



SOCIAL

A LOOK AT DESIGN ETHICS
IN THE NEW DIGITAL LANDSCAPE

Designer David Fanto

Team Joel's Bread Rolls

Course Interactive IV | Fall 2020

INTRODUCTION

Social Media is a great tool that can connect people, but let's address the uglier side

GOAL

Create a print and digital experience exploring the unhealthier aspects of social media.

WHY

Because the youth were never born into a world without social media they are not equipped with the tools to navigate the online terrain.

EXPERIENCE

A magazine with accompanying iPad interactions

AUDIENCE

Generation Z and those to come after

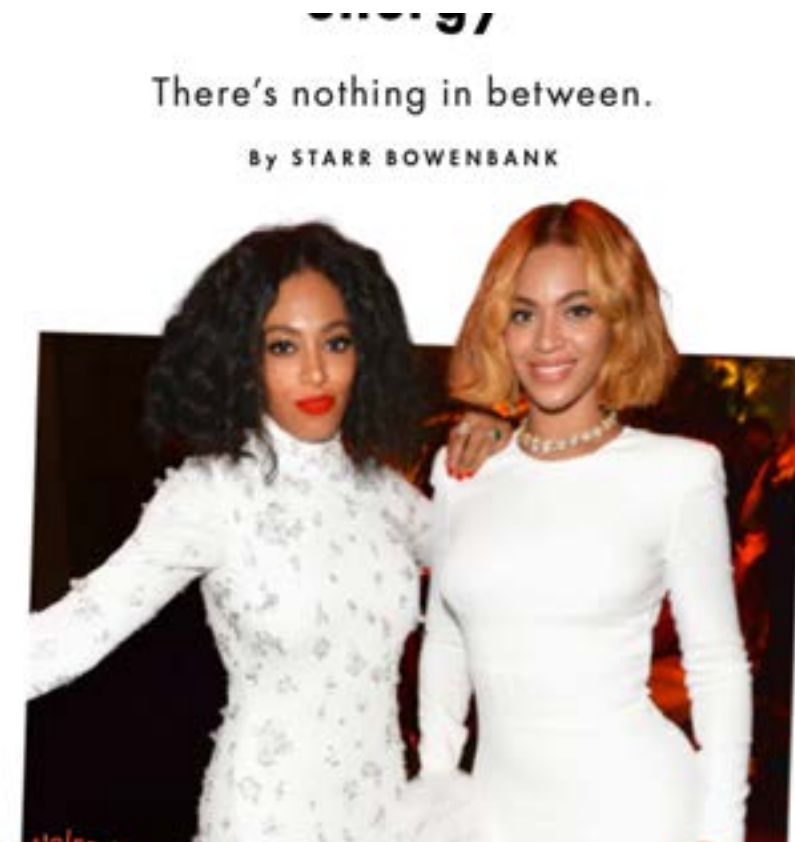
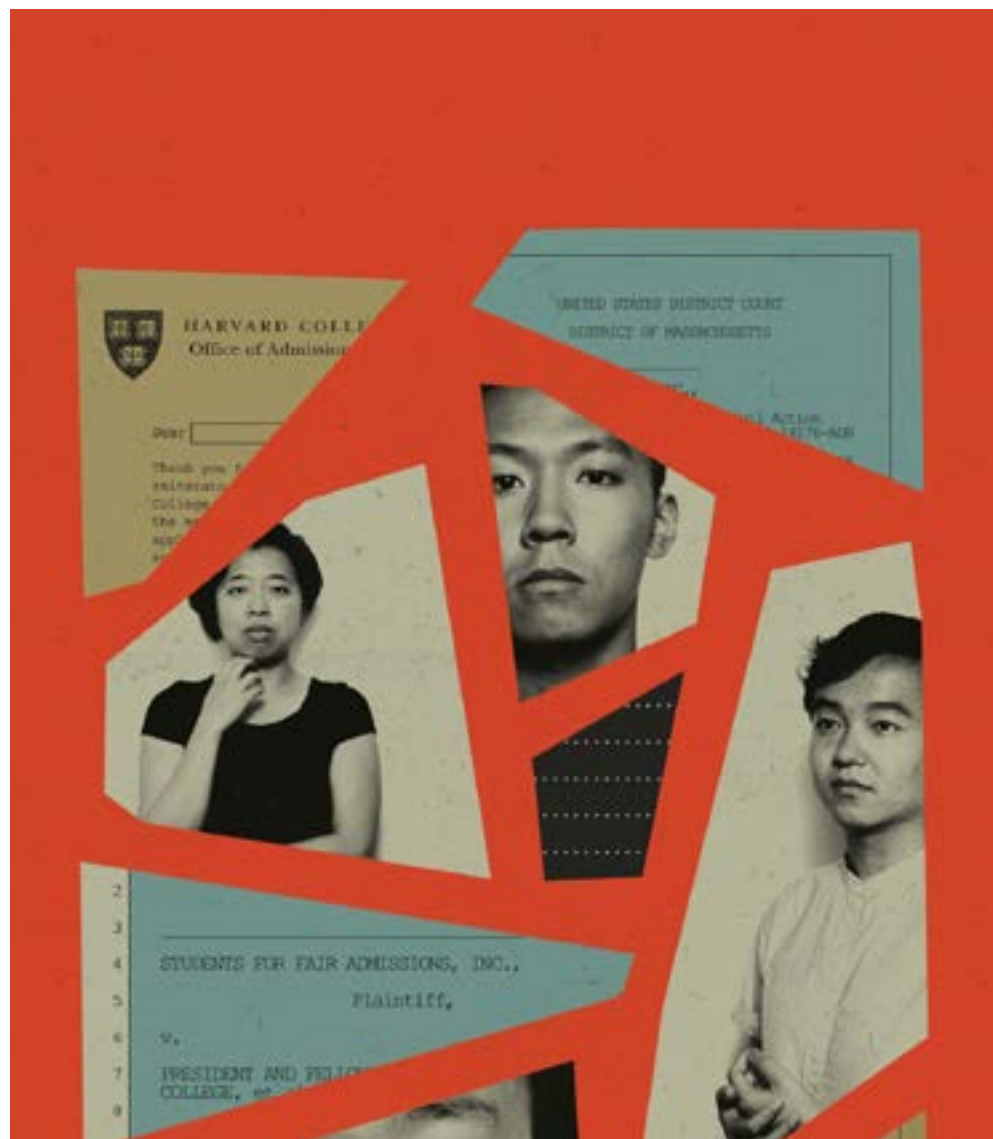
INSPIRATION

LAYOUT



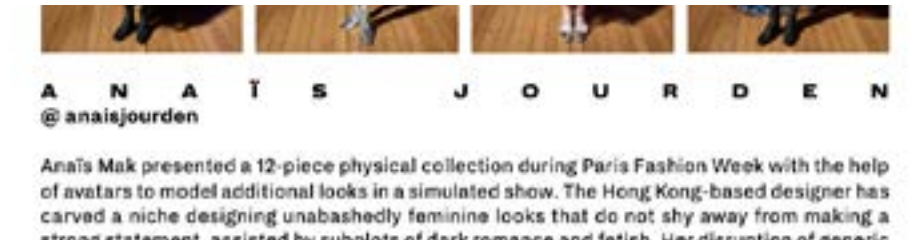
These zines gave great ideas on how to approach space and hierachy.

GRAPHICAL ELEMENTS



Overlay, geometric, colorblocking, line-elements, patterned text.

TYPOGRAPHY



Ugyen Tsheering, who goes by his initials UT, told me about being Brad Pitt's guide in Bhutan soon after we met him in Paro. "I was Brad Pitt's guide during the filming of *Seven Years in Tibet*," he said with pride. I could hardly believe my ears. But UT admitted that he had never heard of Pitt or the much-publicised film until he

My experi
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individuals w
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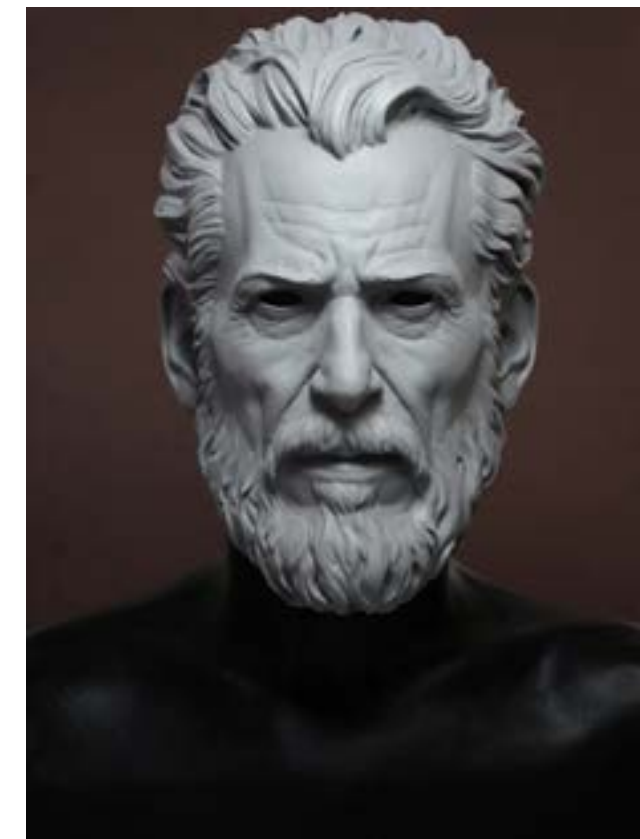
I am interested by the use of bizarre physical and distorted type.

