

BACKSTAGE
behind your Facebook profile

Backstage is a Facebook app that shows its users a different perspective of their Facebook account. All the information is shown as data flow, in an objective way that allows its users to escape from the photographic representation of themselves.

To access this app, users go in the menu and select see your Backstage, below their name. They access Backstage's homepage, and are greeted with a brief introduction. Every month, Backstage offers a synthetic vision of the user's activity. A composition is generated according to the events he attended, the amount of likes and comments sent and received, places he went to, his different status, and the pictures that attracted most attention from his network.

Backstage is divided in three categories. The first one, activity, shows Facebook users' timeline as a map, turning individuals into social landscapes. The contents of the maps are explained in the help section. Users can also choose the events they want to see on their map in a different section. They can choose these events according to their nationality and religion, that can be multiple. They also can add all, or some, of their friends' birthday.

On these maps, a first level of information is accessible, but while zooming on it, users can access several additional levels of information. Going deeper throughout the data ables them to access events' details, posts' details, etc. The different layers show all the posts when it was actually posted. This different perspective ables them to take a critical distance towards their behavior on Facebook. They can step aside from a photographic register, navigating both in a synchronic and diachronic way, in a poetic and dreamlike graphic panorama.

Information category includes the same data as shown on the maps, but through quantitative and chronologic graphics. It enables a comparison of the different contents, according to its nature and its last. Backstage can be considered as a sociologic tool, born from the urge of representation. It may be compared to Leibniz's philosophy, who considers every human as a complex of algorithms, a data combination that makes everyone unique.

Network category lists all user's friends, according to the same classification than in its facebook profile, but also according to the conversations and posts' swapping frequency. These informations can be compared over time.

Users can ask for their Backstage book, an edition that contains some of their monthly compositions and annual maps. This edition gives them an opportunity to have a more sensitive approach of their global behavior, that is apart from Facebook's immediacy. They are enable to have a critical distance on how they use Facebook, and how they communicate on it.

To access the different layers of informations on their printed maps, they can use augmented reality, via their smartphone and tablet. By pointing the map, the augmented reality app will recognize the data, and show the several layers of informations. Users can pinch the screen to move further in their data.