

### Expected Context of Use

Success Tracker is an application that gives students with poor grades advice on how to get their grades up using data about what their more successful classmates are doing. Success Tracker gathers this data from the social media data of higher performing students who also use the application.

This service will be used by students in the context of the university as an opt-in tool to keep their grades on track. Students concerned over their grades will join Success Tracker to keep themselves on track, and to receive personalized advice should their grades fall. Those who are doing well will keep it on to track their activities in the event that they begin to do poorly. Because the Success Tracker is unobtrusive for students who are doing well in their classes, those who do well in school will not feel unnecessarily burdened by it, and thus will have little impetus to abandon the service once they have joined.

UCLA will encourage use of Success Tracker among students out of a desire to keep their overall grades, graduation, and graduate school acceptance rates high.

Some rebellious students may “hack” it by using it as a source of information for which activities to avoid. The nature of the application is necessarily anti-individualism - it tells students to do what their successful peers are doing, hypothetically resulting in everyone doing the same activities. As a result, anyone with strong individualist tendencies may be disturbed by being instructed to act like everyone else, and thus do the opposite of what Success Tracker tells them to do.

Others may attempt to sell the advice they receive to marketers, as Success Tracker provides information on the overall number of peers in their departments at UCLA who take part in a certain activity.