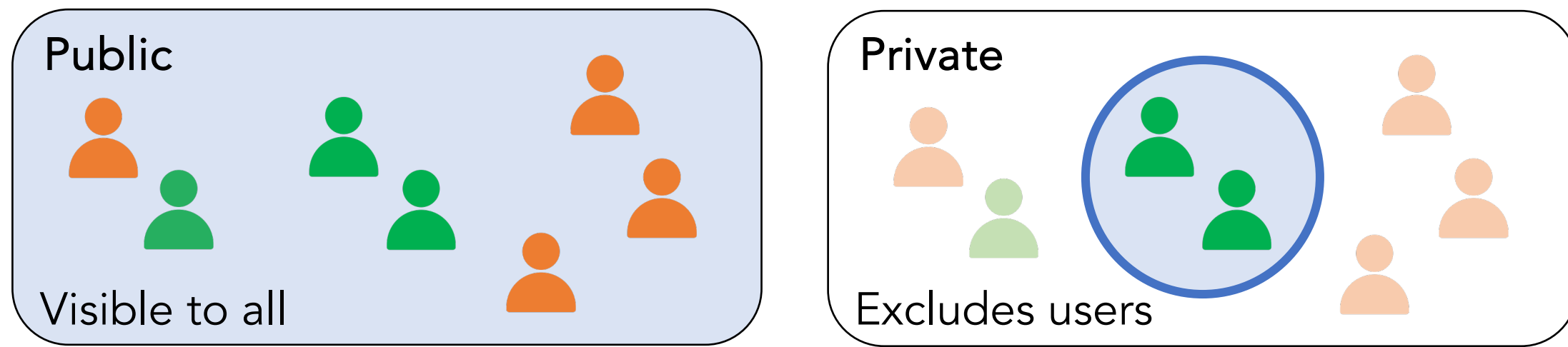


Burst: Controlling the Reach of Social Media Content

Taeuk Kang, Tianqi Liu*, Lindsay Popowski, Tiziano Piccardi, Michael S. Bernstein
Stanford University, Tsinghua University*



