/the social dilemma
"Are you sure you want to delete your account?"

Rotten Tomatoes

"Clear-eyed and comprehensive, The Social Dilemma presents a sobering analysis of our data-mined present."

The New York Times

"This documentary from Jeff Orlowski explores how addiction and privacy breaches are features, not bugs, of social media platforms."
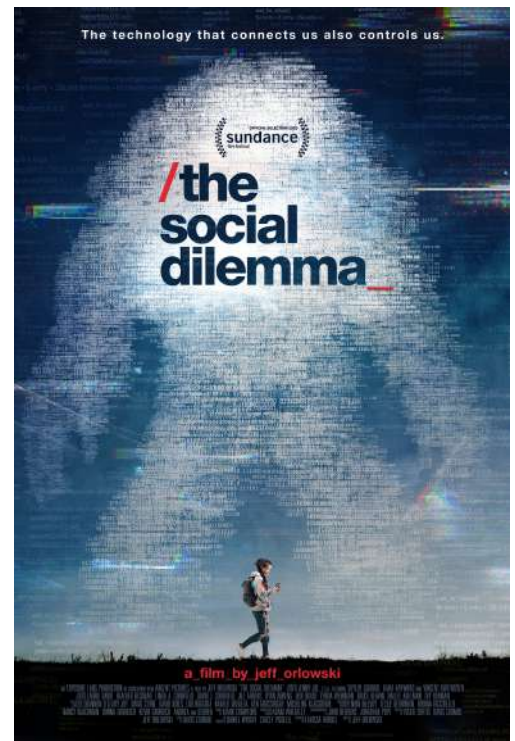
common sense

"Mark Zuckerberg isn't mentioned by full name until late in this documentary, but his company's outsize influence on the world of social media is felt all over the film."

Los Angeles Times

"Jeff Orlowski's "The Social Dilemma" may be the most important documentary you see this year."
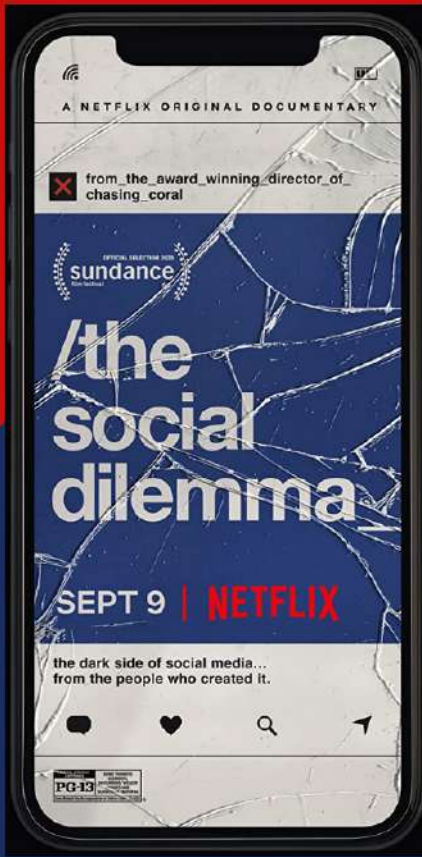
VARIETY

"It is densely packed yet lively and entertaining documentary, whose accessibility is heightened by some narrative play-acting."

The technology that connects us also controls us.

The dark side of social media... from the people who created it.

RogerEbert.com

"The most important lesson from "The Social Dilemma" is that we should question everything we read online, especially if it is presented to us in a way that reflects a detailed understanding of our inclinations and preferences. And we should resist the "attention extraction model" that makes social media seem friendly and reinforcing. Now, you'll have to excuse me—I have to go delete Twitter from my phone."
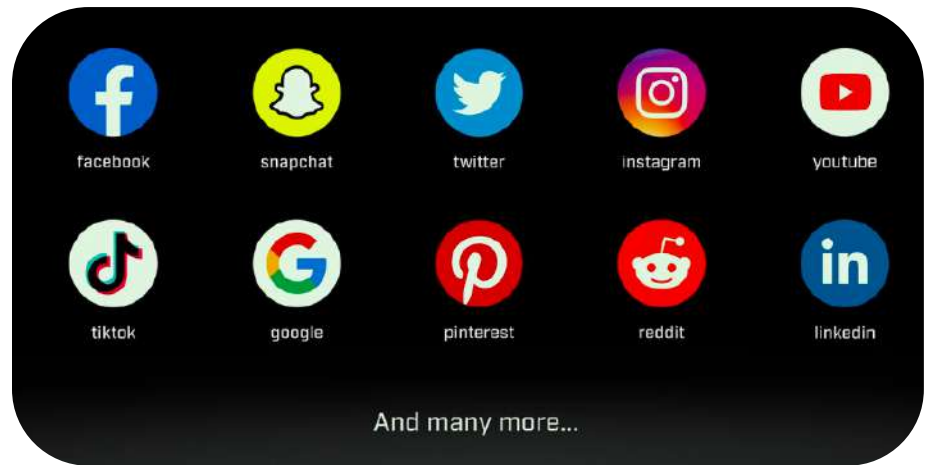
A NETFLIX ORIGINAL DOCUMENTARY

