

Behaviour change

Social Media

UPFromTheSea

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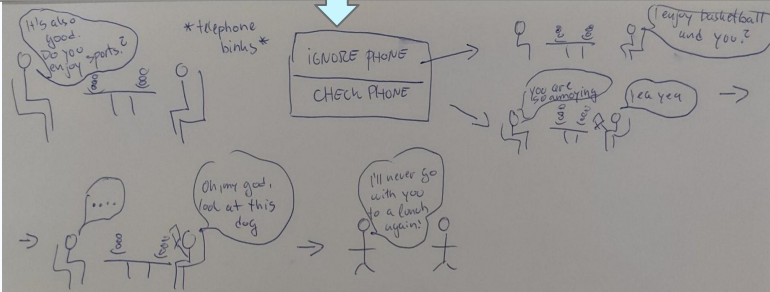
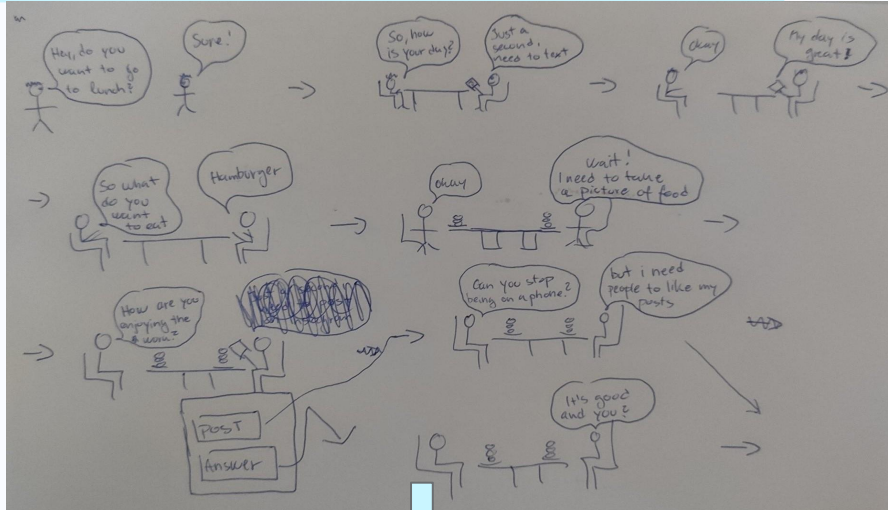
UPFromTheSea

Social Media is not a safe place

- **Make yourself a priority!**
- **Stop using social media that much!**
- **Stop sharing everything on social media!**



Sketches



Pros



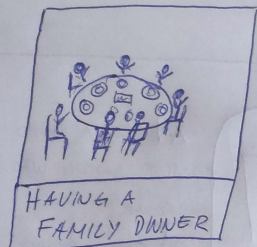
Easy to follow and understand

Cons

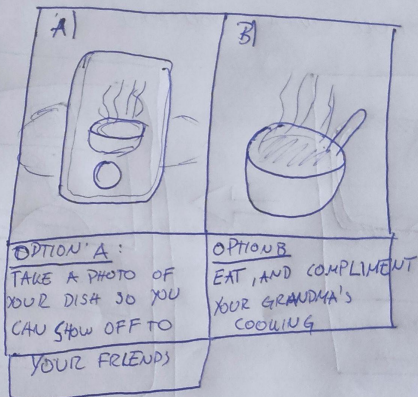


Too little interactions

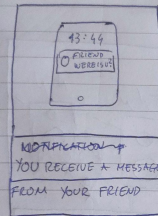
- SOCIALIZE WITH PEOPLE AROUND YOU



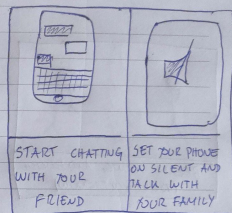
HAVING A FAMILY DINNER



FOLLOWING OPTION B)

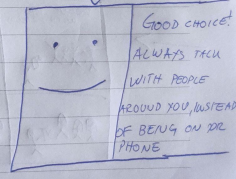
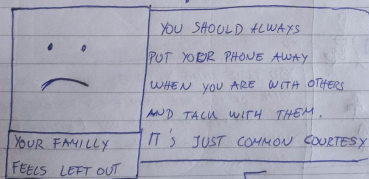


WILL
700?

