

DIARY STUDY REPORT

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Protestify

weprotestify.com

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EXECUTIVE SUMMARY

Protestify (<http://weprotestify.com/>) is a powerful new internet tool to connect the work of citizen journalists with mainstream media. Through its proprietary software, Protestify feeds photos in real-time and visualizes breaking news content through the use of data visualization and social media hashtags. Protestify is still in beta testing and, in order to ensure that the needs of its users will be met, an evaluation was conducted utilizing the diary study user research method.

Diary studies are particularly useful as they enable researchers to collect descriptive, qualitative data that encourages the description of problems that may not be uncovered by other research methods. In a diary study, users interact with an interface in a rather unstructured way, determining when and largely how to do so themselves. Users record their thoughts and feelings during their interactions for later analysis by researchers.

Four researchers from Pratt Institute conducted the study, recruiting a total of three participants. After collecting all participant responses, researchers collaborated to determine three main areas of improvement on which to focus:

- 1. Identify & purpose** - *Match between a user's mental model and a system model of what a photo-aggregating news site should look like.*
- 2. Information visualization** - *Ensure this interactive feature is understandable, clearly labeled and functioning properly.*
- 3. Structure & organization** - *Navigation should be intuitive, language should be clear and content should be organized appropriately.*

Further analysis within each of the above categories yielded several findings and, as a result, a plethora of actionable recommendations are presented. The goal of these recommendations is to enhance the overall experience of the user, which will, in turn, hopefully increase the usability and visibility of this useful new web resource.

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INTRODUCTION

Protestify (<http://weprotestify.com/>) was founded in 2013 at Columbia University with the mission “to be the premier service between citizen journalism and mainstream media” (Columbia Startup Lab, n.d.). Through the use of data visualization and social media hashtags, Protestify is able to feed photos in real-time and visualize breaking news content. Simply by adding #protestify to pictures, the Protestify proprietary software will be able to detect the hashtag and send a copyright notice to users, thus streamlining the link between citizen journalists and established news outlets—possibly even turning protesters into paid journalists.

Protestify is a revolutionary new tool, which has the potential to massively improve the way that news agencies interact with user generated content. Currently it is still in beta testing. Before it is officially released, it is important that any possible bugs and/or other flaws with the interface are found and remedied.

The purpose of this study was to identify any potential usability issues a user may experience while using the Protestify interface. This report identifies and describes key areas for improvement and problems found, as well as provides a number of actionable recommendations to help improve the overall usability of Protestify.

METHODOLOGY

This report utilized the diary study method of usability testing. Diary studies are particularly useful because they enable researchers to collect descriptive, qualitative data that encourages the description of problems that other qualitative methods may not reveal. In a diary study, users interact with an interface in a more unstructured way than in a laboratory setting. Users determine when and largely how to do so themselves and then record their thoughts and feelings during the interactions on a form provided by the researchers (Rieman, 1993).

For this study, four usability experts from Pratt Institute’s School of Information and Library Science (SILS) first reviewed the Protestify website in order to develop questions that were sufficiently descriptive, yet broad, as to elicit relevant and detailed information about issues with the interface over three separate user interactions. These questions were formatted into two Google Forms (see Appendix A): one for the user’s first interaction with Protestify and another for their second and third interactions. Other than some initial background questions about the user’s Twitter experience, the two forms differed only on a question regarding the

purpose of the website; researchers were curious whether Protestify's stated purpose would be immediately apparent from viewing the interface or if it would become apparent with repeated interactions.

Three graduate students at Pratt SILS participated as users in this study. They were instructed to browse the Protestify website as they chose on three separate occasions over the course of a week and then respond to the researchers' questions on the appropriate Google Form. The first form, for the initial interaction, was immediately emailed to all participants. The second form, for the second and third interactions, was emailed to users after all three had completed and submitted their first form. One researcher also periodically reminded users of the study by email to help ensure complete participation. The first reminder was sent two days after the second form was initially emailed, and a final reminder was sent on the last day of the study.

Once all forms were submitted, researchers reviewed and analyzed the responses from the nine total forms, paying particular attention to common issues. To accomplish this, the researchers used Google Docs to do a collaborative affinity diagramming-type activity to group similar problems together. Three main areas for improvement to the Protestify interface became quickly apparent: the clarity of the site's purpose, the data visualization on the homepage, and the overall structure and organization of the website. What follows are the findings gleaned from this analysis as well as subsequent recommendations, which address several potential usability concerns that were identified based on participants' diary entries.

FINDINGS & RECOMMENDATIONS

IMPROVEMENT AREA #1: Identity & Purpose

FINDING: It is unclear that this is a site for photos.

Diary entries revealed that users overwhelmingly failed to understand the site's purpose as an aggregator and discovery tool for photo content. Responding to the question, "What do you think the purpose of Protestify is?" on the initial diary entry form, none of the users mentioned photos in their responses. This omission persisted throughout the subsequent forms: In fact, the word "photo" appeared in just one response from one user across all submitted forms. While users recognized the site's aggregation function, they repeatedly described the aggregated content as limited to "tweets," "Twitter updates," and/or "hash tags," and overlooked photos as a content type on the site (see Appendix B).

RECOMMENDATION: Make the overall design of Protestify more photo-centric and suggestive of other photo aggregation/discovery sites.

Protestify should showcase photo content more explicitly and prominently throughout the design treatment. At first glance, users should recognize that photos are central to the site's purpose, and this should be communicated through the overall layout, through specific UI and graphic elements, and through the screen text/language used.

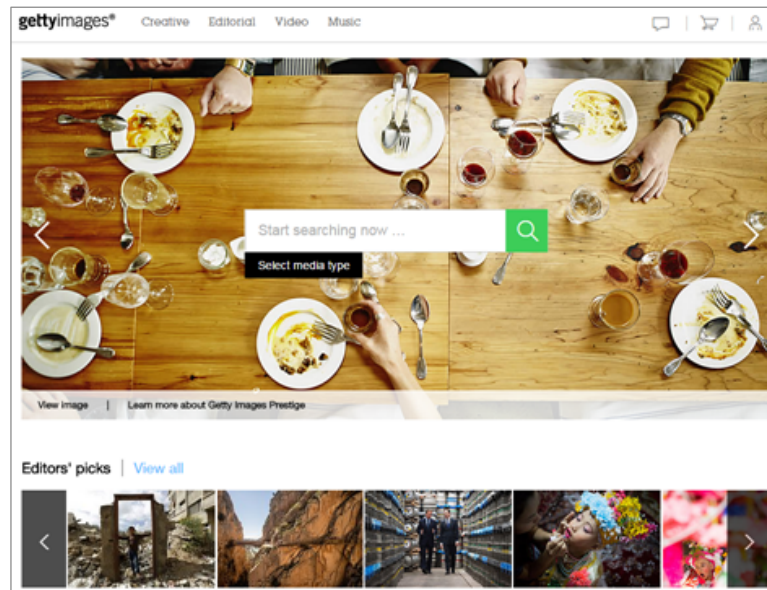


FIGURE 1. "Above the fold" views of Getty Images (above) and Corbis (below) homepages. Both feature photos prominently, indicating that photos are central to the sites' purposes.

