



FACE2FACE

BRINGING BACK DIALOGUE!
FACE2FACE PROJECT BY STEFANIE FERRARO

PERSONAL ACCOUNT & OBSERVATIONS

Today when I ask my brother where did you meet her? I'll always get the same reply of "on Facebook". I'm sorry then brother but you haven't actually met her than, even though you think your constant messaging is a connection between the two of you and that when you do take her on a date it will go absolutely marvellous. Wrong.

There is the misconception that people do know how to converse, as some will think our online conversations or texts are long and detailed, I'm even using proper spelling, so therefore I use dialogue. It is in some respective true... we have all the words, phrases, salutations and capabilities for even sarcasm and humour, but the fact is we are only most confident using them behind a screen or mobile. So is it the failure in dialogue or a lack of confidence amongst the people. Is this idea of self image amongst society affecting our dialogue too, or is it simply and truly a fear of talking to people face to face taking over the world.

I'll be honest myself I find a phone conversation daunting if I haven't met the person, or have recently just met them, more so towards the male species. Why? I feel like I need more time to think about my answers, therefore am I not being myself if I don't

want to respond with my first instinct of an answer? I think so. Again is it this lack of confidence? If you knew me personally you'd even find that hard to believe as I do come across quite confident, but it has taken some practice to feel comfortable in my shoes, and by the looks of it I'm still not quite there. I must admit I owe this well developed confidence to solo travelling, I highly recommend it! Why? Because it forces you to talk to strangers and you end up making closer bonds to these people in the space of a couple hours than the friends you have had for years! The best is when you don't even share the same first language but still have the ability to share dialogue. **So it all comes down to your willingness to converse, simply being friendly.**

It's not just my young adult age group that experiences lack of face to face dialogue, as much as I had believed it. At nights I waitress at a small, intimate, fine dining restaurant, but the word intimacy is rarely seen. The majority of the couples you actually witness using dialogue and conversing happily as if they are young eighteen year olds again are the elderly who have been married fifty odd years or so. Don't get me wrong there are still younger couples in their middle age or even the young adults who communicate across the table, but what I find completely shocking I'm witnessing even the middle age couples sitting on their phones the whole

time without a single word. If you look over to their phones most of the time it is Facebook or Twitter that they're on as well. I thought they'd be checking emails for work. It is even more of a shock to me when they are even starting to take a picture of their food! **So I've been completely wrong to think that this should only be affecting our younger generations.**

But the other observation I have had in the restaurant is that it is affecting the very young as well in our children, as parents just give them an iPad to sit in front of to keep them occupied. What about talking to the child? Or what about the siblings talking to each other? Or what happened to pencils and crayons? There is in fact one regular family who their daughter still draws while waiting for food and the parents join in too! Now that is an intimacy that will be lost also and then parents will wonder why they don't have a bond with their child and why they won't listen.

I myself should be ashamed that I have a lack of dialogue within my current design internship, which has become more of a job that I luckily found for my last year of study. Why should I be ashamed? Because I was given the option to work from home, so that I could find my own time to complete the projects but I was given the option to come into the office if I wanted. I haven't stepped into that office at all this year, and have literally only conversed between my

colleagues via Facebook or the Trello system we use. I say we are friends and understand each other well, but what a poor effort that is, we technically don't know each other at all. I did however go to an event one of them was running so I had an opportunity to at least meet one of them, but what do you think happened? Of course there's always that awkward tension face to face, but then we continue to talk so much more easily over a network.

SO WHAT IS HAPPENING TO US?!

Below | Image sourced at <http://pixel.brit.co/wp-content/uploads/2012/05/Glasses-Rabbit.jpg>



WHAT IS THE FLIPPING ISSUE

There is a big problem for sure!
People are losing the ability to talk face to face, and I think it is all drawn down to we have all lost confidence in ourselves. We are getting lost in the ideas within society of self image, conformity, and individuality. Where do we sit?

Do we blame this on Social Media or ourselves?

Technically without social media I wouldn't be able to have the easy contact I do between friends I met overseas, and it is a great easy way to find a contact system between people. So I guess it is giving us that first step of connection between people, but what people are forgetting to do, and why it is having a bad affect instead, is do you actually go meet these people? Have you ever met them before you add them? We need to start carrying through the meet ups as well! Use social media but don't only result to this as your form of conversing.

BRING BACK PHYSICAL DIALOGUE.

Lazy?

One concern of mine though is that many of people's intentions when they do start conversations over the web or phone is to meet up but they usually aren't carried through anyway. So I could shout out for people to start learning to meet people face to face, but will we all become lazy about it? Or are we already lazy now about it?

The intimacies lost between existing couples and families is a wider issue as you can't blame lack of dialogue onto a lack of confidence, you all know each other inside out most of the time, or is it possibly that you don't really know each other at all? Is that the issue?