Share with One, Share with All

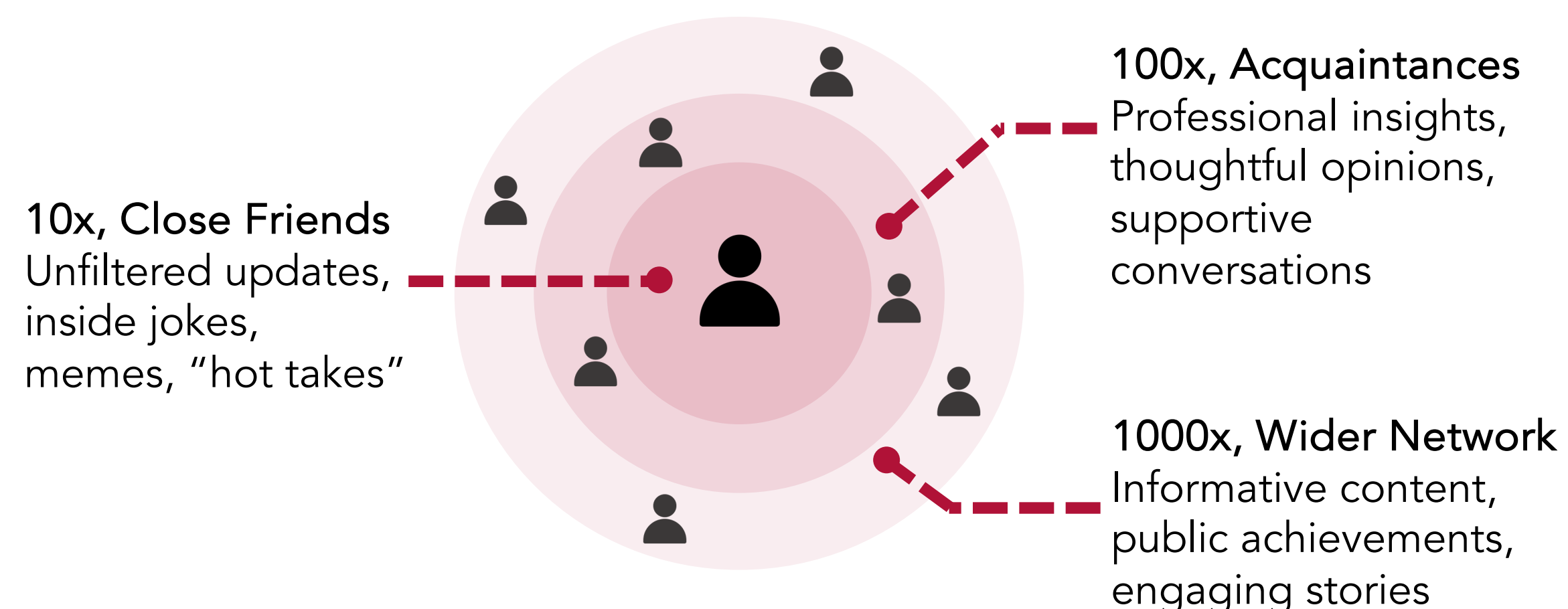


In social media, content visibility comes with risks and rewards. Quality content that reaches the right audience fosters connections, but mismatched content or audiences can have negative consequences. Traditional platforms offer manual audience selection between public and private sharing. However, people feel that pushing their content immediately to a fully public audience can be risky, while limiting it to a private audience restricts potential virality.

? How can a platform dynamically adjust the audience of posts to balance the risk and reward of visibility?

Designing for Visibility Control

Leveraging the natural structure of social circles, users strategically categorize connections into levels of intimacy, creating a tiered sharing system. Each piece of content gains access to wider circles through validation from **bursts** within closer networks, aligning reach with relevance.

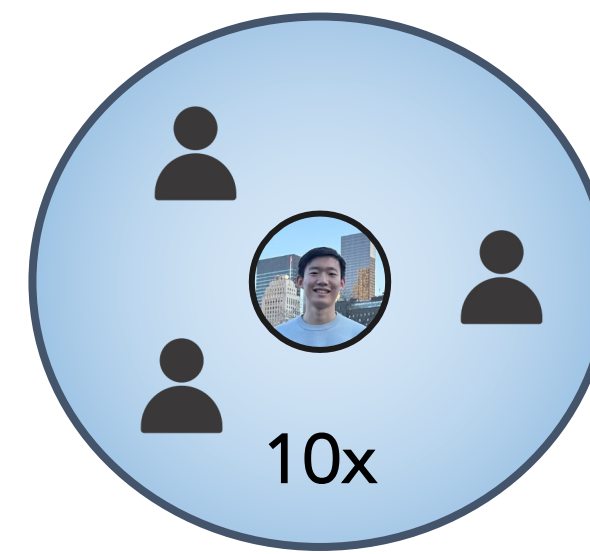


Bursting Mechanism

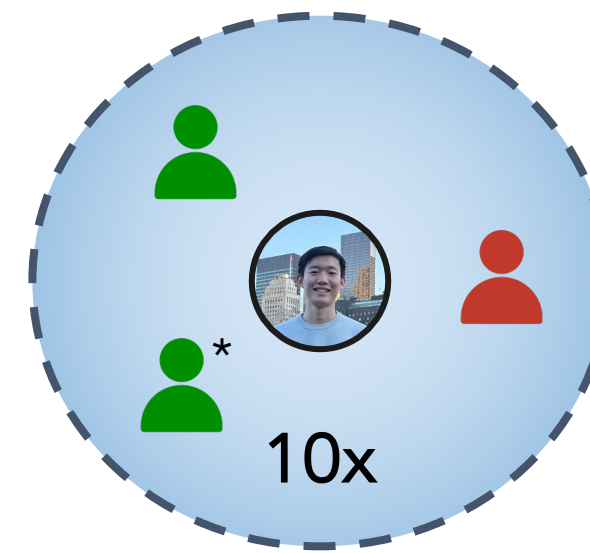
A user creates a new post.