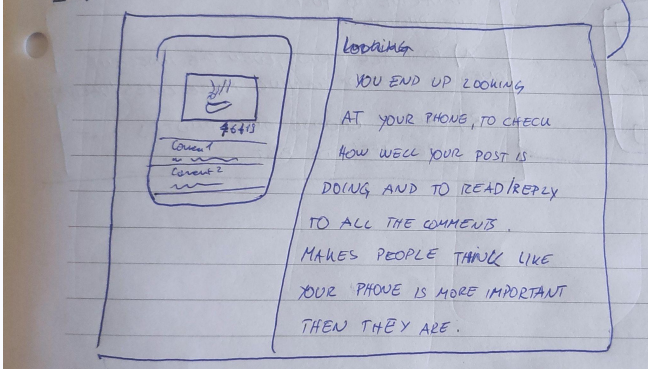


START CHATTING
WITH YOUR
FRIEND

SET YOUR PHONE
ON SILENT AND
TALK WITH
YOUR FAMILY



FOLLOWING OPTION A)



Pros



Easy to
follow and
understand

Cons



Too much
text for a
phone app

Storyline



Do not get the phone immediately after you wake up.

The “influencers” are not living the best life .

Stop making comparisons with the others.




Start your day with minor tasks like making your bed.


Make yourself a “to do” list for the day.

Start appreciating yourself.



Everyday activities

Stop using your phone while having lunch with your family. 

Stop checking your phone constantly while being out with your friends. 

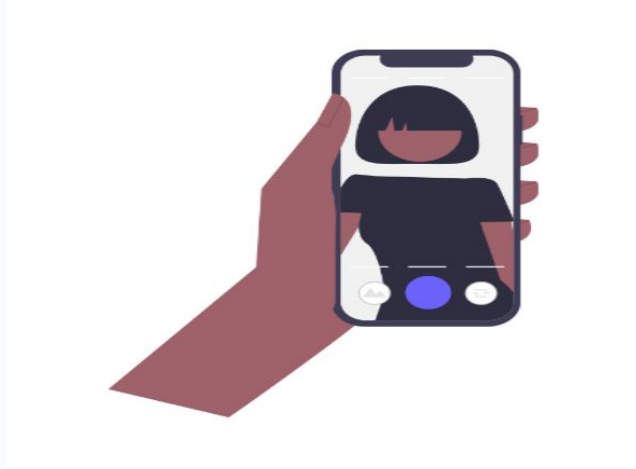


Mute your phone and have fun. 

Communicate. 

Compliment your mom's cooking. 





“I have to take the selfie on rail track to gain popularity on Instagram”.

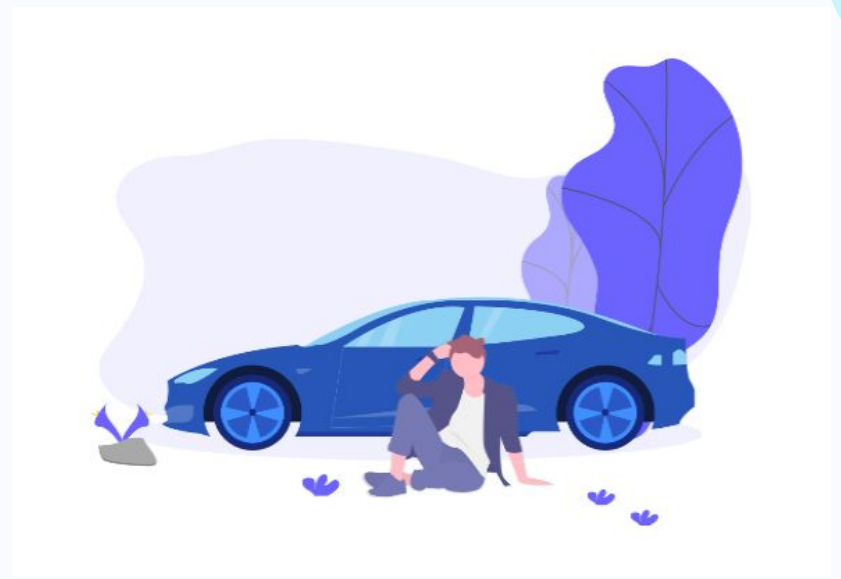


Think about ending up being injured or dead.

