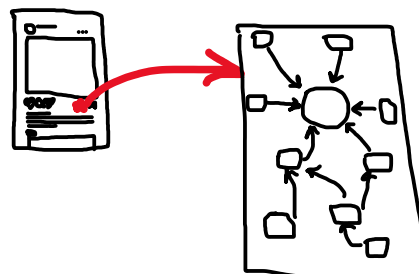
- Pro:** The information is easily accessible to the user
- Con:** relies on the user taking the time to read the information



Thermometer Tracker

Shared fundraisers on Instagram have a 'thermometer' associated with them which tells users how far the fundraiser is away from achieving a pre-specified goal.

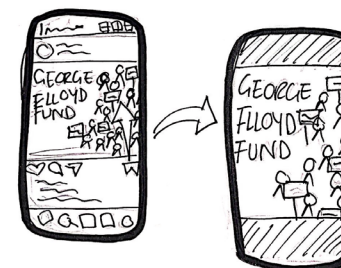
- Pro:** People will feel as though they have enabled a fundraiser achieve a goal if their donation makes them cross the boundary.
- Con:** Relies on user stopping to reflect and look at the thermometers.



Reverse Mind-Map

Button below every Instagram post with information about donating, that hyperlinks User to a 'reverse mind-map' (within the Instagram app) showing impact of charity and gradually zoom out into bigger umbrella information.

- Pro:** People gain knowledge of impact of the charity, thus increasing motivation to donate
- Con:** Large number of charities available makes it easy for User to get lost in information



Enlarging posts

When scrolling past a post which contains information about supporting a social justice cause the post becomes enlarged and covers the page

- Pro:** breaks up interaction of mindless scrolling, forces user to pay attention
- Con:** possible irritant to users, could result in reduced use during social unrest

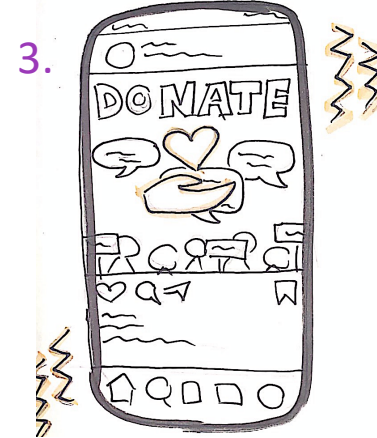
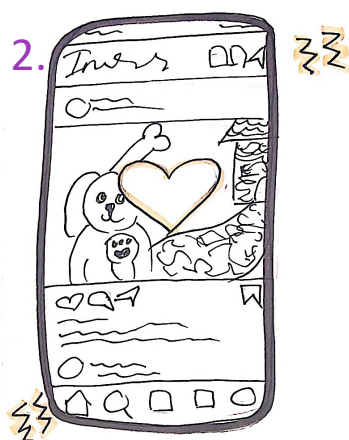
7. Development - Double Take

Evaluation

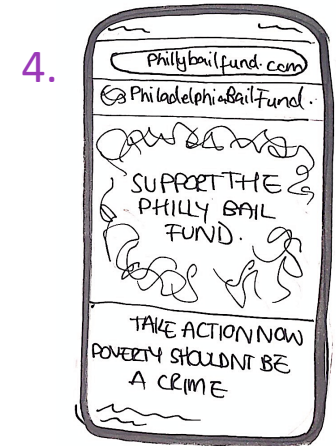
The intervention encourages users to be intentional and take responsibility when receiving information on donations for social justice causes. It uses a subtle intervention which happens at a key moment to ensure there is less resistance to the user's current interaction.



User scrolls through their Instagram feed, mindlessly scrolling as usual. They quickly double tap posts which look interesting, often not taking time to process the information presented to them. The standard heart appears with the single vibration, which indicates a post has been liked. Users are used to this feedback and therefore anticipate it while scrolling.



When liking a post which contains information on a social justice cause, a new symbol appears over the image instead of the expected heart, accompanied by a stronger and longer vibration feedback. This change in feedback should cause the user to stop scrolling.