Bursting is the next generation of retweets.

The post is first shown to the 10x circle.

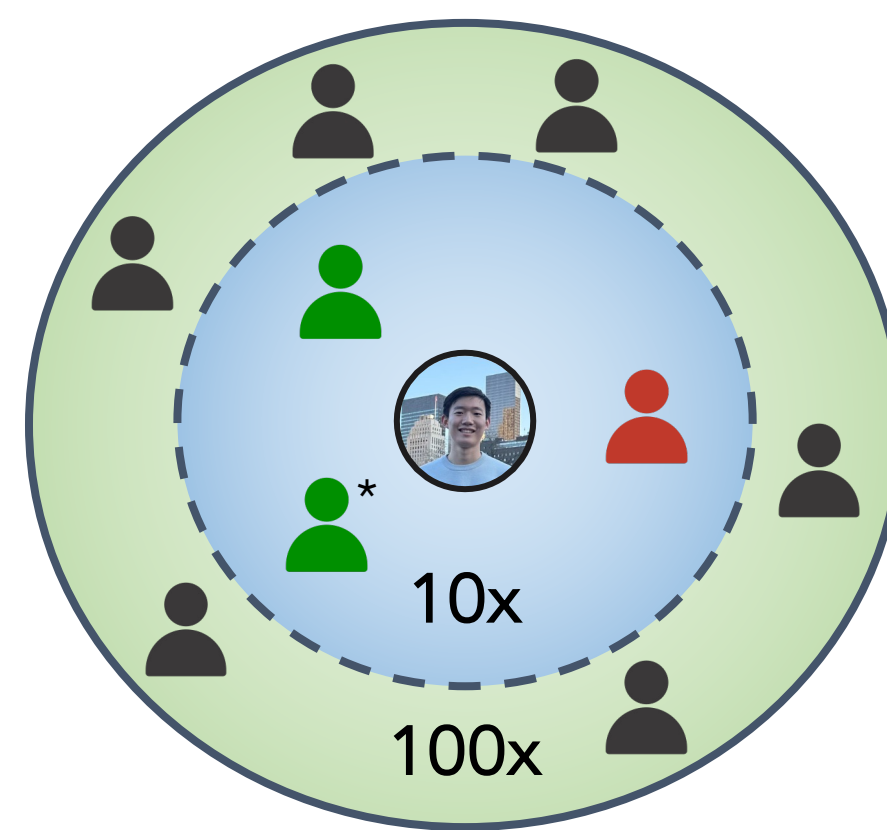


Most users in the 10x group **burst** the post.

