



HX & Storytelling

Så Blir Användaren Den Verkliga Hjälten I Produktupplevelsen

.....

av Anna Dahlström | @annadahlstrom @uxfika
Webbdagarna Stockholm, 19 March 2019

Det som ger oss *succé*
är det som ger *användarna succé*

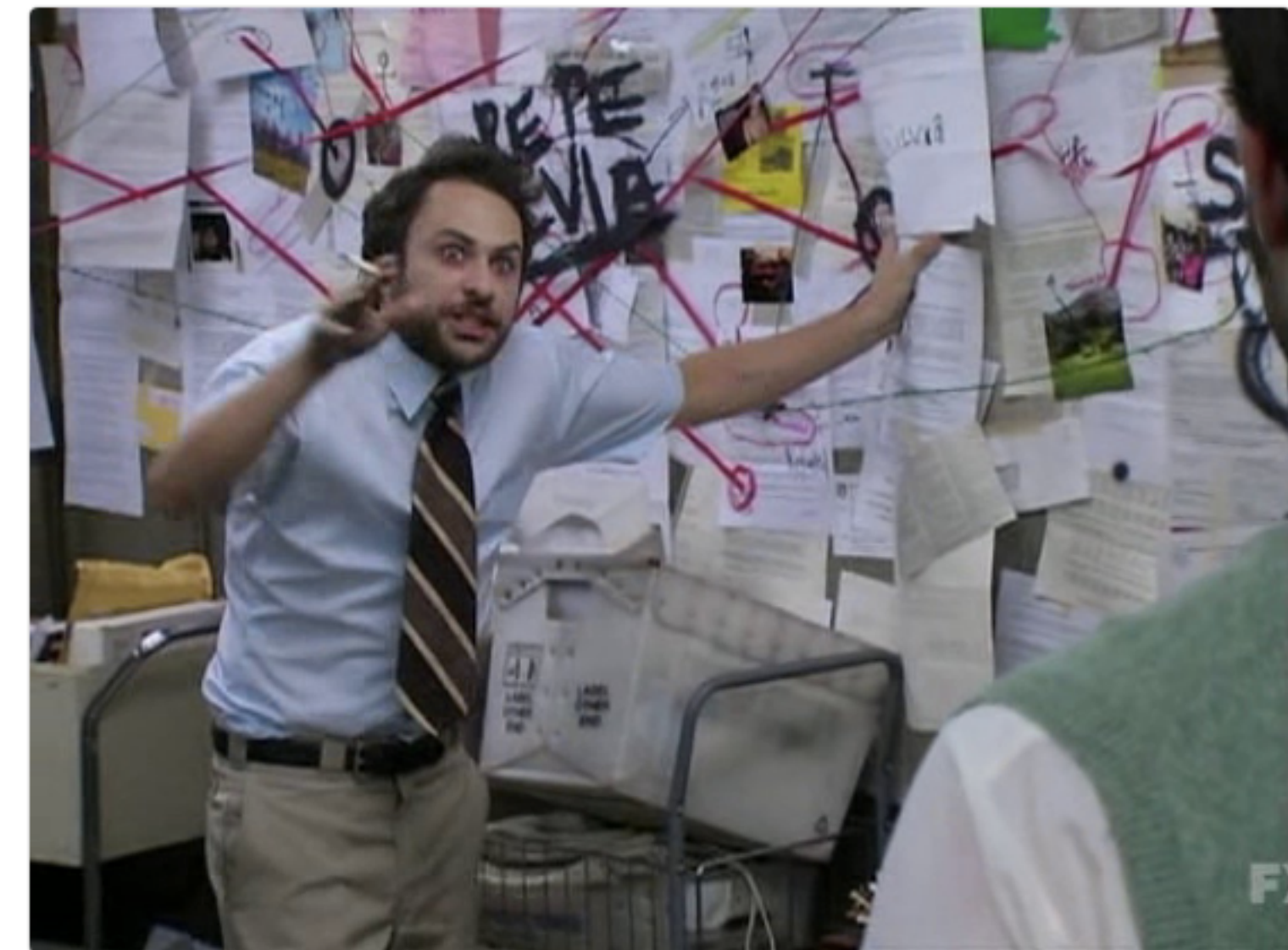
All project ser
oftast ut lite såhär



Chris Jones
@chrisjonesish

[Follow](#)

when someone tells you "it should be an easy redesign!" and then you dig into all the requirements and dependencies



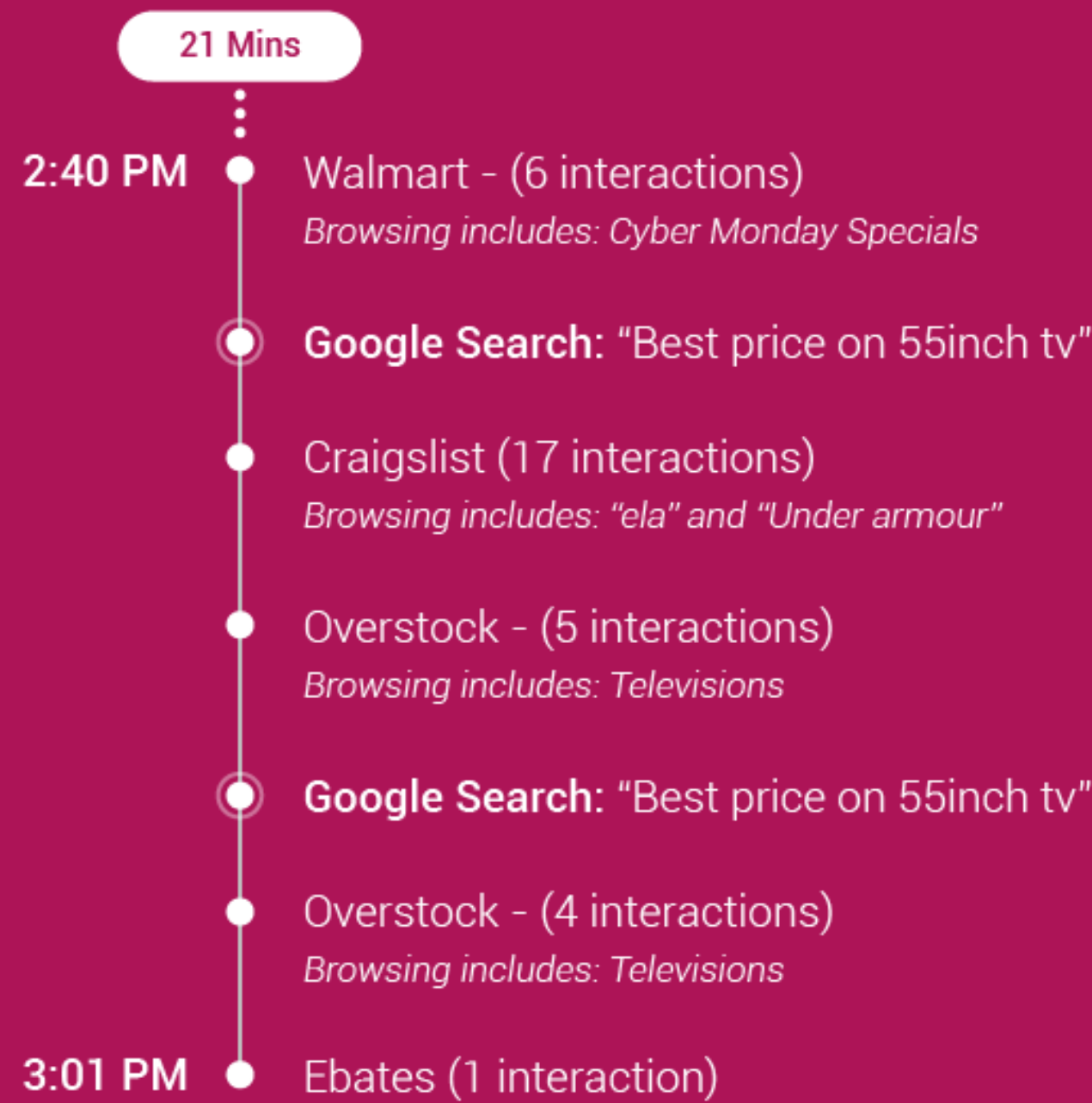
RETWEETS
221

LIKES
475

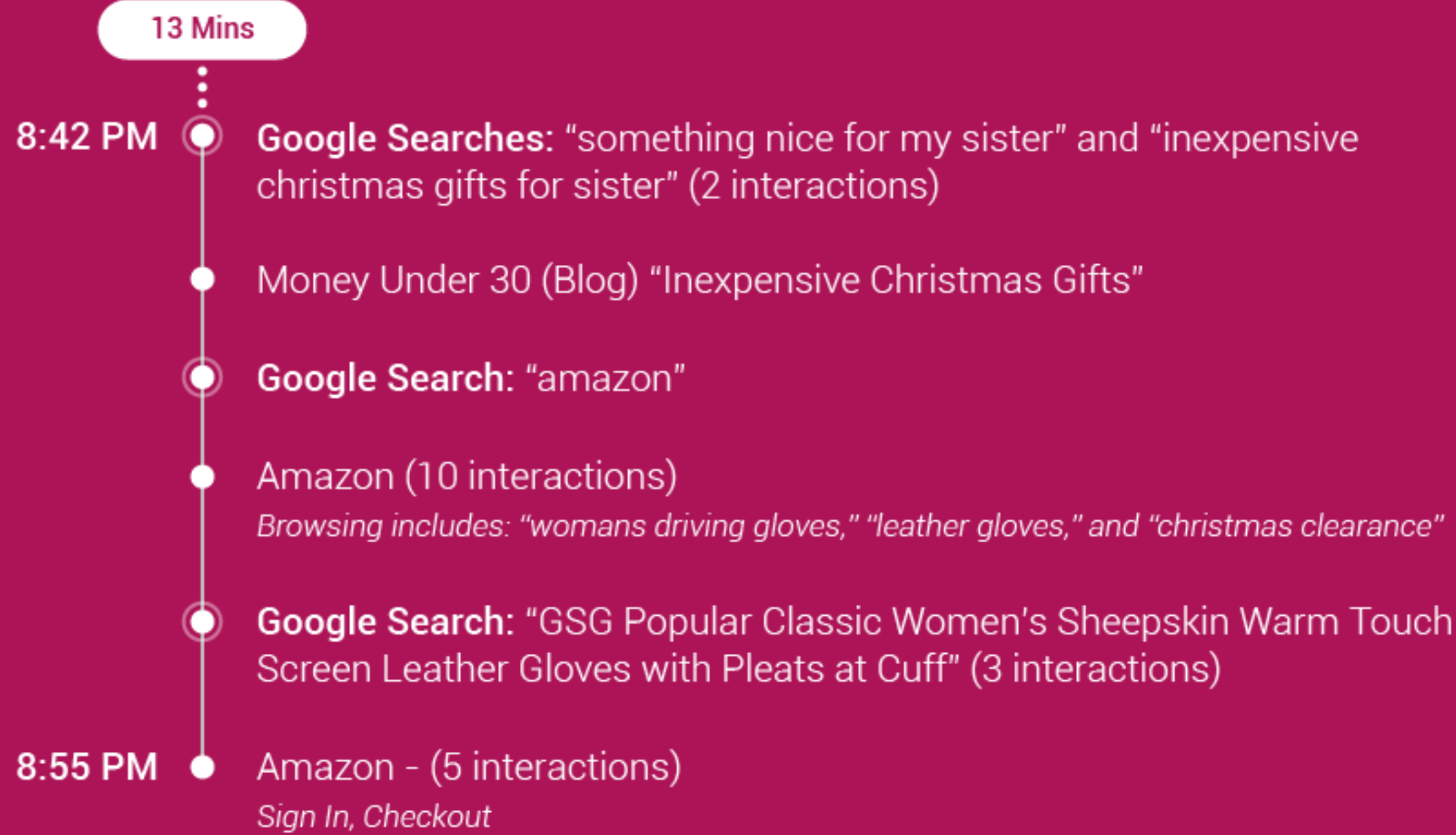


8:57 PM - 10 Mar 2017

David's Search Path



Janet's Search Path





smörgåsbord
@smorgasbord

Following



Athletics would be better (cleaner?) if they dropped WRs and focussed on racing.

Instagram would be better if they dropped follower counts.

You know what, sometimes metrics suck.

12:14 AM - 15 Feb 2019

“ Sometimes metrics suck. ”

A hand holding a pen is shown in the upper right corner, writing on a notepad. The notepad has a dark background with faint, handwritten text in white. The main text of the quote is written in a light pink color, while the rest of the text is in white. The background of the entire image is a dark, textured surface.

“ Problem-solving is always messy, and most solutions are shaped by political agendas and resource constraints.

The solutions that win out are not necessarily the best — they are generally those that are favored by the powerful or at least by the majority. ”

-Natasha Iskander

Varning:

Det som kommer är potentiellt **upprörande**
för dem som har upplevt **förlust**



Gillian Brockell

@gbrockell

Follow

An open letter to @Facebook, @Twitter, @Instagram and @Experian regarding algorithms and my son's birth:

Tech Companies: When we millions of brokenhearted people helpfully click "I don't know" to answer your "why?" with the cruel-but-true "It's not relevant to my life," you decide, Tech Companies? It decides you've given birth, and you're now responsible for the best nursing bras [I have cabbage leaves, the best medical science has to offer to turn your milk off], tripping you up the night [I would give anything to hear him cry at all], and then the baby [mine will forever be 4 pounds, 1 ounce].