from_the_award_winning_director_of_chasing_coral

OFFICIAL SELECTION FOR
sundance
film festival

/the social dilemma

SEPT 9 | NETFLIX

the dark side of social media...
from the people who created it.

PG-13

"IF YOU'RE NOT PAYING FOR THE PRODUCT, YOU ARE THE PRODUCT."

facebook snapchat twitter instagram youtube

tiktok google pinterest reddit linkedin

And many more...

What's the business model of social media platforms?

3 Main Objectives or Questions:
1
2
3

IS SOCIAL MEDIA TRULY "FREE"?

Who pays for it?

Why?

What's the product?

What are they trying to sell?

A NETFLIX ORIGINAL DOCUMENTARY

from_the_award_winning_director_of_
chasing_coral

sundance

/the
social
dilemma

SEPT 9 | NETFLIX

the dark side of social media...
from the people who created it.

PG-13
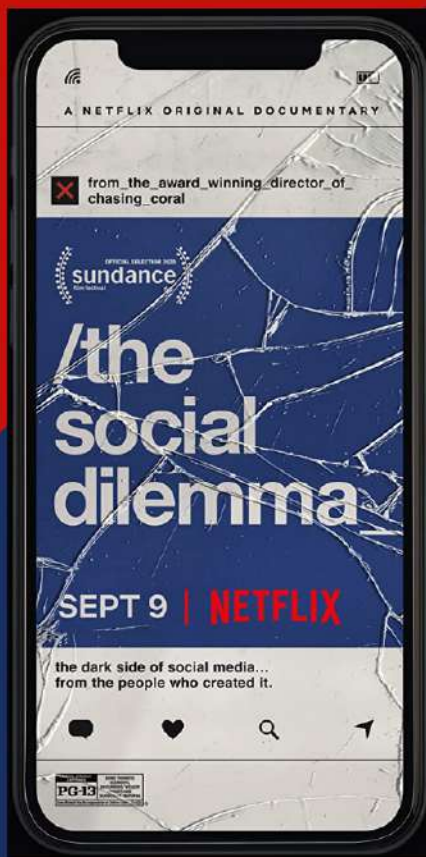
"HOW MUCH OF YOUR LIFE CAN WE GET YOU TO GIVE US?"

3 Goals Powered by Algorithms

1.

What are they competing for?

2.

3.

What do they sell?

What do you have to have?

Great _____ being with great _____.
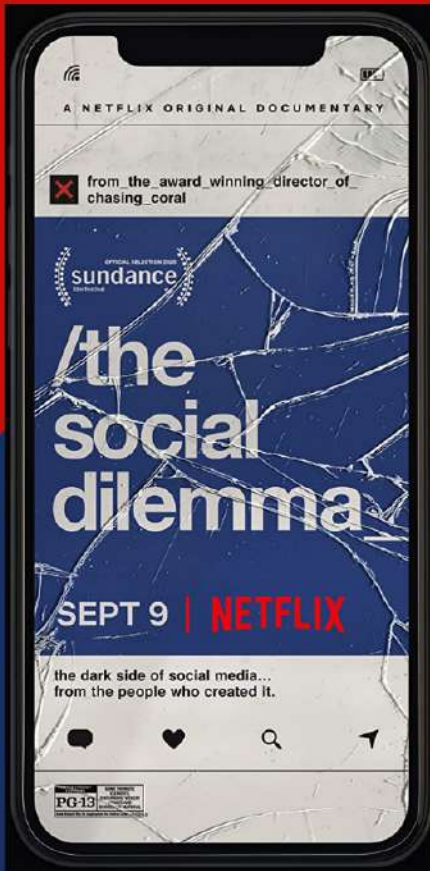You need a lot of _____ for _____.

What do they do with our data?

What is an **Unconscious Habit** ?