OTHER INFLUENCE



I liked the layout of newspapers in the 1920s, especially the interlocking frames

3D REFERENCE



I like the texture of the more cartoonish figures, but love the realism of the bust.

TOPICS

TOPICS

Censure / **Detachment /** Mental Health

SUBTOPICS

ECHO CHAMBERS

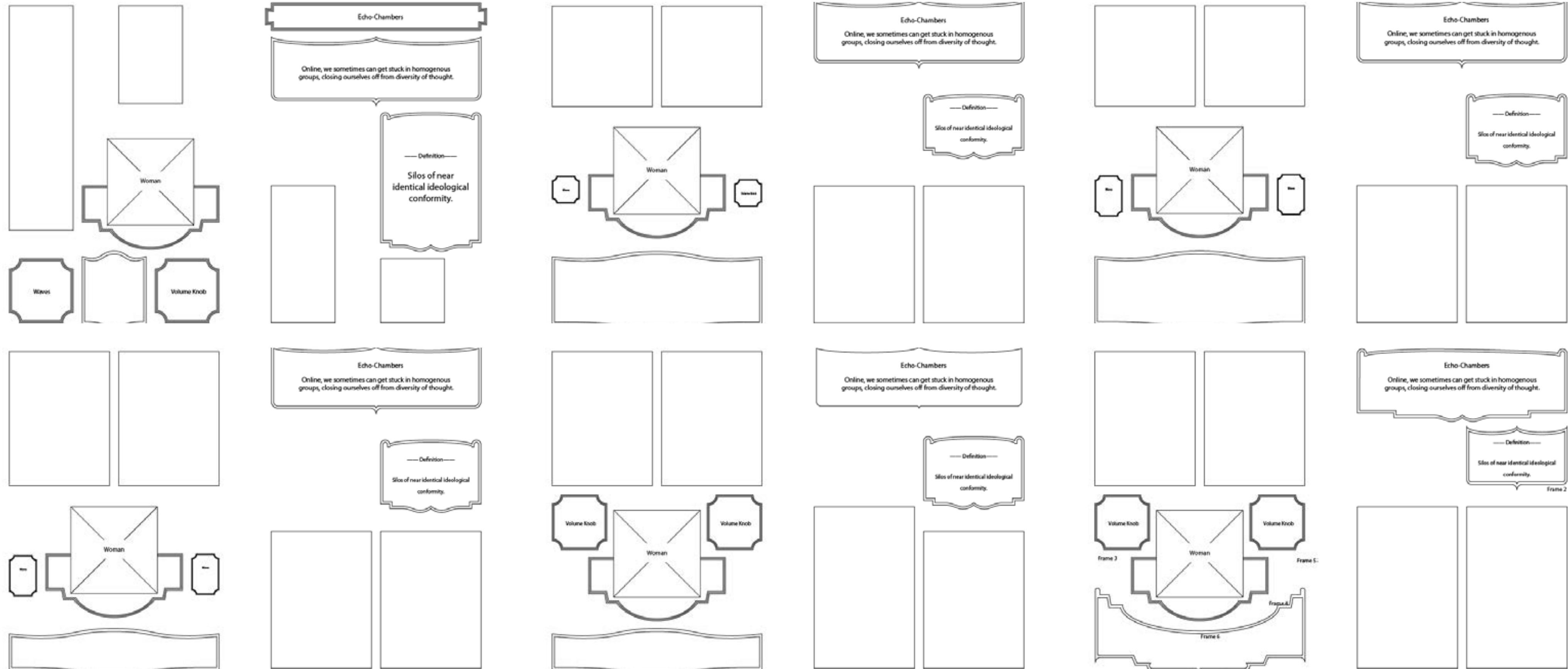
Online, we sometimes can get stuck in homogenous groups, closing ourselves off from diversity of thought.

VERIFICATIONISM

When we are constantly validated by our online peers, it's easy to get rigid.

ECHO CHAMBERS

IDEATION



PRINT LAYOUT

ECHO CHAMBERS
 Online, we sometimes can get stuck in homogeneous groups, closing ourselves off from diversity of thought.

W

— definition —
 a silo of near identical ideological conformity ²

We are all too familiar with the fact that tech giants like Google and Facebook hire the best engineers, programmers, and designers to spend all of their working hours to fight for our attention.¹ Streamlining our lives with search bars and apps improved the accessibility of information and enabled connection across the whole world. Bearing the costs of these technologies, however, isn't immediately obvious in a 140 character, soundbite culture.

Online platforms, such as Twitter and Instagram, act much like the public square of yesteryear. The form, though, has changed radically. No longer are we even dealing with modernity's strangeness of the bustling industrialized city. Rather, a lawless matrix of billions of strangers, all in their digital form. Despite all of these voices and points of view at our disposal, we often end up organizing ourselves into camps of people with very similar beliefs to our own.² Seeking the least resistance, we naturally form echo chambers, by slowly pruning away contrarians, with each unfollow and mute.

An impermeable mind and feed concludes the echo chamber formation. No longer do we challenge our beliefs, as is inescapable with in real life. When online, we toss around ideas online, passing them on from person to person, at

the speed of light.³ Ideas spread on social media even have the ability to evolve, as biologist Bret Weinstein notes, which can breed cancer in the culture, with the right mutation.

Online spaces inherently lack the prerequisites for true connection and understanding, like emotion and intent and context and privacy. Every content consumer relates to what they read in a different way. Due to the parameters of these platforms, people dedicate little time to what they engage with and more often than not will use their affective systems, and not employ their cognitive systems. Emotions can alter the most innocuous of content into the worst meaning possible. As Greg Lukianoff and Jonathan Haidt analyze, our culture has become one of safety and reverse Cognitive Behavior Therapy. Instead of minimizing black and white thinking, tribalism, catastrophization, the current culture encourages finding problems in places where there are not.⁴

The universal liberalism that once served as the bedrock of American discourse was in part dismantled by online echo chambers, from where the distance between classmates, neighbors, and family members widened further and further.⁵ With limited data points, we naturally create and latch onto stories, not all of which are healthy. Lean into, not away from.

us **them**

Wake up!