When you knew I was pregnant. It's my fault, I just couldn't resist those Instagram ads for #babybump. And, stupid me!, I even clicked once or twice on maternity-wear ads Facebook served up.

I surely saw my heartfelt thank-you post to all the girl friends who came to the sister-in-law who flew in from Arizona for said shower tagging me in it. I probably saw me googling "holiday dress maternity plaid" and "babysafe crib" when even told you my due date, January 24th, when I created an Amazon wish list. Then, after all that, Experian swoops in with the lowest tracking algorithm encouraging me to "finish registering your baby" (I never "started" throughout the life he will never lead).

Didn't you also see me googling "is this braxton hicks?" and "baby not moving for three days of silence, uncommon for a high-frequency user like me?" and "encouragement with keywords like "heartbroken" and "problem" and "stillborn" and "hundred teardrop emoticons from my friends? Is that not something you should be aware of?" Tech Companies, I implore you: If you're smart enough to recognize my son's birth, then surely you're smart enough to realize that my son's birth is a tragedy, accordingly, or maybe just maybe, not at all.

See, there are 26,000 stillbirths in the US every year, and millions more are stillborn every day. And let me tell you what social media is like when you finally get to the hospital with the emptiest arms in the world, after you've spent days sobbing, and you pick up your phone for a couple minutes of distraction before the next wail. It's exactly the same as it was when your baby was still alive. Pea in the Pod. Latched Mama. Every goddam Etsy tchotchke I was planning for the baby.

8:31 PM - 11 Dec 2018

28,092 Retweets 67,424 Likes



2.5K 28K 67K I

Så här
får det inte gå till

Dear Tech Companies:

I know you knew I was pregnant. It's my fault, I just couldn't resist those Instagram hashtags - #30weekspregnant, #babybump. And, stupid me!, I even clicked once or twice on the maternity-wear ads Facebook served up.

You surely saw my heartfelt thank-you post to all the girl friends who came to my baby shower, and the sister-in-law who flew in from Arizona for said shower tagging me in her photos. You probably saw me googling "holiday dress maternity plaid" and "babysafe crib paint." And I bet Amazon even told you my due date, January 24th, when I created an Amazon registry.

But didn't you also see me googling "is this braxton hicks?" and "baby not moving"? Did you not see the three days of silence, uncommon for a high-frequency user like me? And then the announcement with keywords like "heartbroken" and "problem" and "stillborn" and the two-hundred teardrop emoticons from my friends? Is that not something you could track?

You see, there are 26,000 stillbirths in the US every year, and millions more among your worldwide users; and let me tell you what social media is like when you finally come home from the hospital with the emptiest arms in the world, after you've spent days sobbing in bed, and pick up your phone for a couple minutes of distraction before the next wail. It's exactly, crushingly, the same as it was when your baby was still alive. Pea in the Pod. Motherhood Maternity. Latched Mama. Every goddam Etsy tchotchke I was planning for the nursery.

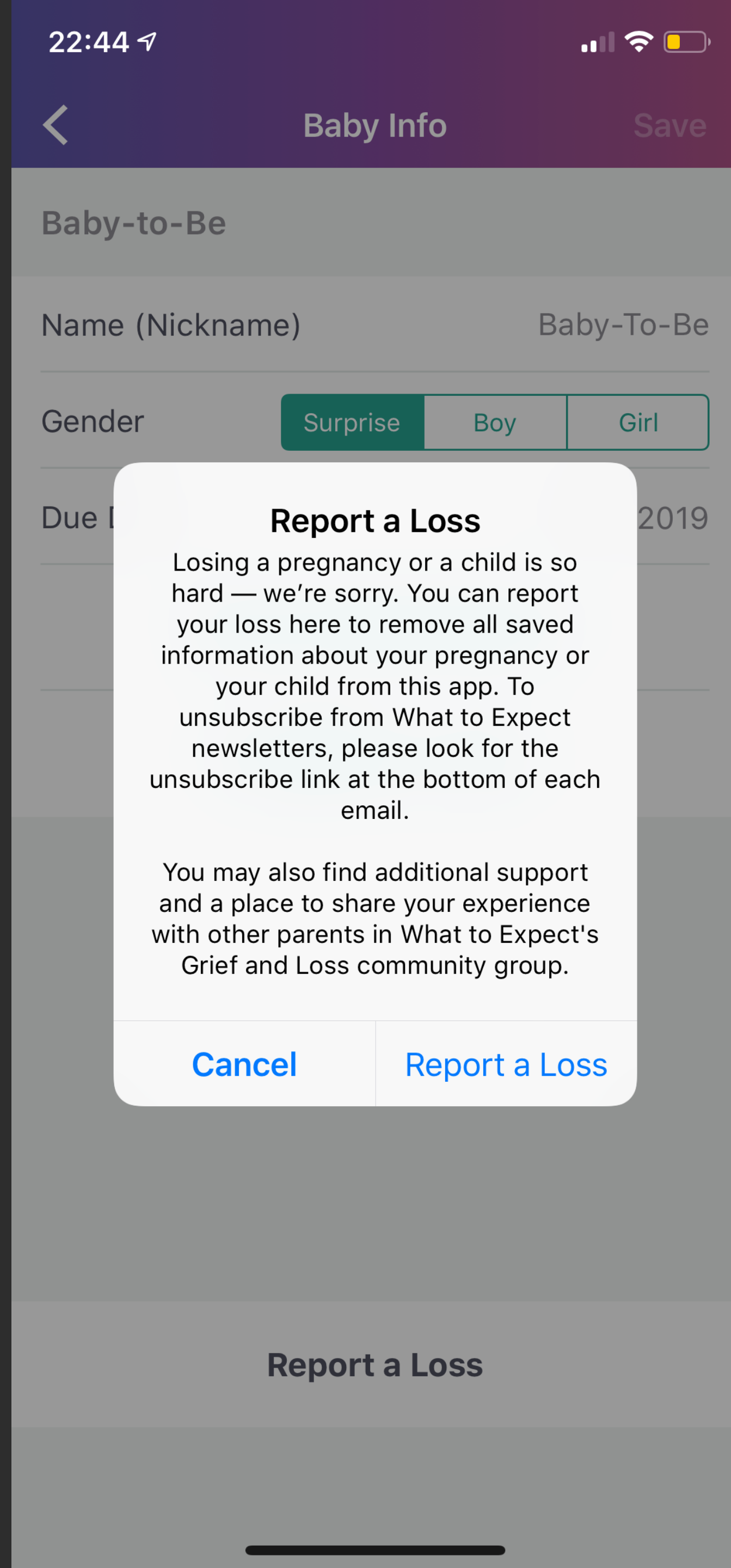
And when we millions of brokenhearted people helpfully click "I don't want to see this ad," and even answer your "why?" with the cruel-but-true "It's not relevant to me," do you know what your algorithm decides, Tech Companies? It decides you've given birth, assumes a happy result, and deluges you with ads for the best nursing bras [I have cabbage leaves on my breasts because that is the best medical science has to offer to turn your milk off], tricks to get the baby to sleep through the night [I would give anything to hear him cry at all], and the best strollers to grow with your baby [mine will forever be 4 pounds, 1 ounce].

And then, after all that, Experian swoops in with the lowest tracking blow of them all: a spam email encouraging me to "finish registering your baby" (I never "started" but sure) to track his credit throughout the life he will never lead.

Please, Tech Companies, I implore you: If you're smart enough to realize that I'm pregnant, that I've given birth, then surely you're smart enough to realize that my baby died, and can advertise to me accordingly, or maybe just maybe, not at all.

Regards,
Gillian

|



Så här bör det gå till

Det **olyckliga slutet** är en
viktig del av **produkt historien**

A blue parakeet is perched on a large green leaf in the upper left corner. In the foreground, a black Amazon Echo speaker stands on a white surface. The background is a soft-focus indoor setting with a yellow object and another green leaf.

Slut & “fel” är
också möjligheter

“Human Experience [...] is a critical mindset for building better businesses and products.”

- Adam Tinworth

“It’s simple, because all you have to do is remember
that people are what matters.

“ **It's simple,** because all you have to do is remember
that people are what matters.

It's hard, because you have to balance the manifold
needs and wants of a whole range of people.”

- Adam Tinworth



Amy

43, Service Provider

Pasadena, CA
Formerly in Film/Creative prior

Aspirations

"I'm starting my second career in something I love and I hope to someday become an established local brand."

Business

Full time business offering event planning services

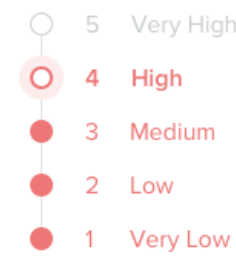
Business Growth Drivers

Online | WOM | Social Media | Marketing

Mindset

"I don't know how to code or write HTML, but I've heard there are some tools out there where coding is not required, and I think I can handle that."

Confidence Building a Website



Needs for a Website

"A website is the only way I can showcase my brand and get in front of new clients."

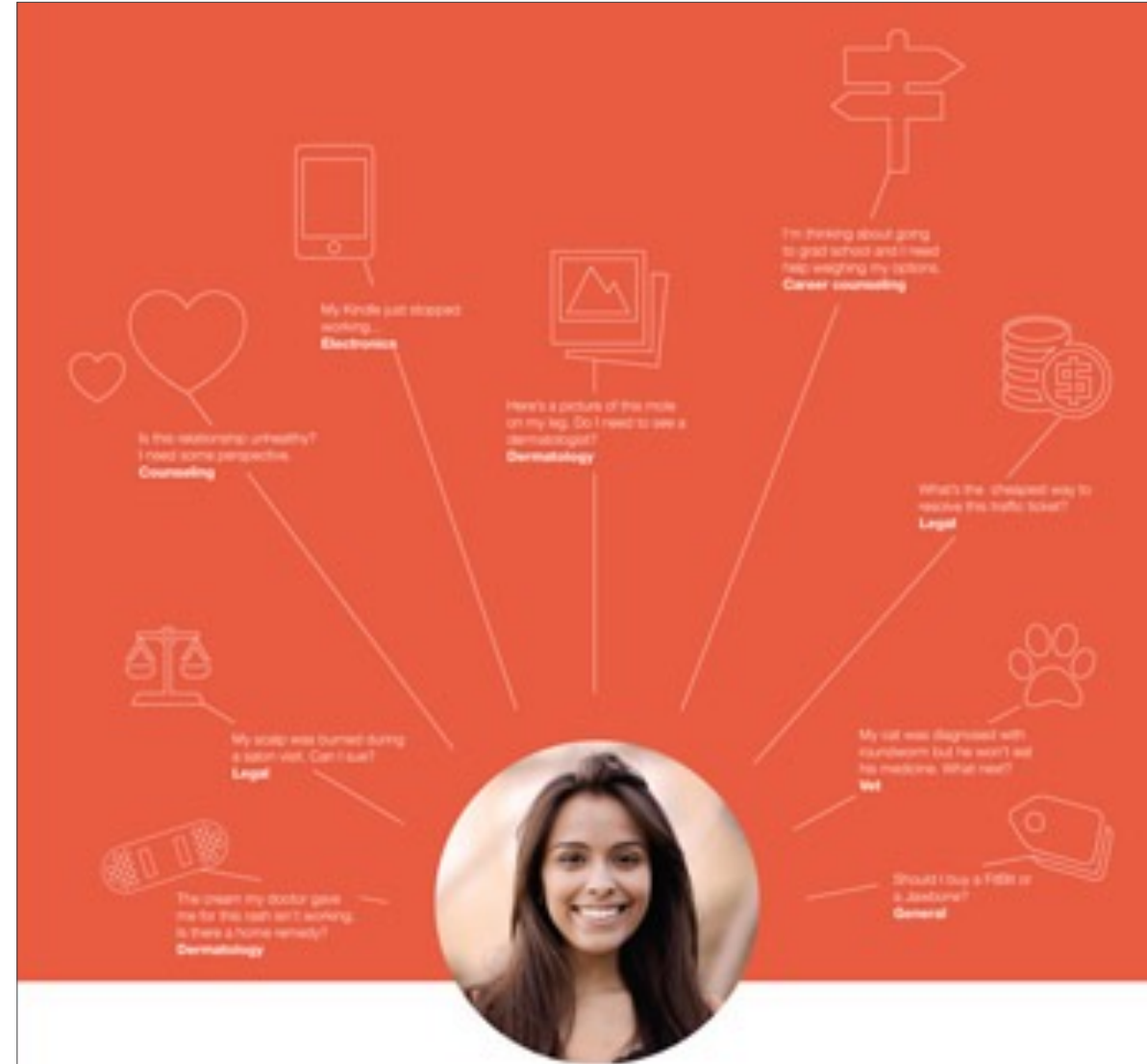
Hesitations

"My website will be the face of my brand so it needs to be polished and professional. And once it's out there, how can I market it to get more clients?"

How Weebly Uniquely Serves

1. Offers professional webinars and marketing advice to help grow her business
2. Makes her feel part of something bigger with a community of like minded small business owners

3. Makes it easy to create a high-quality site to establish her brand and attract clients



Andrea, Optimizer

Facts

- Age 28
- Job: Physical Therapy Assistant
- Location: Miami, New York
- Relationship status: Engaged
- Education: BS from University of Arizona
- Income: \$34k/yr
- Hobbies: Yoga, exercise, reading, dancing
- Pets: One cat
- Favorite place: Turkey, Portugal

Personality

"If there's an easier, cheaper, faster way to do something, I'm all about it."