The breakup into the interaction should cause the user to pause and read the information in the caption regarding the organization. The user is now informed and can use their knowledge to reason and decide whether to support an organization.

User validation

- "I think changing up the icons when double tapping on a post with important content will prompt me to reflect on the post more deeply"
- "It definitely made me pause and look at the post more closely. I think it's a solid idea."
- "The change in icons caught my attention; I was more inclined to read the post, instead of just casually scrolling + liking the post"

Justification of Behaviour design

The double take intervention introduces a new set of visual and tactile feedback cues while scrolling through an Instagram feed. The change in the feedback chain causes a break in the monotonous chain of feedback experienced by the user, creating a moment of pausing and reflection. This initiated key moment of pausing creates an opportunity for the user to take responsibility of receiving the presented information. As there are many types of posts on Instagram, this allows a simple way to 'reduce the noise' of social media and aid the user in being directed to important posts which will benefit society in some capacity. This is a simple, nuanced change to the functions of the interface which will have large effects on the fundamental interaction with specific posts. As pointed out in prior research, users often feel overwhelmed by the vast content on Instagram and don't know where to donate. Through this intervention, content will be more organised, thus allowing the user to better navigate their way through Instagram and locate informative posts that encourage donations, to ultimately support social justice movements.

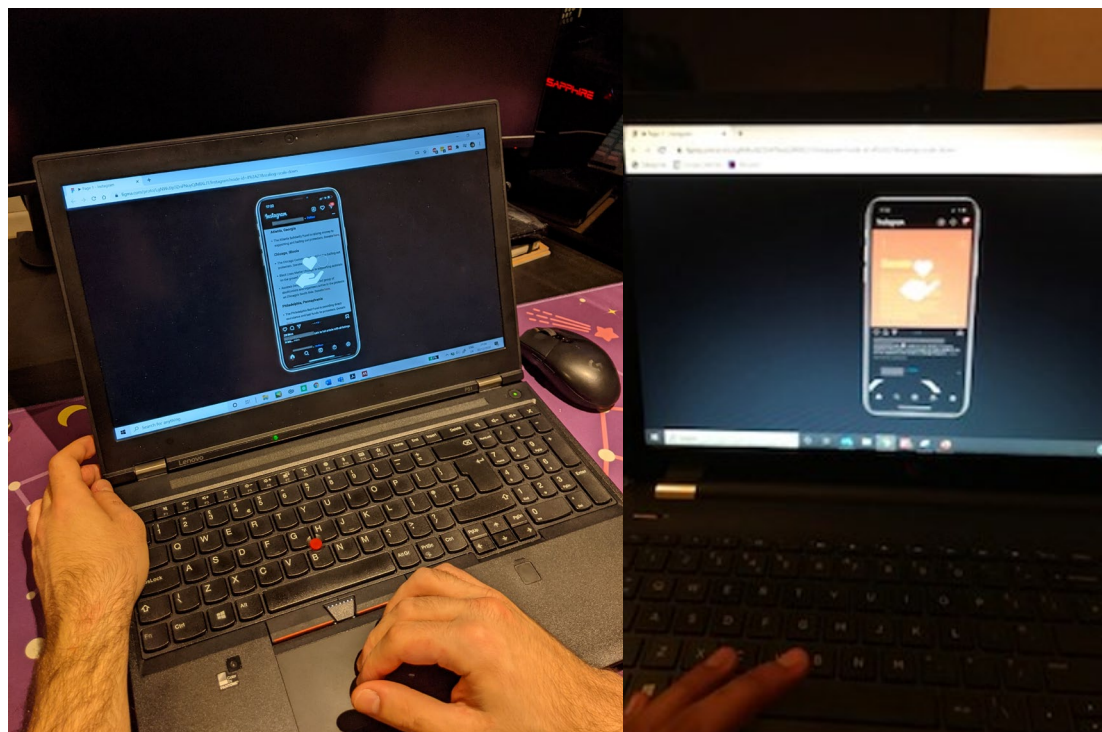
8. Final Concept

Validation

A prototype was made to conduct user testing. Participants were instructed to interact with the prototype by scrolling through the virtual feed and liking posts. They were asked communicate their thoughts as they did this.

