



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

**SCHOOL OF COMPUTING**  
Faculty of Engineering

**Human Computing Interaction**  
**Assignment 1**

**Submitted To**  
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**A**

As a persuasive technology example, for our group, we chose the second top social media app downloaded in both App Store for iOS and Google Play Store for Android system, Instagram. Instagram is an online photo sharing network. Instagram allows you to upload photos via our smart phones and it also offers the users to personalize each photo the user uploads, such as adding effects, focus, rotations, and add captions.

How is Instagram considered as a persuasive technology? Instagram persuades its users to communicate, good for business wise and e-commerce, motivates its users' health-wise, and users can show off their talents.

**Communication:** The whole idea of social media is to persuade its users to communicate with other users on the platform. Users can follow people they know, I.e. friends, family members, co-workers, and catch up to their latest updates. Users can even know their latest updates and posts even if they were distant, therefore that's a way of Instagram making its users to come back for more.

**Visual Marketing:** Visual marketing is another approach for businesses to reach out to their customers directly. By uploading pictures of the business's products in an attractive way, this would persuade the customers more on buying the product. According to a study conducted by Dana Rebecca, Instagram can affect shopping behaviors. After the candidates for that study were surveyed, around seventy percent of the candidates have said they have purchased a product or an item, usually fashion, beauty, or style related, after seeing a post of the product on Instagram.

**Health:** We have been taught that spending so much time watching television or playing video games is bad for a person's general well-being, of course wasting time on social media applications is not an exception. But nowadays, Instagram can actually promote healthy life styles that are provided by coaches and fitness models who are also users of this platform. These users can influence other users to improve their life styles by providing tips and ideas, as

a result, the followers would want to set up their goals to achieve the desired results.

**Talents Showcase:** Users can upload whatever they want to share with their followers, but some users are smarter than others. Instead of posting whatever they see throughout their day, these users share their talents and hobbies with their followers. Musicians, dancers, photographers, influential speakers, actors etc. use Instagram to share their thoughts, ideas, or talents through Instagram by uploading pictures and short videos. As a result, some of these users make businesses reach out for them instead of these talented people go to the businesses. Such example is Richard Koci Hernandez, he used to post normal pictures on Instagram using his digital camera, now he is a journalist and photographer working for National Geographic, because National Geographic hired him for his artistic work that was uploaded on Instagram.

# B

In order to have the user coming back, we need to understand how humans think. For that matter, it is important to understand cognition. Cognitive processes include attention, perception, memory, learning, reading, speaking, and listening, problem solving, planning, reasoning and, decision making.

**Attention:** There are different ways in order to gain user's attention, e.g. use of perceptual boundaries (windows), colour, spacing, having the information at the center of the screen.



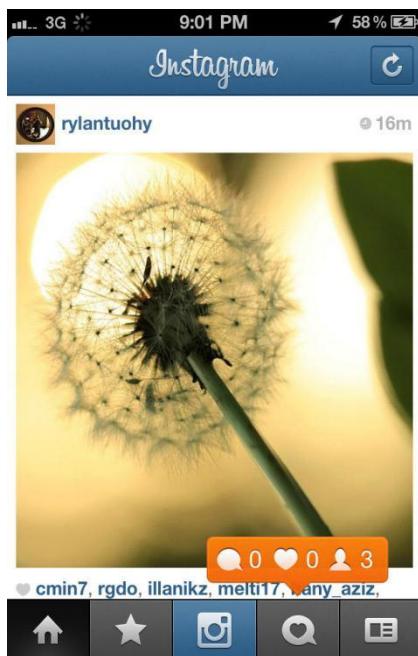
iPhone Interface (2013)



iPhone Interface (2018)

As it is shown in these two pictures, this is the Instagram news feed for iOS system. We can see from the two systems that the interfaces are similar, the post is in the center with all needed information, which would capture the user's eyes and wouldn't mind reading all of the information written on the screen, but the one with a more modern look and it is comfortable for the eye is for the new interface for 2018, even though both of them have the information in the center, but the older interface has the information in an unorganized way, the user feels more welcome and would be glad to use the new interface rather than the older interface.

