

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

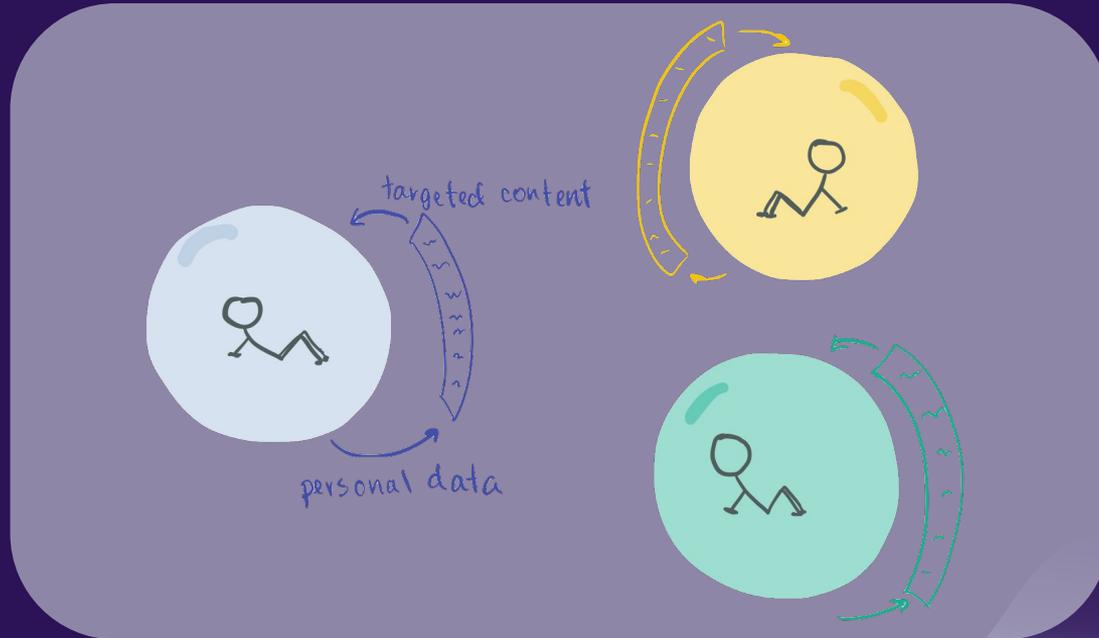
01

Blueprint for Mix Up Mode

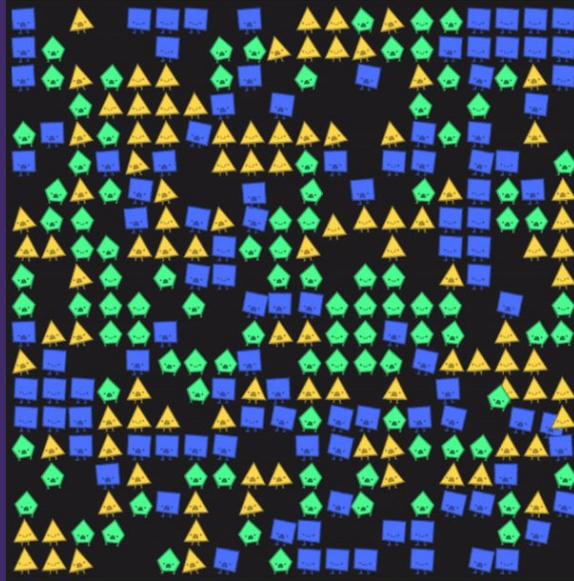
why and how this product was made

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

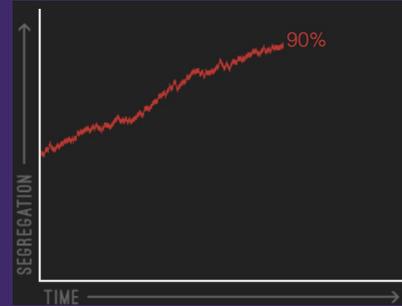
... **limiting you in a bubble** of your own beliefs