“I am driving 170km/h. I HAVE TO take a video on Snapchat”.



The police take your driving license/
You end up in hospital because you crashed into a wall..



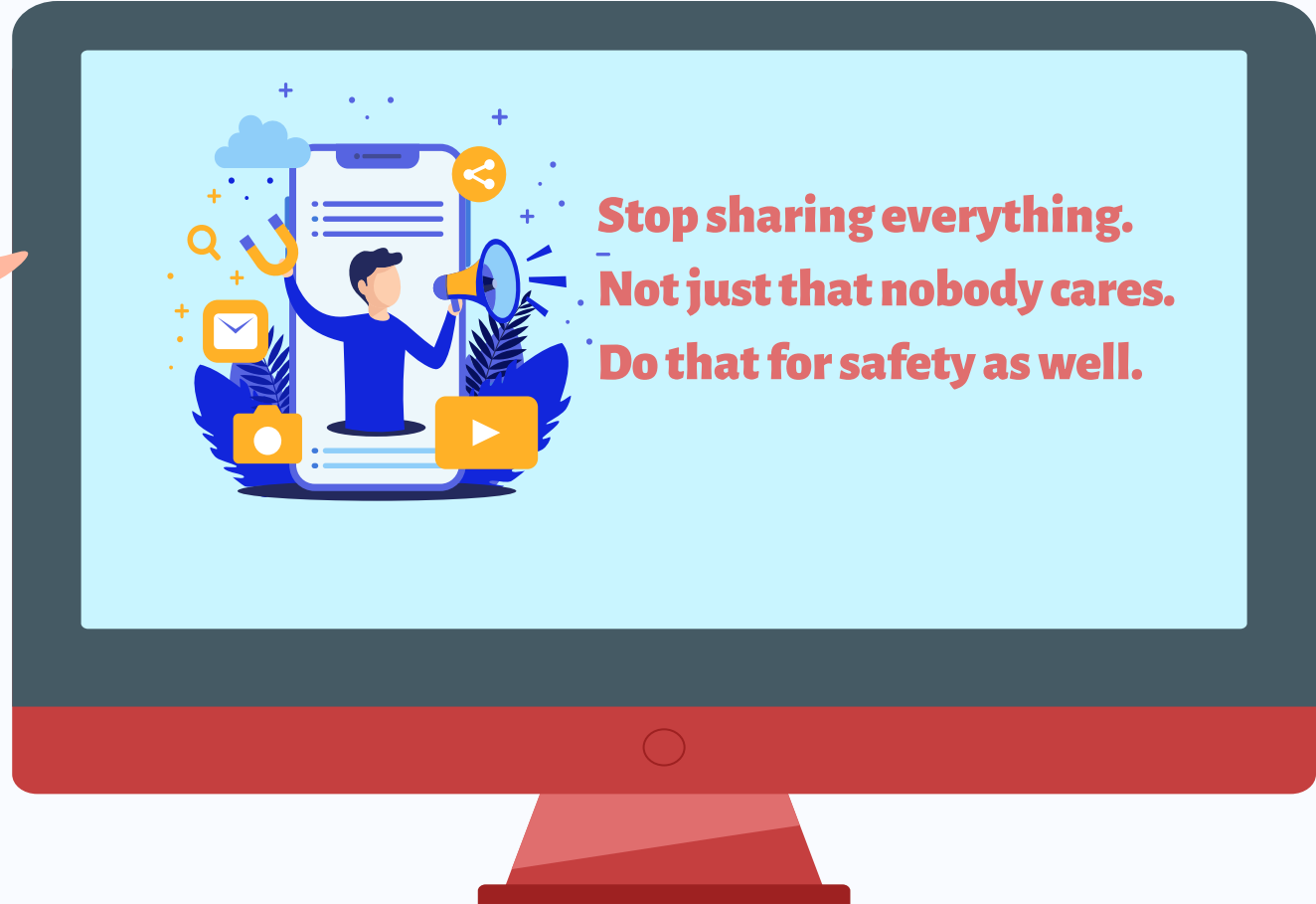
You are on vacation and having fun with your family. You think of taking a photos or streaming “live” on Instagram, because you think you’ll make people jealous and you are being like: “they have to see where I am”. 🎭