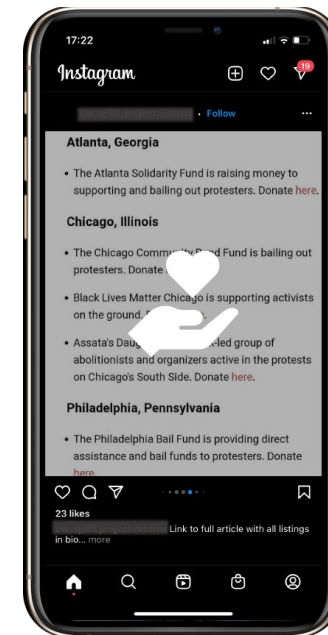
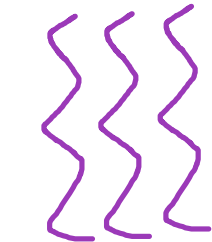
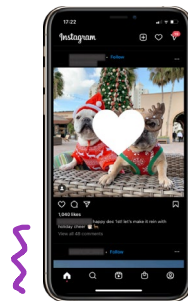
The results were generally positive, with the desired effect of pausing the user's scrolling taking place in every case. All participants stated that the unfamiliar icon made them stop what they were doing.

In some cases, however, the user's attention was more focused on the icon itself, rather than the post. We hypothesise that once the icon is established and there is a connection between it and social justice causes or donation, the layer that the icon currently appears as will be gone and attention will be directed towards the post.



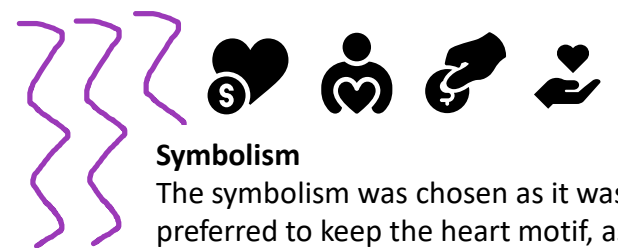
Participant testing out the prototype while giving verbal feedback.

Materials



Prototyping platform

The prototype used Figma (a digital prototyping tool) to recreate the Instagram interface and was programmed to respond to user's specific interactions.



Symbolism

The symbolism was chosen as it was preferred to keep the heart motif, as to not deviate too greatly from the visual feedback currently given after liking a post. It is also a symbol already associated to charity and could therefore be an intuitive interaction when first implemented.

Back end

The Instagram algorithm is currently able to comprehend the contents of posts and their captions. For Double Take, it will be able to identify captions which contain calls to action – mainly donating - or include information regarding social justice charities.

Colour selection

Many different colours were tested to be used for the new symbolism of the interaction however the final decision was to maintain the white colour as it stands out the most on a larger number of posts.

Additional exploration: testing of the new intervention was limited because we could only test the mobile interaction on a desktop software. The test required a different set of behaviours then usually associated with a phone and couldn't have the vibration so this couldn't be tested together. To increase the value in future testing could we transfer the interaction to a mobile based software? Could we incorporate the vibration feedback into the prototype?

Additional Development Page

Risk Analysis

People may not Double Tap

Our intervention relies on people pausing long enough to double tap on a post for the related symbol to appear to prompt a moment of reflection on a post related to a social justice cause. However, if people mindlessly scroll through Instagram, they may not even pause to double tap a post so hence our intervention will not be implemented. As primary research showed that some people do simply scroll through Instagram there is a reasonable likelihood that this risk may occur and if it does the impact will be that people do not become any more likely to donate to the social justice cause, hence defeating the object.