Following the conventions of various photo sites, we recommend photos be incorporated into the homepage's layout "above the fold." For example, the Getty Images and Corbis sites both feature curated photo slideshows in this area that showcase dynamic photo content while also clearly communicating the sites' purpose to new visitors.

Furthermore, to emphasize photo content over the photos' associated tweet content, we feel that the "card" UI elements that appear throughout Protestify should also be redesigned. This can be achieved by increasing the size of photos within the card layouts, while reducing the sizing of the tweet content or removing some of this content from the cards altogether. Pinterest offers a good example of "card" UI elements that emphasize photo content over associated text content.



FIGURE 2. The "card" UI elements on Pinterest (left) feature prominent photos with minimal associated text. Note how the weighting of the photos and text is reversed in the same UI elements on Protestify (right).

Lastly, we suggest incorporating screen text and language that more clearly positions Protestify as a photo site on the homepage. Deeper within the site are several examples of branding language, marketing copy, and other text that accomplish this (see Figure 3 below). These examples should be present on the home screen in addition to these secondary pages.

"Getty Images in Real-Time."

Using Twitter's public firehose access we receive 42,000 images and videos a day through over 1900 hashtags, from over 70 countries, in dozens of languages that feed live on our site. Our database stores more than 55 million photo and video data points, organized and curated for easy access through our visualization services.

**A citizen journalism service,
based off hashtags, that
offers real-time access,
analysis and visualization of
validated photo content of
breaking news around the
world.**

FIGURE 3. Branding language, marketing copy, and other text from secondary pages that clearly position Protestify as a photo site. These examples should appear prominently on the homepage as well.

FINDING: The site's photo finding, search, and discovery function is unclear.

Diary entries revealed that users didn't use the search box at all and made limited attempts at other methods of content discovery, such as by "happening upon" interesting content unexpectedly. Responding to the question, "Summarize your use of Protestify today," users reported staying on the home screen and/or digging into the site only by utilizing the drop-down menus. Therefore, it appears that the fact that there is an immense collection of content available for search and discovery is not apparent enough to users.

RECOMMENDATION: Make the finding, search and discovery function a more clearly articulated aspect of the Protestify's design.

We recommend presenting the search box more prominently on the homepage and giving it a distinctive design treatment to set it apart from other page elements. The search box's current input prompt ("hashtag") should be replaced with a clearer call to action such as "Search photo database" or "Search more than 55 million photos" to advertise the presence of a photo collection in the site's architecture. For example, on both the Getty Images and Corbis sites (see Figure 1 above), the search boxes are large, centrally located, and given distinctive design treatments to stand apart from other page elements.

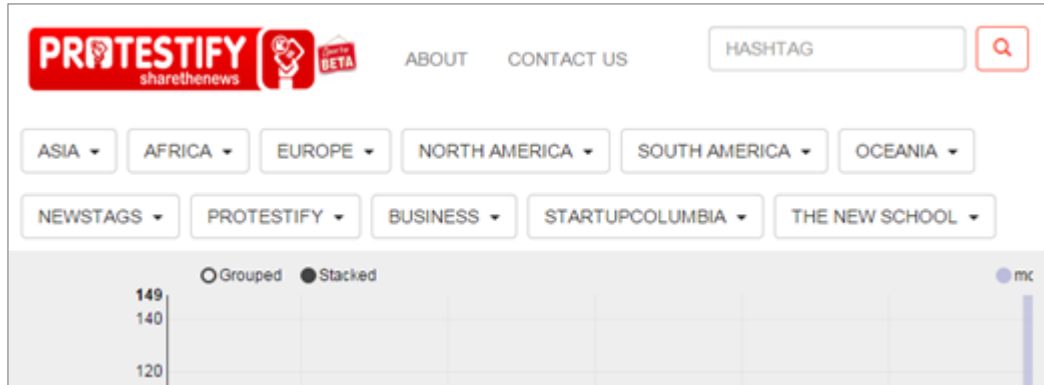


FIGURE 4. Current search box, lacking prominence, a distinctive design treatment, and a clear call to action.

Moreover, we feel that the home screen could showcase trending or curated content more prominently to encourage its discovery. The site’s “trending hashtags” feature is very effective, but can only be found deeper within the site on the “about” page. Similarly, a curated “pic of the day” feature can be found on the site’s blog, but this too is only available by digging into the site. Both features might be more effective as elements on Protestify’s homepage.



FIGURE 5. Protestify’s “trending hashtags” feature (left) and “pic of the day” feature (right) would be more effective as elements on the home screen.

FINDING: The intended audience is unclear.

Users did not uniformly understand that the site is intended for journalists, amongst other interested parties. Asked the question, “Who do you think Protestify is for?,” one user responded, “It is impossible to tell from their homepage, but once I clicked on ‘About,’ I discovered that it is a tool for journalists.” Another user suggested the site is primarily for “people who are passionate about current events.”

RECOMMENDATION: Protestify should more clearly represent itself to its intended audience of (primarily) mainstream journalists and citizen journalists

We suggest that Protestify’s homepage more clearly present the site as a tool for mainstream journalists to find (and potentially license) photo content from “citizen” journalists. Clarifying text is the simplest way to accomplish this, and there are various examples of text throughout the site’s secondary pages explaining the intended audience (such as a tagline “Connecting Citizen Journalism and Mainstream Media” located on the “About” page) but there is almost nothing like this on the homepage where it is needed most.

IMPROVEMENT AREA #2: Information Visualization

FINDING: The visualization on the homepage is unclear.

The data visualization on Protestify’s homepage is an interesting way to display information aggregated from tweets. One user even said it was the best part of the website. However, participants felt that the visualization lacked clarity and that it was difficult to read—due to the fact that the numbers at the bottom of the graph often run together and that it has no title or labeling on the X and Y-axes. One user also noted that in the morning, when little has been tweeted yet, it is not populated with much data and is less helpful. It was also noted that the visualization does not always load properly.