It is...

What's it similar to?

Examples of **unconscious habits** in Social Media

A NETFLIX ORIGINAL DOCUMENTARY

from_the_award_winning_director_of_chasing_coral

sundance

/the social dilemma

SEPT 9 | NETFLIX

the dark side of social media... from the people who created it.

PG-13

"ANY SUFFICIENT ADVANCED TECHNOLOGY IS INDISTINGUISHABLE FROM MAGIC."

– ARTHUR C. CLARKE
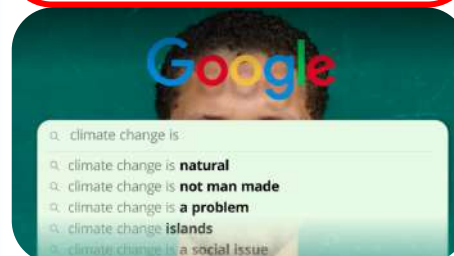
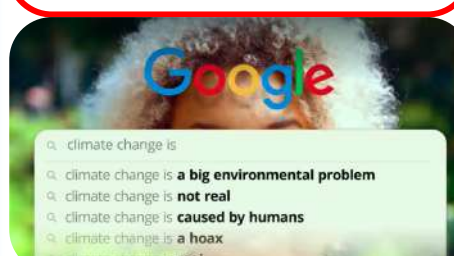GROWTH HACKING

A.I. (ARTIFICIAL INTELLIGENCE)

NEFARIOUS

MISINFORMATION

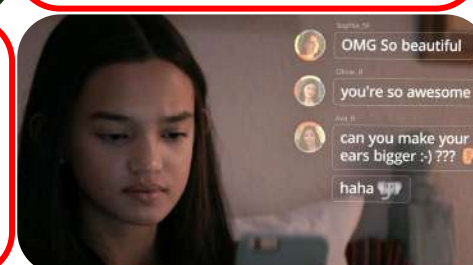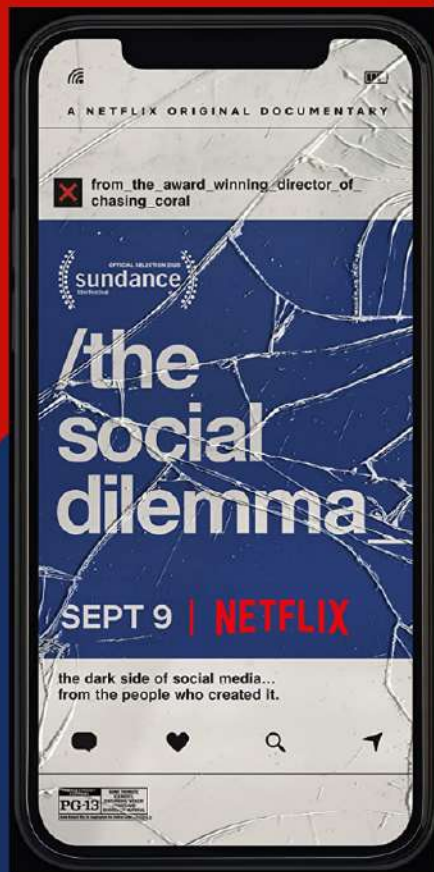POLITICAL POLARIZATION

SURVEILLANCE CAPITALISM

FAKE, BRITTLE POPULARITY

A NETFLIX ORIGINAL DOCUMENTARY

from_the_award_winning_director_of_chasing_coral

OFFICIAL SELECTION 2020
sundance

/the
social
dilemma

SEPT 9 | NETFLIX

the dark side of social media...
from the people who created it.

PG-13

"ANY SUFFICIENT ADVANCED TECHNOLOGY IS INDISTINGUISHABLE FROM MAGIC."
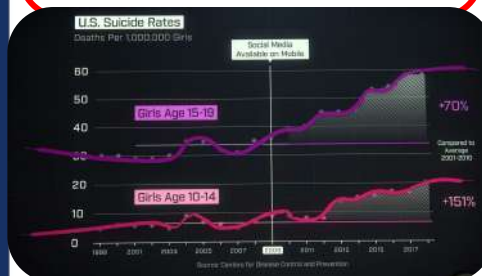
– ARTHUR C. CLARKE