You go home after the vacation and you see a mess in your apartment. You have been burgled. 🔗

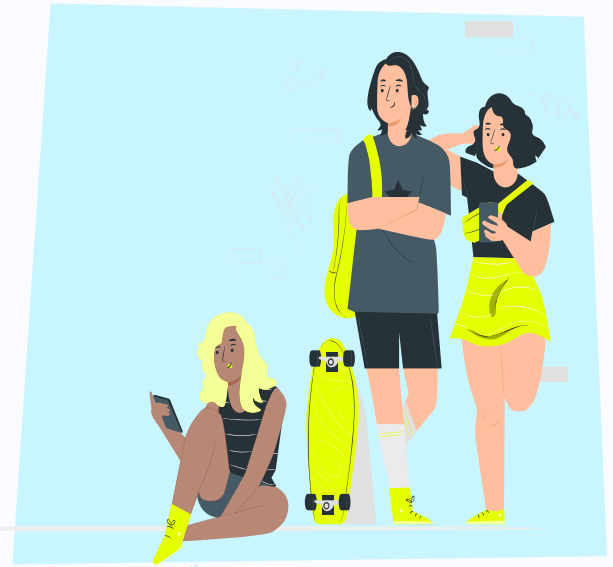


You are partying with your friends and you get drunk. You take photos and you post them all. 🍷

You have job interview and you are not accepted for the job because of the bad photos uploaded on the social media. ❌



**The more Social Media we have,
the more we think we are
connecting, yet we are really
disconnecting from each other.**





Before

- How much time do you spend on social media?
- What do you think about social media?
- What do you think before posting on social media and if you think about the consequences of posting?
- Do you think that social media has too big of a role in today's world?

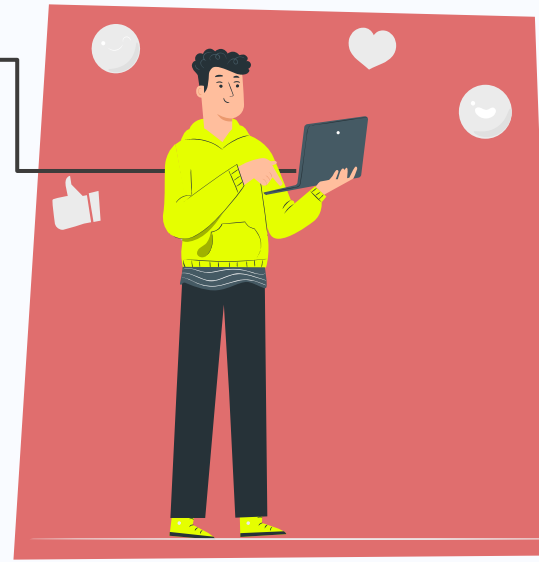


After

- What is your main takeaway from the story?
- Will you still spend so much time on social media?
- Did the story change your view on the social media(if not, what should we change?)
- Will you still spend so much time on social media?

What we learned

- ★ Not as big impact as we expected on “younger” generation.
- ★ They don't really think about the consequences.
- ★ If the text is too long, most probably they won't read all of it.



Overview

What would need changing:

- ❑ Include statistics, stories that happened in real life
- ❑ Science based experiments about the negativity of Social Media

What worked:

- ❑ Relatable and funny stories



Thank you for not using your phones while paying attention to our presentation!

Here is a link of the video. You can check it!

<https://www.youtube.com/watch?v=ydW8gBge2LY>