Although this visualization is both a prominent and unique way to represent information, its exact purpose remains unclear. Users were unsure whether they could or should manipulate it in some way. They also felt that the fact that it is only available on the homepage made it seem important, but because it disappears once the user gets further into the site, its significance then seems questionable.



FIGURE 6. Current appearance of homepage visualization, lacking title and labeling. In its stacked form (bottom), it is more difficult for users to interpret.

RECOMMENDATION: Improve labeling and make exclusive use of the “Grouped” layout to increase effectiveness of Protestify’s data visualization.

The data visualization helps in analyzing all the data that has been aggregated from the tweets. With clearer labeling, users will have an even better understanding of what they are viewing. We recommend including a title at the top of the graph with information about the location, date and occurrence the data is referring to. The X and Y-axes should also be given labels such as “Date of tweet” and “Number of tweeted photos containing this hashtag.” Lastly, we suggest that Protestify only offer the “Grouped” display of the bar graph visualization as the stacked version is more difficult to interpret, especially when there are only one or two days’ worth of data.

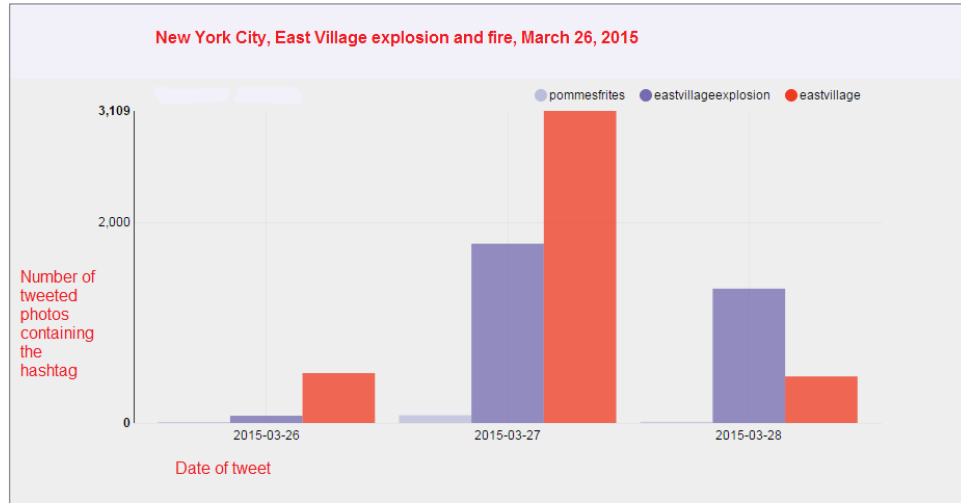


FIGURE 7. Improved visualization in “Grouped” display, with title and labels for both X and Y-axes.

RECOMMENDATION: Include additional visualizations on each nation’s subpage to aggregate the trending hashtags in that country.

While the data visualization on the homepage is a helpful way to clarify the photos presented on Protestify, it is not found on any of the subpages. Users are not offered the summation of information that they found helpful on the main page. We feel that including it on the subpages for each nation would offer an additional user-friendly way to present information that is easy to understand.

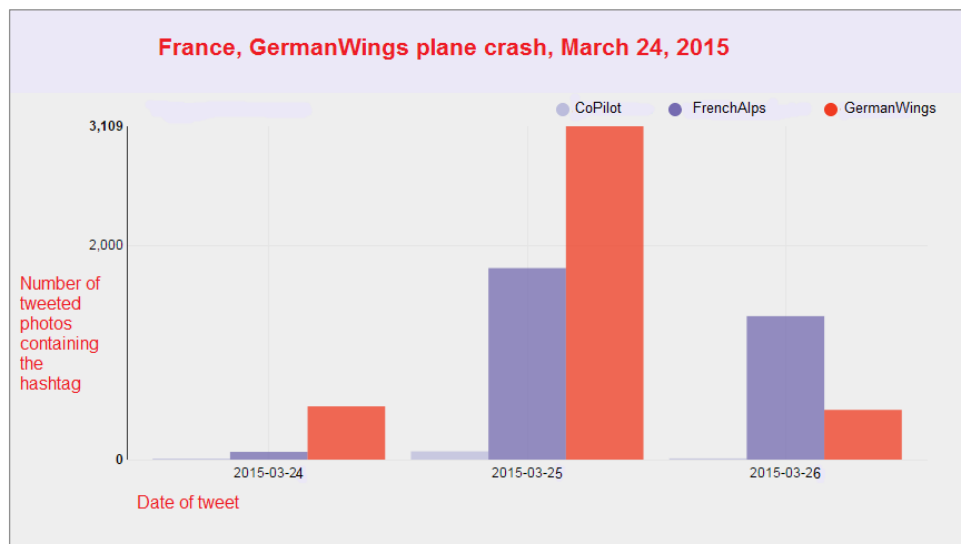


FIGURE 8. An example of a visualization to be found on a particular nation’s sub page, aggregating trending tweets from that country.

RECOMMENDATION: Make visualization more user-oriented and interactive.

The current visualization on Protestify's homepage is just the trending hashtags in the United States. One user suggested that it would be beneficial if the visualization included the top hashtags from other nations. This way, the user could choose which hashtags they wanted to view based on their geographic area of interest, or could choose to view the trending topics in several nations at once. We also recommend adding an option for the visualization to include the ability to display the popularity of a single hashtag across different geographic regions.

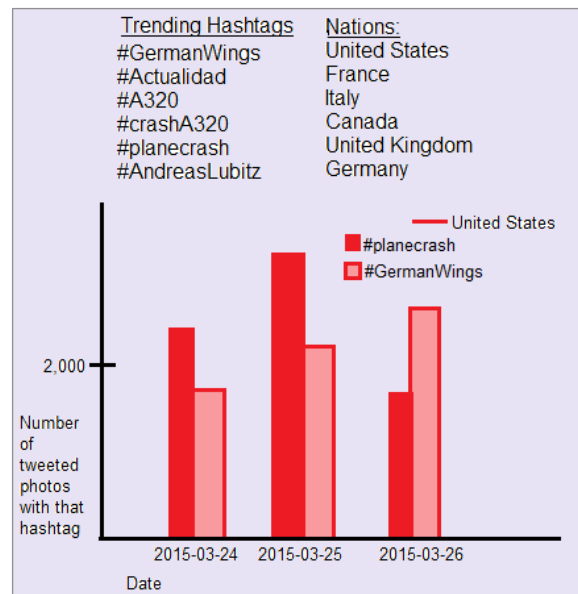


FIGURE 9. An example of a visualization where the user could select one or more topics and nations to view or compare.

