

## Brief 3: Written Response

### Position Through Essaying

#### Main Motive

- Distract the audience with unnescary information in between
- Ads pop up, going to instagram for a scroll, twitter doom scroll

#### Script

++notification comes on screen, cursor goes to it, clicks on it++

++goes to YouTube, starts the video essay++

++Starts with a video talking about social media and it effects, more videos keep piling on top, creates a chaotic mess of posts and notification sounds++

++Voiceover starts while the choas reaches it peak++

Social media has become quite ubiquitous in the current world as 4.62 billion people around the world now use it on a daily basis. Majority of this population is between the age group of 18-24. This is one of the reasons why the presence of social media can no longer be ignored. ++a notification appears and is dismissed++ It is a powerful tool that has been used for both good and nefarious purposes. Seeing the recent events where social media played an important role to topple regimes, manipulate the elections, and was used as a tool to amplify propaganda, it is important that we take a more critical look at it.

So, how did it get so powerful in just two decades?

Mass acceptance, availability of modern infrastructure and low to no entrance requirements caused it to penetrate easily into the lives of individuals. Providing information and content on tap of a button. And thus becoming an outlet to reach billions of people in the masses no matter the geographical limitations.

Platforms like Facebook, instagram, twitter, and tiktok are designed to keep the users addicted, several researchers pointing to the release of dopamine when using social media platform, that causes them to come back for more. ++another notification appear open instagram, pauses video and scrolls for a few minutes. Closes it, starts the video again++ And the fact that the average user spends a total of 2 hours everyday on these platforms, it is bound to have adverse effects on our daily lives. An exhibition by the HEK group explored the effects technology has on feelings and emotions (Host tells us about the exhibition). The projects in this exhibition talked about how technology was changing the way humans feel and showcase their emotions, covering both, the negatives and the positives. In response to this exhibition a project was created to showcase how twitter in particular is causing us to cycle through a lot of our emotions ( Paul ekman mentions a total of 5-7 emotions that are showcased by humans and are mostly universal)++opens twitter searches for Paul ekman follow him, sees an ad opens that scrolls while the video plays++ in a very short amount of time.

++ a few notification appear in between making the face sad again++ Twitter provides its user with a platform that is condensed and easy to access. Providing tons and tons of information in a single scroll, each one no longer than 280 characters. ++switches to instagram++ If compared to a newspaper it would look something like this, each tweet acting as a separate headline, but bear in mind here there is an algorithm working behind the scenes sorting and organising tweets according to a users preference and liking. ++closes the app here ++ What this results in is a mash of information from all over the world, and covering topics from gun violence to a birthday post to a suicide news, someone finding a new feature on iPhone, to Elon musk talking about a random topic all in one scroll. As humans this makes us go through a wide range of emotions as we scroll down the twitter feed. Desensitising us towards these events and news and making it difficult for us to react properly to similar events and situations in real life. ~~Well that was an exaggeration, but you get the idea.~~ So be careful the next time you traverse into the realm of social media because it is changing how we experience the world around us, be it for the better or the worse.