UNCONSCIOUS HABIT

MASSIVE SCALE CONTAGION EXPERIMENTS
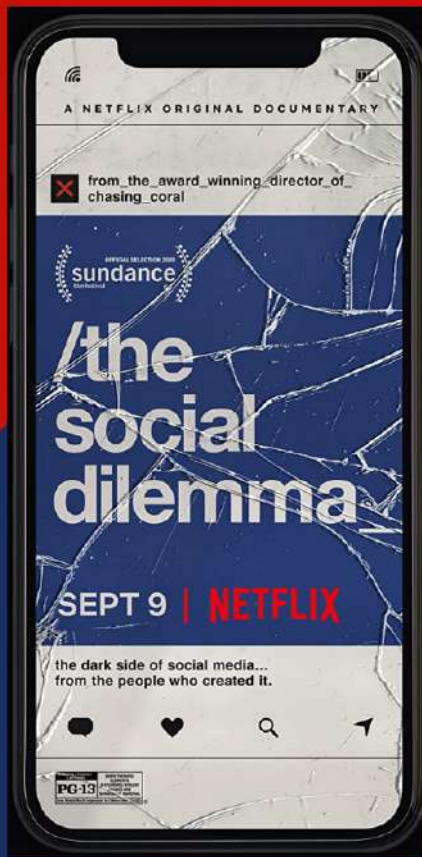
MACHINE LEARNING

POLITICAL DISCORD

ENGAGEMENTS

ALGORITHMS

DESTABILIZE

ATTENTION ATTRACTION BUSINESS MODEL

"Fake news on Twitter spreads six times faster than trueness."

Examples of Misinformation listed on the Documentary

Misinformation

We've created a system that is bias towards _____ _____. Not because we want to, but because false information makes the companies more money than the truth. The truth is _____.

It's a _____ business model. You make _____ the more you allow _____ to reach anyone for the _____.
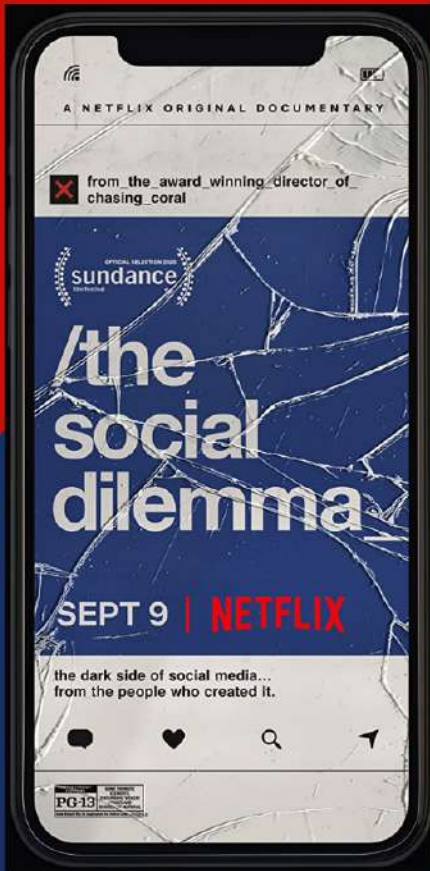
_____ has trillions of these newsfeed posts. They can't know what's real or what's true. This conversation is so critical right now.

...e sources that are spreading coronavirus misinformation have amassed _____.

Social media amplifies _____ and hearsay _____ to the point that we don't know what is true, no matter what issue we care about.

If you want to _____ the population of a country, there has never been a tool as effective as _____.

_____ and _____ are becoming so expert at learning how to trigger us. They are getting so good at creating "fake news" that we absorb it as if it were _____. It's confusing us into believing those lies. It's as though we have _____ over _____.

"IT'S THE GRADUAL, SLIGHT, IMPERCEPTIBLE CHANGE IN YOUR OWN BEHAVIOR & PERCEPTION THAT IS THE PRODUCT."

A NETFLIX ORIGINAL DOCUMENTARY

from_the_award_winning_director_of_chasing_coral

sundance

/the social dilemma

SEPT 9 | NETFLIX

the dark side of social media... from the people who created it.

PG-13

"WHETHER IT IS TO BE UTOPIA OR OBLIVION, IT WILL BE A TOUCH-AND-GO RELAY RACE RIGHT UP TO THE FINAL MOMENT."

- BUCKMINSTER FULLER

The fabric of a healthy society depends on us getting off this corrosive business model.

We can demand _____

We can demand _____

The intention could be, "How do we make the world better?"

BAM!

