

introducing...

# Mix Up Mode

see more. connect more.



A new feature on main social media platforms to diversify the content you see, and exposure your content has

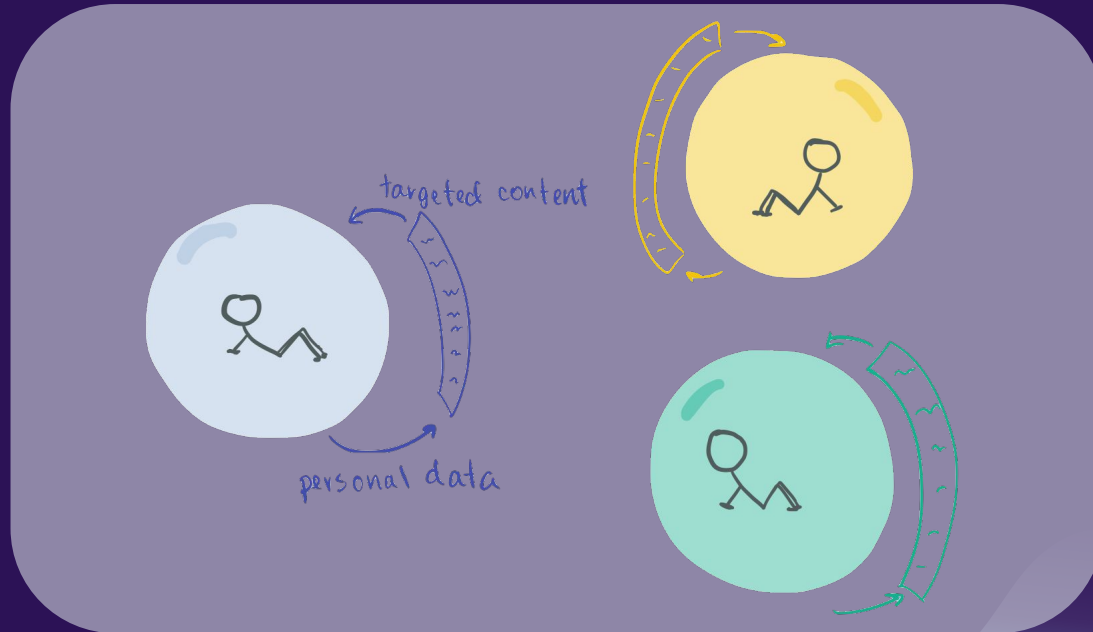
01

# Blueprint for Mix Up Mode

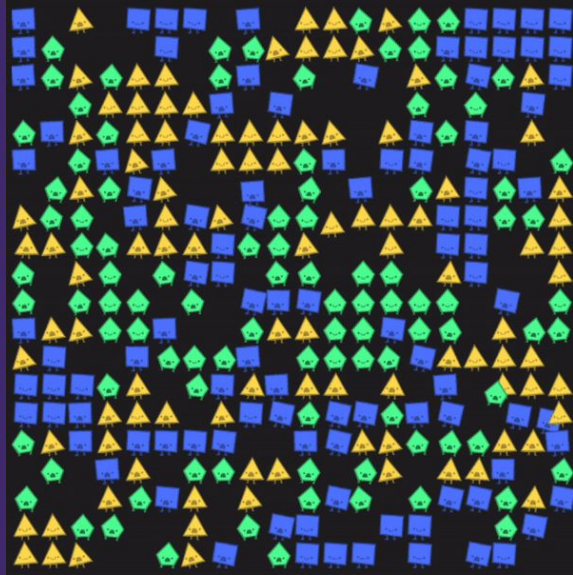
why and how this product was made

Current social media uses algorithms that takes data about you and creates a feed that floods you with with similar content

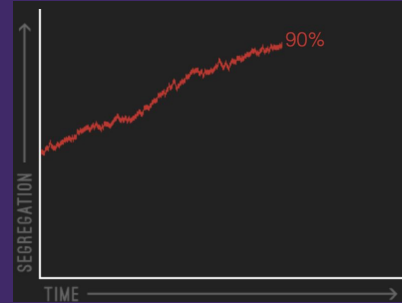
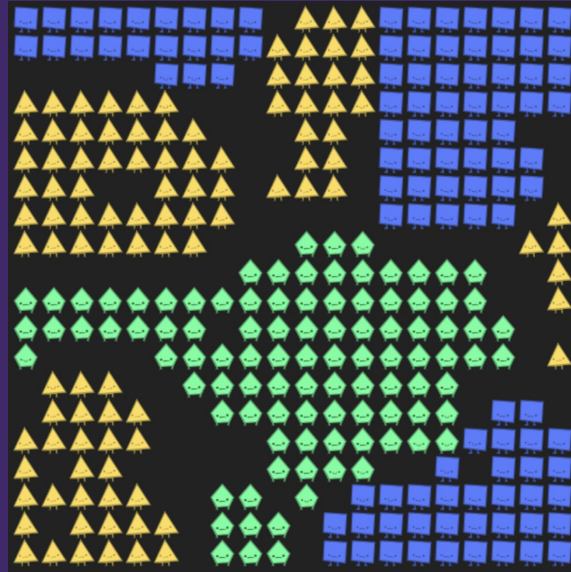
... **limiting you in a bubble** of your own beliefs



