

Social Media as Personal Informatics: Empowerment through Self-Reflection

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Dominant discourses
concerning privacy in the
networked age...

...but what if we asked a
different question?

What if People Had
(Better) Access
to ‘**Their Data**’?

Automated Sharing on **Last.fm** with the Scrobbler

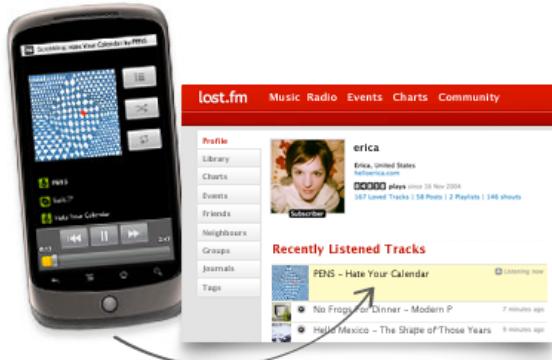
**Last.fm is a music service
powered entirely by its
community of listeners.**

How? It all starts with scrobbing.

scrobble: skrob·bul ('skrōbəl)

[verb] To automatically add the tracks you play to your Last.fm profile with a piece of software called a Scrobbler

1. If I'm not scrobbing the music I hear, it doesn't count!



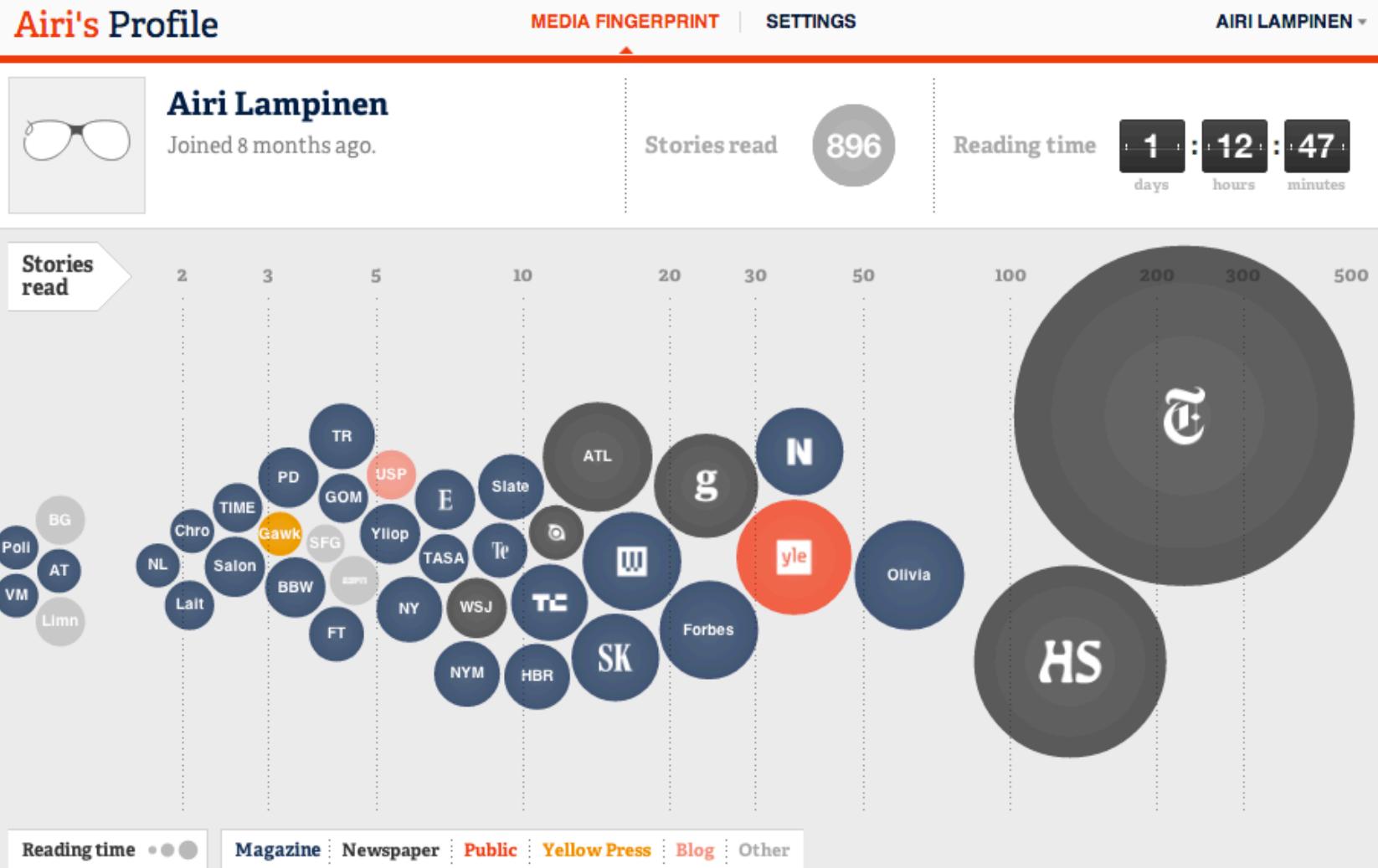
Media Fingerprint on Scoopinion

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Stories worth reading

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Empowerment through **Self-Reflection**

- Leveraging data collected and managed by online services for the benefit of those who engage with these services
- Seeing information of one's behavior in aggregate can provide insight into both
 - (1) the behavior that is evidenced in the data and
 - (2) the fact that such data exist and others may act upon it

“Well, I don’t know why people want to know about their own behavior, I guess it helps in reflecting on whether one is too focused on some things, like whether it might not be such a bad idea to read something else for a change.”

How can social media users be empowered by providing them with access to ‘their data’, especially records of their online behavior?

Open Questions for Mainstreaming Personal Informatics

EASE OF ENGAGEMENT

How to cater for different types of users?

Raw data vs aggregations & visualizations?

MESSINESS OF DATA

How to tackle the issues arising from
shared use of devices and browsers?