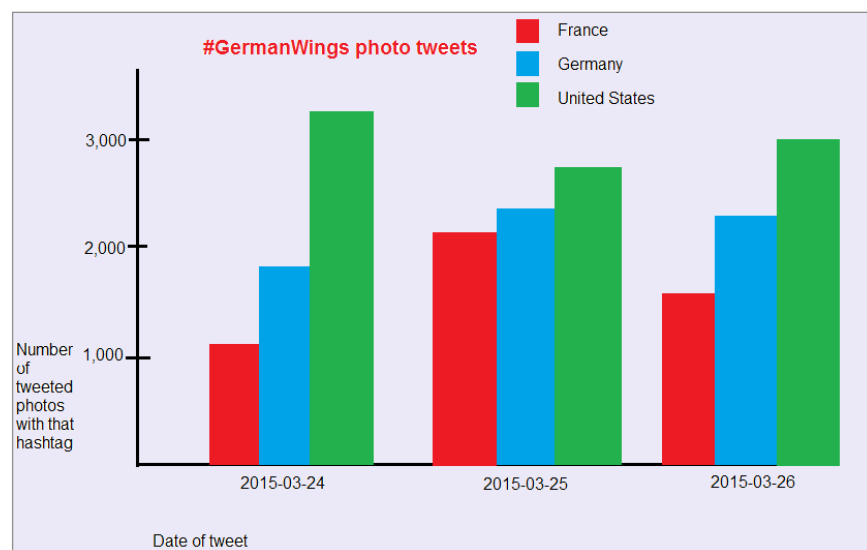


FIGURE 10. An example of a visualization comparing trending tweets from multiple geographic locations.

Another option for displaying the trending hashtags in relationship to where they were tweeted could be to include a geographic visualization. By including a map of the world with the trending hashtags for each nation included in the aggregation, users could click on topics based on area of occurrence from an easily understood display. Clicking on the hashtag could bring the user to that nation's subpage, where the other trending photo topics are also included and the user would be able to draw further conclusions from that data.

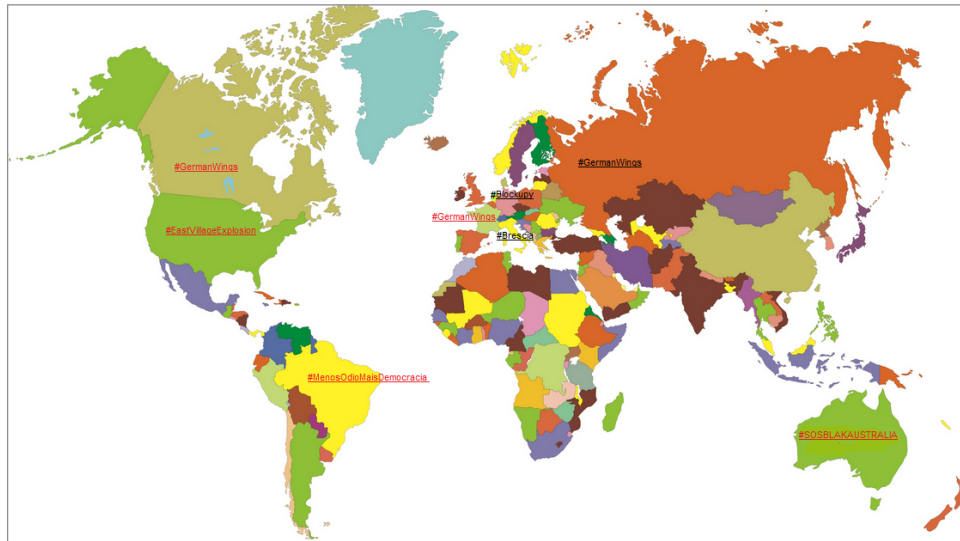


FIGURE 11. Example of trending hashtags displayed by geographic area.

IMPROVEMENT AREA #3: Structure & Organization

FINDING: Redundancy makes navigation and information processing difficult

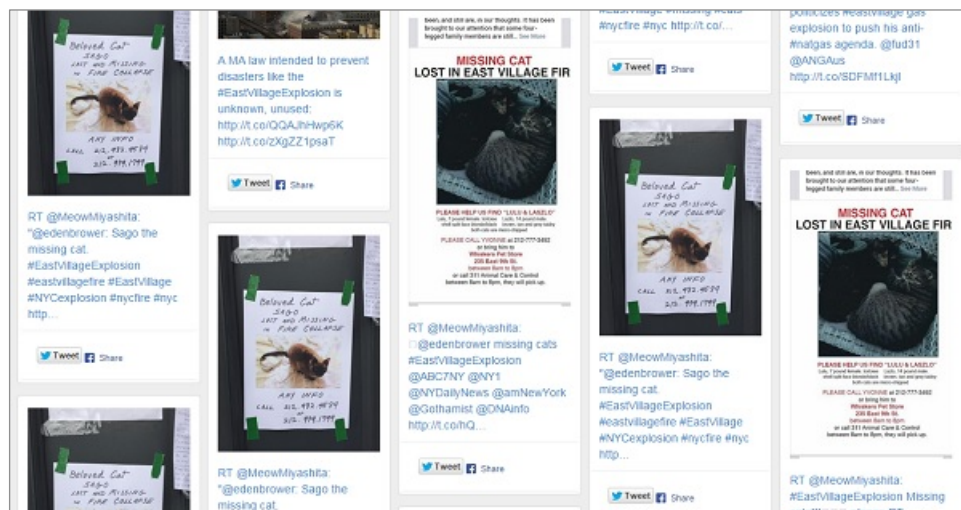


FIGURE 12. Example of redundant tweets on current Protestify website.

When a tweet is retweeted, Protestify catalogs each individual retweet. This allows a given page to become cluttered with the same tweet over and over, providing no new information, and blocking other tweets from sight. Users did not enjoy the experience of having to click through many pages in order to see a tweet that they had not already read. As a result, this repetition decreases the amount of time a user will spend on the site, as they do not want to have to sift through retweets to find new information.

RECOMMENDATION: Consolidate retweets with their original tweet.