Attributes: Smart, resourceful, analytical, social

Strengths: Doing things better, analyzing, finding shortcuts, having a lot, being a superhero, discovering things that

Challenges: Being pessimistic, inefficiency, playing too much

JA Habits

First visit recommendation from a friend

During: desktop, phone, office PC, home laptop

Shows: all her simple medical diagnoses & symptoms, perspective & decision-making help, everyday troubleshooting

Favorite thing about JA: "It was really fast, the experts I spoke to were really friendly and I was able to get my question answered."

Least favorite thing about JA: "Consistency... once I got really specific about what I was looking for, the doctor I spoke to was the same one who said 'I'm a piece where you can get qualified experts for answers and get those answers quickly.'"

Motivation: Convenience, control, saving time and money



BETH KING

Beth is a full time student living in a share house with several mates. She works in retail to help pay for rent, uni and her social life. She has a boyfriend who takes up much of her free time. She tries to make it to as many lectures and tutorials as possible, but often has to cover shifts at work or needs to skip lectures to catch up on course work. She tries to keep a regular, structured study pattern, but is not very strict about it and sometimes blows off studying to go out and have fun with friends. She mainly uses Moodle to watch lectures online, keep up to date on what happened in missed tutorials and to contribute to forums.

AGE: 20
COURSE: GRAPHIC DESIGN
JOB: RETAIL
DEVICES:

COMPUTER SKILL

ORGANISATIONAL SKILLS

ENGAGEMENT

HOBBIES:
GOING OUT WITH FRIENDS, WORKING OUT, DRAWING

JOHN DOE
THE SOFTWARE ENGINEER

I am happily employed as a full-time software engineer. I have a lot of fun and I love to work on my own software side projects.

Goals:

- to become a senior software engineer
- to become a senior software engineer
- to become a senior software engineer

Tech Skills:

TECHNOLOGY	PROFICIENCY
Python	High
JavaScript	Medium
Java	Low
PHP	Low
SQL	Medium
HTML/CSS	High
Git	Medium
Docker	Low
Kubernetes	Low
TensorFlow	Low
PyTorch	Low
React	Medium
Angular	Low
Vue.js	Low
Svelte	Low
Next.js	Low
Gatsby	Low
Strapi	Low
Sanity	Low
Contentful	Low
Prismic	Low
Netlify	Low
Vercel	Low
Heroku	Low
DigitalOcean	Low
AWS	Low
Google Cloud	Low
Microsoft Azure	Low

Soft Skills:

SKILL	PROFICIENCY
Communication	High
Teamwork	Medium
Problem Solving	High
Time Management	Medium
Adaptability	High
Resilience	Medium
Empathy	High
Leadership	Low
Initiative	Medium
Curiosity	High
Open-mindedness	High
Flexibility	Medium
Patience	Low
Perseverance	High
Self-motivation	High
Accountability	High
Responsibility	High
Reliability	High
Consistency	High
Stability	High
Dependability	High
Trustworthiness	High
Honesty	High
Integrity	High
Authenticity	High
Genuineness	High
Sincerity	High
Altruism	High
Compassion	High
Kindness	High
Generosity	High
Gratitude	High
Optimism	High
Positivity	High
Enthusiasm	High
Passion	High
Energy	High
Vitality	High
Enthusiasm	High
Passion	High
Energy	High
Vitality	High

Education & Experience:

- Bachelor's Degree in Computer Science (2018-2022)
- Software Engineer at ABC Corp (2022-Present)
- Junior Software Engineer at DEF Corp (2020-2022)
- Software Engineer at GHI Corp (2018-2020)

Projects & Achievements:

- Developed a web application for a local business, increasing sales by 20%.
- Created a mobile app for a charity, raising \$5,000 for a good cause.
- Published a research paper on machine learning algorithms.
- Received a patent for a new software invention.

Interests & Hobbies:

- Reading books on technology and business.
- Watching TED Talks and YouTube videos.
- Attending conferences and workshops.
- Traveling to new places and experiencing different cultures.
- Learning new languages and skills.
- Volunteering for social causes.
- Playing sports and staying active.
- Listening to music and watching movies.
- Cooking and trying new recipes.
- Gardening and growing plants.
- Collecting vintage items and antiques.
- Photography and videography.
- Writing and blogging.
- Podcasting and creating content.
- Public speaking and networking.
- Leadership and team management.
- Project management and organization.
- Time management and productivity.
- Goal setting and achievement.
- Self-improvement and personal growth.
- Continuous learning and development.
- Adaptability and flexibility.
- Resilience and perseverance.
- Empathy and understanding.
- Kindness and generosity.
- Gratitude and positivity.
- Optimism and enthusiasm.
- Passion and energy.
- Vitality and health.

HELLO, I'M DAN JENSEN
THE RETIRED SENIOR

"I love relaxed, peaceful walks. I love working with people who want to protect the creeks as much as I do even more. It gives my life a greater purpose that cannot be found anywhere else."

AGE: 65
GENDER: MALE
LOCATION: PORT MOODY
OCCUPATION: RETIRED SENIOR
USED TO BE: LOGISTICS COORDINATOR

PERSONALITY TRAITS

TRAIT	LEVEL
Spontaneous	Low
Outgoing	High
Laidback	Medium
Disorganized	Low

MY TYPICAL DAY

- I wake up early at 6:30 AM everyday
- I slowly savour my breakfast
- I head to the hatchery and help out with any team
- It takes 15 minutes for me to walk back home
- I have lunch with my wife
- I usually like gardening in the afternoon
- I help my wife cook and then we eat dinner together
- After dinner, we walk in the nearby park
- My typical day ends around 10 PM

TASKS AT THE HATCHERY

- Salmon Team: Feed the fish, monitor water temperature at the hatchery
- Water Quality Team: Get field data and water samples
- Event coordinator within the society: Plan for events like the Fingering Festival

MY MOTIVATIONS

- 60% I am a firm believer in protecting the environment in his local area
- 40% Over the years, I have seen how construction negatively affects the environment from working at my past company

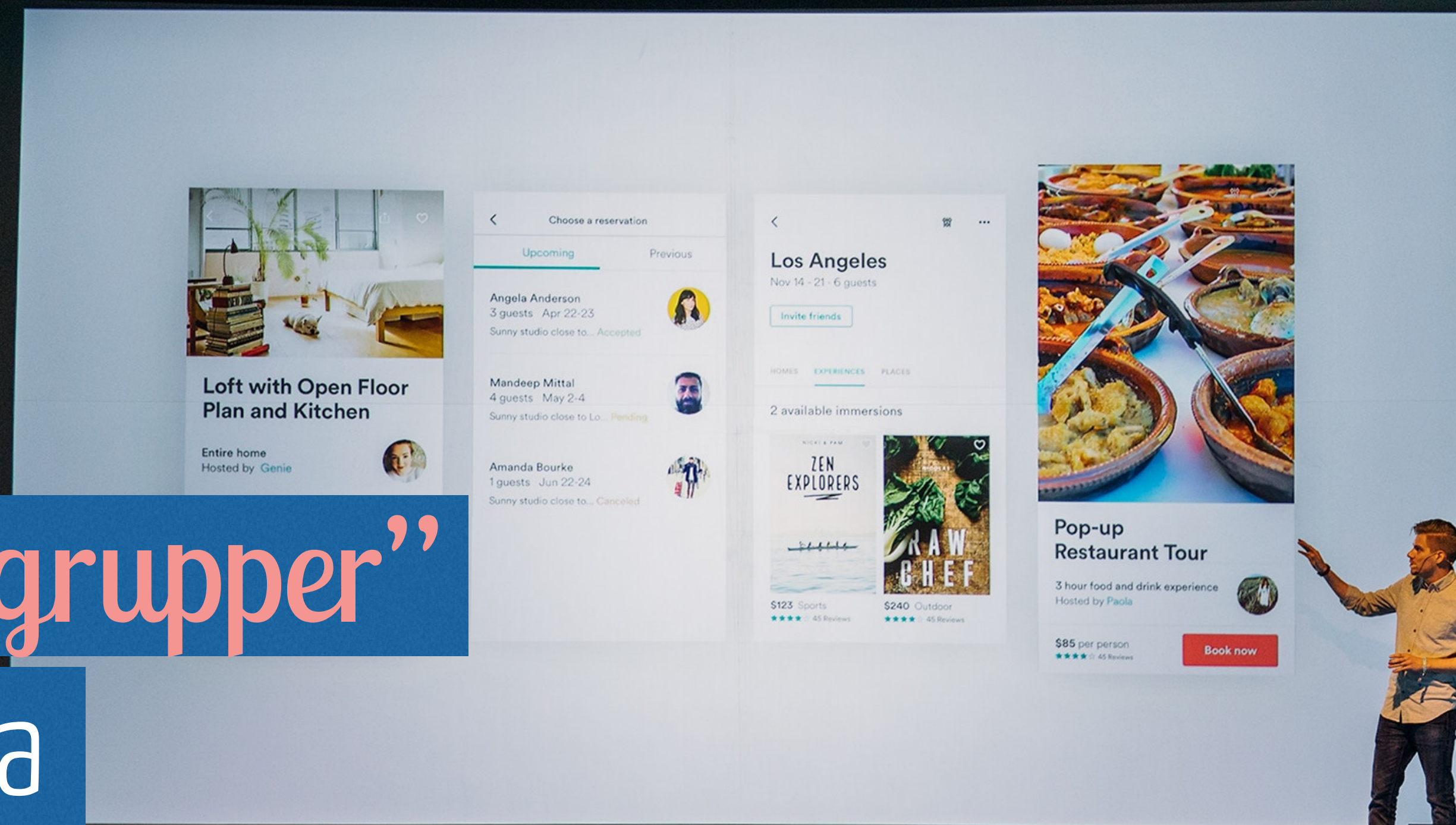
FRUSTRATIONS

- I am not comfortable with technology, and therefore I avoid conducting the analyses in the laboratory when I am helping the Water Quality Team
- I also dislike coming to the hatchery at night to check on urgent issues, as it disrupts my relaxation time before sleeping at 10 PM

MY GOALS

- Relationship with Society

Även i våra “grupper”
är vi väldigt olika



A close-up photograph of a person's hand holding an open book. The book's pages are aged and yellowed. The word "CONTACT" is printed in a serif font at the top of the right page. A semi-transparent blue rectangular box is overlaid on the left page, containing text in two lines: the first line is in a reddish-orange serif font, and the second line is in a white sans-serif font. The background is a dark, out-of-focus blue.

Vi bör vilja vända sida i våra användares historia

She was almost at the door before he said, "How can we recycle? We haven't gotten the primer yet." Racing across the screens was a paired sequence of zeros and ones, a real-time comparison of the data just received and the data from an early page of text Argus a year before. The program would have found any differences. So far, there were none. It appeared that they had not mistranscribed, that there were no apparent transmission errors, and that if some small dense interstellar cloud between Vega and the Earth was able to eat the occasional zero or one, this was an infrequent occurrence. Argus was by now in real-time communication with dozens of other telescopes that were part of the World Message Consortium, and the news of recycling was passed on to the next observing stations westward, to California, Hawaii, the Marshal Nedelin now in the South Pacific, and Vega was

Mindre användare & kunder
Mer människor & personer

A photograph of a subway station with escalators and people. The scene is set in a tunnel with rough, reddish-brown rock walls. In the center, there are two sets of escalators leading up. A person is walking up the left escalator, and a group of three people is standing on the right escalator. The escalators are illuminated by bright, cool-toned lights. The floor is made of large, light-colored tiles. On the right side, there is a stone wall with a large, curved architectural element. The overall atmosphere is modern and industrial.