I think this is a deeper issue that will vary between absolutely everybody because it all comes down to their past. Where did they start and how have they got to here. How did they become empty of each other?



Above | Image sourced at http://www.celticgrouphostels.com/wp-content/uploads/2014/03/flipping_pancakes.jpg

THE FACTS & BIGGER ISSUE IN AUSTRALIA

Social Media Statistics Australia, May 2014
derived from www.socialmedianews.com.au

1. Facebook – 13,200,000 users
2. Youtube - 12,750, 000 UAV's
3. Wordpress – 6, 200, 000
4. Tumblr – 4, 850, 000
5. Linkedin – 3, 650, 000
6. Blogspot – 2, 900, 000
7. Twitter – 2, 500, 000 Active Australian Users
8. Instagram – 1, 600, 000 Active Australian Users
9. Trip Advisor – 1, 400, 000
10. Snapchat – 1, 070, 000
11. Flickr – 760, 000
12. Pinterest – 390, 000
13. Yelp – 185, 000
14. MySpace – 175, 000
15. Reddit – 170, 000
16. Google Plus – approx 65, 000 monthly Active Australian Users
17. Stumble Upon – 55, 000
18. Foursquare – 33, 000
19. Digg – 22, 000
20. Delicious – 20, 000

Did anyone else go “what the?!” to Trip Advisor ranking on number 9? I see the ads but didn't know it was that of a big deal. Plus My Space is still existent? Lucky I never got that and didn't jump onto the social media Bandwagon until nearing the end of year 12.

For anyone else who was just as unsure as I was;
Yelp is a search engine to locate places or services
Reddit is for News and Stories
Stumble Upon recommends sites suited to your interests
Foursquare suggest places to go in a selected location
Digg is for News and Stories
Delicious is a bookmarking tool

Social Medi Usage Australia, July 19, 2013,
derived from www.marketingmag.com.au
Written by, Mark Cameron

Looking at the US, UK and Australian Internet usage, 27% of the time spent online is on social networks.

Social Media is the largest category.

Australians are the highest users of Social Media World Wide!! <<<< **ITS US!!!**

For every hour an Australian uses online
14 mins – social media
9 mins – entertainment
4 mins – online shopping (increasing yearly)

Actual time spent online dropped from 27% - 24% - meaning we are resulting to smart phones as our form of access

46% of online users rely on social media when making purchase decisions

Facebook is the most popular with 12 million Australian Facebook Users

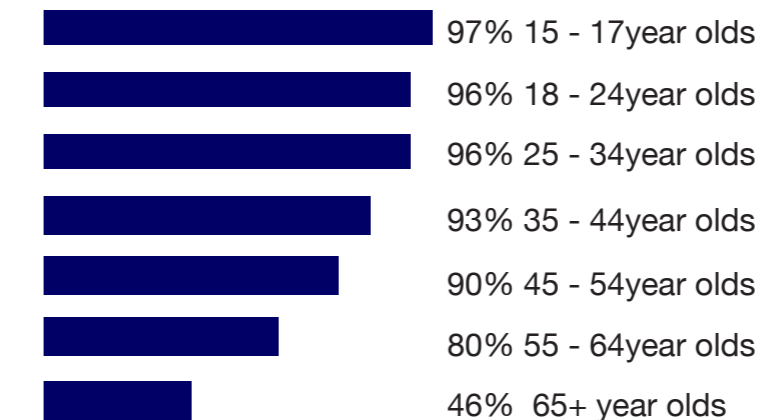
“What is clear is that Internet users are now becoming very comfortable with social media being embedded in their lives. There using multiple platforms and often.” (quoted)

“Customer-facing brand would benefit from a well thought through and executed social media strategy.” (quoted)

ABS – Household Use of Information Technology, Australia, 2012, 2013.
(Latest issue released 25/2/14)

Internet Users refers to people aged 15 years within the previous 12 months had access to Internet from any site.

From 2012-13
83% were internet users

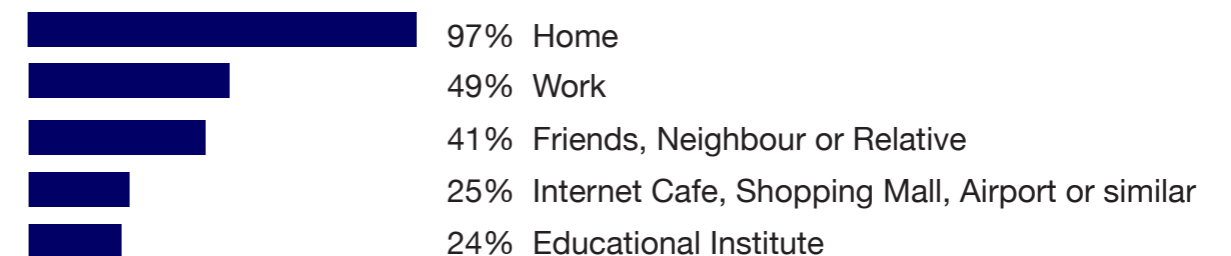


84% men 83% women

97% high income earners \$120,000 and over a year
77% less than \$40,000

96% with high education eg.Bachelors Degree
75% with year 12 or below

Location of Use



I also did some studies previously comparing my own and another student's social media habits over a period of five days.