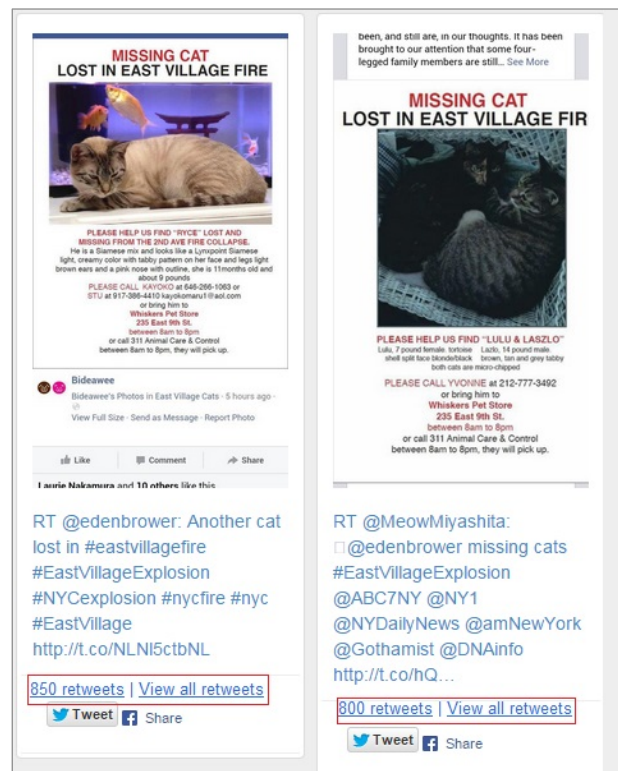


FIGURE 13. Example of retweets combined to one post.

In order to make any given page less cluttered, we recommend combining retweets with the original tweet. In order to convey the same popularity that featuring the retweet multiple times per page does, more popular tweets should be featured more prominently. This can be achieved by ordering tweets, which at this time are displayed in no apparent order, by number of retweets as a default view. This number will also be displayed with the tweet.

Additionally, to ensure that retweets are still available for those who are interested in them, we recommend adding a link underneath the tweet that allows users to "View all retweets." The link will take the user to a page consistent with the rest of the site that will show only retweets of the tweet selected.

These changes will make navigation easier for users, as they will not have to scroll through tens of retweets to find information, while simultaneously increasing the amount of new information users access.

FINDING: The language and organization of the menus confuse users

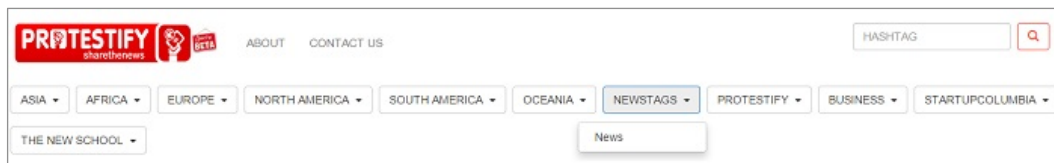


FIGURE 14. Existing Protestify menu bar.



FIGURE 15. South America selection, showing the dropdown of an incomplete list of countries in South America in no discernable order.

The menu bar on every page of the site has options for five different regions, which is a great way to guide users to tweets from different regions and countries. However, currently these regions are not in any discernable order. Furthermore, clicking a region reveals a submenu of countries, which is also incomplete.

The other, non-nation, options on the homepage menu bar also confused participants (see Figure 14). Since users thought Protestify was about news and current events, “NEWSTAGS” was unclear, both as a label, and, upon clicking, as a category. Additionally, some of the menu options, like “STARTUPCOLUMBIA,” seem to be changing hashtags, but they are not explained, nor is it clear that that is, in fact, what they are. Users were frustrated that they did not know what these options were or how they fit in with the site.

RECOMMENDATION: Arrange menu options alphabetically.

To make the menu and drop down menus easier to use, we recommend arranging the items within them in an order that makes sense to users. We suggest alphabetically because it is an intuitive order for lists, as these menus are.

RECOMMENDATION: Include all countries in regional drop down menus

Users were confused as to why not all countries were not included in the regional drop down menus. To eliminate this confusion, we recommend including tweets from all countries, not just select countries.

RECOMMENDATION: Add a “Topics” menu option, and eliminate all other non-regional menu options

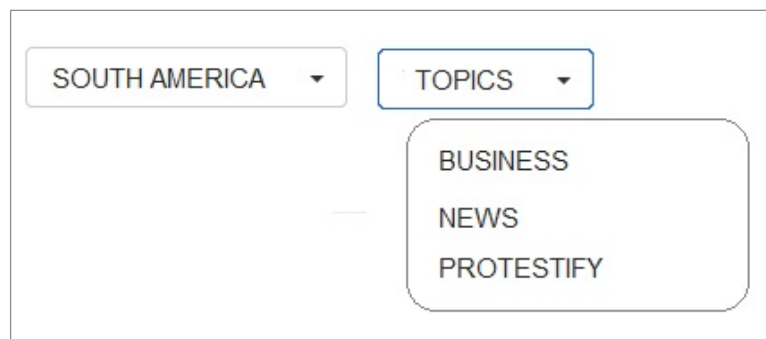


FIGURE 16. “Topics” option at the end of the main menu, showing dropdown.

In order to eliminate clutter on the main menu, and clarify what those labels that most confused users mean, we recommend adding a “TOPICS” option to the menu instead of all non-regional menu options. Under “Topics” users can select the categorical options that were previously on the menu from a drop down menu. This will immediately show users what those non-regional labels mean: they are more general topics they can browse. Removing trending hashtags from the place users associate with the highest level of generality, the menu bar, additionally minimizes undue confusion due to misplaced importance on regularly changing items.

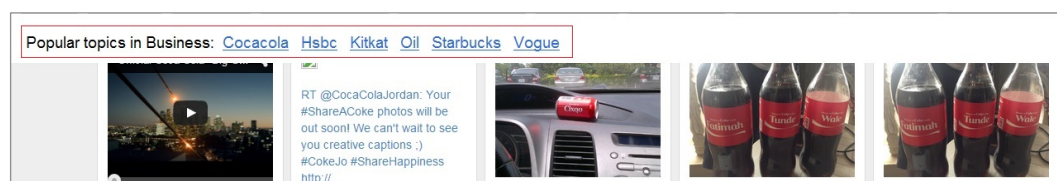


Figure 17. “Business” page including popular sub-topics

We recommend moving the options formerly in the drop down menus of these Topics onto the topic's page. As shown by Figure 17, the drop down menu options under "Business" have become links that users can opt to click on after clicking "Business" from the drop down menu under "Topics." This tells the users what topics are trending under these categories, and makes the selections look more intentional, while previously they seemed arbitrary.

FINDING: There are limited sorting options

While users did find the sorting tweets by chronology useful, they expressed a desire for more sorting options, consistent with the way one might browse for information. While interesting to browse, it made finding information on particular topics without knowing a key hashtag frustrating.