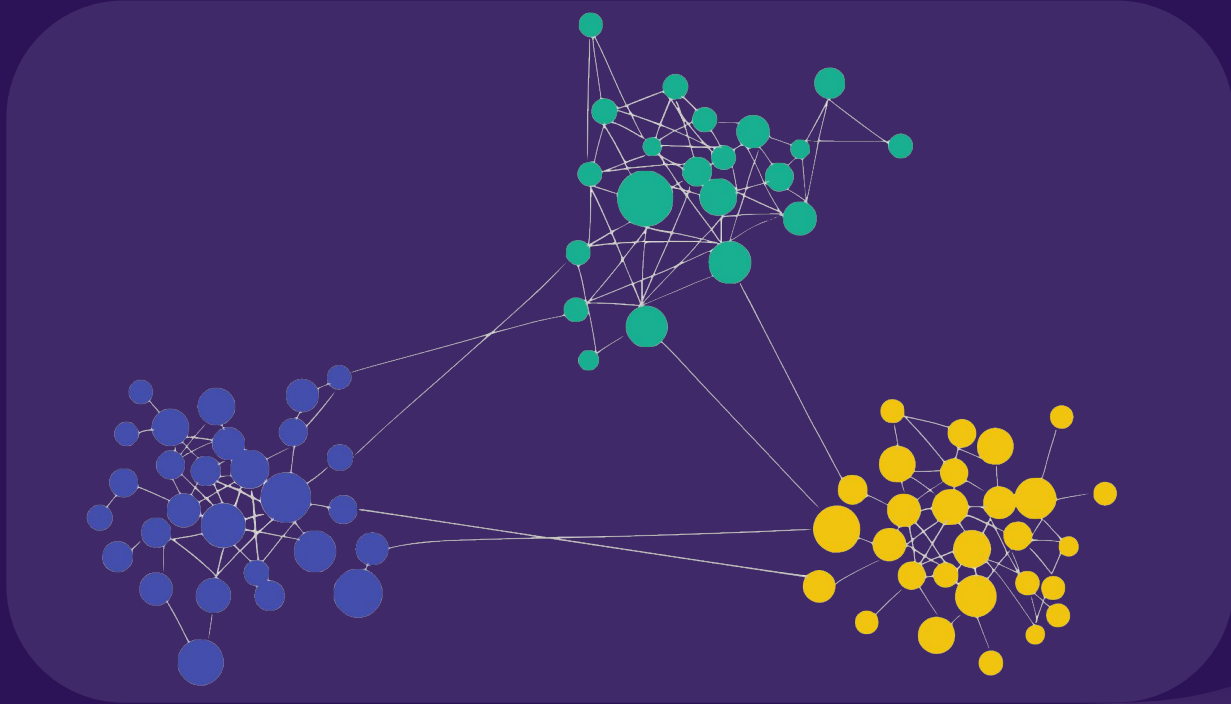
Slowly this has **divided up the internet space**, segregating people into like-minded digital communities



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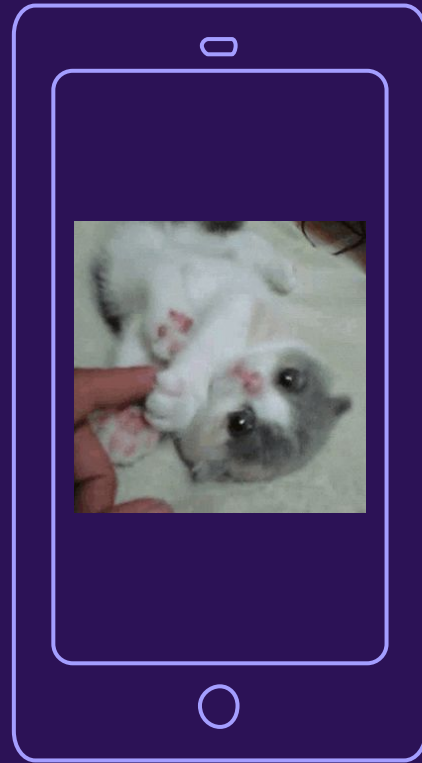
There's a whole world of people, and content we are walled off to