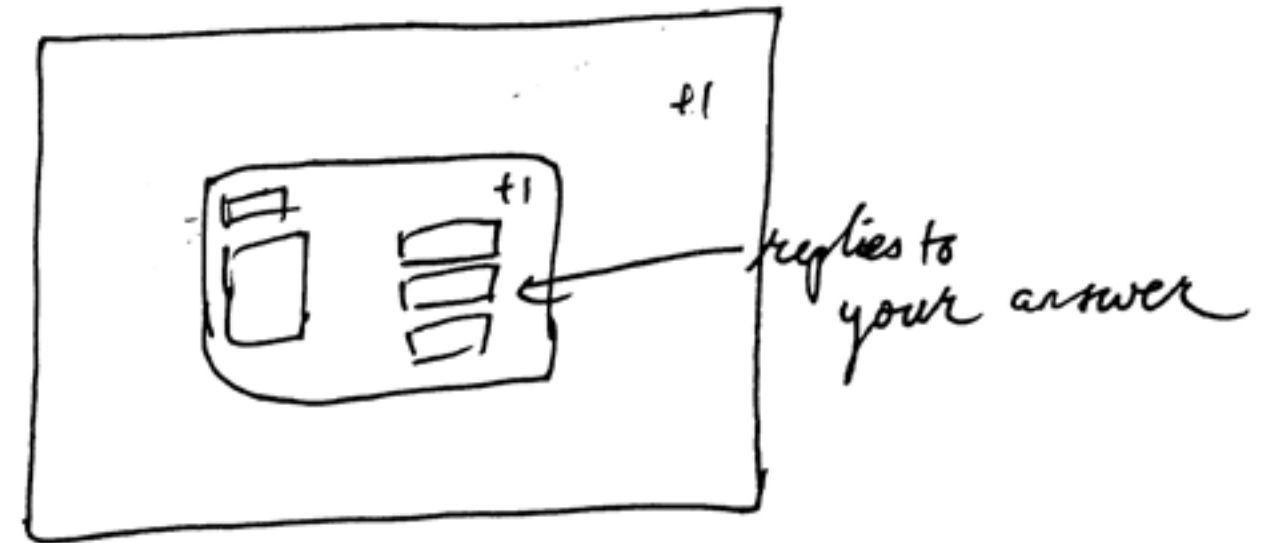
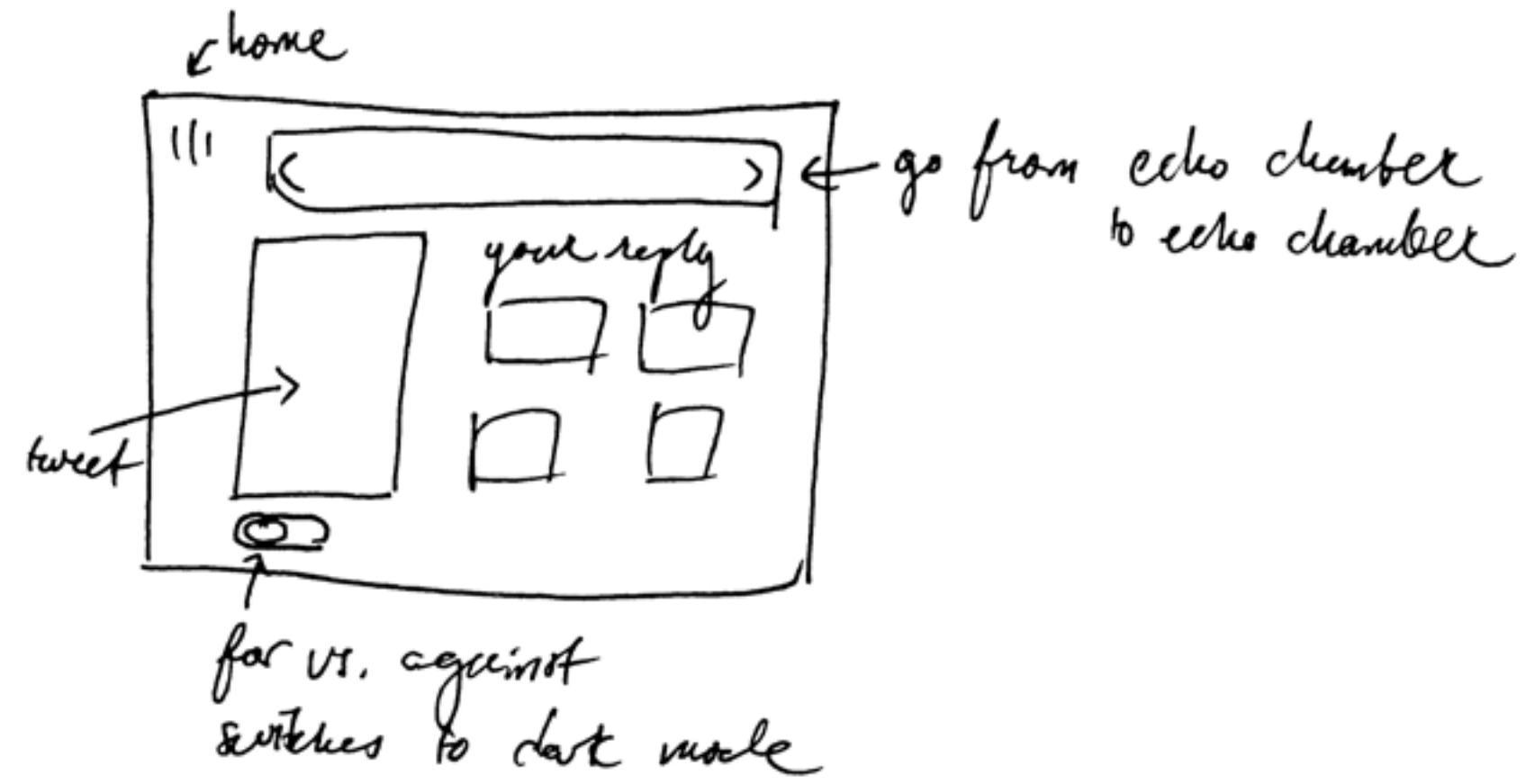
They're just wrong

Are you with us or against us?

