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

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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.

Through research, we created a new algorithm that increases diversity of exposure of content while still ensuring the content is interesting to the user and shared widely.
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
3. Customize how much to Mix it Up
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Works Cited