Our intervention could be redesigned to minimise this risk by having an icon appear over the post simply when the user scrolls past it so that there is no need for them to double tap the post. Therefore, our intervention stimulating a moment of reflection would be implemented without any action being required from the user themselves. Minimising the effort required from the user in this manner would minimise this associated risk.

Lack of Posting on Feed

We have assumed that accounts people follow will be posting content in relation to social justice issues thus giving the opportunity for users to double tap on them, whereas people may simply be posting on stories. We could turn this assumption into fact by conducting some further research into how many people actually post about social justice issues, and perhaps conduct a user study where we see what proportion of some individuals' feeds is occupied by posts relating to social justice issues. If this proportion is significant this will no longer be an assumption. If people are not getting social justice issue related posts on their feeds again the opportunity for the user to double tap on the post and hence for this intervention to take place will be lost rendering it futile. We could minimise this risk further by having an icon appear with stories people share relating to social justice issues also as opposed to simply when double tapping on a post appearing in the users' feed.

Desensitisation

Additionally, in the same way that people have become desensitised to the heart icon, people may also become used to the symbol for donation so no longer feel a need to pause to reflect on the social justice issue. This will reduce longevity of our intervention. This could be mitigated by having the symbol change every few months so that it acts as a new prompt for the user every time. Alternatively, a limit could be placed on the number of posts that have the donation symbol to avoid desensitisation. One way of doing this is to have an algorithm that checks validity of information in the post and credibility of the charity recommended, prior switching the like icon with the donation icon. This way only posts that are factually correct benefit from the intervention. However, implementing an algorithm as such would be difficult.

Act of Donating

Finally, while this intervention provides a solution for combatting mindless scrolling through Instagram by creating a key moment of pausing and reflecting, it does not address the actual action of donating directly. Although the aim of this project has evolved upon further analysis of insights, this is a potential area for future projects to delve into.

It would be interesting to see how the user journey can be extended after the moment of reflecting on the post (containing information about donations) to actually making a donation to a charity of choice.



‘Double
take’

Behavioural Intervention

Encouraging donations to social justice causes

Problem Outline

Social media plays a powerful role in social justice issues.

Many people consume and share content, but do not take further action.

Through primary research, we found a more specific issue with donating.

We decided to focus on Instagram as it is where most social media activism takes place and is a widely spread social network.

How might we encourage people who share posts relating to social justice causes on Instagram to donate to fundraisers supporting the cause?

Primary Research

Motives for not donating to social justice issues:

Lack of trust
for the
fundraiser
organisers

Lack of
knowledge of
what the
money would
be used for

Unsure
of where
to donate

Lack of
personal
connection to
the movement

Secondary Research

Definition of social justice

Objective of creating a **fair and equal society**, in which everyone's rights are recognised and protected