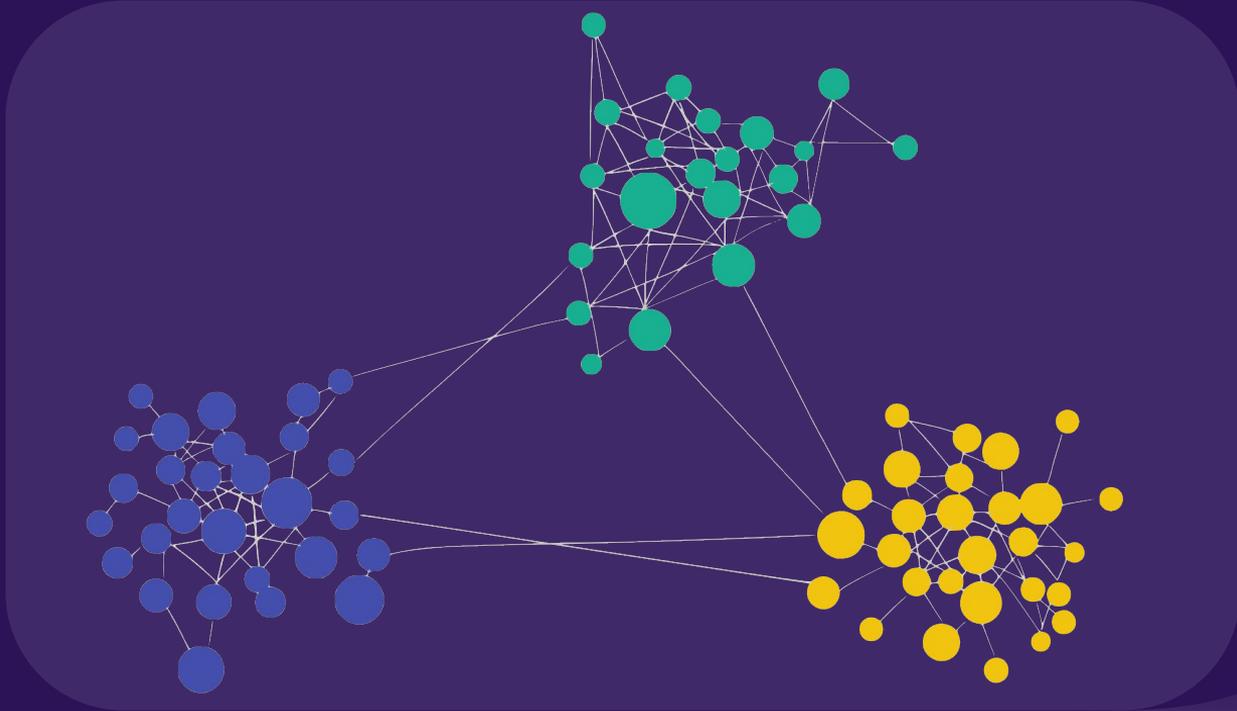
Slowly this has **divided up the internet space**, segregating people into like-minded digital communities



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

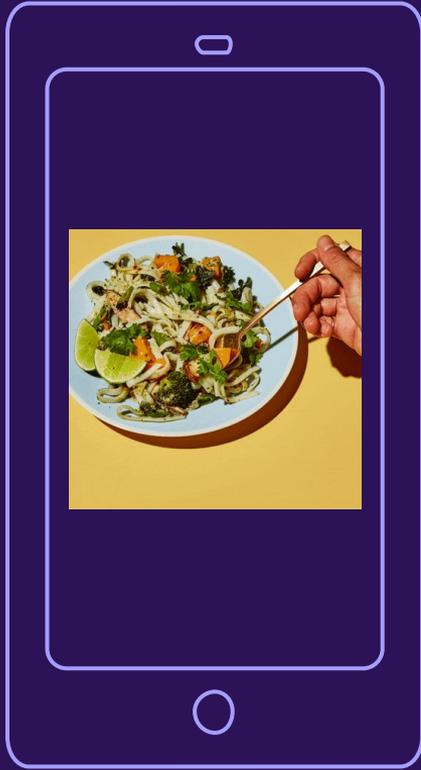




A dog person ...