**Perception:** How information is acquired from the world and transformed into experiences. e.g. text should be legible, icons should be easy to distinguish and read.



iPhone Interface (2013)



iPhone Interface (2018)

Let's check the same interfaces. The place of the tabs is the same (below), but there are some differences between the two. In the old interface, the search feed tab (second one from the left) can look confusing to new users, as they might not know that this is a search feed because the tab does not represent a search feed. Instead, in the new interface, the search tab button has been updated and now it looks like a search feed tab. Another tab is the upload button (the middle tab), for the 2018 interface, it is quite understandable, unlike the tab in the older interface, it can also cause confusion to new comers.

Also, the use of colors, of course the new interface is better, because it offers a simpler interface, good contrast of colors, and generally a better design.

**Memory:** The human brain can recall information much better than remembering, it also can recognize the visuals rather than the arbitrary materials.



Android Interface (2018)



iOS Interface (2018)

Luckily, Instagram had thought through while updating the platform's interface. As it is shown in these two pictures, both systems interfaces look very much alike! Which is beneficial and useful for the user. Why is it beneficial? The human brain can recall information if the information is in the same context, but if the context is different, it could cause misunderstanding or confusion. If a user were to switch from one system to the other system and log in to his account on Instagram, there isn't much difference between the two interfaces, therefore, the user would not "feel lost" using the other system he had switched to.

# C

From my own experience, I can state that Persuasive Technology (Instagram) has played with my emotions very well. At various times it gave me different types of emotions, sometimes Joy, Sadness, Relief, Motivation, Excitation etc.

## Feeling of Joy:

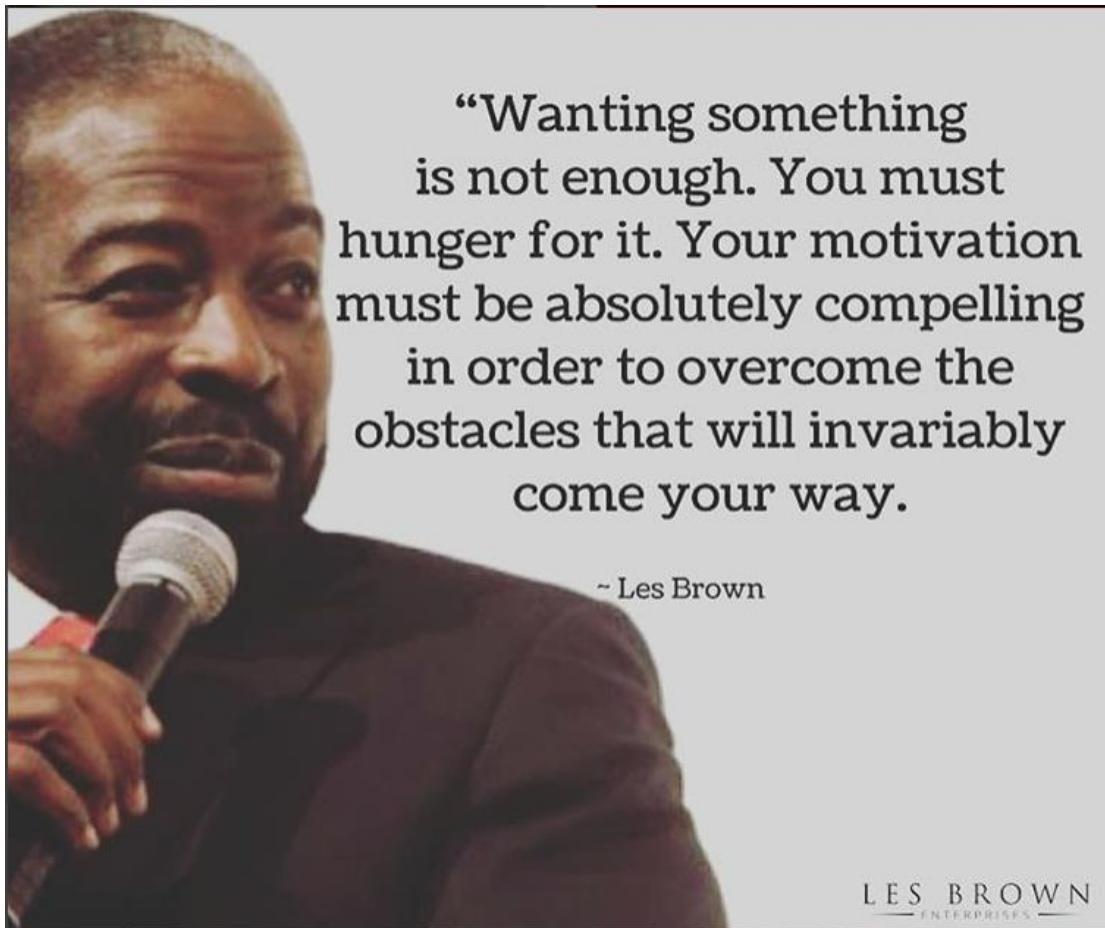
Most of times it gave me the feeling of joy/happy, that feeling when you see a picture of somebody else who has grown up a lot since you saw them face to face. I had that feeling when my brother sent a photo of my father and little sister who was only 1.5 years old, while I was away from home for about 1 year. I was so happy the moment I got the picture.