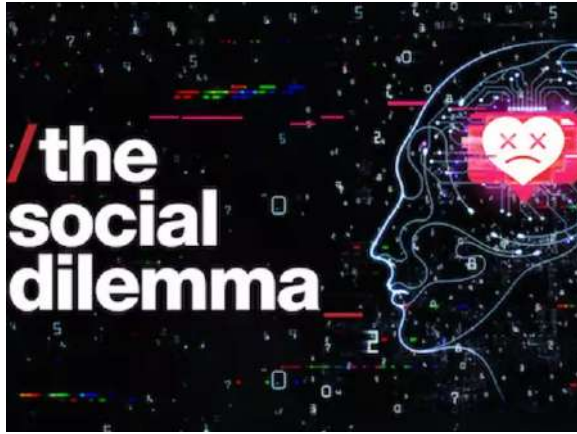What are ways to change or fight back this business model?
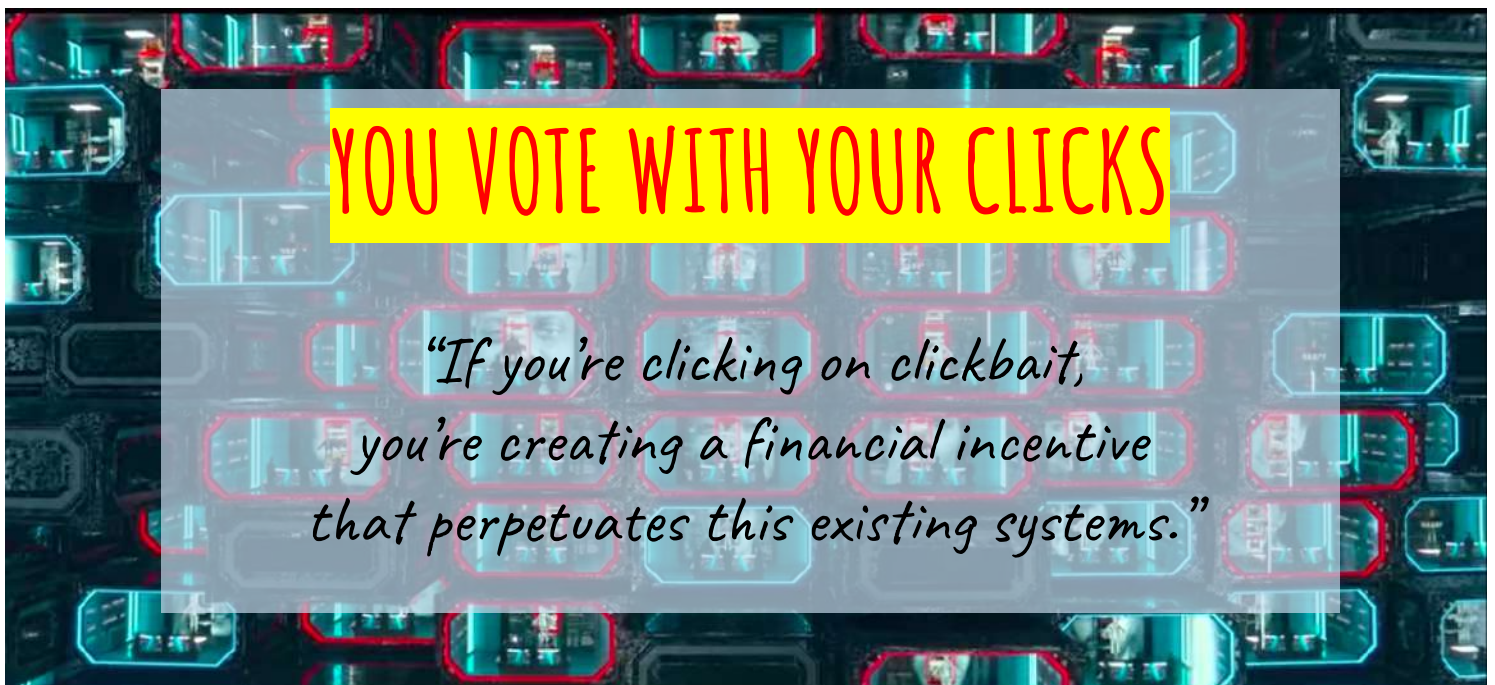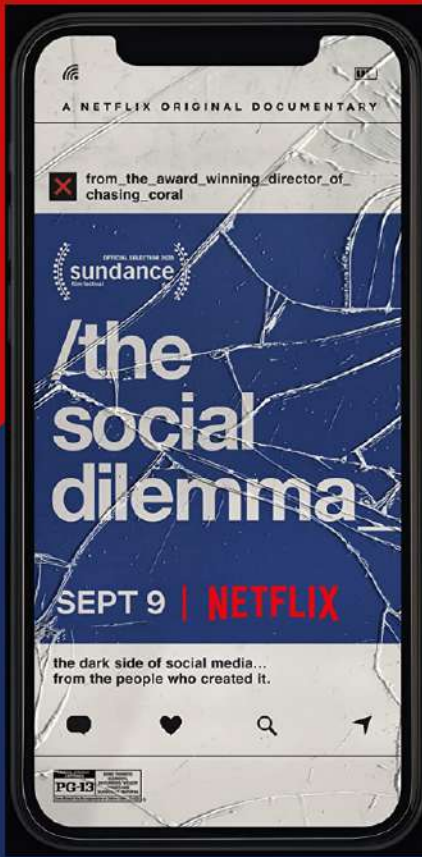
1. _

