

User Guide & Lesson Plan

Teacher note — It is possible to run a ‘demo’ session to familiarise yourself with the software before teaching pupils.

Prior learning

Pupils should be familiar with the concepts of **influence**, **recommender systems**, **bias**, and **how social media apps optimise feeds to appeal to you**.

Learning objective & success criteria

Learning objective: Understand how social media feeds work.

Success criteria (students can):

- Identify the different types of data that social media apps collect.
- Explain how data is used to create a profile for you and make recommendations to you.
- Give your opinion on how your data is used, and explain your thinking.

Introduction (starter)

Task: Revisit prior learning using the key words slide, focusing on the concepts of **influence**, **recommender systems** and **optimising social media feeds**.

Discussion task

What is the purpose of social media?

How are social media feeds “optimised”?

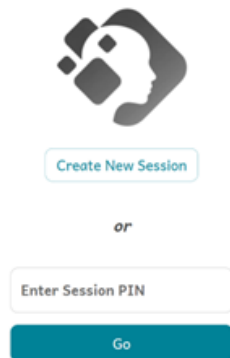
Key points to share with learners before beginning

- This is a ‘sandbox’ version of a social media app.
- All the images you will see are appropriate for your age and stage.
- You will be able to like images, follow the poster, share content with others on the app and comment on pictures.
- None of your data is kept or shared outside of the app.

Someone user guide (teacher steps)

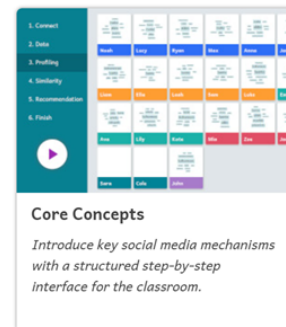
Use the steps below to set up the session, let pupils generate interaction data, then guide discussion using the built-in views (data, profiling, similarity, recommendation, finish).

1. Go to someone.gen-ai.fi and click 'create new session'.



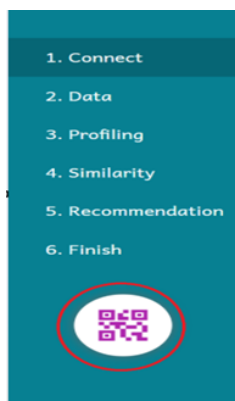
1: Teacher view of the Someone landing page.

Select Content



2: Select this tile from the main menu

2. Select '**core concepts**'.
3. Users can now join the session, either by scanning the QR code or going to the web address and typing in the displayed code. Throughout the session, you can click on the 'connect' option, then click on the QR code displayed at the bottom left of the screen and it will show the code.



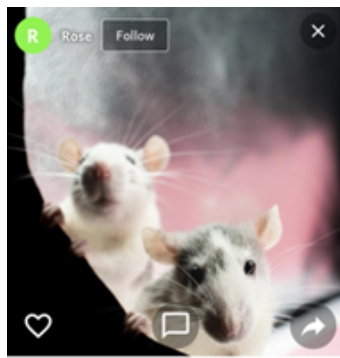
3: Teacher view of the Someone in-session menu.



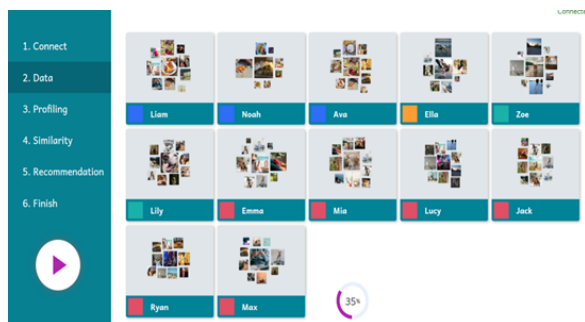
4: learner view of the username page

4. Pupils will see a screen prompting them to enter a username. Profile pictures are randomly generated.

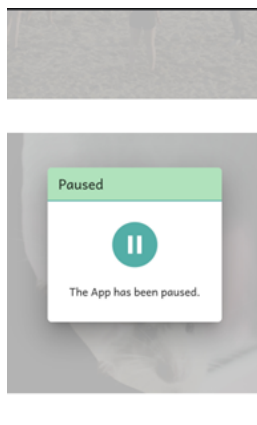
Pupils will now see a feed of various images. Give them a few minutes to like, comment, share and follow the images that appeal to them. This will build a robust data set for the next steps.



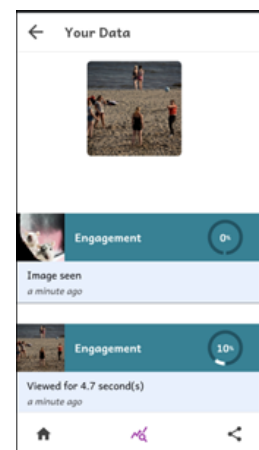
5: Learner view of the feed. The like, comment and share buttons are at the bottom. The follow button is at the top.



6: Teacher view of the data screen.



6: User view of the paused app



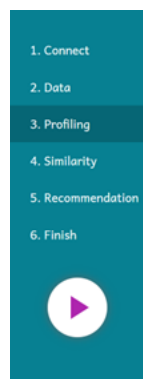
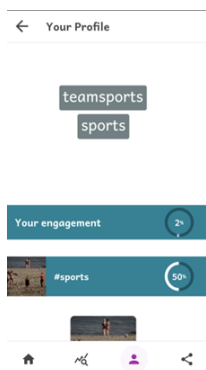
7: Learner view of the data section, showing the 'home', 'data' (highlighted in purple) and 'share profile' icons underneath.

7. **Data section (teacher-led demo):** In this section, you can click on different users and show how the app has collected their data; it has collected not only the images they liked, but also information on *engagement* (how long they viewed the image for).

