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Project Title: MoodFlower

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Project Proposal

A/B Manifesto:

(1) affirmative, critical

explain: The original emphasis on "prioritizing positive emotions" has shifted to critically presenting the diversity and complexity of emotions, helping people rethink their hidden true emotions.

(2) change the world to suit us, change us to suit the world

explain: Previously, most young women uploaded content on social media to gain other's recognition. It has shifted to "users reflecting on whether they are unconsciously changing themselves and reflect on how platforms affect women's emotional expression.

(3) research for design, research through design

explain: Previously, research was conducted to assist "design" in solving problems. Now, design is used as a tool for seeking emotions to help users obtain feedback, reflect on issues.

(4) user, person

explain: Users were regarded as passive recipients of the platform and has shifted to individuals with their own rights and expressions.

Design goal:

In recent years, global mental health problems have become increasingly serious. Digital anxiety, social pressure and emotional expression disorders are widely affecting young women, especially on social media platforms. Mental health will become one of the most serious problems affecting young people around the world in the 21st century. People are suffering from emotional problems caused by social media. This reflects people have limited space to express their true feelings on social platforms, people are gradually accustomed to hiding, simplifying, or even beautifying their feelings. So, this project aims to critically respond to the impact of Instagram on women's emotional expression and reveal how it suppresses users' emotional expression. The project creates a safe and inclusive space for emotional expression, helping women face their emotions and rebuild their cognition. The project advocates empathy and emotional freedom, responding to the contemporary social needs for mental health, making positive contributions to mental health.

Theme:

Emotional suppression on Instagram

explain: This project centers on "Instagram's Emotional Suppression of Young Women Aged 18 to 30", focusing on how Instagram influences people's emotions expression through labeling, aesthetic standards, and a "positive energy" culture. Because people's emotions are simplified, beautified, or even concealed, their true feelings are suppressed and marginalized. Over time, people develop problems such as mental health issues. Based on this social phenomenon, the project uses "flowers" as a visual metaphor to emphasize the diversity of emotions. The project theme aims to create a free, inclusive,

and safe space for emotional expression through digital platforms and offline exhibitions as media, combined with art therapy, color psychology and interactive methods. Emotions are no longer ignored but can be perceived, recorded, expressed and trigger self-reflection. The project responds to the issues of emotional suppression and self-awareness and aims to draw public attention to the emotional expression mechanisms in digital culture, guiding people to learn to face and understand their feelings more authentically.

Insight:

Influenced by Instagram's aesthetic culture, young women are accustomed to presenting positive content or an ideal life to cater to the platform's algorithm or people's expectations. Platform recommends "idealized" content, which makes them feel pressured when expressing their emotions. When faced with misunderstandings or damage to one's image, they also dare not express negative emotions. They are easily misunderstood by cultural trend. And women's emotional expressions are often labeled by platforms. People tend to replace their true feelings with popular words. This makes it very difficult for women to hide their emotions, which affects their cognition. They start to doubt whether self-expression is allowed. Women's emotions are also often influenced by social pressure, such as "likes" and "comments", which increases their psychological burden and gradually makes them lose the ability to accept themselves. Women need a space without judgment and where they can express themselves freely to relieve psychological pressure.

POV:

Psychological issues remain a significant concern in modern society, especially on social media where young women are faced with aesthetic pressure, labeling, and social pressure. This kind of suppression may lead to confusion and cognitive problems in self-perception, making it difficult to

express emotions and even further affecting mental health. Young women lack a safe, inclusive, and free space to truthfully record, track and express their emotions. The project emphasizes the diversity and complexity of emotions, hoping to help achieve resonance and enhance their understanding and acceptance of their own emotions through art therapy and color theory. It offers anonymous communication and emotional companionship through psychological and interactive mechanisms, encouraging women to reflect on themselves and express themselves. This project helps young women provide channels for emotional support, guiding them from suppression to expression. The project aims to create a secure and emotionally supportive space to help women establish healthy psychological relationships and emotional identification.

HMW:

How might we understand to sharing emotions in social media?

This project purposes provides young women with a space to express their emotions. We hope to help people regain the ability to express themselves truly in this era of information overload and beautification. In response to this overlooked social psychological issue, the project encourages people to truly express, record and reflect on their emotions in an environment without judgment. By recording, tracking and anonymously interacting and communicating, it helps people gradually build an understanding of emotional expression, and rebuild self-awareness and self-identity. This not only enhances people's ability to understand and express emotions, but also benefits their mental health.

How might we critically reveal and rethink the aestheticization of emotions in digital culture?

Due to Instagram's beautifying effect on women's emotions, negative

emotions have been marginalized. The project personifies flowers to showcase the diversity of emotions, presenting different types of emotional states through facial expressions and body language. Through art therapy and color theory, project guides people to face their inner emotions squarely, evoke resonance, and reflect on the restrictions on emotional expression on social media platforms.