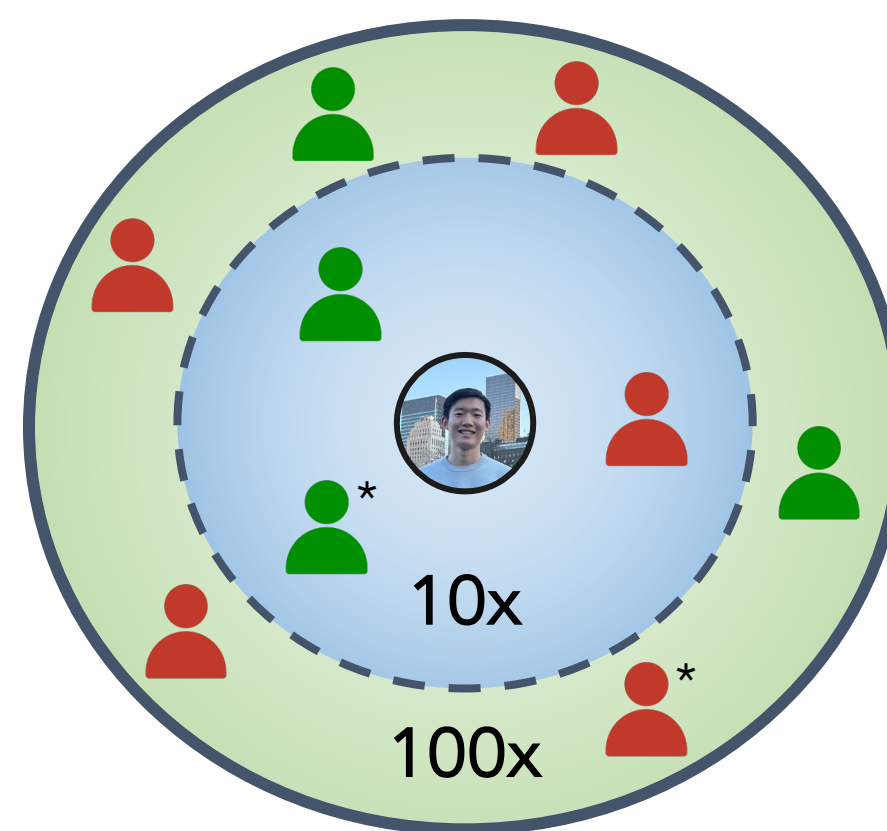


* Using machine learning techniques, we can estimate how a user will respond to a post based on past behavior.

The post bursts out to the next circle, and the process repeats.