RECOMMENDATION: Add filtering by popular topics within a selected option and sorting by popularity

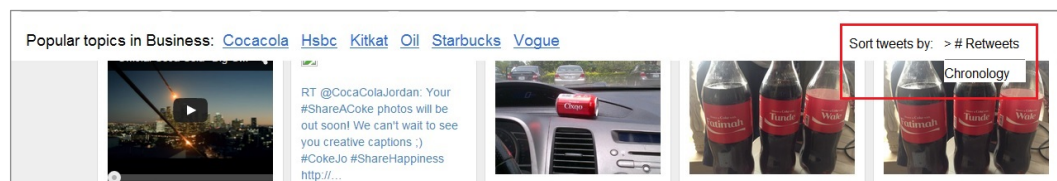


FIGURE 18. New "Business" page showing topic filtering and the tweet-sorting menu

As previously discussed, we recommend adding popular topics within categories (including regional categories) to give users more control over the information they see, and easier accessibility to the information they want to see. This small change would have a large impact on the user experience, and decrease time spent clicking through pages for information users expect to be easy to find.

We also suggest adding an option to sort tweets chronologically, by popularity, or by number of retweets. This would allow users to not only see what is happening in the world right now, but also what is getting the most attention on Twitter of the tweets Protestify compiles.

CONCLUSION

Protestify offers an exciting new way to connect the work of citizen journalists with the mainstream media. Through social media hashtags, this service analyzes, visualizes and offers real-time access to photo content of breaking news.

By analyzing the results of the diary study entries, researchers identified three areas to focus on in order to improve the overall usability of Protestify's website: (1) identity & purpose, (2) information visualization and (3) structure & organization. Particular issues within these categories were identified and subsequent recommendations were made in order to remedy these concerns. These suggestions include showcasing more photography on the homepage to make Protestify more photo-centric, adding labeling and extending the use of the site's current data visualization, and consolidating all retweeted content with the original tweet to better facilitate browsing. Implementing these changes is sure to enhance the overall experience of the user, which will, in turn, help to increase the usability and visibility of this powerful new web journalism tool.

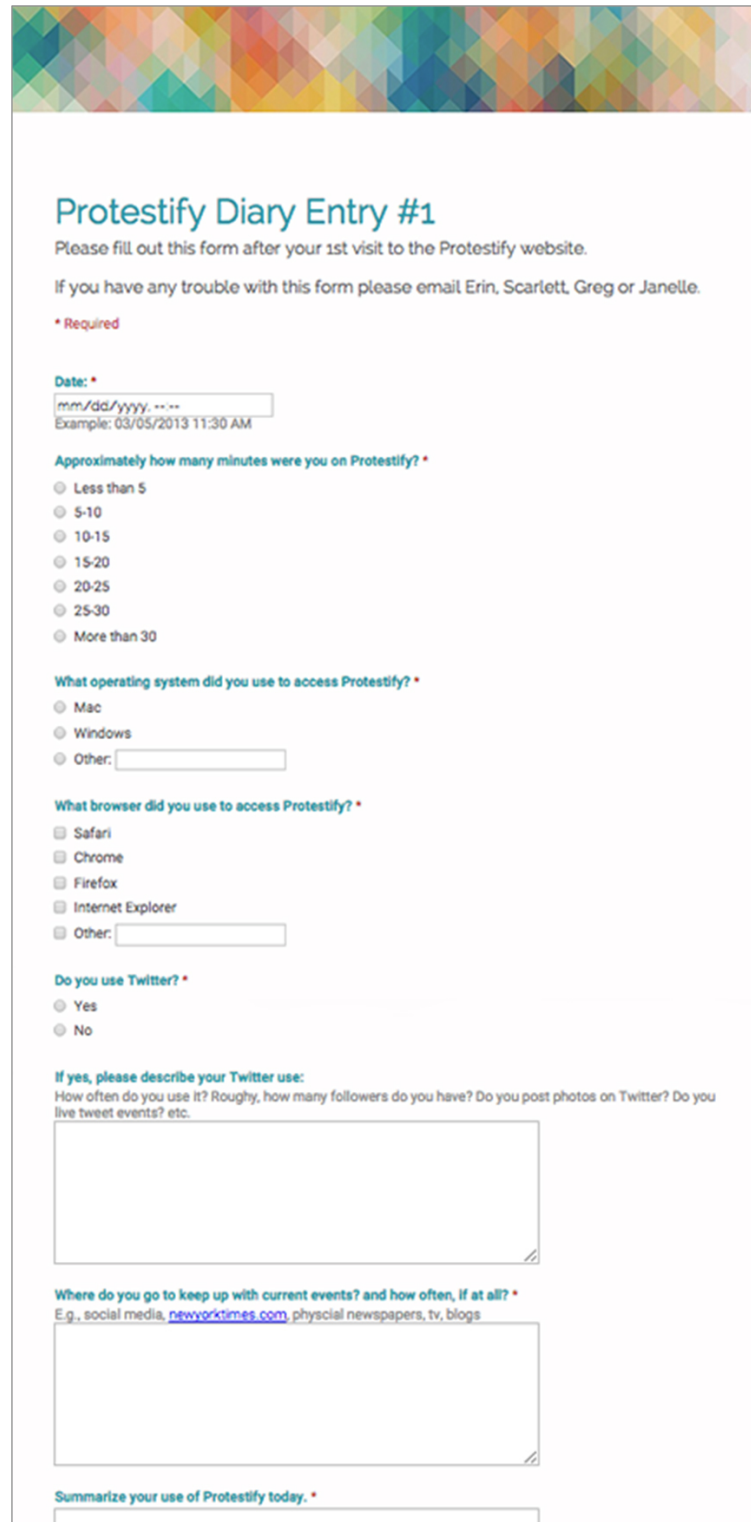
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APPENDICES

APPENDIX A: Diary Entry Google Forms

Diary Entry Form #1



Protestify Diary Entry #1

Please fill out this form after your 1st visit to the Protestify website.

If you have any trouble with this form please email Erin, Scarlett, Greg or Janelle.

* Required

Date: *

Example: 03/05/2013 11:30 AM

Approximately how many minutes were you on Protestify? *

☐ Less than 5

☐ 5-10

☐ 10-15

☐ 15-20

☐ 20-25

☐ 25-30

☐ More than 30

What operating system did you use to access Protestify? *

☐ Mac

☐ Windows

☐ Other:

What browser did you use to access Protestify? *

☐ Safari

☐ Chrome

☐ Firefox

☐ Internet Explorer

☐ Other:

Do you use Twitter? *

☐ Yes

☐ No

If yes, please describe your Twitter use:

How often do you use it? Roughly, how many followers do you have? Do you post photos on Twitter? Do you live tweet events? etc.