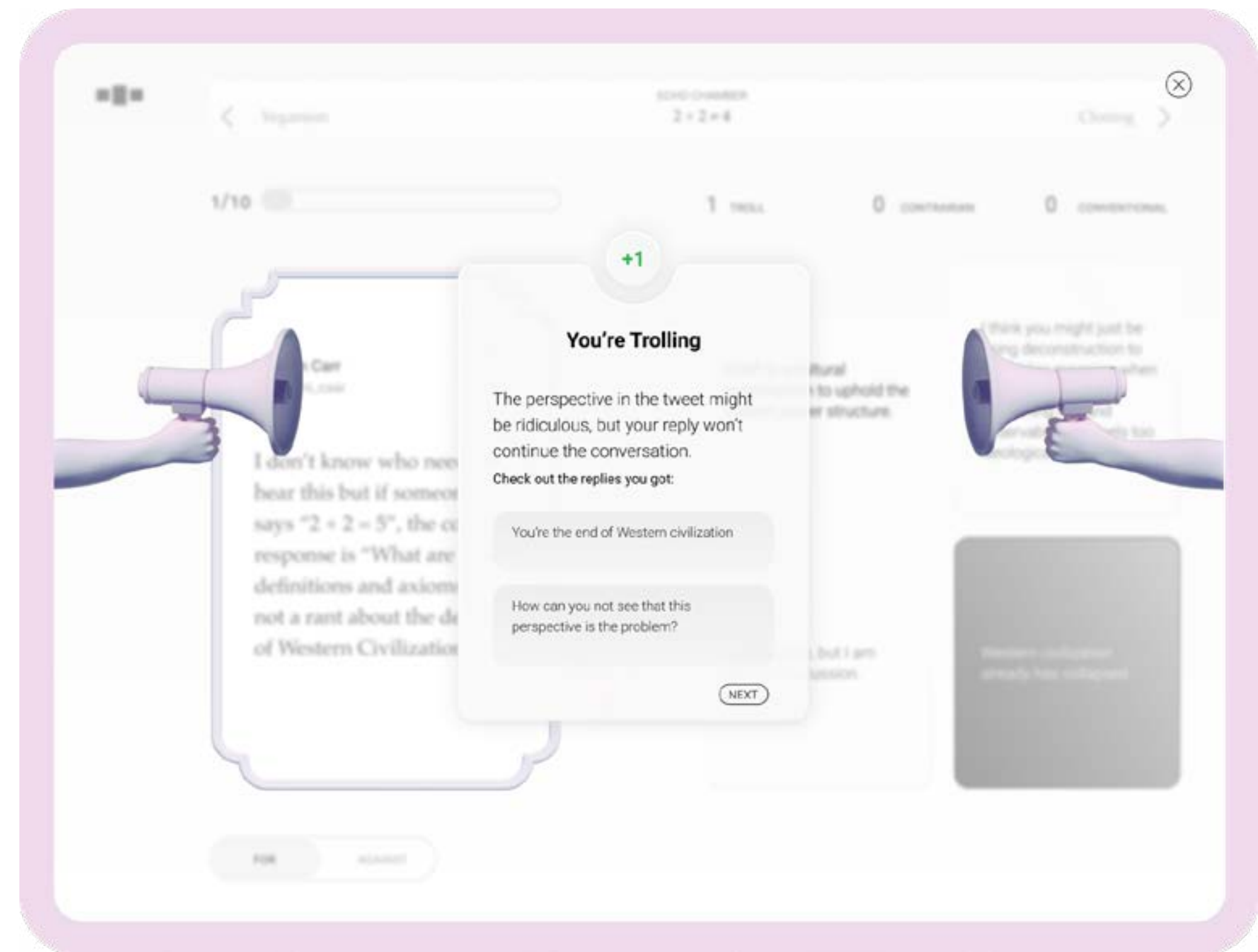
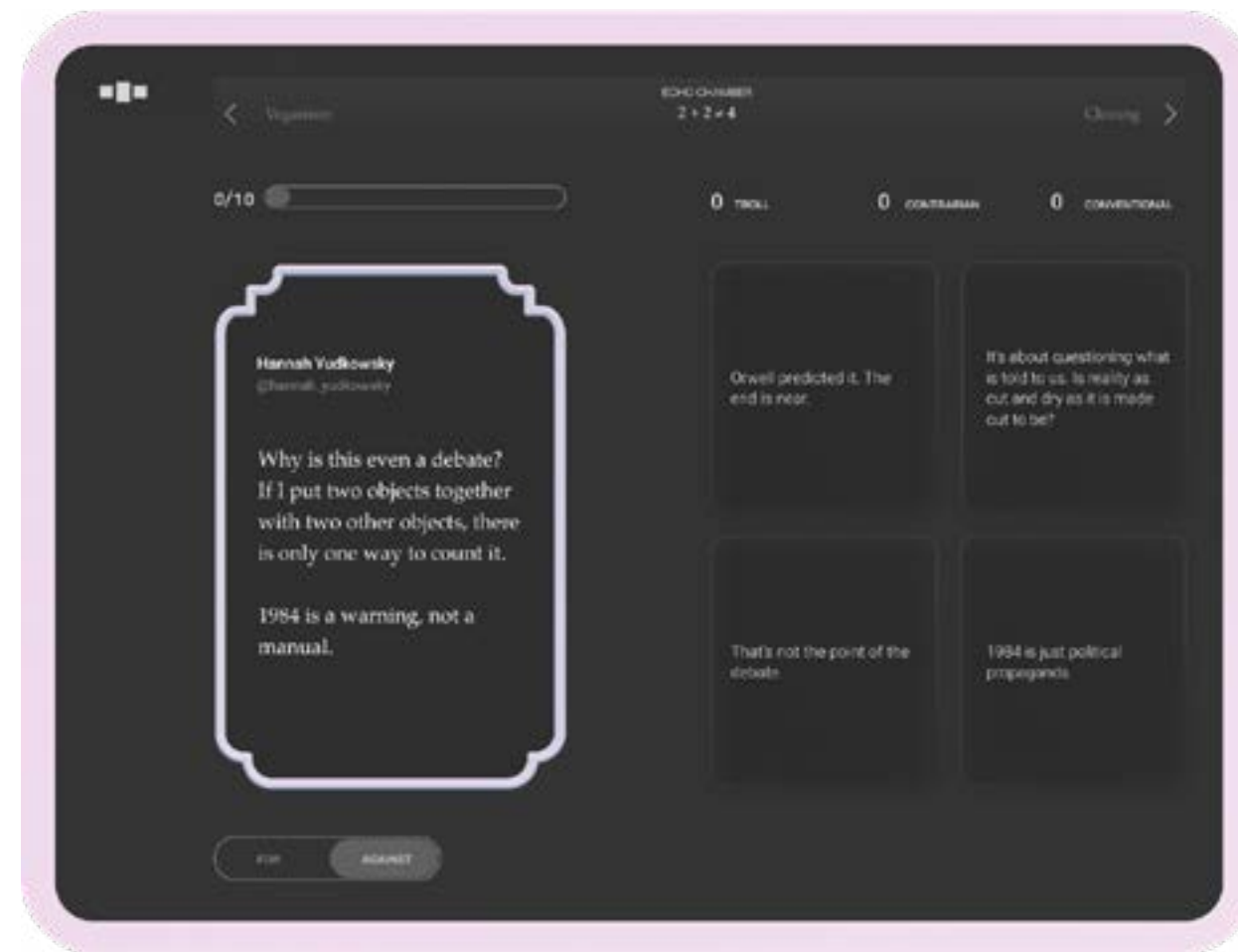
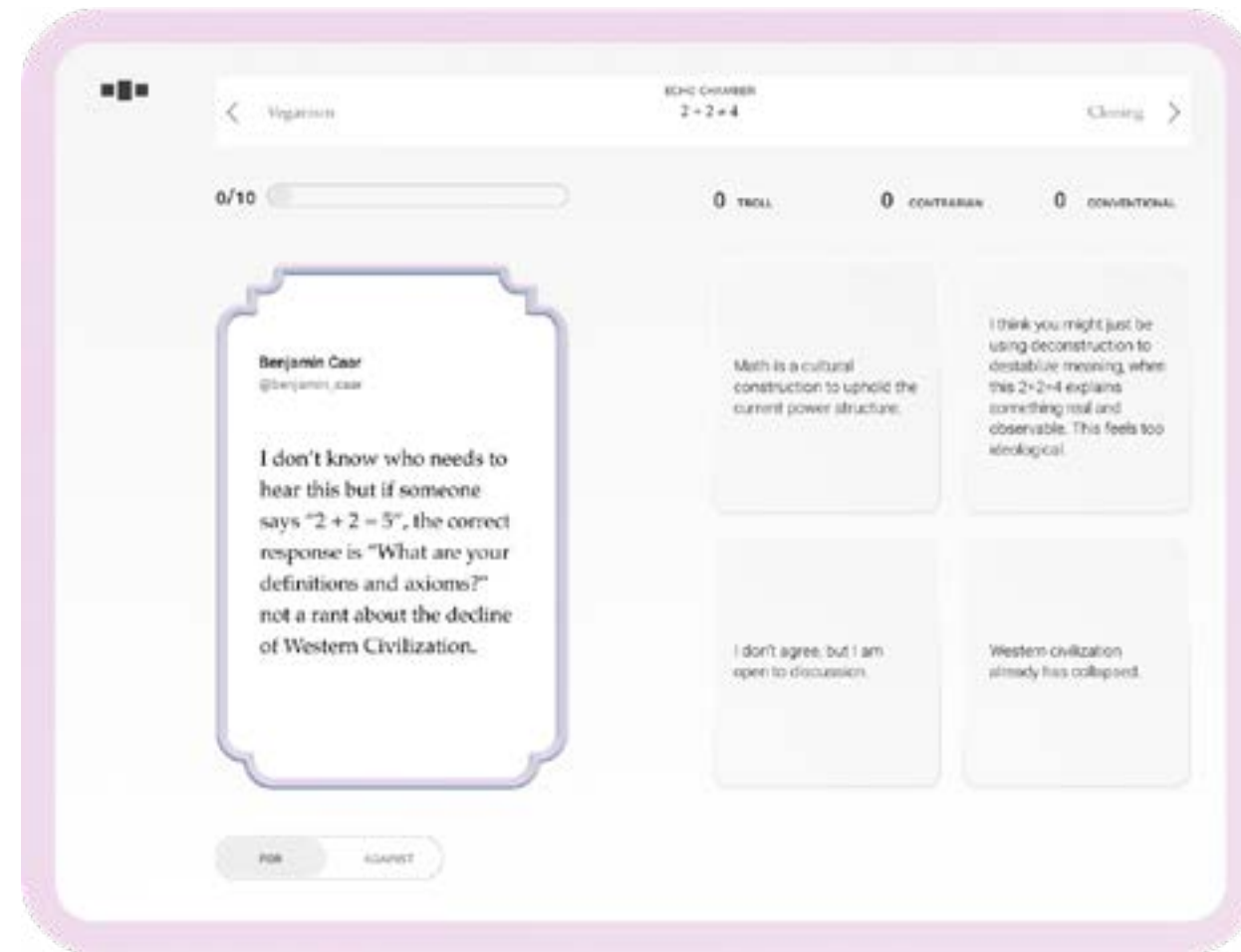
WHAT IS THE PROPER APPROACH?
 Look at what the "other-side" is up to. Research their arguments. Try on different viewpoints, that you may or may not agree with, and debate within the safety of friends

WHAT DOES AN ECHO CHAMBER LOOK LIKE?
 If you and your friends are always in agreement, that might be an issue. Try to bring back the marketplace of ideas. The umbrella of universal liberalism enables exploration & evolution.