Varje person
har sin egen historia

Historier är en del
av att vara människa





Hur sätter vi användaren
i fokus av product upplevelsen

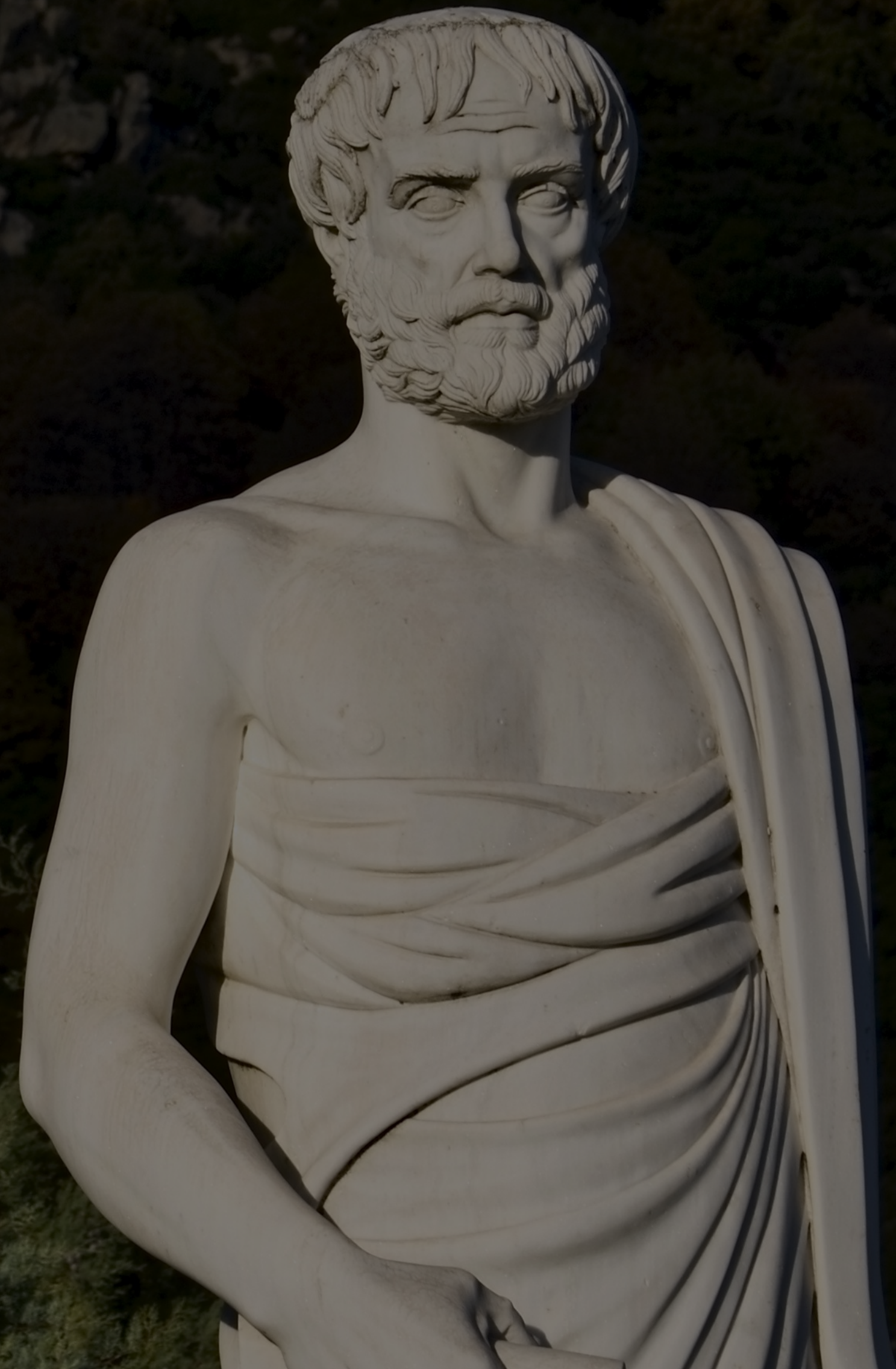
The right story to the right people in the right way

1.

Vad är berättelsen?

“ *The whole of a story is* that
which have a beginning, a middle
and an end ”

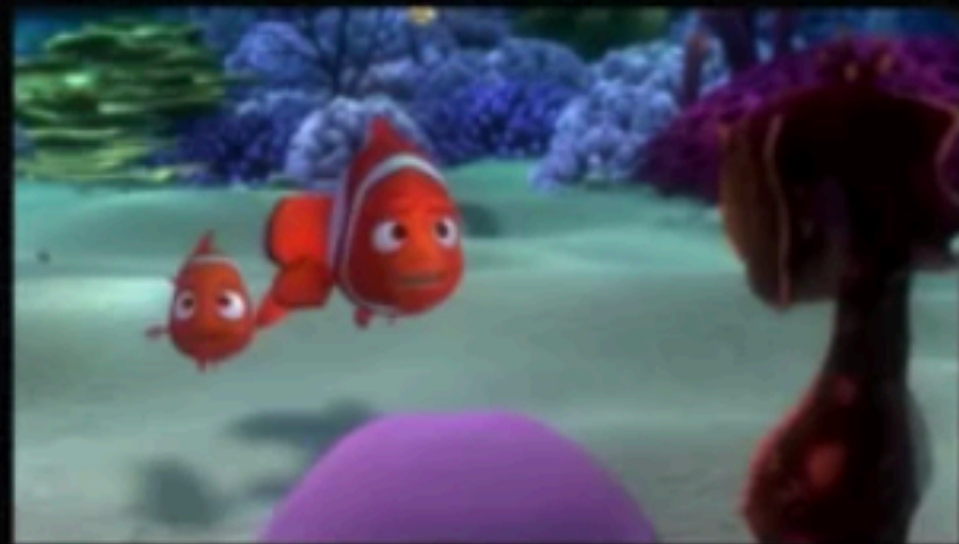
- *Aristotle*



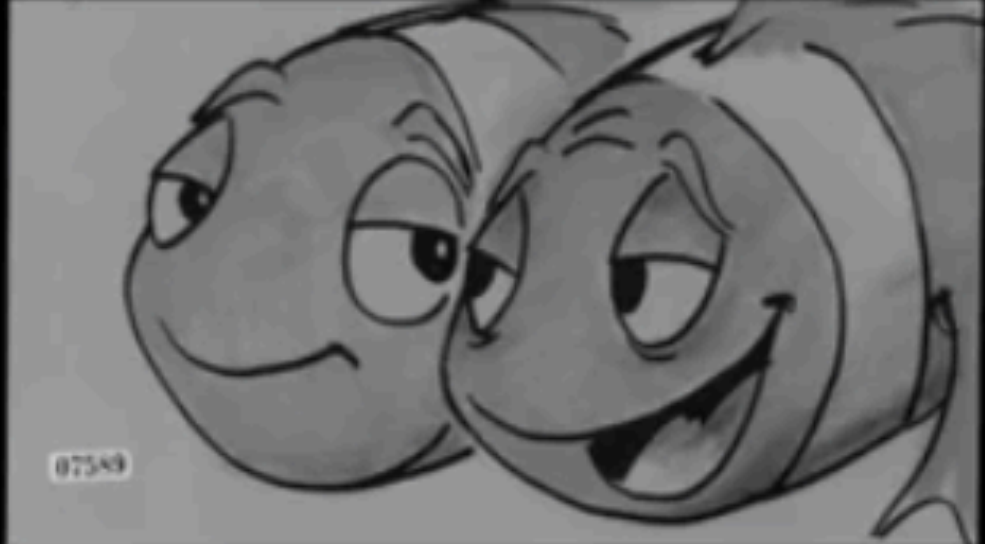
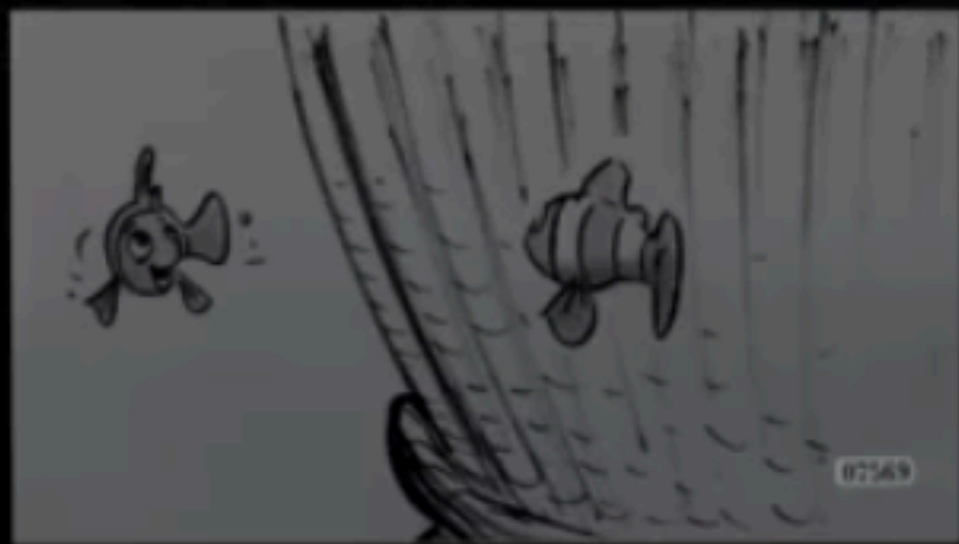
Struktur

handlar om vad du berättar för din publik
och när du berättar det

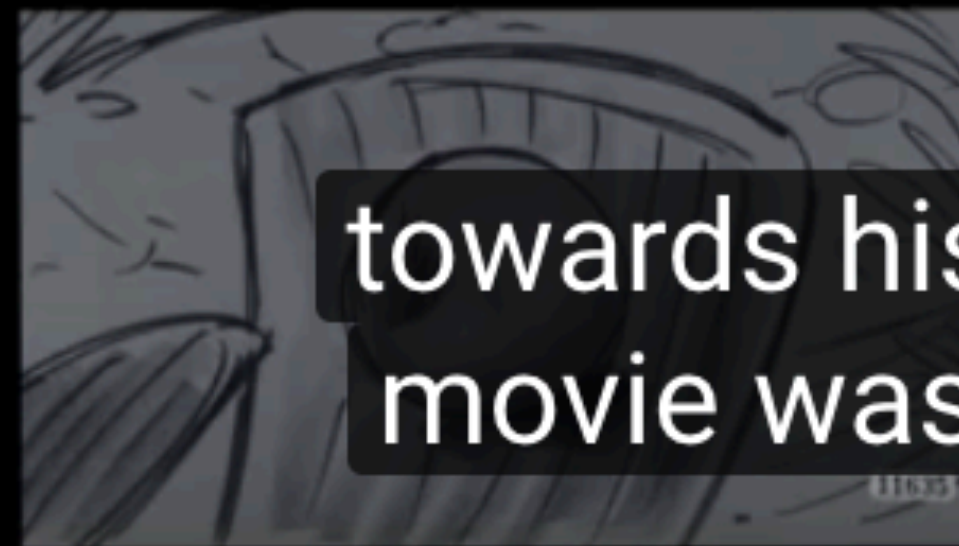
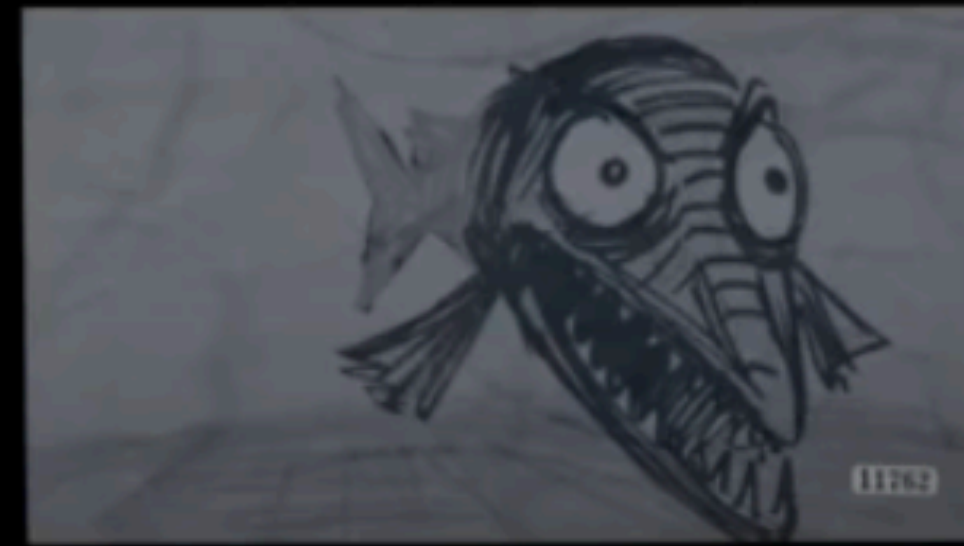
OPENING



MIDDLE



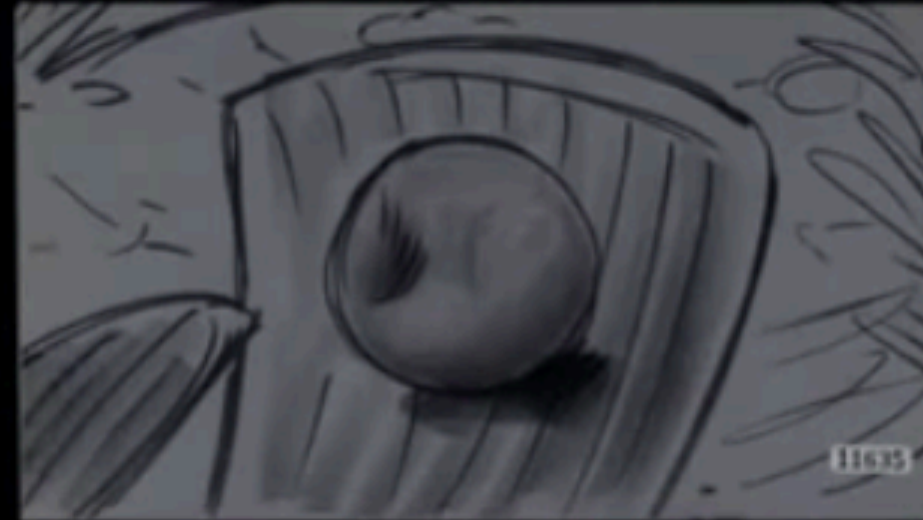
END



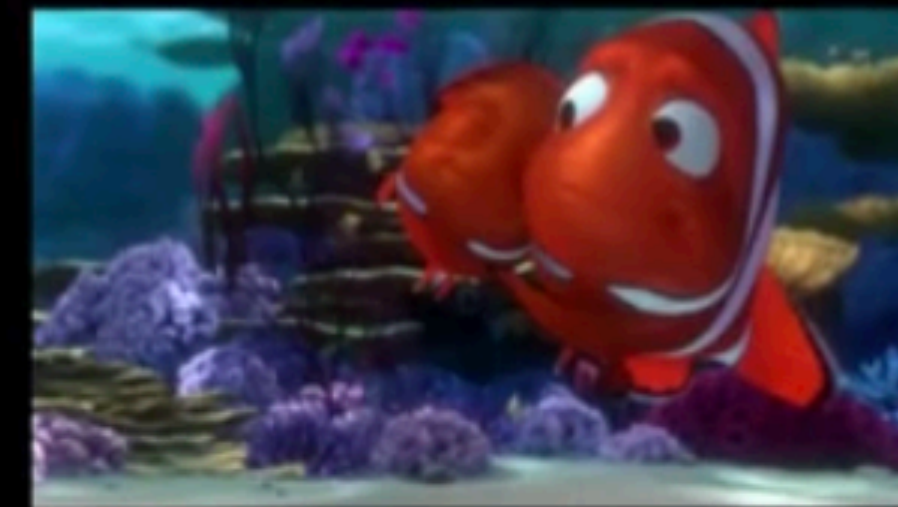
towards his son until the movie was almost over,