Types of social activism posts

Solidarity and information

Fundraising in the UK

55% of Britons donate around **£10** a month

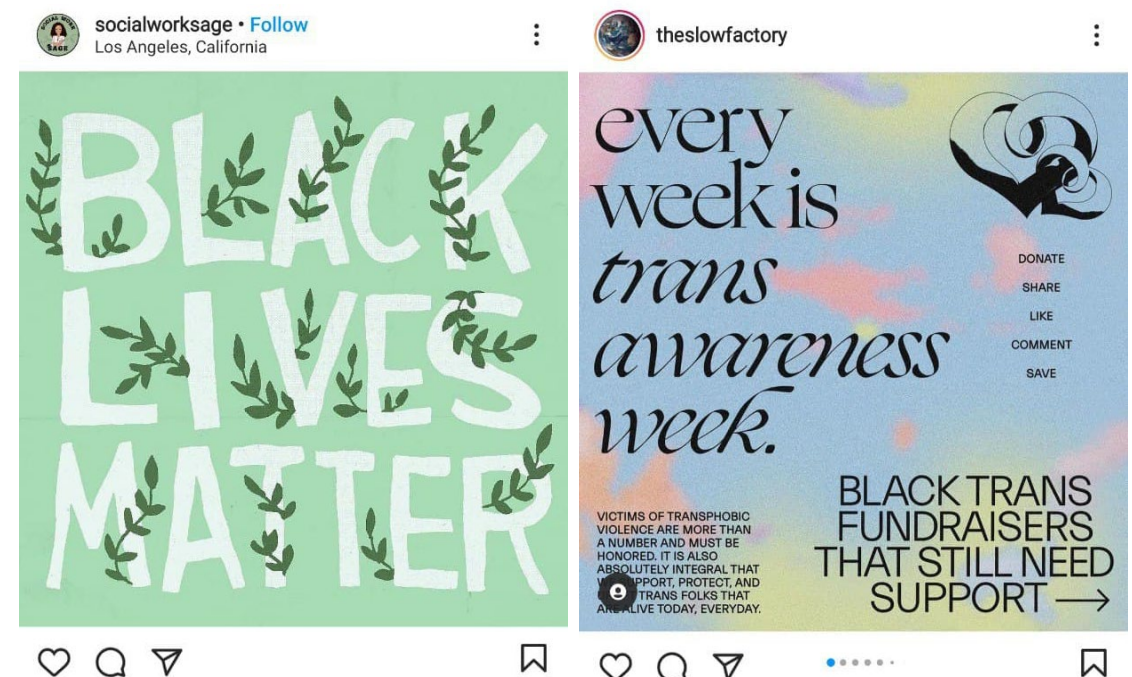
£10bn donated **annually**

Attitudes towards donating

Impulsive and deliberate

Motivations for donating

Personal **values**, **trust** in the organisation, personal **connection** to the cause, wanting to be **part of something**, tax **benefits**, **tradition** or practice



A post showing solidarity.

A slideshow post with information.

Research Insights

People often miss information regarding ways to donate to social justice causes, due to mindlessly scrolling through posts on Instagram.

Instead of reading posts on Instagram, people often skim through them when scrolling so miss information regarding how to donate to fundraisers.

"Often mindlessly scrolls through their feed"

Overexposure to multiple sources of information can cause confusion

When there are too many options, it may become hard to choose which fundraiser deserves the money the most.

"I wasn't sure of the best place to donate to"

Lack of information on what donation money is spent on, which can prevent people from donating

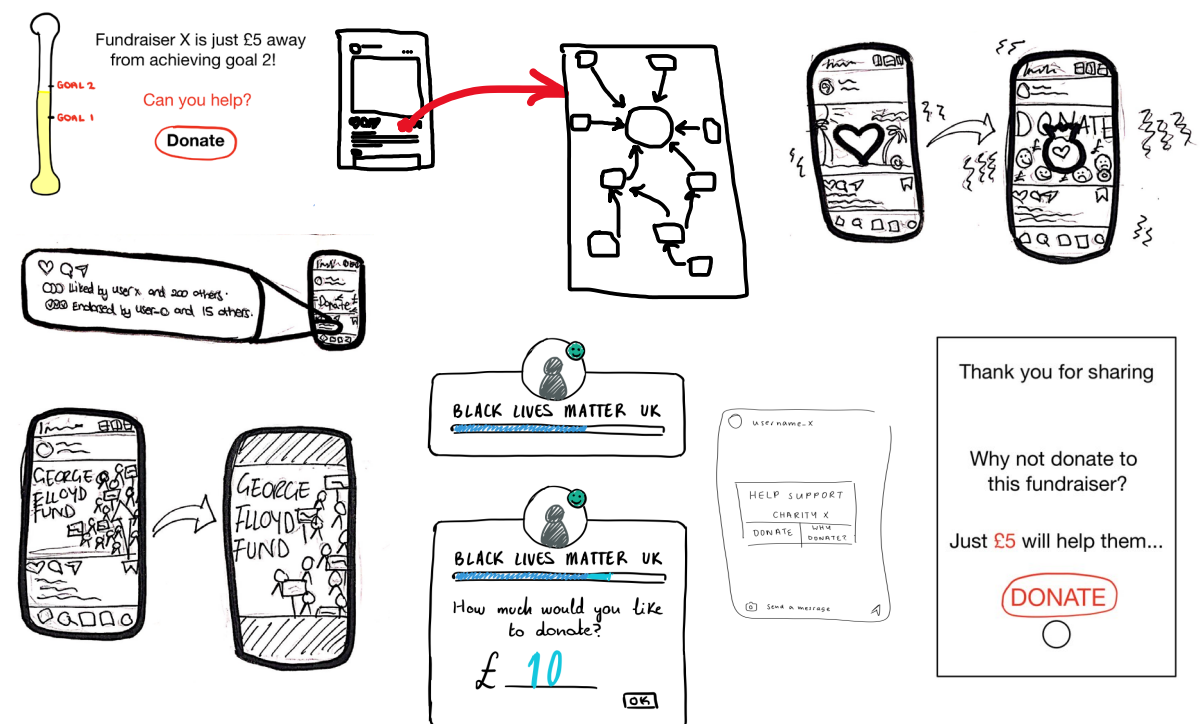
Some people are unaware as to what fundraisers are using the money raised for so feel less inclined to donate when they do not see a direct use for their donation.