Discussion task: Why has the app collected this data? What do you think it might be used for?

8. **Profiling section:** This section demonstrates to pupils how their engagement with posts allows the app to build a profile of their likes and dislikes. The larger the text, the higher their engagement with this topic. When the teacher navigates to this section, the app will once again pause and a profile icon will appear at the bottom of the learner's screen.

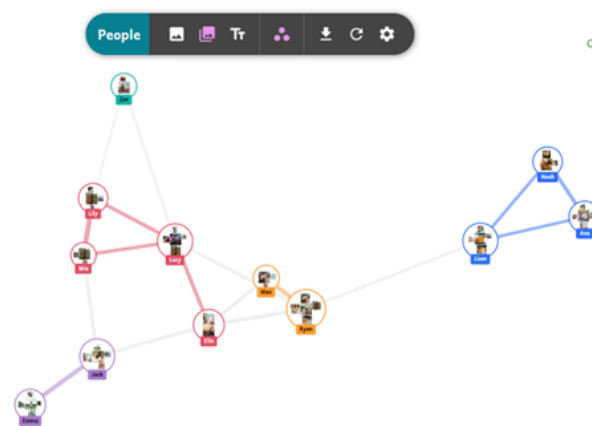
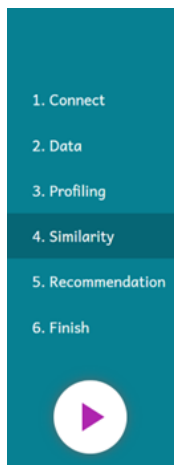
6. When you are ready, move to the **'data'** section. You will notice the QR code has turned into a play button; the app is paused every time you move between sections and you can unpause it by pressing this button. At the bottom of the learner's screen two icons will now appear: home (which returns them to the image feed) and data (which allows them to view their data). They can switch between these as they please, but the feed will not be available to browse until the teacher unpauses it.



Learner view of the profile section. The Teacher view of the profile section. You can click on any learner's name and display their profile. profile icon is highlighted in purple.

Discussion prompt: Does profiling help us discover new things we might like or be interested in?

9. **Similarity section (teacher only):** This section shows the similarity between users. It is only available to the teacher. This is most useful if you select the option to 'show engaged images'.



9: Teacher view of the similarity section. 'Show engaged images' is highlighted in purple on the top bar.

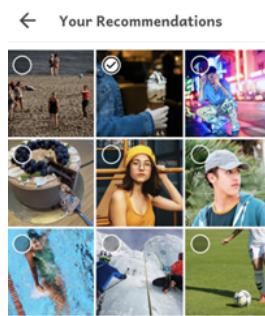
Discussion prompts: Why is the app collecting this data? What might it be used for?

Teacher prompt: If pupils do not independently make the link to recommender systems, prompt them to do so.

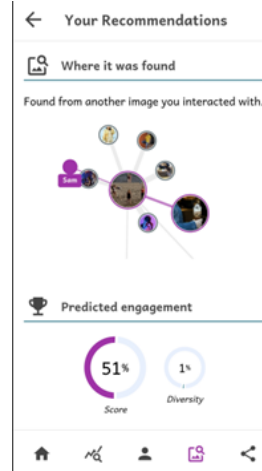
10. **Recommendation section:** In this section, pupils can explore recommendations the app has made to them based on their data. As they click on different images (they can only select one at a time), the app shows them their predicted engagement.



10: teacher view of the recommendation section.



10: learner view of the recommendation images.

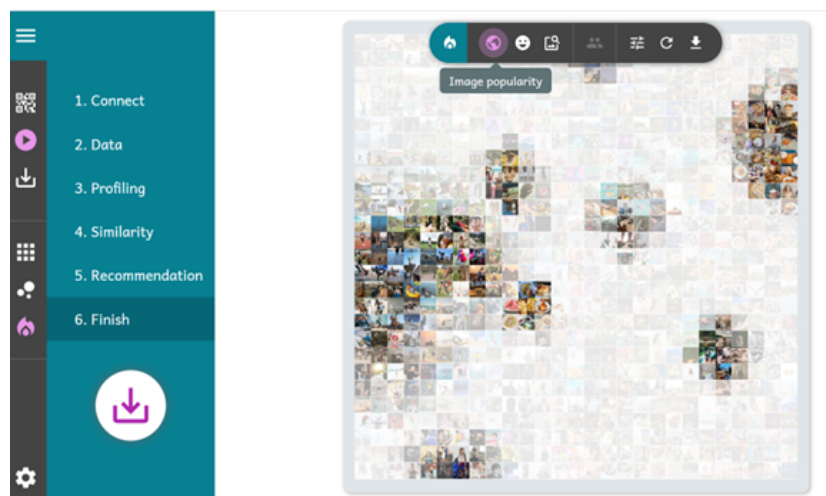


10: learner view of the recommendations analysis. The recommendation icon is highlighted in purple.

Discussion prompts:

- How accurate do you feel the recommendations are?
- If they aren't very accurate, why might this be?

11. Finish section (teacher only): This section is only available to the teacher and has a number of options. You can download the data for use at a later date, or explore the heatmap of images (the flame icon). The heatmap can be organised by image popularity, past image engagement or image recommendation probability. The latter option allows you to select specific users.



11: teacher view of the finish section, showing the heatmap. The different options for heatmap display are on the bar at the top of the screen.

Plenary discussion prompts

- How do you feel about your data being used in this way?
- Do you think it is OK for social media apps to collect your data in this way? Why/why not?
- Are there any upsides to social media feeds being personalised in this way? Are there any downsides?
- Has this lesson changed your opinion of social media? If so, how?