INTERACTION IDEATION



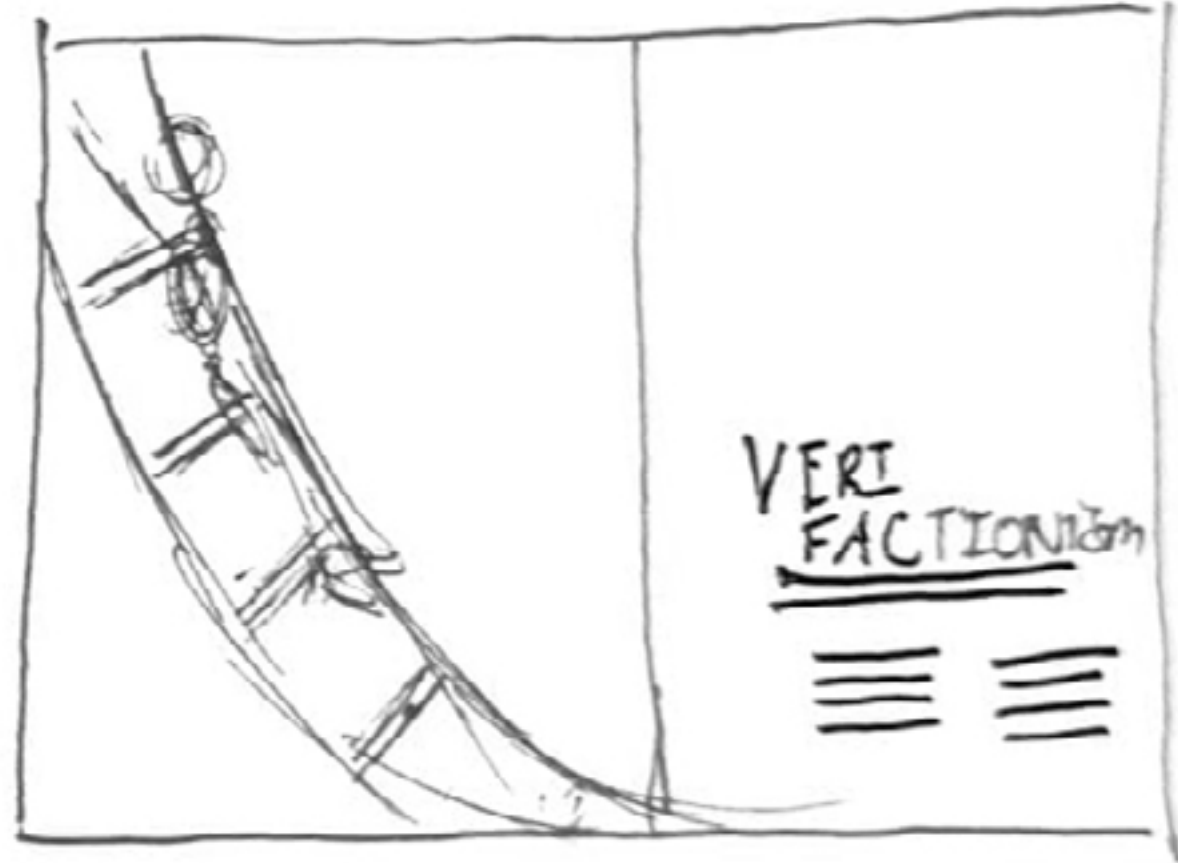
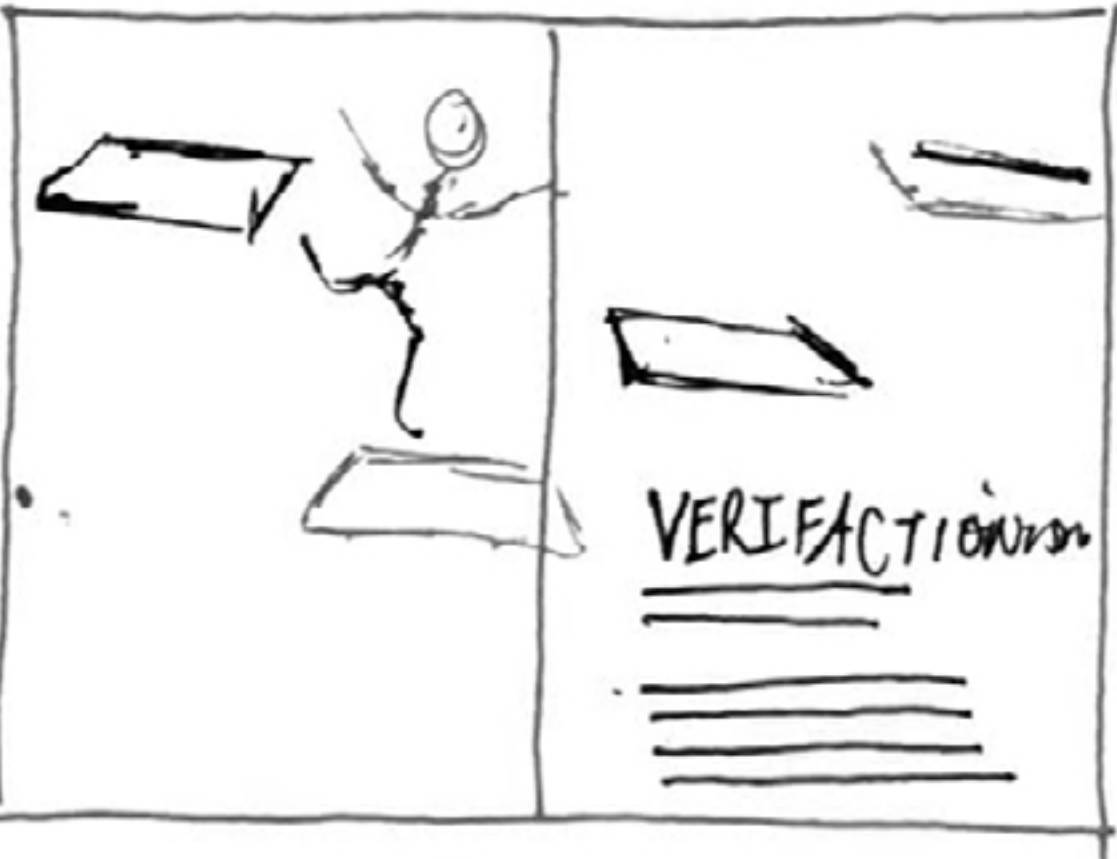
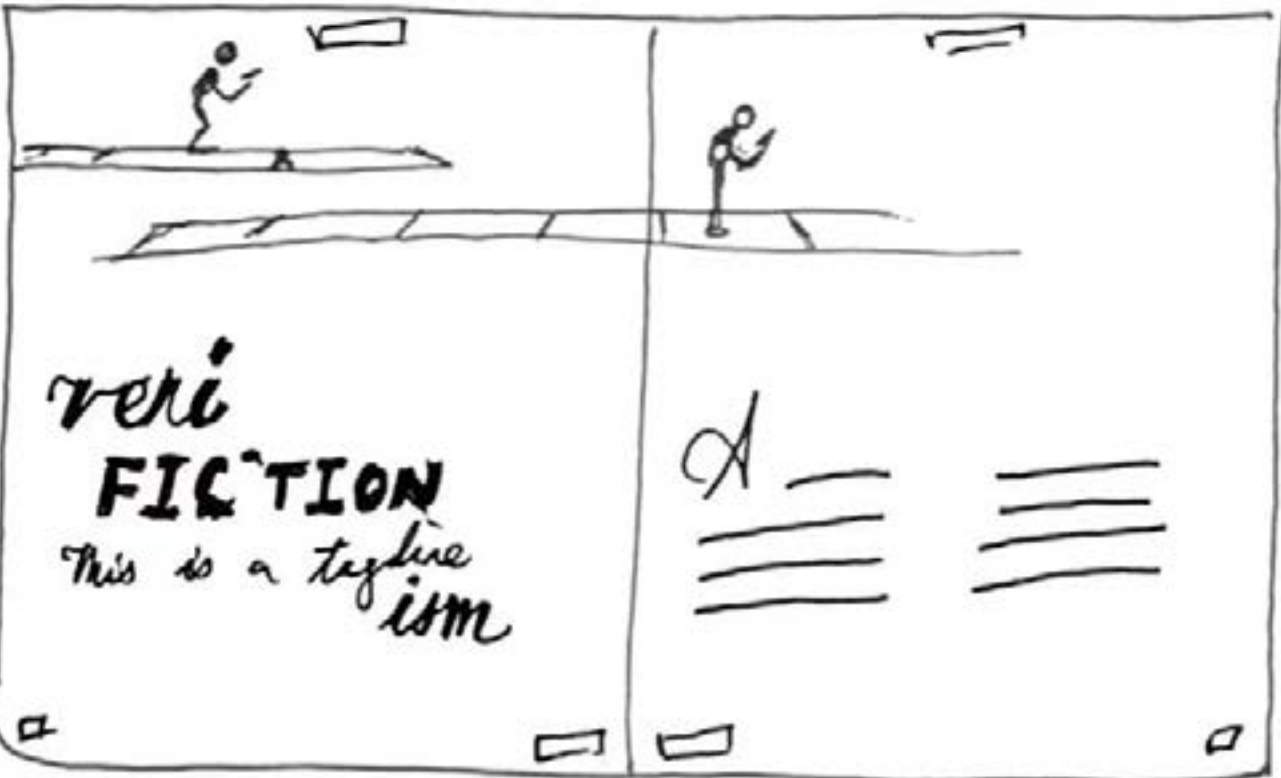
