

# Social Media as Personal Informatics: Empowerment through Self-Reflection

**Airi Lampinen (@airi\_)**

in collaboration with

**Jesse Haapoja**

**Johannes Koponen**

**Juha Leppänen**



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

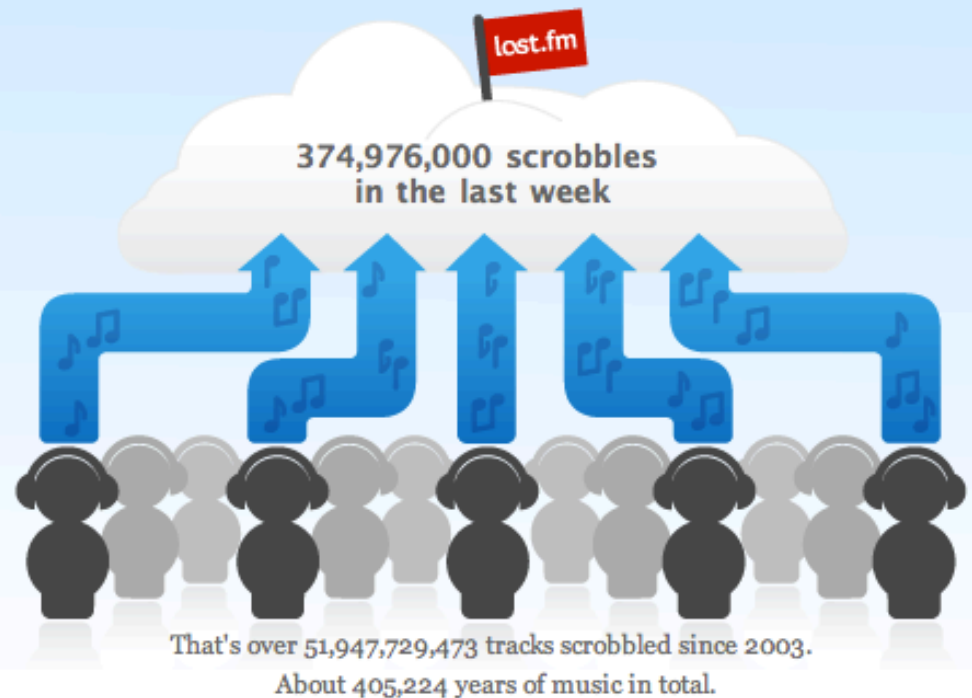
**Last.fm is a music service powered entirely by its community of listeners.**

**How? It all starts with scrobbling.**

**scrobble:** skrob-bul ('skrobəll)

[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 scrobbling the music I hear, it doesn't count!*



# Media Fingerprint on Scoopinion

WEDNESDAY, NOVEMBER 28, 2012



[HOME](#) • [PROFILE](#) • [ABOUT](#) • [BLOG](#) • [WHITELIST](#)

## Stories worth reading

## Airi's Profile

MEDIA FINGERPRINT | SETTINGS

Airi Lampinen ▾



## Airi Lampinen

Joined 8 months ago.

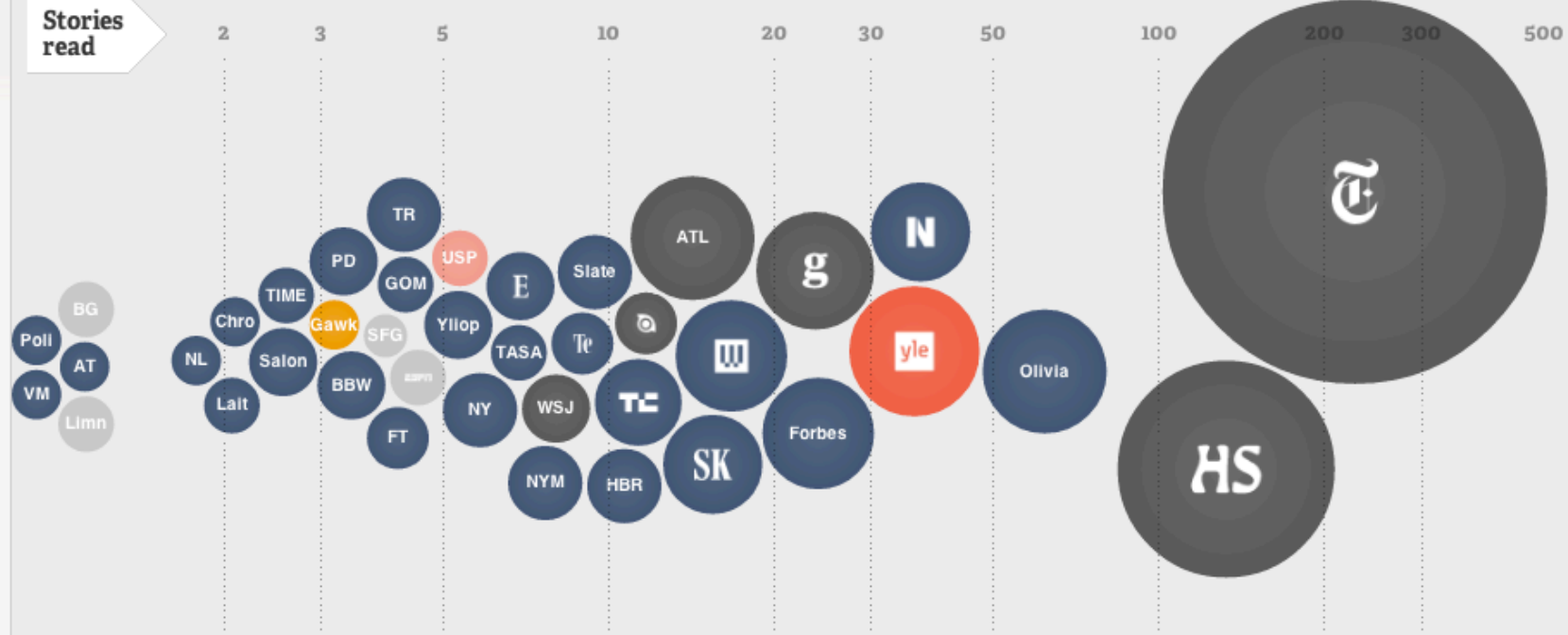
### Stories read

896

### Reading time

1 : 12 : 47  
days hours minutes

## Stories read



Reading time ●●●

Magazine Newspaper Public Yellow Press Blog Other

# 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?