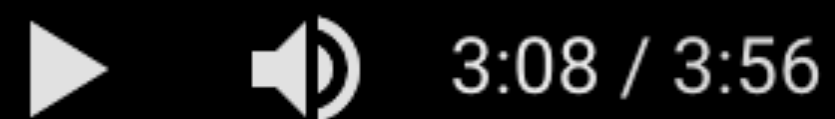
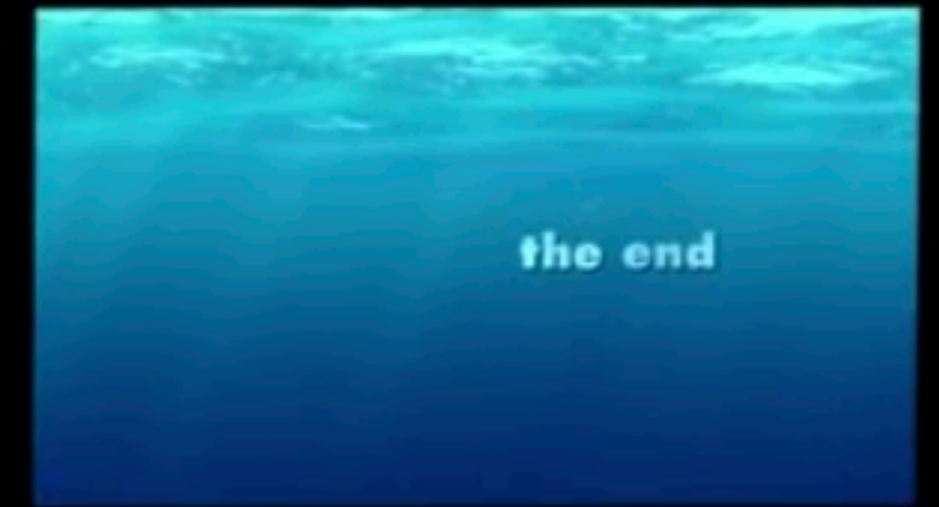
OPENING



MIDDLE



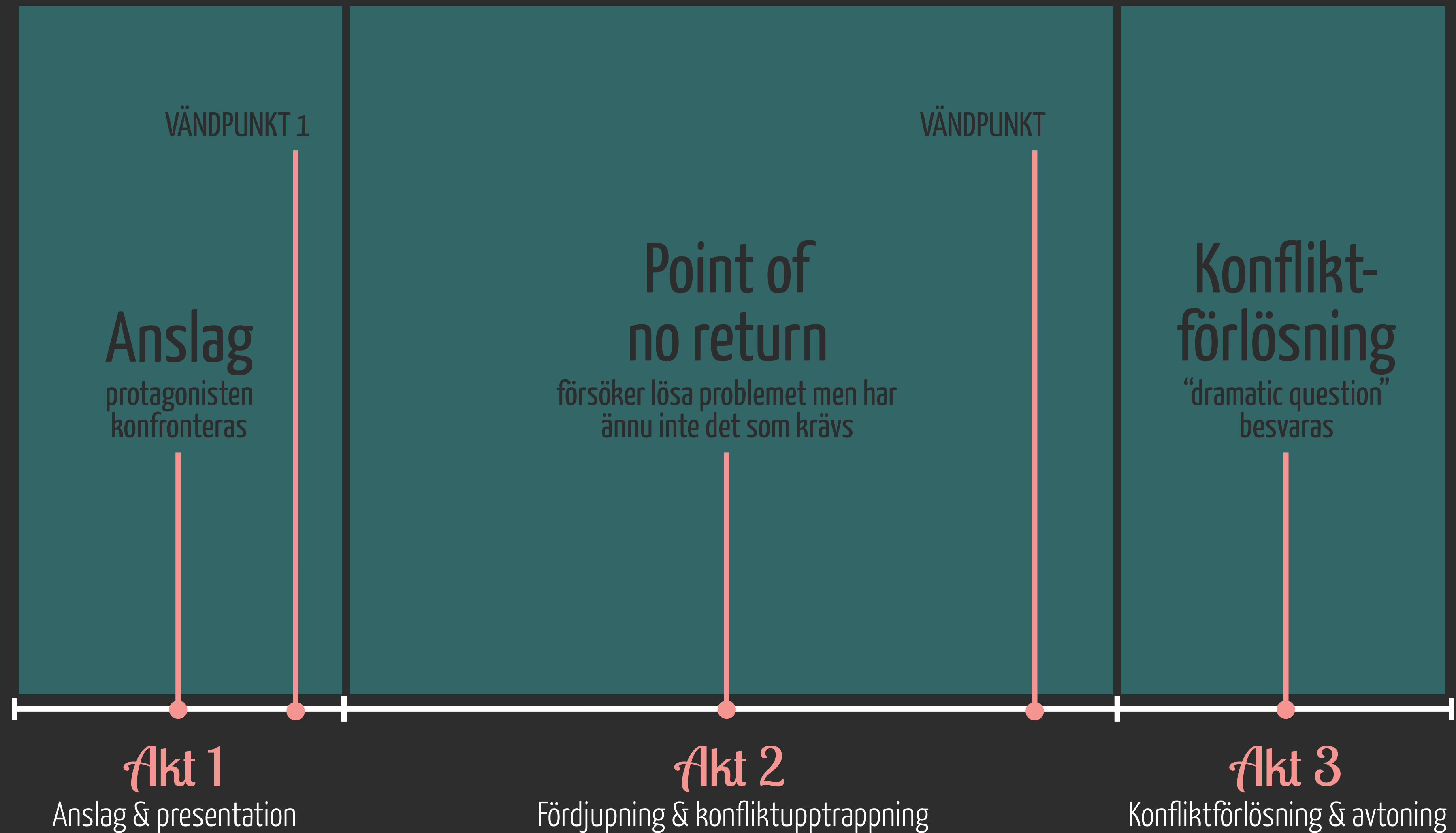
END



Dramaturgi

hur man bygger upp en berättelse rent
strukturellt på ett ändamålsenligt sätt

Tre akts modellen



Man in Hole



The main character gets into trouble then gets out of it again and ends up better off for the experience.



Arsenic and Old Lace



Harold & Kumar Go To White Castle

Boy Meets Girl



The main character comes across something wonderful, gets it, loses it, then gets it back forever.



Jane Eyre



Eternal Sunshine of the Spotless Mind

From Bad to Worse



The main character starts off poorly then gets continually worse with no hope for improvement.



The Metamorphosis



The Twilight Zone

Which Way Is Up?



The story has a lifelike ambiguity that keeps us from knowing if new developments are good or bad.



Hamlet



The Sopranos

Creation Story



In many cultures' creation stories, humankind receives incremental gifts from a deity. First major staples like the earth and sky, then smaller things like sparrows and cell phones. Not a common shape for Western stories, however.

Old Testament



Humankind receives incremental gifts from a deity, but is suddenly ousted from good standing in a fall of enormous proportions.



Great Expectations

New Testament



Humankind receives incremental gifts from a deity, is suddenly ousted from good standing, but then receives off-the-charts bliss.



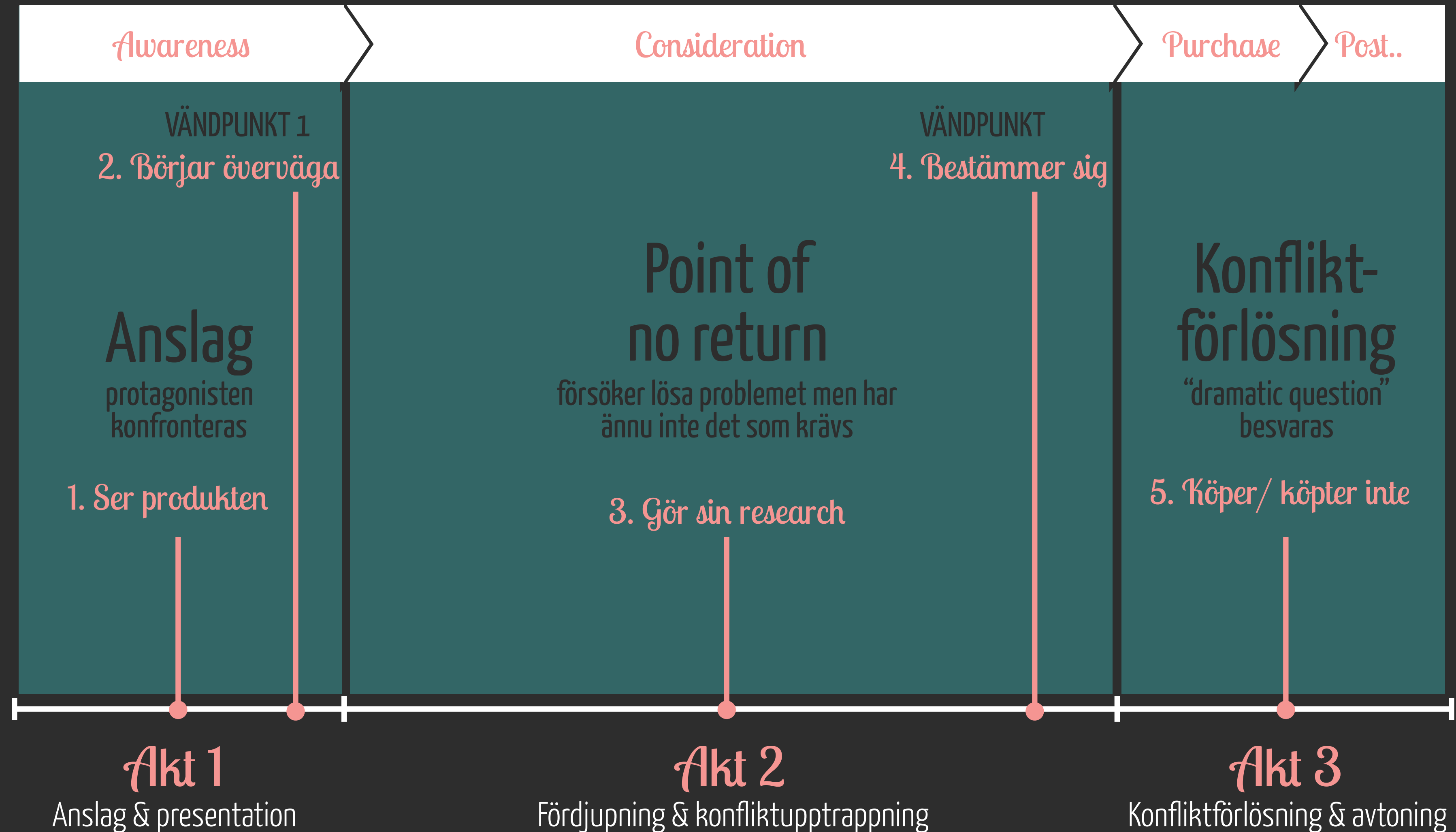
Great Expectations with Dickens' alternate ending