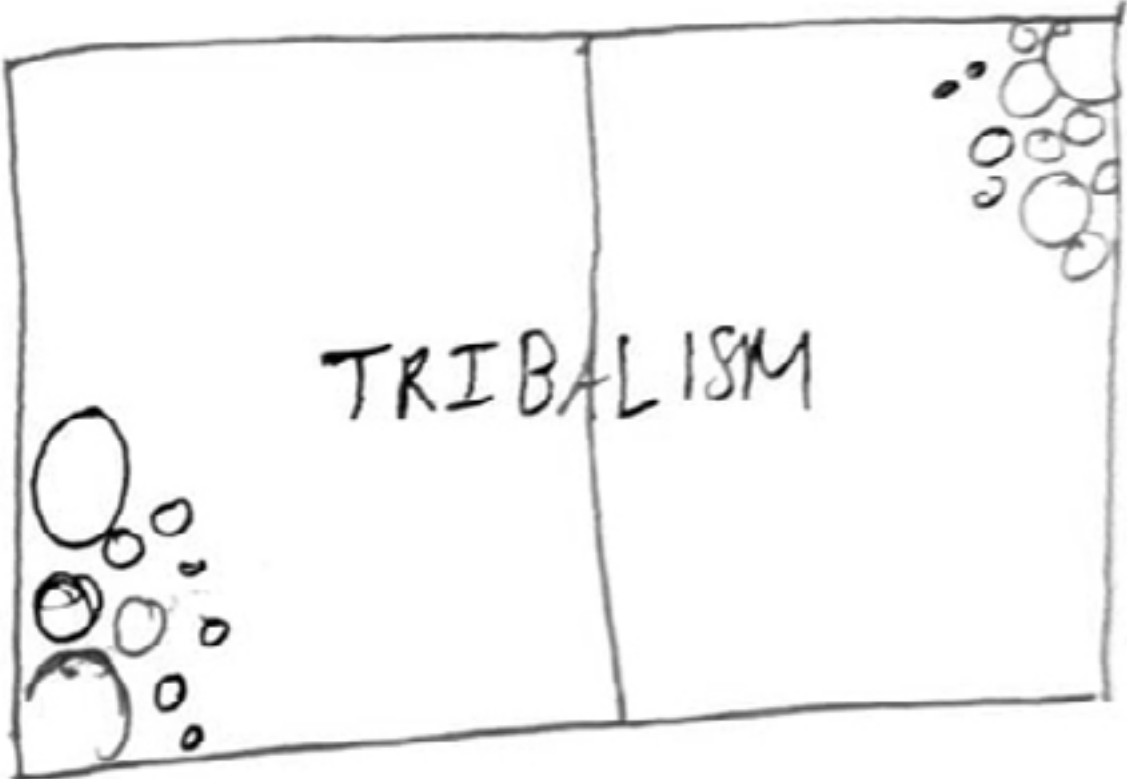
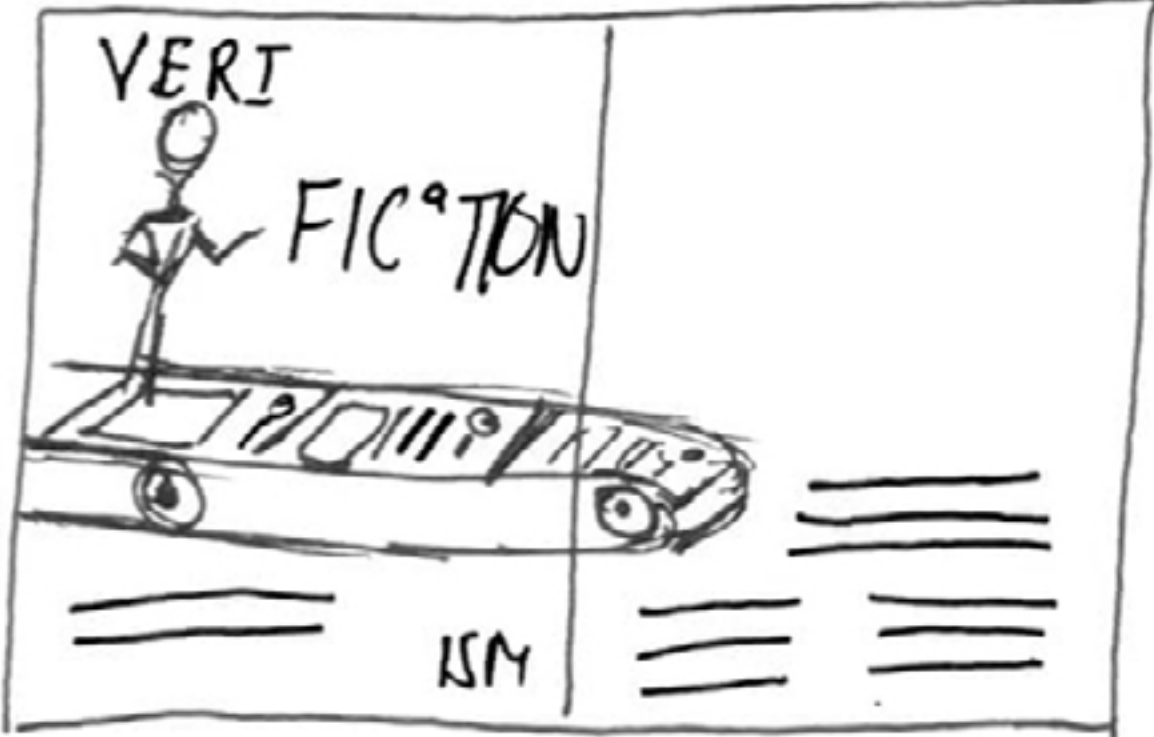
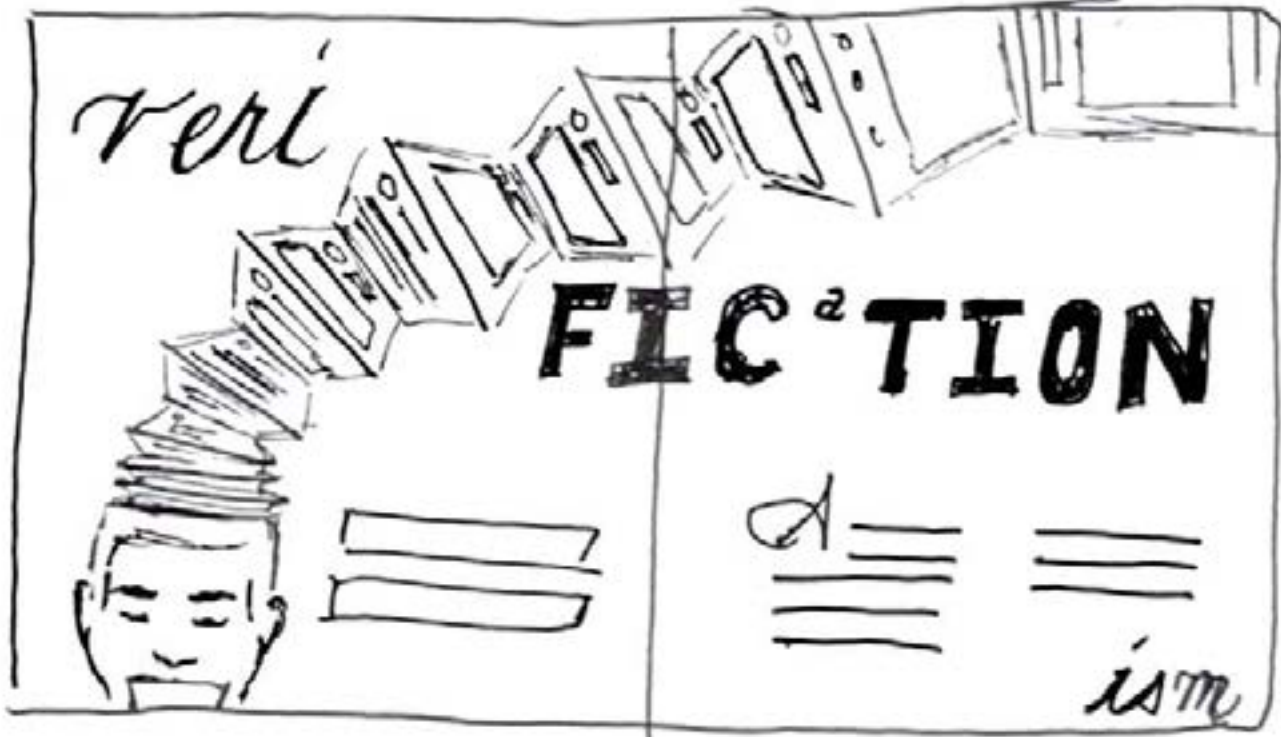
INTERACTION