1. _

1. _

1. _

1. _

1. _

1. _

POW!

"It's not about the TECHNOLOGY being the EXISTENTIAL THREAT, it's the technology's ability to bring out the worst in society. And the worst in society being the existential threat."

Rules for Devices

1. -

1. -

1. -

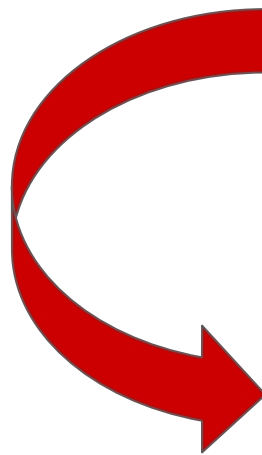*"Nothing vast enters the like of mortals without a curse."* - Sophocles

YOU VOTE WITH YOUR CLICKS

"If you're clicking on clickbait, you're creating a financial incentive that perpetuates this existing systems."

A NETFLIX ORIGINAL DOCUMENTARY

from_the_award_winning_director_of_
chasing_coral

sundance

/the
social
dilemma

SEPT 9 | NETFLIX

the dark side of social media...
from the people who created it.

PG-13

"THERE ARE ONLY TWO INDUSTRIES THAT CALL THEIR CUSTOMERS 'USERS': ILLEGAL DRUGS AND SOFTWARE."

Questions I Have:

1. _____
2. _____
3. _____
4. _____
5. _____

Things I Didn't Know:

1. _____
2. _____
3. _____
4. _____
5. _____

Cause

1. _____
2. _____
3. _____

Effect

1. _____
2. _____
3. _____

A NETFLIX ORIGINAL DOCUMENTARY

from_the_award_winning_director_of_
chasing_coral

OFFICIAL SELECTION 2020
sundance
Film Festival

/the
social
dilemma

SEPT 9 | NETFLIX

the dark side of social media...
from the people who created it.

PG-13

"THERE ARE ONLY TWO INDUSTRIES THAT CALL THEIR CUSTOMERS 'USERS': ILLEGAL DRUGS AND SOFTWARE."
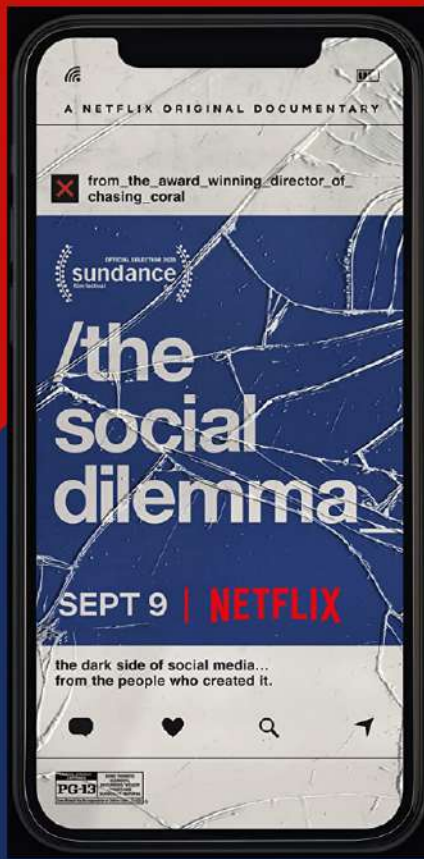
How does this connect to what I'm learning?

1. _____

2. _____

3. _____

4. _____

5. _____

How has this changed your thinking about using social media?

_____

_____

_____

_____

_____

_____

_____

/the
social
dilemma_