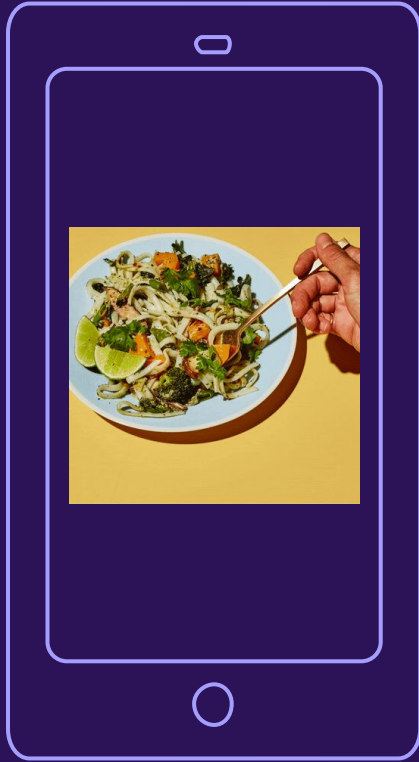


**A dog person ...**

... may never see **cats**

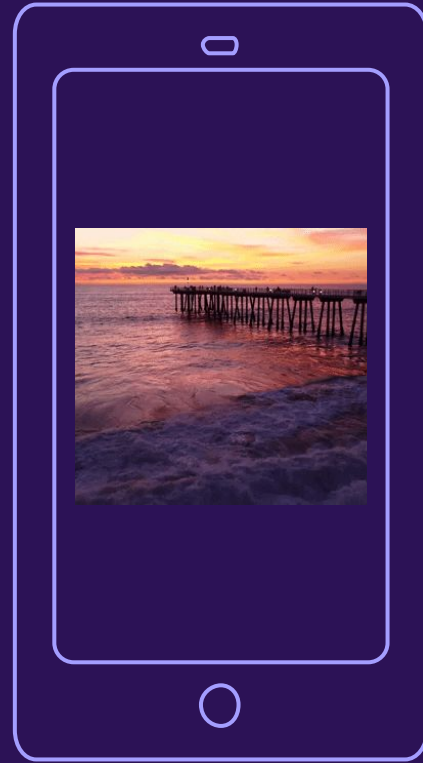






**A food blogger ...**

... may never see  
**nature photography**



**all because of an  
algorithm**



**What if you could  
change the algorithm**

and **Mix** it **Up**?

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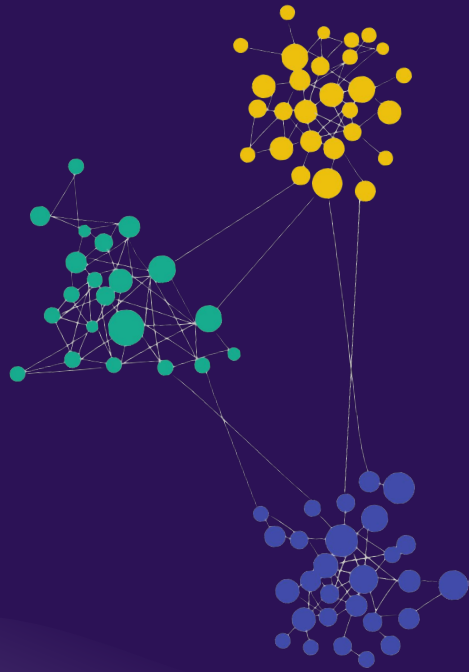


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**see more.**



**connect more.**





# How we implemented it



## Legislative Action

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We took legislative action mandating social media apps (Instagram, Twitter, TikTok, Facebook) to allow users to customize how much they want to mix up their feed using Mix Up Mode



## Research

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Through research, we created a new algorithm that increases the diversity of exposure of content while still ensuring the content is interesting to the user and shared widely

02

# User Manual for Mix Up Mode

how to use Mix Up Mode in 3 easy steps

# 1. Select a social media app



**Instagram**



**Twitter**



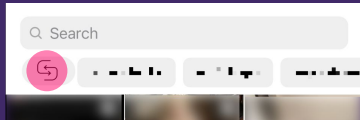
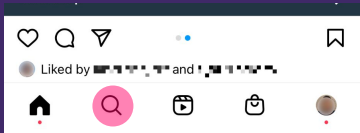
**TikTok**