"I did not know what my money was being used for"

Opportunities

A: How might we create a moment of reflection for Instagram users to think about social justice issues?

B: How might we allow Instagram users to easily obtain information about donations?



Final Concept: Double Take

Prototyping

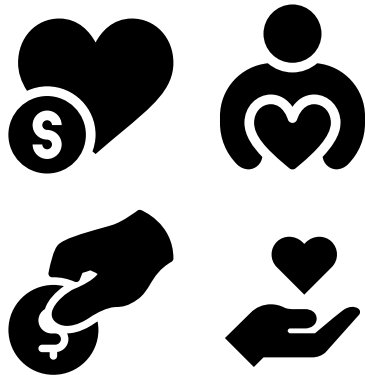
Intervention Evaluation

Intention: encourages users to be intentional and take responsibility when receiving information on donations for social justice causes.

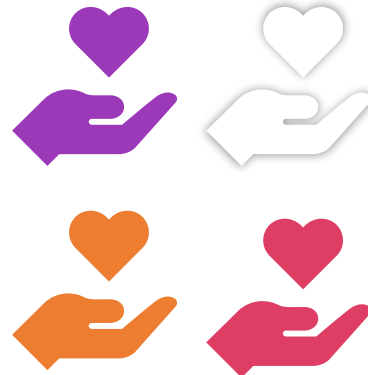
Low Friction: Subtle intervention happens at a key moment to ensure there is the least friction to cause a minimum resistance to the user's current interaction.

Prototyping in Figma

Symbolism

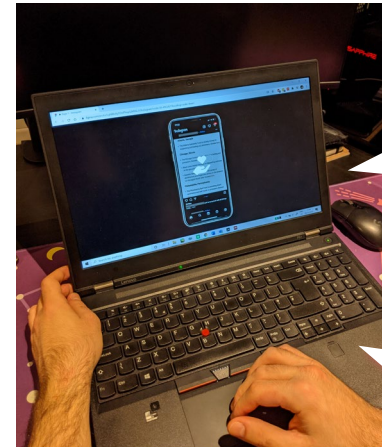


Colour choice



User validation

Testing & validation



I think changing up the icons when double tapping on a post with important content will prompt me to reflect on the post more deeply

The change in icons caught my attention; I was more inclined to read the post, instead of just casually scrolling + liking the post

Justification of Behaviour design

Introduces a new set of visual and tactile feedback cues

Break in the monotonous chain of feedback experienced by the user - moment of pausing and reflection

Opportunity for the user to take responsibility of receiving the presented information

'Reduces the noise' of social media and aid the user in being directed to important posts

Simple, nuanced change to the functions of the interface which will have large effects on the fundamental interaction with specific posts

Evaluation

- People may not Double Tap
- Lack of Posting on Feed
- Desensitisation
- Act of Donating



Fin

Thank you for listening!