Where do you go to keep up with current events? and how often, if at all? *

E.g., social media, newyorktimes.com, physical newspapers, tv, blogs

Summarize your use of Protestify today. *

What specific pages did you visit on Protestify? *

What do you think the purpose of Protestify is? *

Who do you think Protestify is for? *

What is their target audience?

What features of Protestify did you like? *

What did you find interesting?

What, if any, issues/frustrations/difficulties did you encounter on Protestify today? *

Do you have any suggestions on how to improve Protestify?

If so, please list them below.

Additional comments

Thoughts, feelings, anything else you want us to know?

Submit

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Diary Entry Forms #2 & #3



Protestify Diary Entries #2 & #3

Please fill out this form after your second and third visits to the Protestify website.

If you have any trouble with this form please email Erin, Scarlett, Greg or Janelle.

*** Required**

Date *

Example: 03/05/2013 11:30 AM

Approximately how many minutes were you on Protestify? *

☐ Less than 5

☐ 5-10

☐ 10-15

☐ 15-20

☐ 20-25

☐ 25-30

☐ More than 30

What operating system did you use to access Protestify? *

☐ Mac

☐ Windows

☐ Other:

What browser did you use to access Protestify? *

☐ Safari

☐ Chrome

☐ Firefox

☐ Internet Explorer

☐ Other:

Summarize your use of Protestify today. *

What specific pages did you visit on Protestify? *

Having visited Protestify before, do you now feel like you have a better understanding of who this site is for? *

Has your understanding of the site's purpose changed since your last visit? *

☐ Yes

☐ No

☐ Other:

If yes, how has it changed?

What features of the site did you like? *

What did you find interesting?

What, if any, issues/frustrations/difficulties did you encounter on Protestify today? *

Do you have any new suggestions on how to improve Protestify?

If so, please list them below.

Additional comments

Thoughts, feelings, anything else you want us to know?

Submit

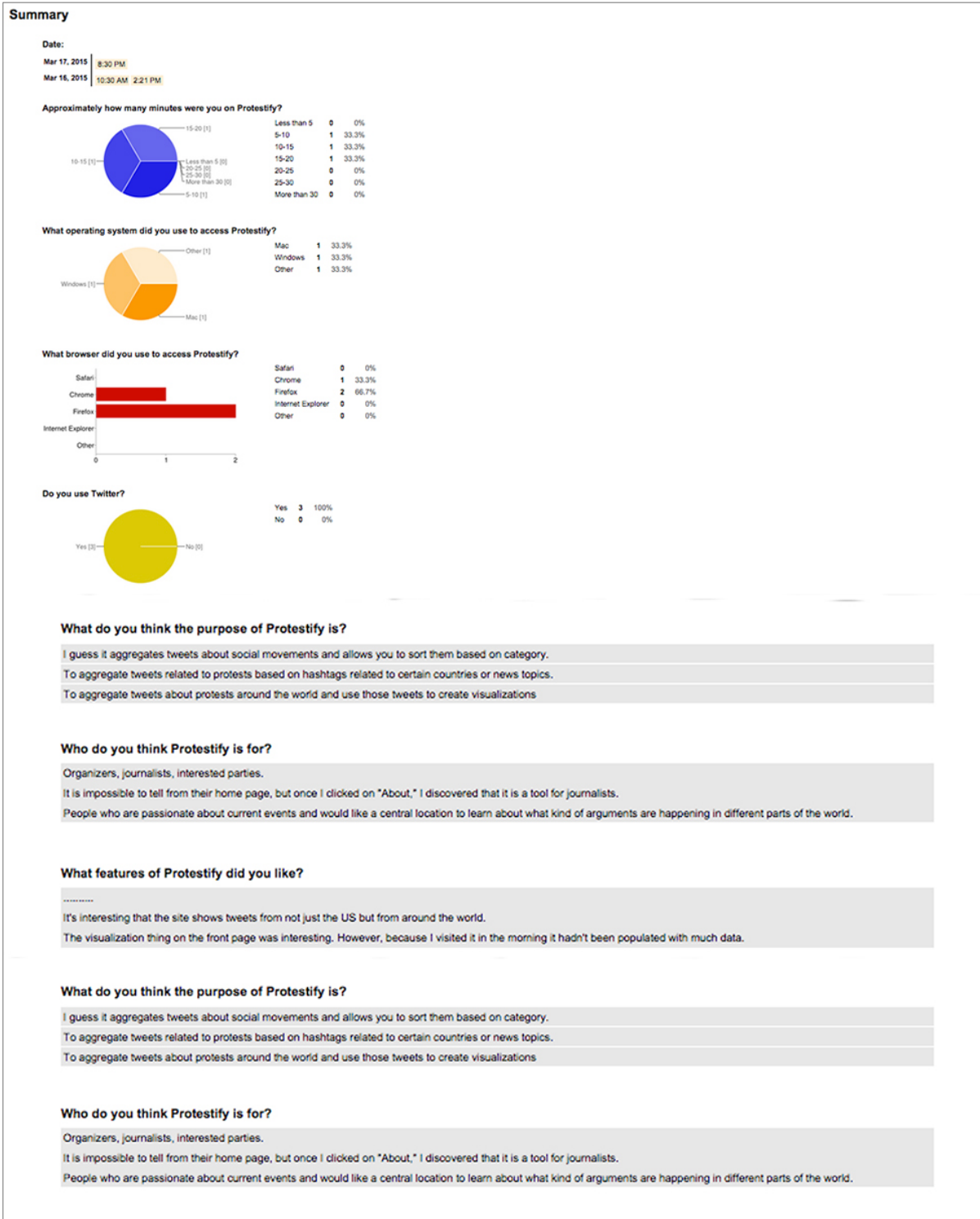
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APPENDIX B: Diary Entry Responses

Summary of Diary Entry #1 Responses



What features of Protestify did you like?

It's interesting that the site shows tweets from not just the US but from around the world.
The visualization thing on the front page was interesting. However, because I visited it in the morning it hadn't been populated with much data.

What, if any, issues/frustrations/difficulties did you encounter on Protestify today?

Navigation is limited. If you are only interested in the most recent it makes sense, but I would have liked more options to filter and organize the tweets.
I don't like that Retweets of a particular tweet are shown multiple times -- the page ends up being filled with the same two tweets over and over with the same image, so you have to dig around for new content. I had to flip through several pages to find new tweets that I had not yet read. Also, the drop downs for the countries are not all inclusive (it only covers specific countries that they've chosen), and the lists are not alphabetical -- it's not clear how the list of countries is organized. Also, the graph on the homepage does not offer much to the user, but it is the first thing you see when visiting the page.
The chart at the top-middle of the screen seems meaningless and I can't figure out if I am supposed to manipulated it or use it in some way. I don't understand what the "business" menu is. Why does Protestify link to tweets about Coca-Cola? Is it because they think people are protesting Coke? It looks like just a bunch of ads to me. HSBC and Oil look more like protests. I clicked on "Protestify" because I thought that would be the "About" page, but it just took me to tweets about Protestify, and honestly, who cares?