*Some of the results over the 5 days were;
(A being me, & B the other student.
Both are 21 year old Females)*

*Time spent on Social Media:
A: Total of 4hrs 8mins 34sec
B: Total of 4hrs 51m 5sec*

*How many occurances it was used:
A: 46 occasions
B: 101 occasions*

*Phone vs Computer
A: 44x on Phone & 2x on Laptop
B: 92x on Phone & 9x on Laptop*

*Home vs Out
A: 37x at Home & 9x Out
B: 56x Home & 45x Out*

*Facebook was used the most!
A: 37x & 2hr 34m 11s
B: 70x & 4hr 10m 4s*

THE BIG IDEA! BRINGING DIALOGUE BACK!

So how do we reach out to our ever failing community of non-physical dialogue speakers? Well we've discovered they're on social media most of the time, so why not reach out to them there!

I call it the FACE2FACE movement! A program encouraging everybody to stop hiding behind the screens! Stop making our most confident time to talk and use our words only through type! It's time to continuously meet people, known and unknown! Be Confident! Let's start talking again!

Now our highest users are 15-34 year olds, the most problematic being those of 15 -17 years old. So our primary market will be Male & Females 15 – 34 in Australia. The secondary market will be all those that are left.

Of course we are going to Target them through Social Media, as that's what we want to get them off!

I've chosen to use something that has become quite a popular use of viral marketing and more important fun and interacting for everyone...the "Next Nominate"! Used on Facebook someone is challenged and then nominates the next challengers. The challenge I've chosen is to say hello or even have a whole conversation to someone in person, either a complete stranger, someone

you've never had the guts to speak to, someone you haven't spoken to in years, or even more challenging someone you decided to stop speaking to. It's the candidates own choice on what they believe will make change. The challenge will simply be called the FACE2FACE Challenge, and there will be a whole lot of visual advertising and media to support the project across the Internet both on computer and mobile devices.

There will be our own website explaining why the challenge was created and explaining the issue of everyone losing their physical dialogue capabilities. The site will encourage people it's ok to talk over social media but make sure it is leading to the meet ups and you interacting with people in the real world as well, lets not just live in the cyber world. It will also give suggestions to ban antisocial behaviours across the work place, restaurants, bars and other places we find the phone or net taking over our gaze rather than the people around us.

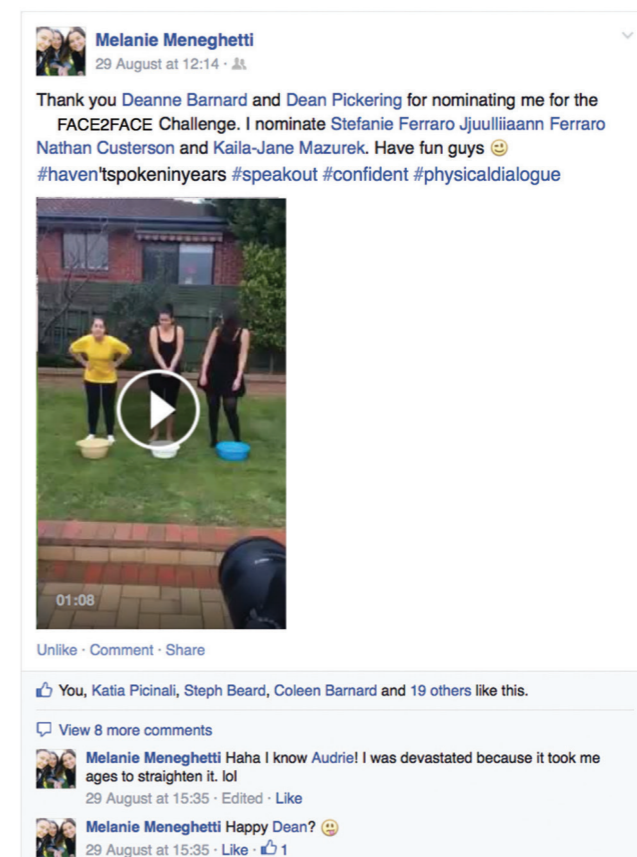
Now this is all well and said but just to test the people supporting or interested in the idea of FACE2FACE, we'll hold regular events giving people the opportunity to get out there and talk to people again, gain confidence and have fun!