Cinderella

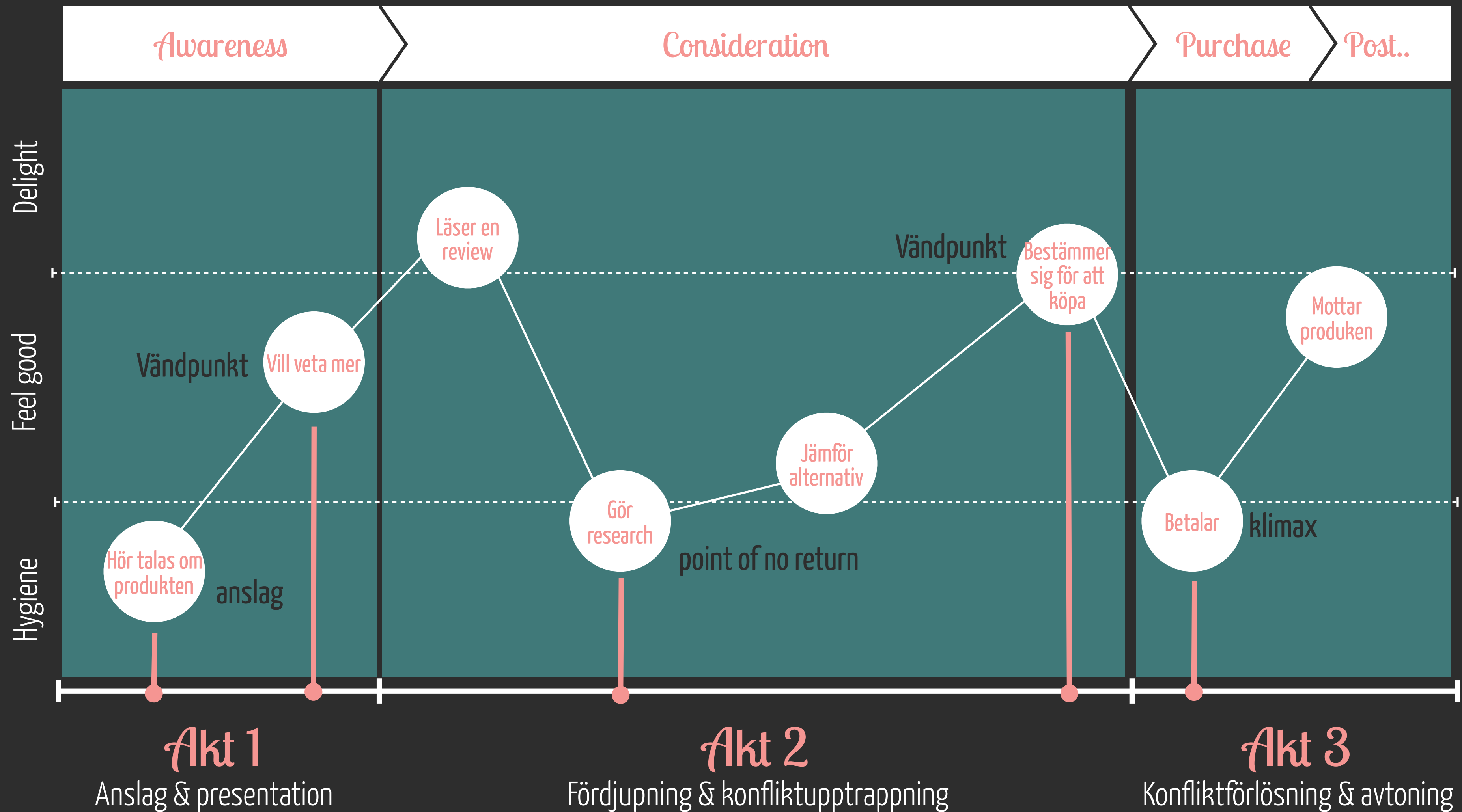


It was the similarity between the shapes of Cinderella and the New Testament that thrilled Vonnegut for the first time in 1947 and then over the course of his life as he continued to write essays and give lectures on the shapes of stories.

En typisk köp produktslivscykel



Kartlägg produktupplevelsen

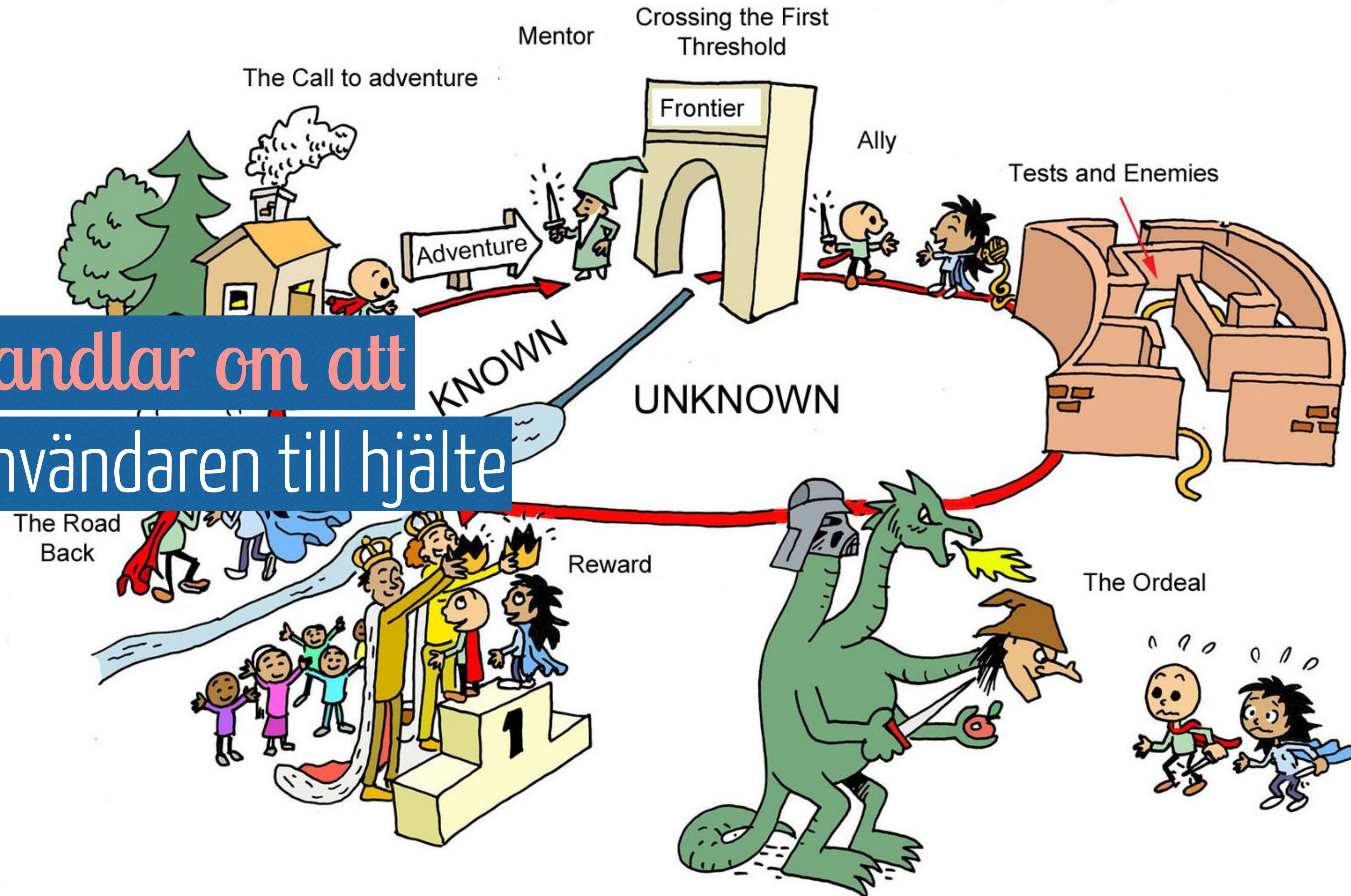


2.

Vem handlar berättelsen om?

The Hero's Journey

Det handlar om att
göra användaren till hjälte





“ If we want readers to have a vibrant mental image of our characters,
we have to spend some time in the dark room. ”

- Chuck Sambuchino



Aspirations
"I'm starting my second career in something I love and I hope to someday become an established local brand."

Business Full time business offering event planning services

Business Growth Drivers Online | WOM | Social Media | Marketing

Mindset
"I don't know how to code or write HTML, but I've heard there are some tools out there where coding is

Hesitations
"My website will be the face of my brand so it needs to be polished and professional. And once it's out there, how can I market it to get more clients?"

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COMPUTER SKILL



ORGANISATIONAL SKILLS



ENGAGEMENT



HOBBIES:
GOING OUT WITH FRIENDS, WORKING OUT, DRAWING

Glöm inte deras

bakgrundshistoria & att följa upp



1. Vad är deras **bakgrundshistoria**?

2. Varför har de **kommit till** just din produkt?

3. Vilken **sinnesstämning** är de in?


4. Hur **förändras** den samt personen själv under produktupplevelsen?

5. Vad vill de **undvika**?

6. Hur **reagerar de** vid varje vändpunkt?

3.

Hur förmedlar du berättelsen bäst?

A close-up photograph of a thick, dark, textured tree branch. A vibrant red rope is wrapped around the branch, forming a complex knot. The background is a soft-focus forest scene with green foliage.

Saker händer av en
anledning i alla bra historier



Alting

har en (bakgrunds)historia

<https://www.flickr.com/photos/antmcneill/7824200774>

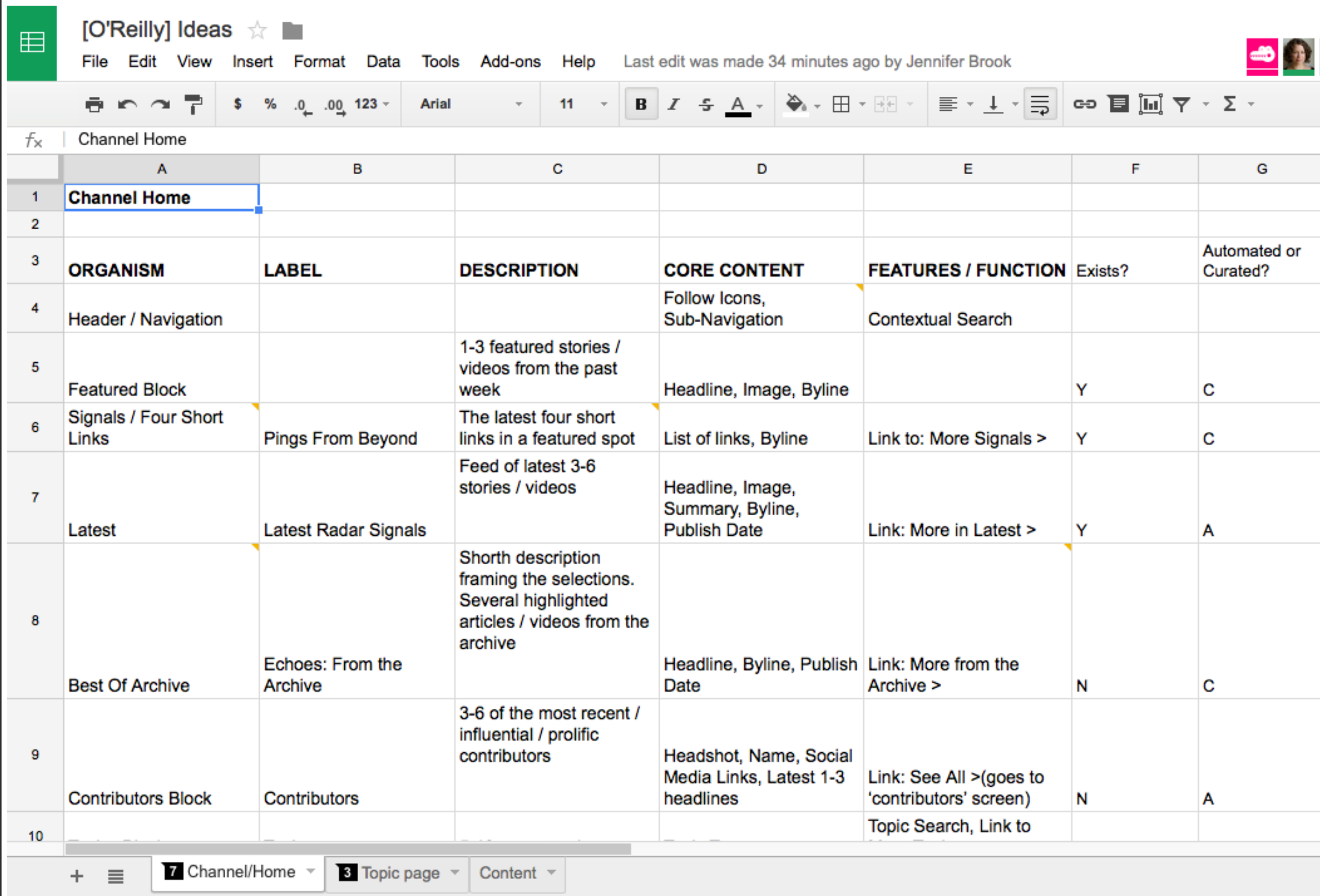


<http://www.boredpanda.com/funny-fake-book-covers-nyc-subway-prank-scott-rogowsky/>

“I also accompany every page's spreadsheet with a list of:

- **mindsets** that users bring to these pages
- **tasks** that the page can complete for users
- **goals** that the page must fulfill for the organization ”