The picture was sent to me through Instagram and it was uploaded in my profile right then.

## **Feeling of Motivation:**

Everyone has a phase of their life in which they were very devastated and depressed with life. Did not know what to do next or how to anticipate for the right decision or move. I had that phase when my visa for Canada had no response for 9 months straight. This post gave me the motivation to carry on until I succeeded. I developed a hunger for his speech and hunger for life. Right Then I decided to try for other developed countries for my higher studies.



This man gave me the mental energy I need to accomplish my task towards a brighter future.

Reference Video: <https://www.youtube.com/watch?v=VTy7IldN1Xs>

### **Feeling of Excitation:**

The only time I decided to visit a place by just seeing an Instagram post is Cameron Highland in Malaysia. It was in the end of last semester in UTM, I had only 2 final exams to attend before going in semester break. While scrolling through news feed I came across this picture and decided to go to Cameron Highland after the last exam. I was so excited that I didn't even stay in Johor for 2 hours right after my exam. I set myself off to Cameron Highland.



One of the best trips in my life, never going to forget about that trip.

## **Negative Emotions:**

Even though with all the good emotions and mental control, Instagram news feed has some addictive advertisement which should not be shared at all.

The most important of them all is video contents of drug usage. Instagram lets people share explicit drug abuse videos which influence other people and sets their track in the wrong direction. People has the earge to show something that is trending, so they abuse drugs and show the population on intagram how they are living their lifestyle. This is a very bad practice and harmful health contagious.

These video should be removed from Instagram as many of the good people have already lost their lives by the abuse of drugs. These videos should be marked explicit and banned from all of social media.

# D

From daily basis survey there are mostly five tasks that a user go through everyday on Instagram, and mostly they spend at least of twenty minutes while performing this tasks. So what are these tasks,



- Check the google spreadsheet.
- Post on Instagram
- Interact
- Stock Photos
- Analytics

FBM behaviour is a product of three factors: motivation, ability, and triggers, each of which has subcomponents. The FBM asserts that for a person to perform a target behaviour, he or she must

- (1) Be sufficiently motivated.
- (2) Have the ability to perform the behaviour.
- (3) be triggered to perform the behaviour.