Toggle between one echo chamber and another. Gain points to become the ultimate trollster or toe the line.

VERIFICATIONISM

IDEATION



VERIFICATIONISM

When we are constantly validated by our online peers, it's easy to get rigid.

DEFINITION
SEEKING EVIDENCE FOR A BELIEF, IN ORDER TO PROVE IT RIGHT, RATHER THAN ATTEMPTING TO PROVE IT WRONG.

THE SCIENTIFIC METHOD WAS PROLIFIC FOR THE REASON THAT IF DONE RIGHT, IT SUPERSEDES THE BIASES OF THE SCIENTIST. NO LONGER DID PEOPLE HAVE TO ENTERTAIN SUPERSTITION OF A PRE-SCIENTIFIC WORLD. NEVERTHELESS, EVIDENCE-BASED EPISTEMOLOGY IS NOT AS ENTICING AS THE EMOTION DRIVEN WORLD OF SOCIAL MEDIA.

Without gatekeepers, social media is a multitude of voices, which is both wonderful and terrifying. Consequently, social media companies established codes of ethics to combat the nastier elements of the online sphere. Due to the inconsistent way these regulations are enacted, though, users are left with a survivorship bias. Account terminations, content erasure, and algorithms all play a part in persuading people what they should believe.

TOP DOWN APPROACH
 In 2020, the Black Ops Cold War edition was released by Activision Blizzard. The trailer featured the ills of Communism, with the warning voice of KGB defector Yuri Bezmenov playing in the background. Fittingly, the trailer included a one second clip of the Chinese Communist Party's tanks rolling into Tiananmen Square in response to the student protest held there in 1989.

The CCP quickly forbade this game in China, causing Blizzard to re-release the game, without the Tiananmen footage. With widescale censorship, sometimes on the part of the free press, landing upon this story, and stories like it, on social media is hard when there are a variety of economic interests at play.

BOTTOM UP APPROACH
 Questioning what interests our social media companies have is a great way to look at the media you receive in a new light.

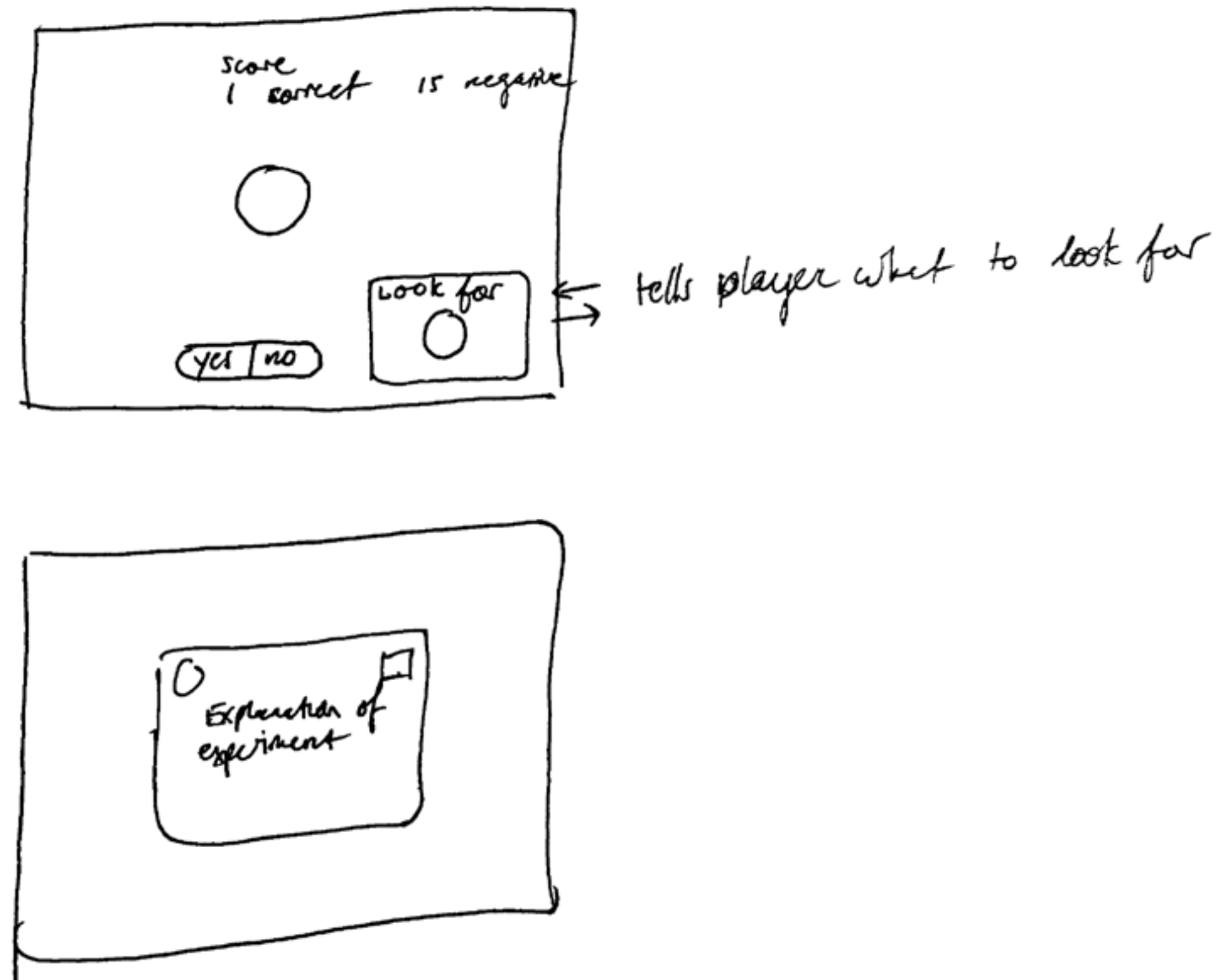
In the 50s, McCarthyism caused many to self-censor, which made seeking truth hard. Today, Postmodernism breeds the same illiberalism in academia, and as a result online.² Seeking truth in a paradigm that rejects the idea of absolute truths is quite the task. The unwritten rules of what can and cannot be posted on social media controls the discourse.³ Open dialogue is lost.

WHAT IS THE PROPER APPROACH?
 Falsification is the best approach to epistemic development. By reversing verificationism and challenging what you believe to be true, you can get closer to objective truth.