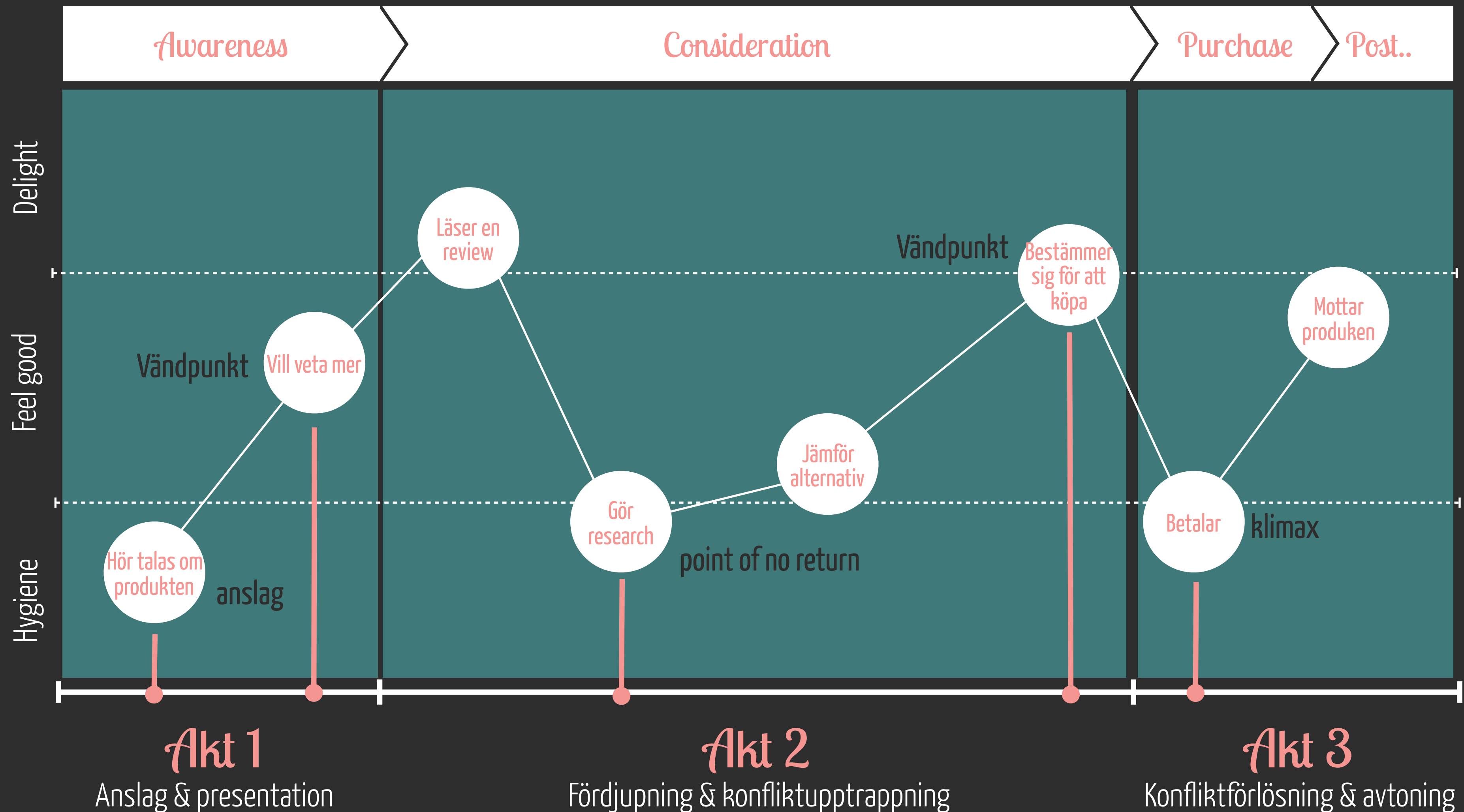
- Josh Clark, big medium



The screenshot shows a Google Sheet titled "[O'Reilly] Ideas" with a last edit by Jennifer Brook 34 minutes ago. The spreadsheet is for "Channel Home" and contains a table with 10 rows and 7 columns. The columns are labeled A through G. The table content is as follows:

	A	B	C	D	E	F	G
1	Channel Home						
2							
3	ORGANISM	LABEL	DESCRIPTION	CORE CONTENT	FEATURES / FUNCTION	Exists?	Automated or Curated?
4	Header / Navigation			Follow Icons, Sub-Navigation	Contextual Search		
5	Featured Block		1-3 featured stories / videos from the past week	Headline, Image, Byline		Y	C
6	Signals / Four Short Links	Pings From Beyond	The latest four short links in a featured spot	List of links, Byline	Link to: More Signals >	Y	C
7	Latest	Latest Radar Signals	Feed of latest 3-6 stories / videos	Headline, Image, Summary, Byline, Publish Date	Link: More in Latest >	Y	A
8	Best Of Archive	Echoes: From the Archive	Shorth description framing the selections. Several highlighted articles / videos from the archive	Headline, Byline, Publish Date	Link: More from the Archive >	N	C
9	Contributors Block	Contributors	3-6 of the most recent / influential / prolific contributors	Headshot, Name, Social Media Links, Latest 1-3 headlines	Link: See All >(goes to 'contributors' screen)	N	A
10				Topic Search, Link to			

Kartlägg & planera för mer än det optimala



CUSTOMER'S MOTIVATIONS

During each phase of the journey

PHASE

KEY ACTIVITIES

During each phase of the journey

CRITICAL FACTORS LEADING TO A POSITIVE + RELATIONSHIP

Strengthen the relationship and build trust

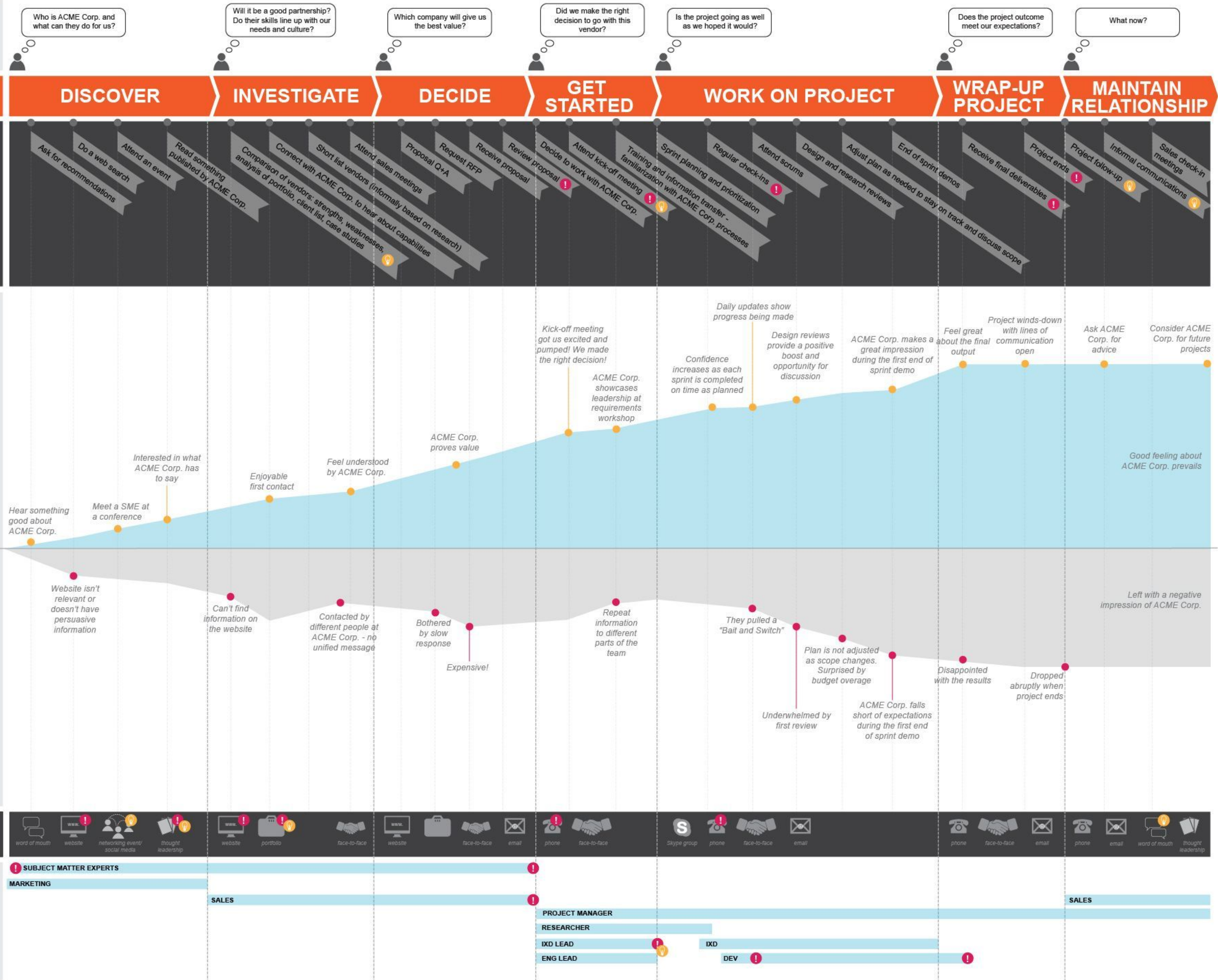
CRITICAL FACTORS LEADING TO A NEGATIVE - RELATIONSHIP

Lose customer confidence and weaken the relationship

TOUCHPOINTS

WHO AT ACME CORP.

Who has the most influence over the relationship at ACME Corp. during each phase?



Canvas for Consumer Endings and Off-Boarding.

Usage welcomed. Attribution appreciated.

Created by Joe Macleod, Head of Engineering | Author of Ends.

Joe@andend.co | www.andend.co @mrmacleod

Transaction models

Pay After,
Pay Before,
Scheduled Payment,
Synchronous,
Continuous Observation

Empowered?

- Transaction model establishes a power relationship.

Transparent?

The transaction model establishes transparency and visibility to information.

Death dates

Expected lifespan of the product. This doesn't mean the manufacturing capability, but how long the product or service is used actively by the user.

Opportunity to leave

Locked in or open?
Ex. Netflix. Easy Gym.

Legislation

ex. GDPR. Scope 3 emissions
7 day switch, etc.

Consciously Connected to the rest of the experience through Emotional Triggers that are Actionable by the user in a Timely manner.

Consciously Connected.

How is there a thread between the beginning and the end of the consumer experience.

Emotional Triggers.

How does the experience make the consumer feel? How does it encourage giving thanks? How does it encourage reflection?

Actionable.

It is important that consumer acknowledges the end. Providing an actionable ending helps the consumer feel involved and take responsibility.

Timely.

Lingering or unused products and services should be bought actively to an end.
Reclaiming resources and reducing exposure of lingering data.

Ending types

How will your consumer experience these types of endings?

	Time Out	Exhaustion /Credit Out	Task / Event completion	Broken / Withdrawal	Lingering	Proximity	Style
Examples Services	2 week holiday, 3 year degree,	Pay As You Go, Points on your driving license	Parcel delivered, boiler fixed, concert watched.	Break the contract. Leave the film early.	An unused gym membership.	Move outside of covered area.	Writing letters. Rag&Bone man. Waiting
Products	Sell by Date Warranty	Battery empty	Used disposable items	Product broken	Non-fitting clothes. Old phones in draws.	Items in storage	Kindle Sliver Cross Pram
Digital	1 year software subscription,	Gems in Clash of Clans	Game completed	Provider has shut down, sold out, gone bust.	App deleted yet service capturing data.	Apple to Android GDPR and LA Times	MySpace Facebook

Neutralise

ex. Device dismantled? Data erased?
Correct destination of materials?

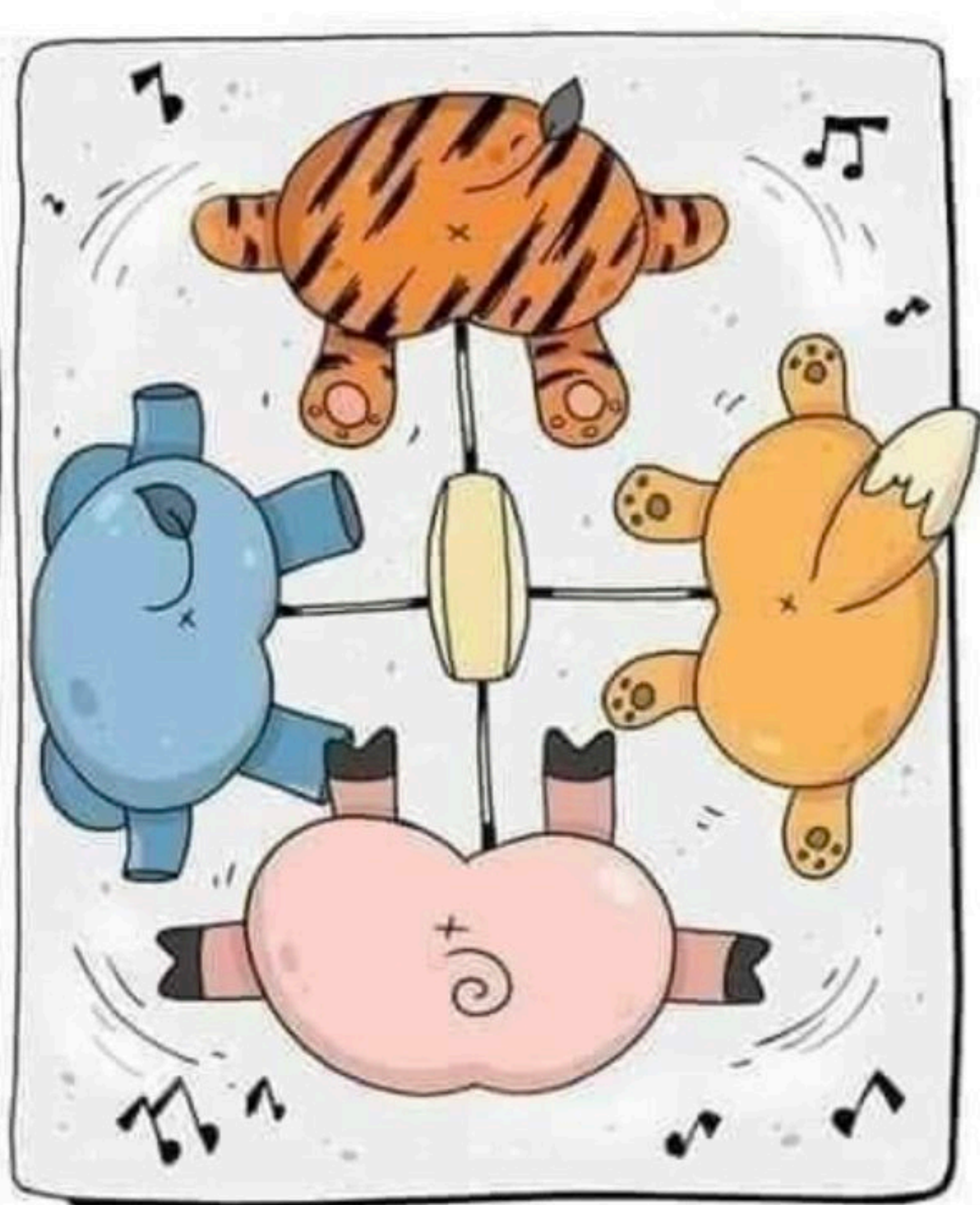
Aftermath target

We would like the consumer to feel and say this about our service or product after they have left.