Do you have any suggestions on how to improve Protestify?

There are no instructions or explanations of what things are. Please don't make me guess and click things I don't know about. Why does the About page go to a separate site? Why, on that about page, is there a heading "for aljazeera?" Am I supposed to know what that is? In general, give more information to people. The site feels like
They should combine all retweets, so that when the user clicks on the original tweet they can see all the retweets, rather than showing them individually. This would allow for more original content on each page. They should also organize the country drop downs alphabetically, and expand their offerings to allow for more countries. They should also move the big graph from the home page to below the fold or to its own tab. It does not need to be the first thing the user sees on the homepage.
Oh, I guess the stuff above. Also, I don't like the way of displaying the tweets in squares in the grid. It's way too much information that ultimately amounts to lots of text. Maybe having the avatar image to the side and displaying the tweets in a list would make it appear more conversational? Also, the visualization is cool, but I should be able to play with it. It's on the landing page so it seems important, but it goes away when you dive deeper into the site.

Additional comments

The site overall feels confusing -- I generally get the idea of what they want to do, but I'm not sure why this would be much more useful than going through Twitter directly and seeing all the tweets related to a particular hashtag.
That's all.

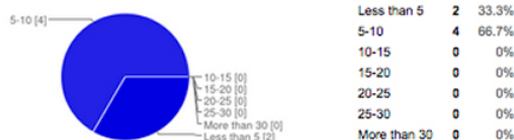
Summary of Diary Entries #2 & #3 Responses

Summary

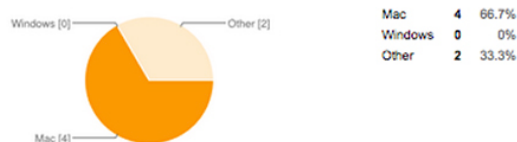
Date

Mar 25, 2015	1:06 PM
Mar 23, 2015	3:12 PM 5:00 PM
Mar 21, 2015	3:18 PM
Mar 26, 2015	12:00 PM
Mar 24, 2015	3:17 PM

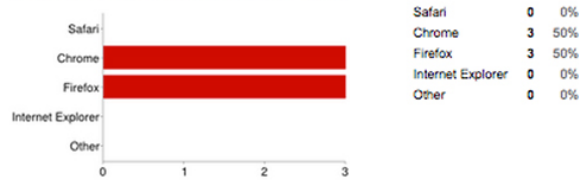
Approximately how many minutes were you on Protestify?



What operating system did you use to access Protestify?



What browser did you use to access Protestify?



Summarize your use of Protestify today.

I looked to see what was new, and checked the UK page to see if there has been any protests about government surveillance.

I skimmed through the posts on the homepage (centered on protests in Tunisia), and then I browsed the posts on some of the other tabs.

I browsed the homepage and a few of the other country tabs.

I looked at stuff.

I looked at the main page.

I looked for protests in Venezuela because I thought I recalled hearing something about that on the news. I also scrolled through the front page to see what was there.

What specific pages did you visit on Protestify?

Front page, UK

Venezuela, Front page, Newstags, Startupcolumbia.

UK, Mexico, USA

Homepage, Europe>Ukraine tab, Protestify tab, Business tab, STARTUPCOLUMBIA tab

Homepage, North America > United States, Europe > Germany, Africa > Tunisia

Only the main.

Having visited Protestify before, do you now feel like you have a better understanding of who this site is for?

Same as last time

Not really, to be honest. Its an aggregator for twitter updates about protests, and I supposed I couldn't get all of that news in one place, even by going right to twitter.

Nope.

I guess it's used to monitor hashtags related to social issues.

I think I understand the goal of the site (to aggregate the most popular tweets/hashtags under each country/category), but I still don't find it to be particularly effective. This site shows me that people are tweeting about Tunisia, but I had to do a separate google search to actually learn anything about the situation.

Yes, though I do not understand how the site designers select which hashtags/issues are to be featured on the homepage, as it seems to change each day.

Has your understanding of the site's purpose changed since your last visit?



If yes, how has it changed?

No responses yet for this question.

What features of the site did you like?

have taken hold in the media, and which ones have been used the most frequently.

I like that you can search by hashtag, but then again, you can do that on twitter. I think the compelling thing about Protestify, from the perspective of a non-journalist, is that you can read about protests that are happening around the world that you often would not hear about on mainstream, US-based news sources, and that you wouldn't be able to find on twitter because you didn't know what you were looking for.

Meh.

There seems to be some added diversity of tweets shown on the front page compared to the last two times I visited the site.

...

It was more broken than before.

What, if any, issues/frustrations/difficulties did you encounter on Protestify today?

but since the majority of the tweets on those pages are written in the native language, I can't filter through to understand more about what is going on.

Tweets are very repetitive. Same pictures and hashtags repeat over and over again, with no new content. This is of course a problem that comes from twitter, but could maybe be solved with different filtering.

I still think the layout is terrible.

What is Startupcolumbia? What is Newstags? Why would journalists look here and not twitter if they are covering something specific?

The trend chart on the homepage when I visited last was more useful, since it only covered a 3-4 different hashtags. On today's visit, the homepage is attempting to track the popularity of 10 hashtags, and the result is a very hard to read chart with illegible numbers. The bars are not even visible.

The viz didn't even load.

Do you have any new suggestions on how to improve Protestify?

Clearly label things - do not make me guess and click on things. If I am curious about something I read on Protestify, when I click on the hashtag, it takes me to the tweet on twitter, rather than a list of other tweets that use that hashtag - can that be changed? Can I interact with the tweets posted on Protestify the way I can on twitter?

They should bunch retweeted posts together so that each does not show individually and take up the whole page. They should also add infinite scrolling to mimic Twitter (since it's based on Twitter). They should add an option to filter by language so that you can view the posts related to a country in different languages (such as posts about Ukraine written in English)

The home page should show a "featured" protest/country/topic so that it's more clear what the chart and front page tweets are related to.

Why not include tweets with no photos and just text? Seems like you're missing news that way.

Have it work.

Additional comments

I realize this report is a little snarky. #sorrynotsorry

The creators of the website should take a class on Information Visualization.

I would have trouble spending more than a few minutes on this site, there's not enough content to really use the site for longer than that.