DEVELOPING CURIOSITY

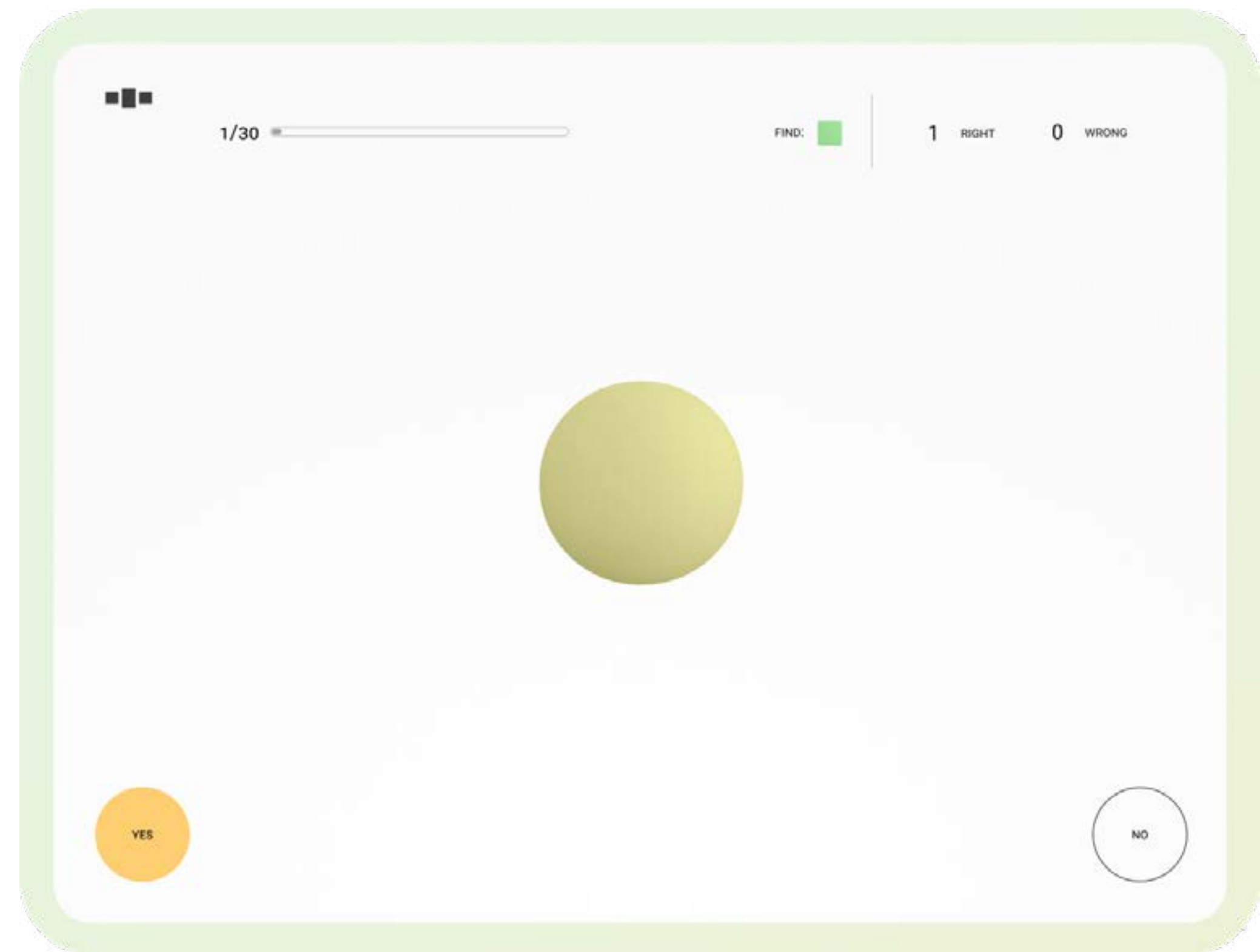
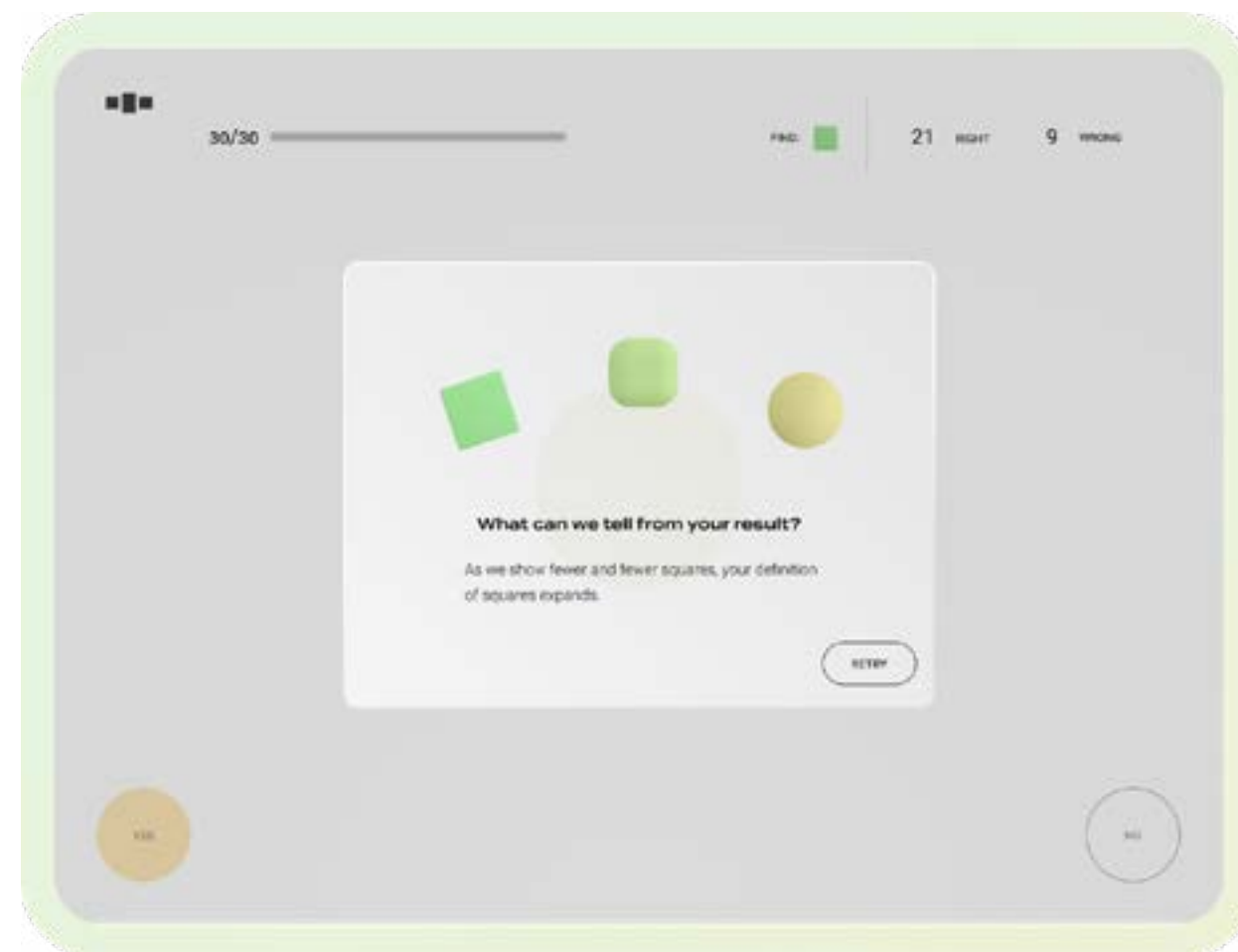
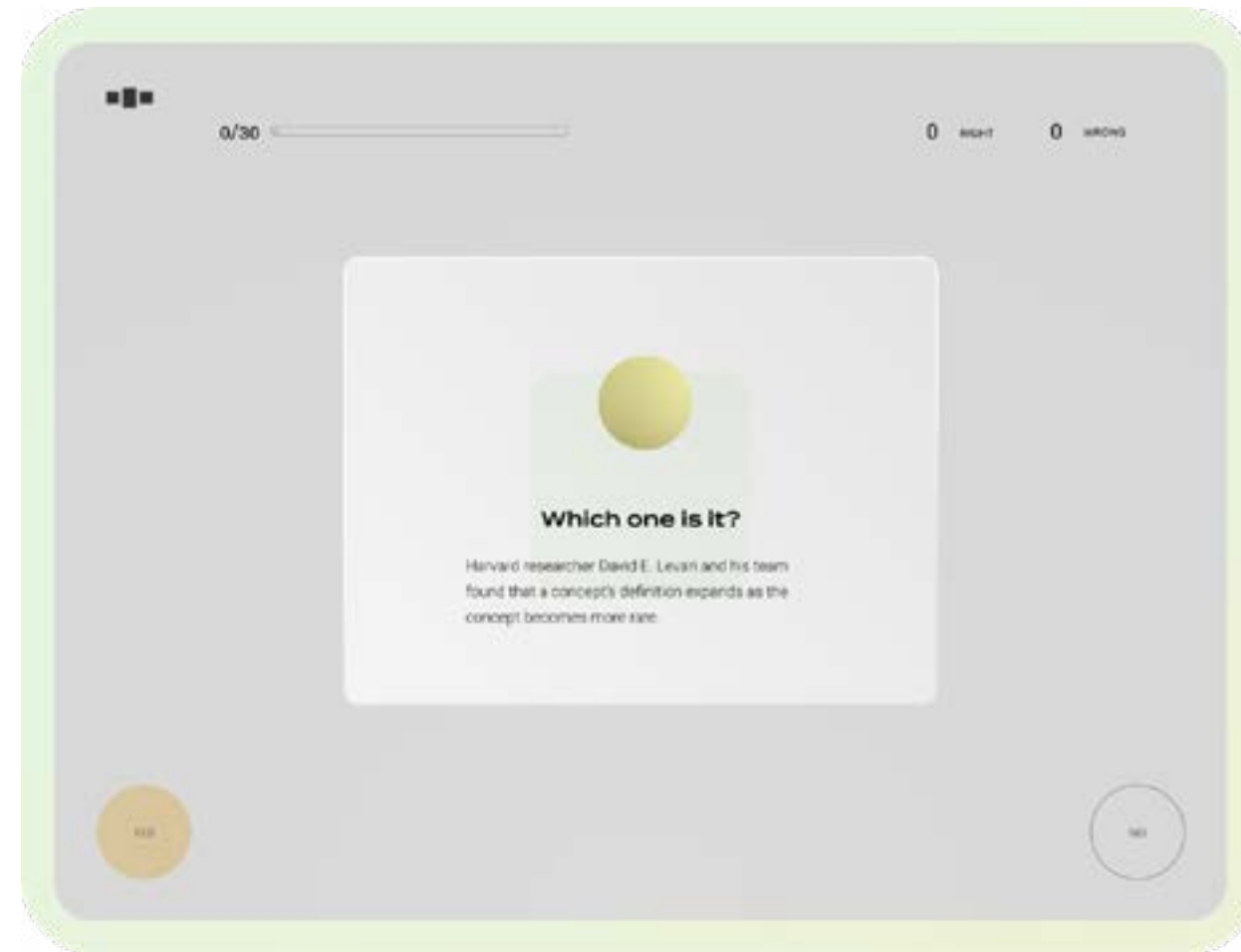
1. Falsification. This is thought to be the best approach to epistemic development. Reversing verificationism by challenging what you believe to be true can get you closer to objective truth.
2. Curiosity. Short clips, enticing headlines, and media constraints make it hard to go deep into topics. Social media only skims the surface. Long form interviews and podcasts are a great way to pick the best brains of our time. Always question and see if you're wrong.

INTERACTION IDEATION



Player is told what shape to look for and challenged if the subsequent shapes match.

INTERACTION



The player quickly identifies whether or not shapes match the prompt to test verificationism.

THANK YOU

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VERIFICATIONISM

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