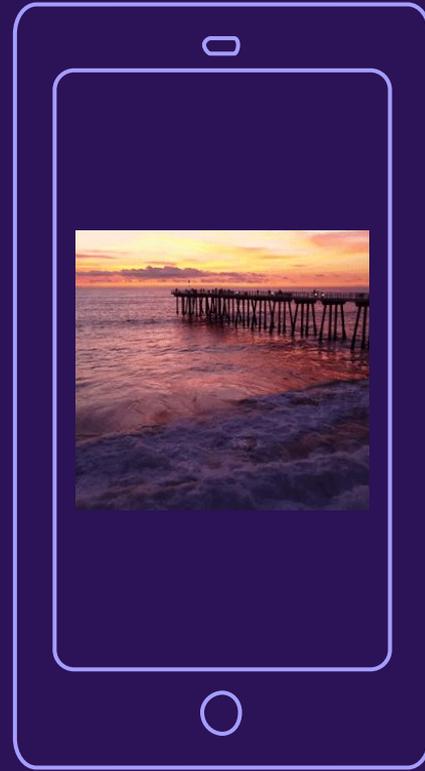
... may never see **cats**





A food blogger ...

... may never see
nature photography



**all because of an
algorithm**



**What if you could
change the algorithm**

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

introducing...

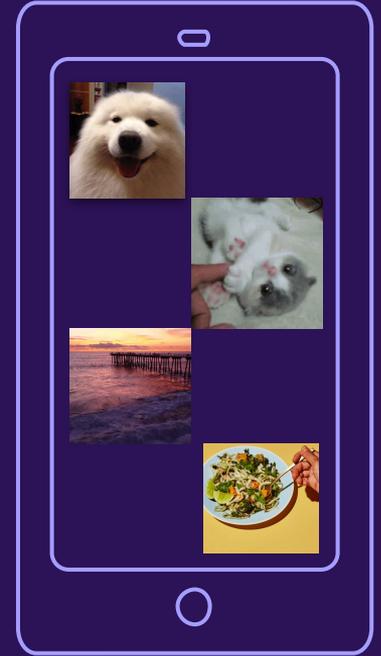
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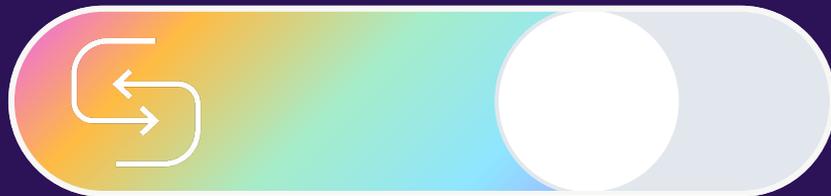
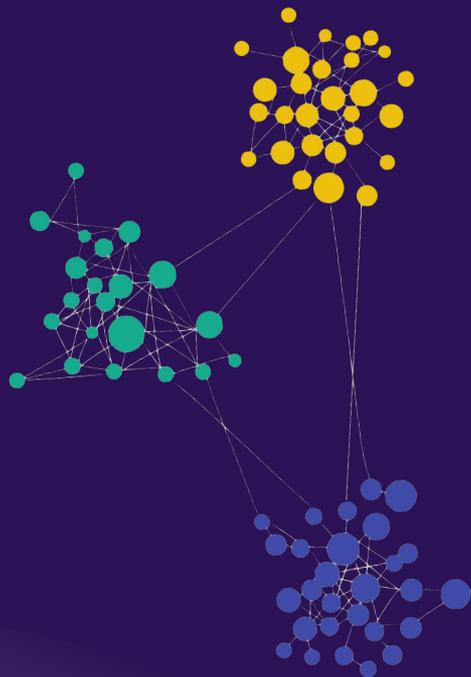