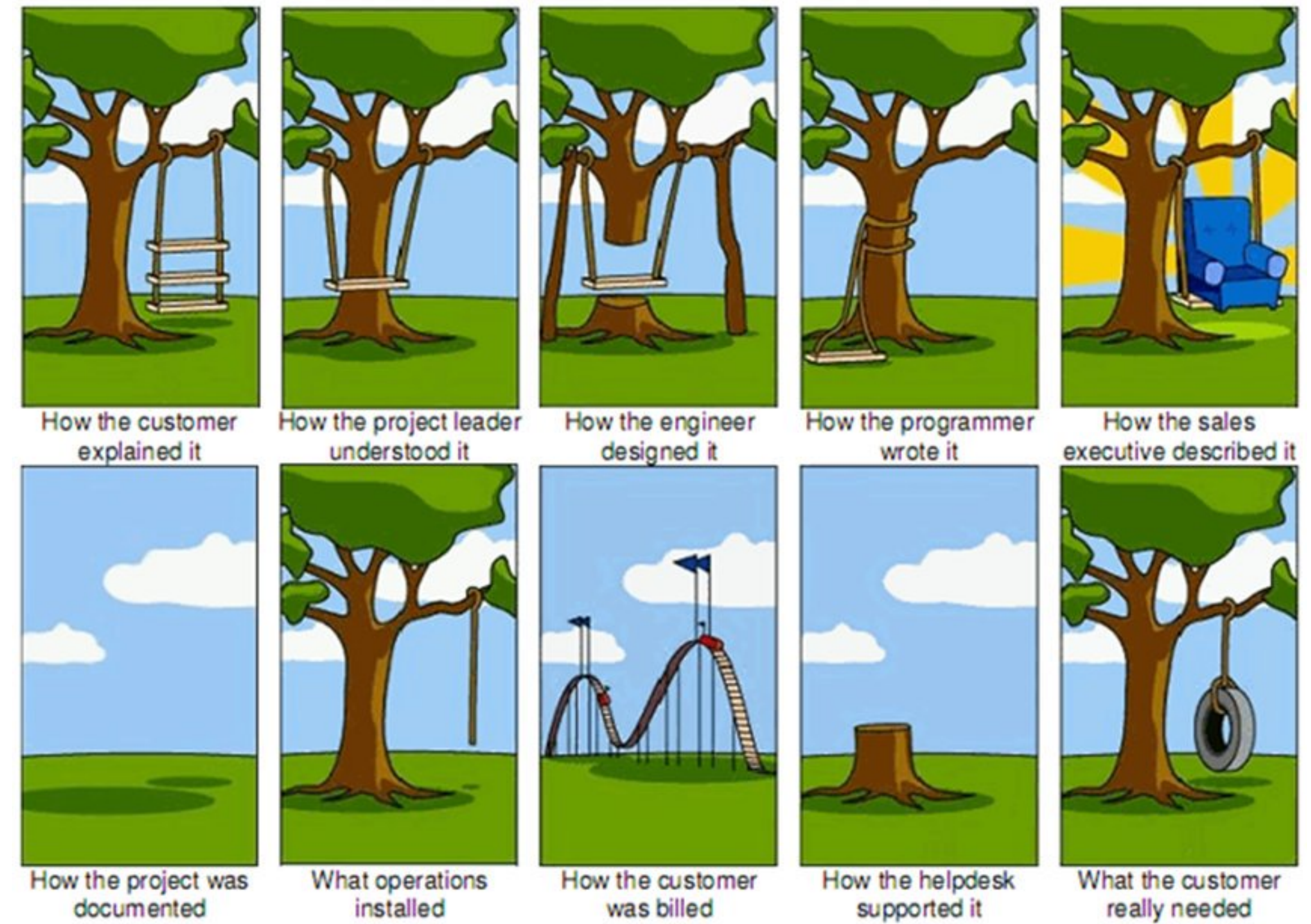
and **End.**

1. **Vad** är berättelsen?
2. **Vem** handlar berättelsen om?
3. **Hur** förmedlar du berättelsen bäst?

Och inte minst
varför?

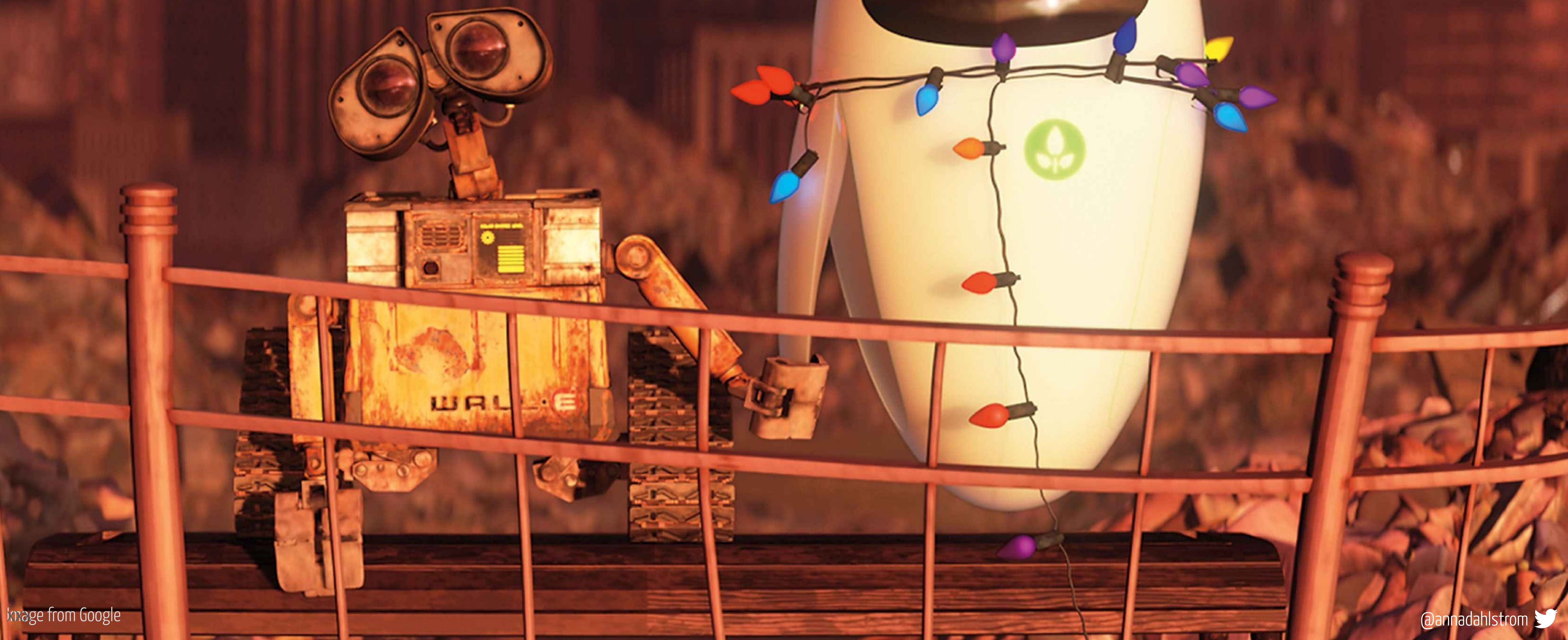



Vi måste våga ta ansvar



Det som ger oss *succé*
är det som ger *människor succé*

Målet med varje berättelse
är att skapa en emotionell anknytning





“**Historically**, stories have always been igniters
of action, moving people to do things.”

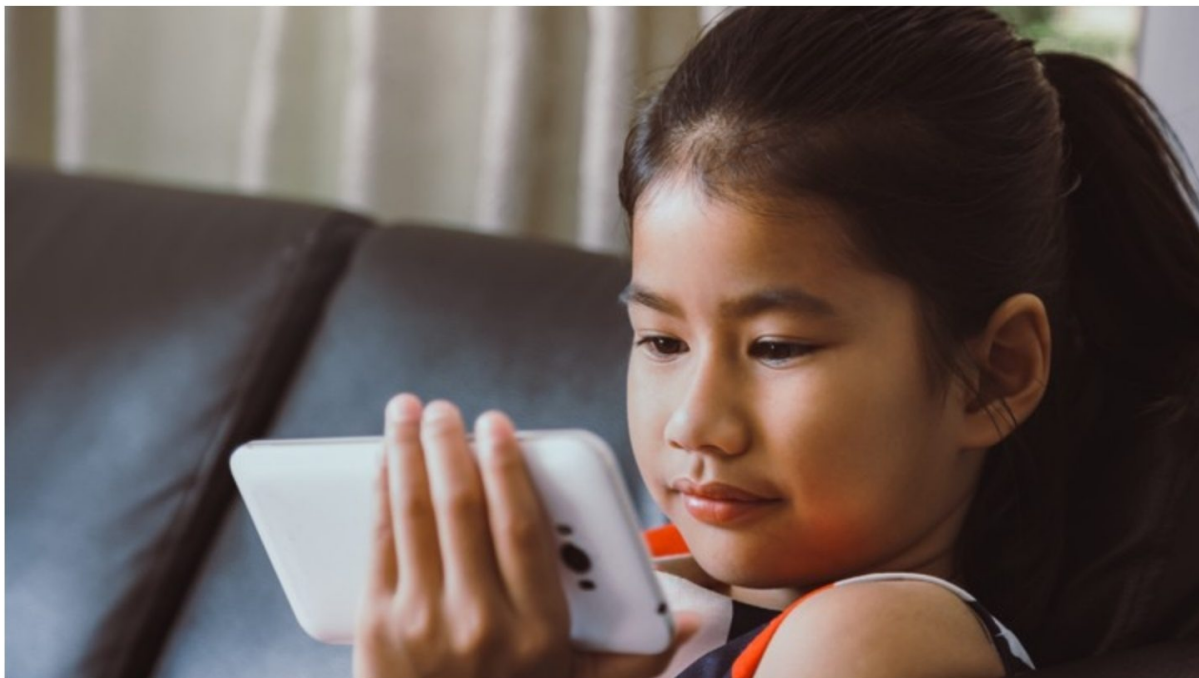
- Peter Guber

TECHNOLOGY

When Kids Realize Their Whole Life Is Already Online

Googling yourself has become a rite of passage.

TAYLOR LORENZ FEB 20, 2019



SHUTTERSTOCK

Share

Tweet

Email

Updated at 4:53 p.m. on February 20, 2019.

For several months, Cara has been working up the courage to approach her mom about what she saw on Instagram. Not long ago, the 11-year-old—who, like all the other kids in this story, is referred to by a pseudonym—discovered that her mom had been posting photos of her, without prior approval, for much of her life. “I’ve wanted to bring it up. It’s weird seeing myself up there, and sometimes there’s pics I don’t like of myself,” she said.

Play The Atlantic Crossword

Our mini puzzle gets bigger and more challenging each day. See if you can solve your way through the week.

Play!

Like most other modern kids, Cara grew up immersed in social media. Facebook, Twitter, and YouTube were all founded before she was born; Instagram has been around since she was a toddler. While many kids may not yet have accounts themselves, their parents, schools, sports teams, and organizations have been curating an online presence for them since birth. The shock of realizing that details about your life—or, in some cases, an entire narrative of it—have been shared online without your consent or knowledge has become a pivotal experience in the lives of many young teens and tweens.

Recently a parenting blogger wrote in a *Washington Post* [essay](#) that despite her 14-year-old daughter’s horror at discovering that her mother had shared years of highly personal stories and information about her online, she simply could not stop posting on her blog and social media. The writer claimed that promising her daughter that she would stop posting about her publicly on the internet “would mean shutting down a vital part of myself, which isn’t necessarily good for me or her.”

Am I
ready?



MORE STORIES

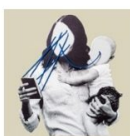
Instamom
BIANCA BOSKER



Raising a Social-Media
Star
TAYLOR LORENZ



The Dangers of
Distracted Parenting
ERIKA CHRISTAKIS

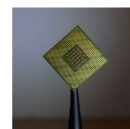


What I'll Do With My
Parents' Facebook After
They Die
JAKE SWEARINGEN



SPONSOR CONTENT

AI Won't Take Away Jobs, It
Will Boost Productivity
JPMORGAN CHASE & CO.



De beslut vi tar idag
påverkar morgondagen





Hur känns det om vi
ser till det helt primitiva?

“We’re not just making pretty interfaces.
We’re actually in the process of making an
environment where we’ll spend most of
our time, for the rest of our lives.

We’re the designers. We’re the builders.

What do we want that environment to
feel like? What do we want to feel like.”





Tack.

Frågor?

.....

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