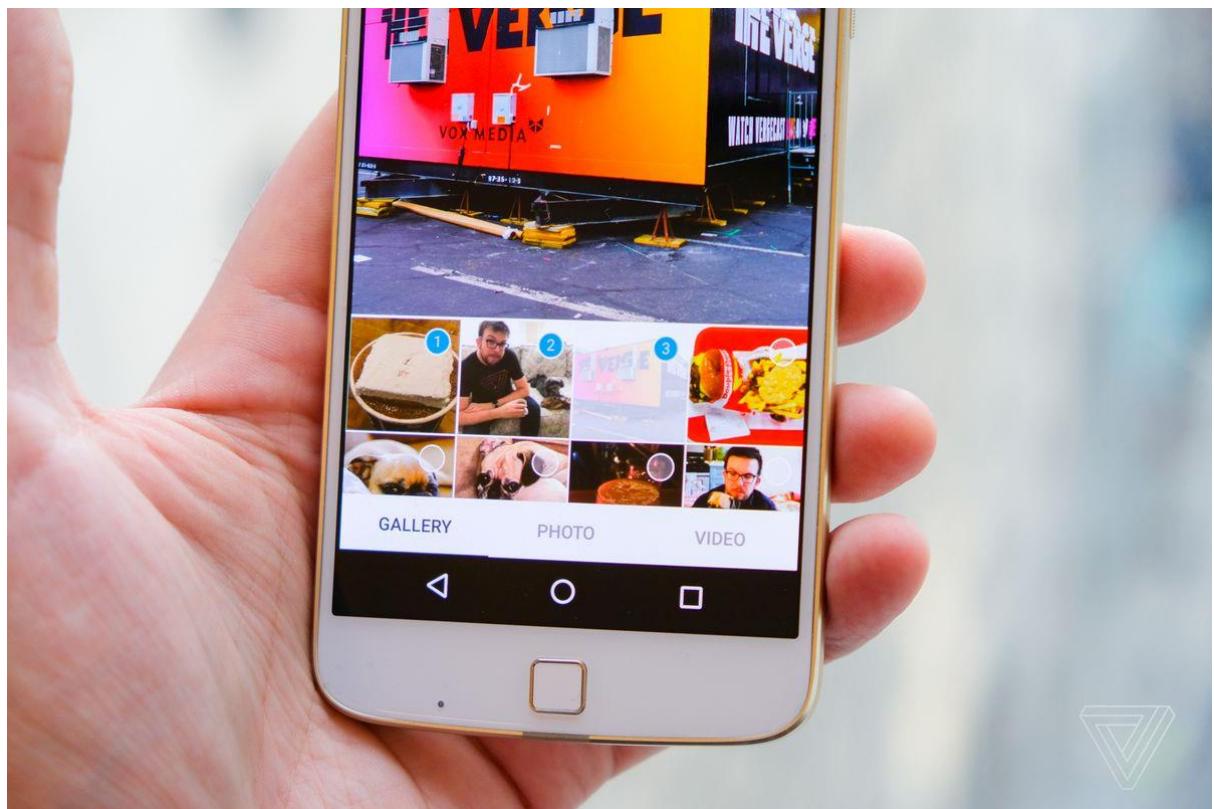
These three factors must occur at the same moment, else the behaviour will not happen. The FBM is useful in analysis and design of persuasive technologies. The FBM also



helps teams work together efficiently because this model gives people a shared way of thinking about behaviour change.

If we think up the tasks that a user do everyday, they all follow the FBM behaviour , for instance

**Post on Instagram :** “Instagram” refers to words like “instant” and “photos” , whereas photos are the derived term of telegram. So posting photos on Instagram is must. To post a photo one must be sufficiently motivated is must. If we think basic of Instagram it runs on following term, you follow people for their stuff to know about them, same goes for you people will follow you only if you have that terms, and photos are basically those terms. So if one wants more followers he or she must need to post photos.



Suppose one person wants to post on Instagram about fitness stuff or music ,



one must have the ability to perform that task , people will follow you only if you have the quality, if we see the celebrities Instagram feed we can easily notice they have a margin of followers, and wonder why? Because of their stuff, the thing they can do and spread it on the Instagram feed. So the performing ability one must need , it is just like that example, to send a mail one

must need an email .

Thirdly, after motivation and ability it comes the triggered, what is triggered? Is it the gun fire? Yes kind of similar, one must have motivation or ability but still they don't do that specific task, there are thousands of Instagram users who don't post anything they use the ID to see what is around them but not likely they are interested in it. So we can see the FBM behaviour is really a term that plays on posting on Instagram .

**Interact :** “ Instagram is a social media”- this line says it all. Interaction is key task on Instagram. What is meant by Interact .

a. Respond to comments on posts.



b. Follow other accounts. Look for people who fit our audience demographic or who like posts from accounts similar to ours.

- c. Like and comment on other pictures. Be sincere and heartfelt, similar to the comments we leave on our website.

As per the FBM behaviour if we trace down the list above of interactions we can find the main three components of FBM behaviour, for instance if we want

to respond a comment we must be triggered, and for triggering Instagram has a feature called tag or mention, after every “@” there is a specific username to put to mention or tag a person and that's how they get triggered.



