

**COLLECTIVE  
VALUES**

**SOCIAL  
INTERACTION**

**DATA  
COMPARISON**

**FEEDBACK  
LOOP**

**DATA-DRIVEN  
POLICIES**

**AWARENESS**  
SELF-PERCEPTION

**DATA DOPPELGÄNGER**

**TAILORED  
SERVICE**

**ACTIONS**  
BEHAVIORS  
ACTIVITIES  
HABITS  
DECISIONS

**SOCIAL  
LABELING**

**RELATIONSHIPS**  
CLOSE CIRCLE  
TRUSTED NETWORK  
PROFESSIONALS

**SOCIAL AGENCY**  
CONTRIBUTION  
PARTICIPATION