

SOCIAL MEDIA RUNINING OUR FUTURE

Documentary

Conaire

2019

Social media runining our future

1. DERRY WALLS - MORNING

Walking towards camera, low depth of field

Narration over the shots to explain premis
Social media is a huge part of our
modern society and with it being
easier to access thanks to mobile
phones, it's becoming a more
integral part of our lives.

Derry Walls shot

Switch back to tracking shot
Companies such as Facebook, Google,
Twitter, Microsoft, Snapchat and
more are trying to monetise us by
selling our ads and data, In turn
making us the prouct. Many people
aren't aware this is happening and
how much our privacy is taken from
us and our personal daya
compromised.

Shot of scrolling through Facebook on phone
I believe social media is taking
over our lives. Providing easier
access to communication seems like
it could only be a good thing but
it allows for cyberbullying, as
well as addiction as these social
media apps are designed to be
addictive and provide content based
on the user.

Interview with students and average people on whether they
think social media is addictive.

This will take place throughout Derry, in the North West
Regional College and will have different age groups and
genders. 11-15 year olds, 16-20 year olds 20-30 year olds 30+

These will be shot using mid-shots in a vox pop style.

PHONES AND DEVICES WITH FACEBOOK AND MESSENGER

Mid shot of main speaker talking about Facebook
Facebook is one of the most popular
websites on the internet if not the
most popular with over 2.45 billion
users. Originally created as
Fasemash which was a way to rate
students based on who they found
hottest. This quickly evolved into
the biggest social media site.

Scrolling through a website

Back in 2018 The BBC gained inside information from Silicon Valley and found out social media and various apps are designed to be addictive to users. These various applications were designed with "infinite scroll" which provides endless addiciting content. Jawbone employee Aza Raskin said "Behind every screen on your phone, there are generally like literally a thousand engineers that have worked on this thing to make it maximally addicting."

Scrolling through facebook

This keeps users looking at thier phones for far longer than necessary and gets them trapped in an endless loop of content. Facebook is a big proponent of this in video with its "Autoplay Video" option which is enabled by default and many don't know it exists. This is designed to keep people interacting with videos for long periods of time as video is a great way to implement advertisemets.

Typing and sharing photos/Mid Shot of speaker + Footage of Sandy Parakilas

"Social Media is very similar to a slot machine, I literally felt like I was quitting cigarettes" said previous Facebook employee Sandy Parakilas

Close up of liking a post, holding the like buttom to get the various options then sharing it.

Likes and sharing are also a huge part of the addiciton. These are featured on many social media platforms. Some people may judge their self worth based on how many likes they get on a post as well as comparing their likes to others. This can effect some peoples mental health and make them feel like they're not good enough because they don't get a certain amount of likes or shares.

Comparing ourselves to others through social media and how they look with filters is unrealistic