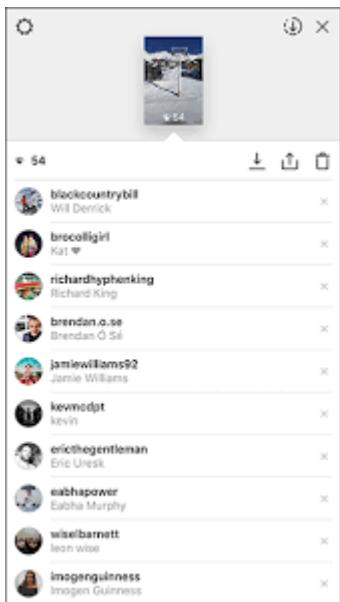
Then comes motivation , if someone wants to follow a certain ID of someone , he should be motivated, suppose the user doesn't post anything relating the guy who is looking the reason to follow , then why will he follow the id. And also the term ability which is again the example of you want something to do you need that certain thing . So summing up on Instagram being the persuasive technology of our

day to day life, the tasks it go through are all under the FBM behaviour principles.

# E

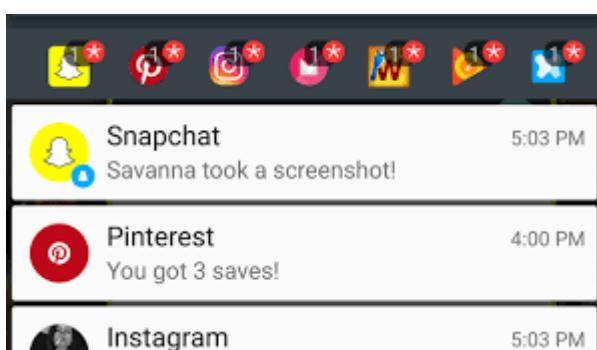
Instagram didn't start out as Instagram. It started out as "Burbn". According to Instagram history it was first invented to be a local search engine and work like New York based local app called foursquare , Keith Sawyer who invented Instagram , was a fan of Kentucky whiskeys.

So when he created a location-based iPhone app—one driven by the success of



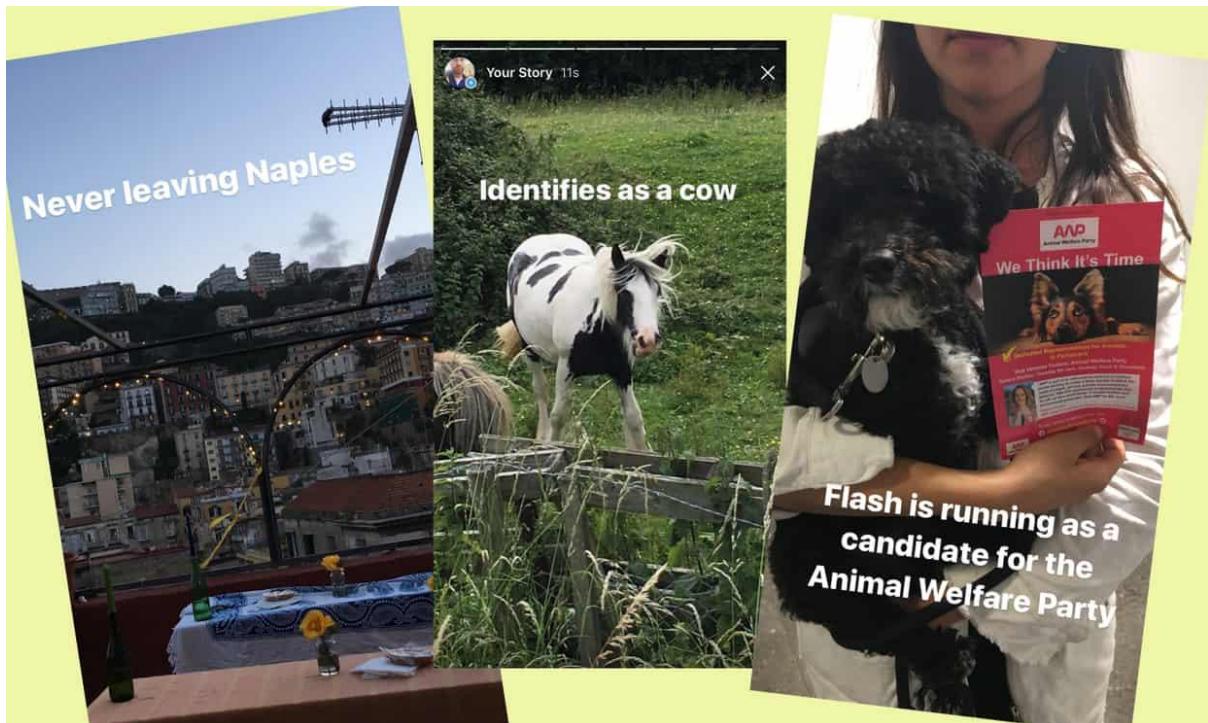
networking app Foursquare—he named it after the booze. The app was complicated, but it took Systrom just a few months to build: Burbn let users check in at particular locations, make plans for future check-ins, earn points for hanging out with friends, and post pictures of the meet-ups. However after the creators hand when Instagram was being bought by another social media gian "Facebook" they mostly focused on photo sharing and rest. Though Instagram is the most famous social media in 2018 yet they fail in many terms, for example the story feature, on that one can share their daily basis and that would be available for next 24 hours. The feature is really good yet very much

