

SOCIAL MEDIA RUNINING OUR FUTURE

Documentary

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Social media runining our future

1. DERRY WALLS - MORNING

Walking towards camera, low depth of field

Narration over the shots to explain premise
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. According to <https://www.worldometers.info/world-population/> The worlds population is around 7.7 billion with over 3.5 billion online.

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 data compromised.

Scrolling through website of Cambridge Analytica BBC article then to Speaker

Back in 2014, it was revealed that 50 million Facebook profiles were harvested by UK-based academic company Global Sceince Research. They ended up making a personality test for Facebook but this data also collected data on people's freidns data too. Head of GSR Aleksandre Kogan, had a deal to share this information with Cambridge Analytica. They used this data to build software and predict and influence choices at the ballot box. This caused huge controversy at the time and backlash for all companies involved with the BBC, The Guardian and more reporting on it.

2. WINDOWS 10 SYSTEM SETTINGS AND DOING WORK ON MICROSOFT WORD

Windows and many other operating systems include the option for personalised data through typing, apps download data to make "ads more relavent" "insert image here of data collection" With personalised ads being a big thing now, there are options included to opt-out thankfully but data is still collected even the most miniscule for diagnostics with no option to opt-out without using third party software. Thanks to the backlash, Microsoft are implimenting new privacy features into windows for better transparancy according to the verge on the new insider builds of windows <https://www.theverge.com/2018/1/24/16927056/microsoft-windows-10-data-collection-viewer-privacy> Unfortunately this doesn't allow the user to opt-out

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.

3. NWRC INSIDE LIBRARY - DAY

Two people will be sitting down along with an interviewer ready to answer questions

I looked into the effects of this myself by asking a friend to go a few weeks without social media to see how it affects them and see if they feel like their life improves.

I will have two friends go a week without social media as a short term experiment to see how they cope and see if they feel like their life has improved and if they've replaced going on their phone with possibly better habbits. Email and text messaging will still be allowed though for communication and possibly jobs

4. DERRY PEACE BRIDGE - DAY TO NIGHT

Transition from Day to night as a timelapse to show time has passed

5. INT. LIBRARY - DAY

Two People sit down to show they've returned for the interview.

6. EXT. PEACE BRIDGE - DAY

Standing at peace bridge monologue

Despite everything discussed, social media is a huge part of our lives in the end and we live in a society where thanks to it we can connect with others around the world, connect to old friends, collaborate on work and so much more. I think we have to learn to live with it and maybe limit our usage on it as well as forcing companies such as facebook to better respect us, our privacy and data.