

Fact Sheet

Headline: Social Media Mood Tracker

Concept: Mobile App

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Problem

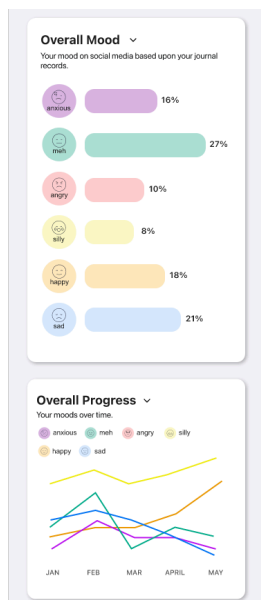
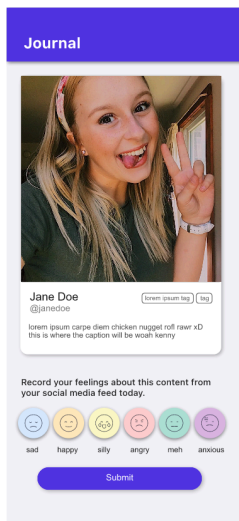
Adolescent and young adults face depression, anxiety, insecurity, addiction, etc. in part due to social media feeds that prioritize attention over teen wellbeing. Yet, social media is the public square of our youth and holds potential as a creative engine. Teens face a decision to lose out on potential creative expression and connection, or to risk their mental health.

Descriptor

Mynd allows users to track their moods while using social media to discover how the technology affects them and make meaningful changes toward an uplifting social media experience.

Solution

Mynd uplifts young social media users by giving them insights into themselves based on their social media behavior. Users reflect on and record their mood as it relates to certain posts. Over time, they see the emotional patterns associated with their use and can curate a feed with sustained value to achieve quality social media experiences.



Value Proposition

Digital wellbeing looks different for everyone. Mynd celebrates users' unique social media goals by providing visibility into their personal social media journey from which they can build healthier engagement.