



Background – Evaluating Social Media Attention Mechanisms

- **Project Focus: Explore the impact of app design on human attention in social media**
 - Elements: Popup notifications, banners, badges
 - Specific Emphasis: Investigate the influence of popup notifications
 - **Mental Health Connection**
 - Numerous studies suggest correlation, not causation
 - **Attention Need**
 - Research the effects of social media platforms on human attention
 - **Academic Performance**
 - Social media use found to significantly predict performance
 - **Additional Factors**
 - Motivation and other factors also shown to predict performance
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Study Design

- OSU student participants complete simulated learning task while browsing simulated social media feed
- One group receives popup notifications, one group does not
- Data collected
 - Time to complete pre- and post-test
 - Time spent in learning activity
 - Mouse movement in learning activity

Click when done reading and ready to submit data



Explore

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The Most Popular Video Game Console In Each State
(in 2022)

23,605 likes
statspanda Credit goes to @statspanda

Methodology: This graph represents the the most

In cell biology, mitosis (/maɪˈtoʊsɪs/) is a part of the cell cycle in which replicated chromosomes are separated into two new nuclei. Cell division by mitosis gives rise to genetically identical cells in which the total number of chromosomes is maintained. Therefore, mitosis is also known as equational division. In general, mitosis is preceded by S phase of interphase (during which DNA replication occurs) and is often followed by telophase and cytokinesis; which divides the cytoplasm, organelles and cell membrane of one cell into two new cells containing roughly equal shares of these cellular components. The different stages of mitosis altogether define the mitotic (M) phase of a cell cycle—the division of the mother cell into two daughter cells genetically identical to each other. The process of mitosis is divided into stages corresponding to the completion of one set of activities and the start of the next. These stages are prophase (specific to plant cells), prophase, prometaphase, metaphase, anaphase, and telophase. During mitosis, the chromosomes, which have already duplicated, condense and attach to spindle fibers that pull one copy of each chromosome to opposite sides of the cell. The result is two genetically identical daughter nuclei. The rest of the cell may then continue to divide by cytokinesis to produce two daughter cells. The different phases of mitosis can be visualized in real time, using live cell imaging. Producing three or more daughter cells instead of the normal two is a mitotic error called tripolar mitosis or multipolar mitosis (direct cell triplication / multiplication). Other errors during mitosis can induce mitotic catastrophe, apoptosis (programmed cell death) or cause mutations. Certain types of cancer can arise from such mutations. Mitosis

Next Steps

- Finish data collection
- Data analysis
 - Analyzing and processing the mouse tracking data
- Future research
 - Evaluating different app design elements (ex. badges)
 - Different types of study/productivity tasks



Source: stock images