faulty. It's like peeping through someone else's life without telling them. The feature is faulty is because it doesn't tell who took a copy of the photo or the details I put. For instance if we see another social app "Snapchat" which have a feature called who took screenshot of your photo, but on Instagram this feature isn't here. One can easily save your details.



# F

Social media use is a growing phenomenon in contemporary society. Social media platforms offer their users an easy way to access and develop networks of friends, family and relevant professionals. Online communities of interest can be found to suit the interests of almost anyone. Social media platforms are increasingly used by many as a means of communication, sharing information



and - importantly for this document – the sharing of attitudes and behaviours on a huge breadth of topics. It is this user-generated content that presents such a valuable opportunity to researchers. Whereas before, researchers

gathered information on attitudes and behaviours through a variety of methods such as questionnaires, in-depth interviews and observation, such data is often now accessible at the mere ‘touch of a button’ or more accurately, typing a few search terms into a platform’s search bar). While talking about Instagram, there are few features are like stories, Since 2016, Instagram has allowed users to collate pictures and videos into a cohesive “Story” that is visible on the app for 24 hours. When someone posts a Story, they can then swipe up to see a list of

people who've watched it, frame-by-frame. A research found that the story on Instagram are the new generation phenomena in 2018, as we can see almost every users are engaged in posting stories rather than

actual post. From famous celebrity to the person who has only 50 followers. And on the story one can not only post the story they can even add location the place the person was in. It doesn't stop there the person who are following him can see the story . Among the followers that the person has, no one knows who has good intention or bad, it is very risky to have. Apart from this cyber bullying is also extent to the ethics, like-

1. You can post a malicious or embarrassing photo of a target for all of your followers to see.

2. You can caption a gross or disgusting or otherwise insulting or demeaning photo with a target's username and perhaps a negative sentiment (for example, uploading a picture of a sumo wrestler and then captioning with something like "this reminds me of @hinduja"...I'll let your mind come up with much more offensive and hurtful examples)

3. You can post cruel comments under a photo that someone posts.

4. Different than adding a username in a caption or a comment, you can tag a user through the new "Add People" feature on the Share screen – where the tag is added to the image itself. If your Instagram profile is public, anyone can see it – and it could go viral. If your profile is private, and the target is not following you, they will not be notified or be able to see the photo, tag(s), caption, comments. Which could be completely awful, where they are humiliated or harassed until a sympathetic friend finally clues them in.



4. You can add hateful hashtags under a photo that you post (in the caption or comments) or that someone else posts (in the comments). For example, #dork or #loser or #fuglyslut or #tryweightwatchers or #crackwhore or #cantbelieveheworethat or #peoplewhoshouldoffthemselves. Once again, I'll let your mind come up with a million more that are so much worse.

5. You can create a fake account to impersonate someone else, and be cruel through pictures, captions, comments, and hashtags. Thousands of suicide cases are being held because of bullying and cyber bullying is like the new days of version ,

“ <https://www.youtube.com/watch?v=pQVjacNBe0Q> one news on CBS Los Angeles “

According to the news it was all happened on Instagram, However the creator has mentioned they are working on the Machine Learning Language to detect bullying and take step.

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