

THE SOCIAL DILEMMA

EXPLORING DIGITAL CITIZENSHIP



SUMMARY

The *Social Dilemma* is a docu-drama that explores the social media phenomenon and the damaging effects that come with its pervasive use, including among teens and tweens. Featured in the film are some of the early innovators of social media and platforms like Google, Facebook, and Pinterest, who describe the "behind the curtain" thought processes, motivations, and strategies of early and current development. By the end of the film, you may feel like chucking your cell phone in the garbage, but there's a bigger picture here, and that's the awareness and conversation around shaping new tech policies, norms, and behaviors.

EDVOLVE FRAMEWORK: DIGITAL CITIZENSHIP INDICATORS

Digital Citizenship: Social Good

#15: Think critically about technology innovations and their impact on the world and individuals



KEY IDEAS

- Technology platforms are run by businesses whose motivation is making money. Many use a business model making it "free" for users; however, it isn't *really* free when it is paid for by advertisers who get access to users and user data.
- The engineering objective is to keep users engaged, in other words, to keep us using the platform as frequently and for as long as possible. This may be contributing to our feelings of technology addiction.
- Some suggest that algorithms can change the behaviors and thoughts of users (i.e., us) without our realizing it. This includes our beliefs, political views, & consumer habits.

DISCUSSION/ESSENTIAL QUESTIONS



1. Are technology companies deceiving us?
2. Whose responsibility is it to keep us (and our data) safe? The company's? The government's? Our parents'? Ours?
3. Does it *really matter* that our data is being sold? Why or why not?
4. Is artificial intelligence awesome or alarming? Why?
5. What should be done to improve our collective health when it comes to technology use?
6. What are the positive effects of social media?

The *Social Dilemma* is a Netflix release. Netflix does not grant [Educational Screening](#) for the documentary as of 9/18/20.