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How we implemented it



Legislative Action

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

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



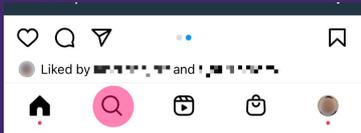
TikTok



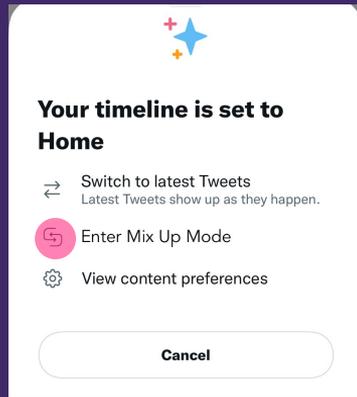
Facebook

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

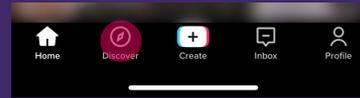
Instagram



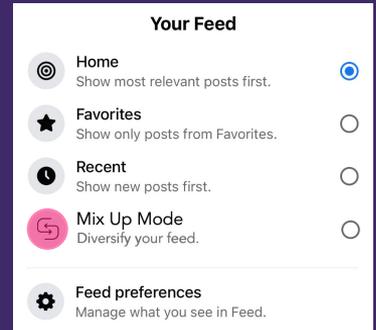
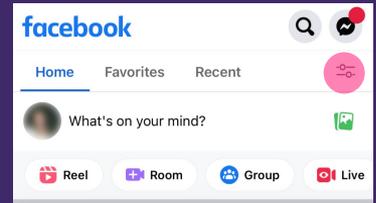
Twitter



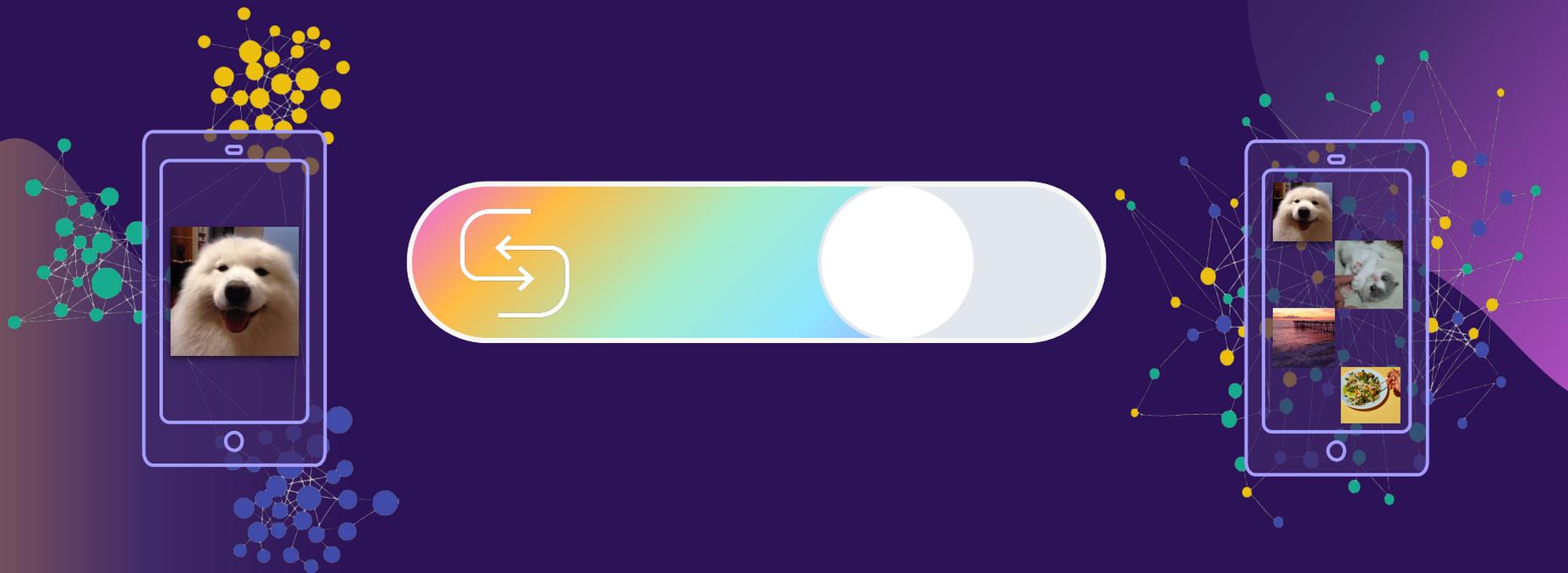
TikTok



Facebook



3. Customize how much to Mix it Up



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