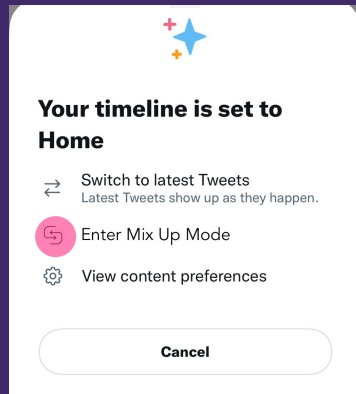
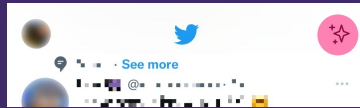
**Facebook**

## 2. Find the **Mix Up Mode** button

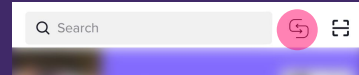
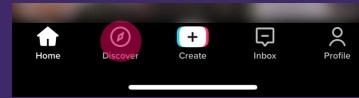
### Instagram



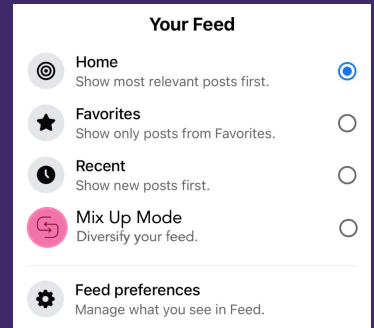
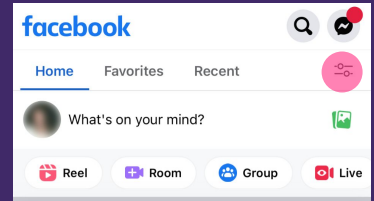
### Twitter



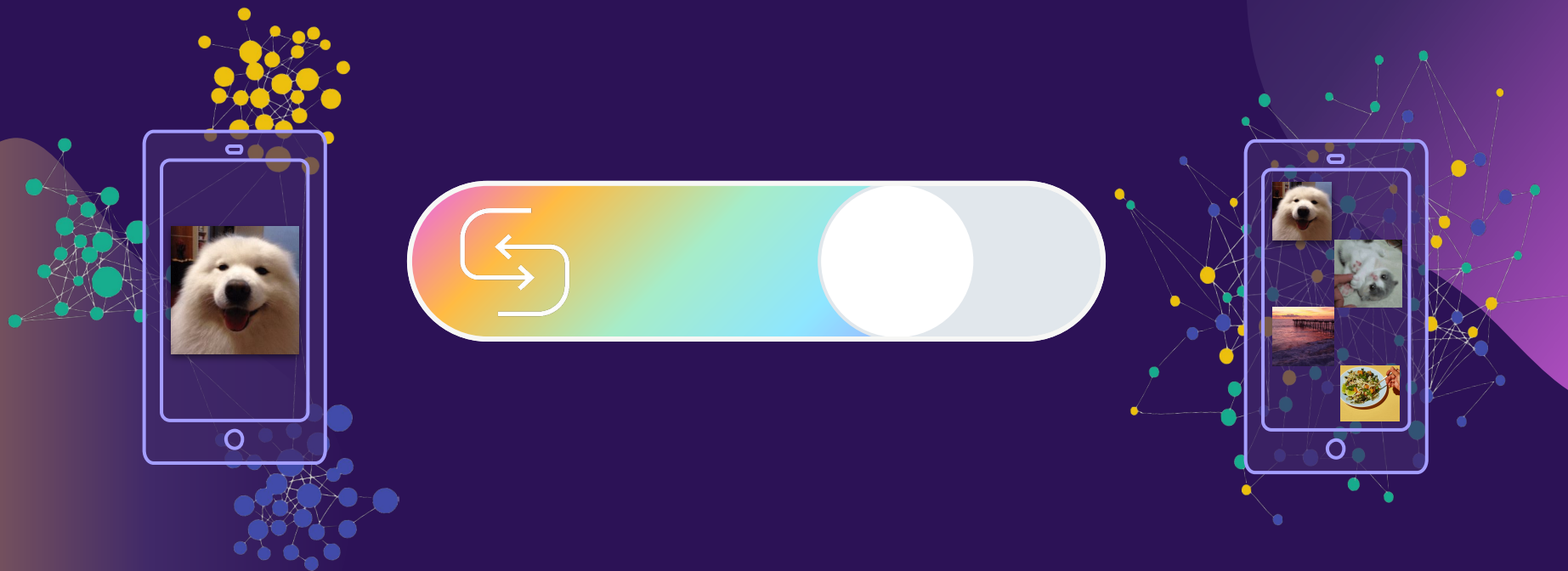
### TikTok



### Facebook



# 3. Customize how much to Mix it Up



# Mix Up Mode

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# Works Cited

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