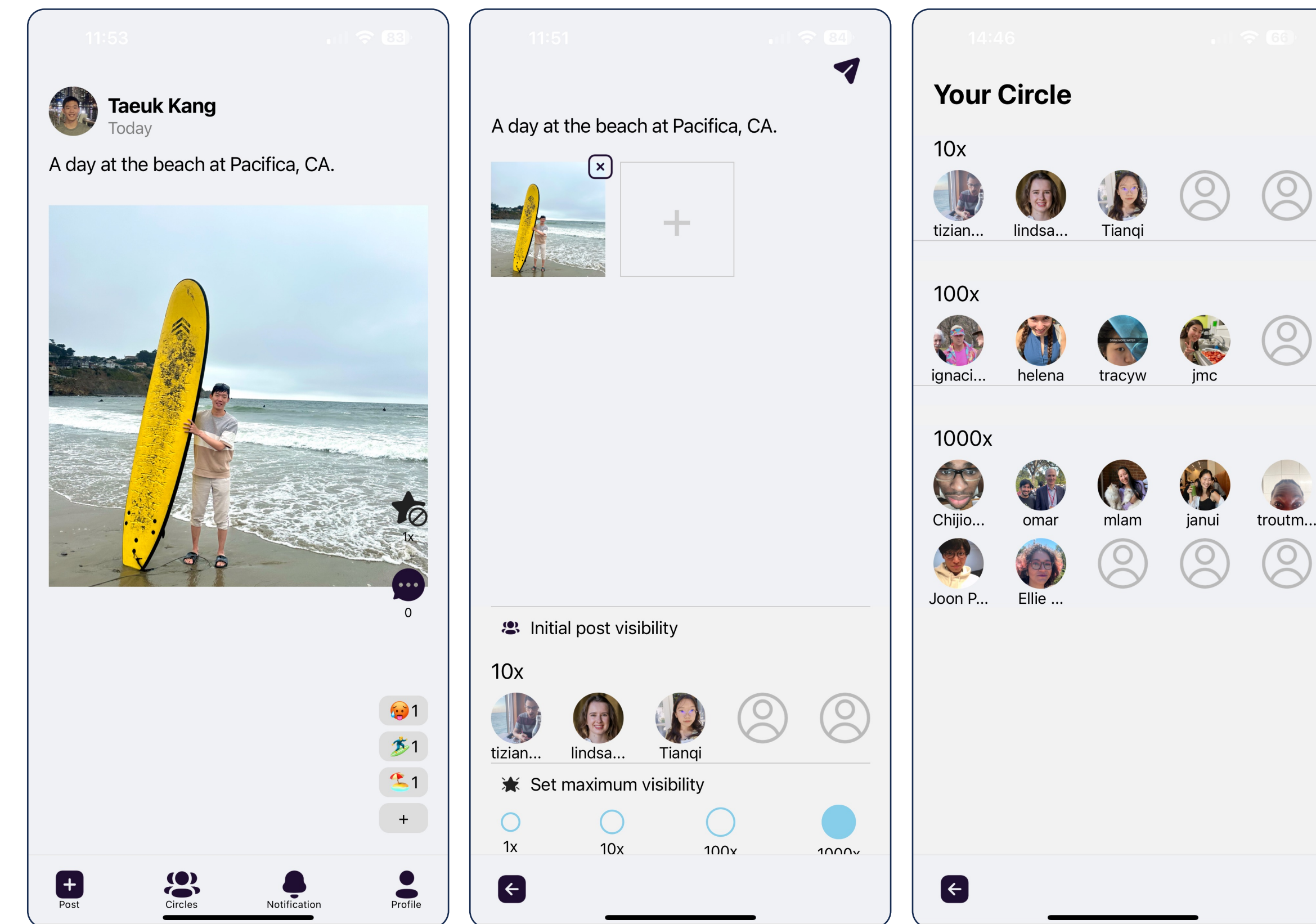


The post is not well received and has not received enough bursts to unlock to the next circle.



The post will remain frozen within the 100x level and will not be shown to other groups.

App Prototype



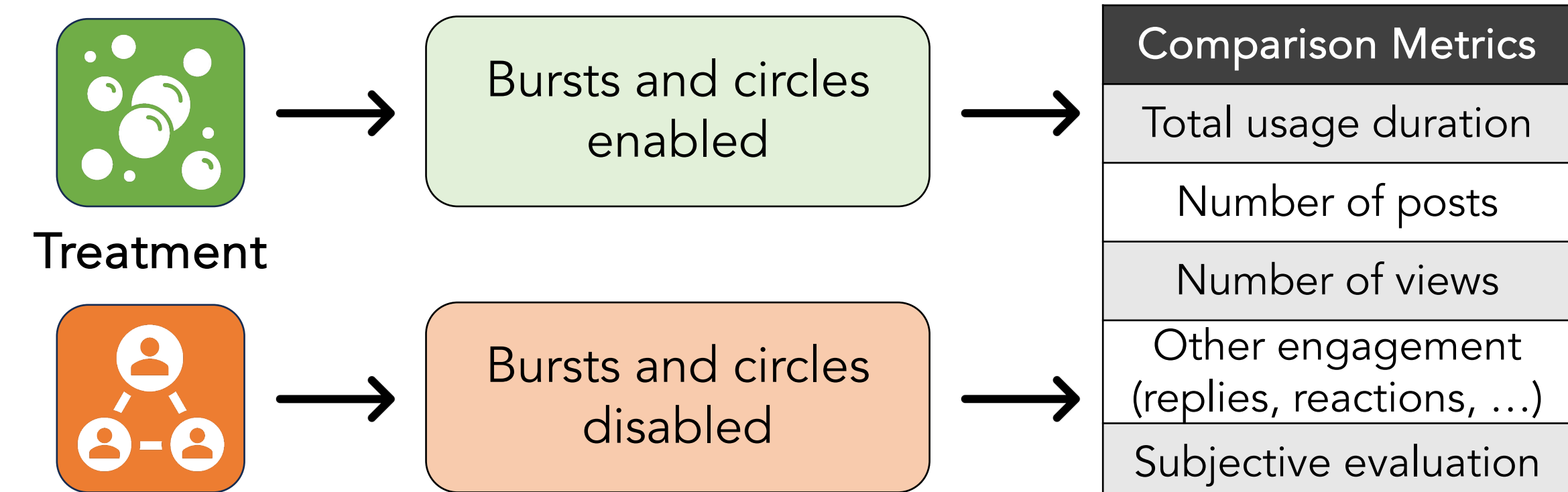
Main Feed

New Post

Circles Configuration

Available for Android and iOS, written using React Native and TypeScript

Evaluation Plan



Users in the **treatment group** can customize their social circle. Their feed is generated algorithmically using the Burst system.

Users in the **control group** access the feed using the traditional, chronological approach. Circles and bursting are hidden from the user.