Now make sure you've said hello to the person next to you, and rejoice the voice you were given!

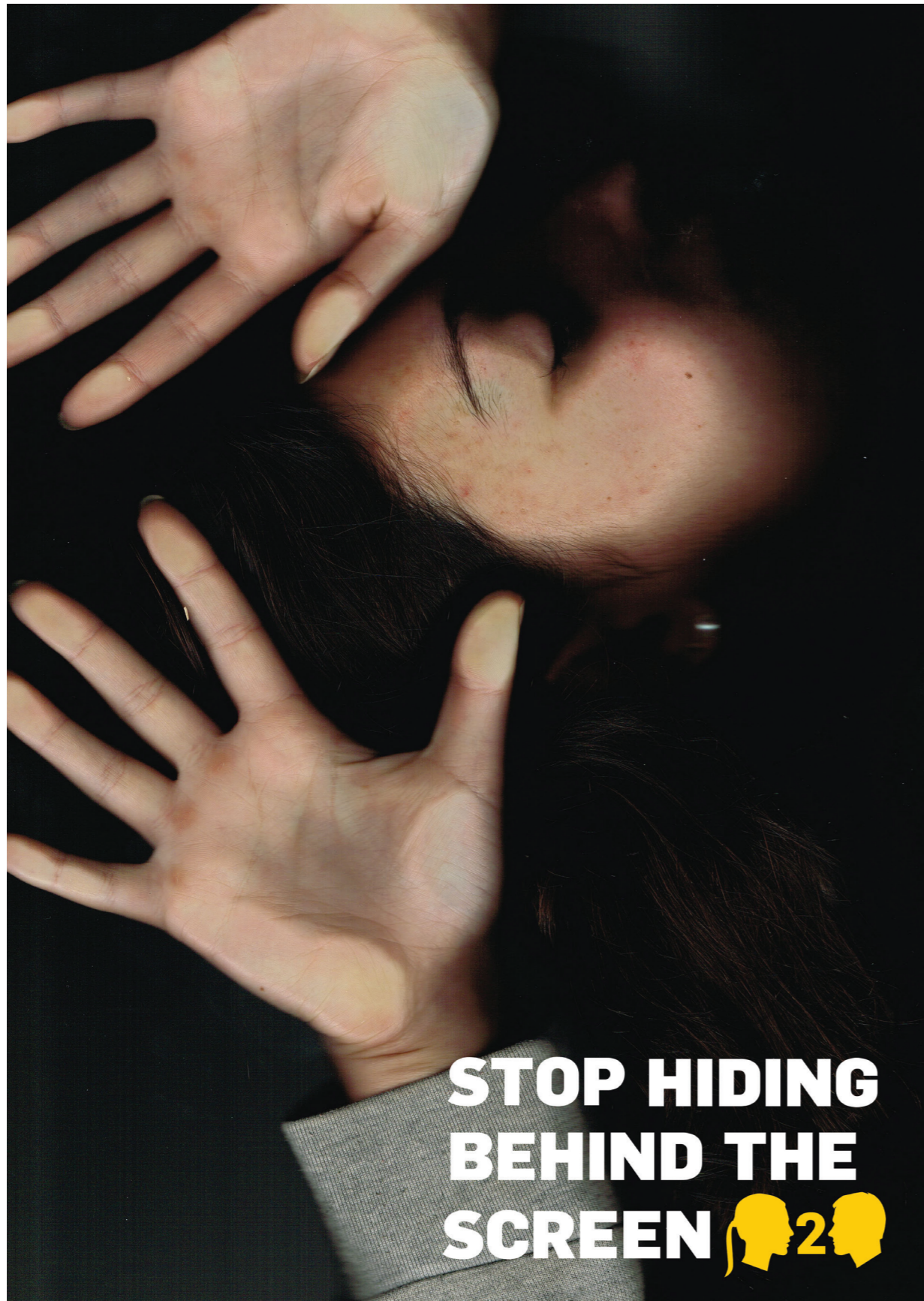


FACE2FACE

Above | What would become the iconic logo.



Above | An example of the FACE2FACE challenge. Chosen to target through social media as there is proof Australians are the highest users. This method also spreads radically.



Above & Top Right | Support Material: displayed as web ads across all social media sites. For full awareness they could become print material and posters displayed throughout cities and suburbs across Australia.

Below | The FACE2FACE website which users can refer to, for information on the issue, why we have decided dialogue is failing us ect. There will also be an explanation of the challenge and an opportunity to nominate if it hasn't hit their Facebook feed yet. Lastly the list of events and there details will be listed here, but also sent out on Facebook if they missed the memo.



HAVE YOU ENTERED THE FACE2FACE CHALLENGE?

ISSUE

CHALLENGE

NOMINATE

EVENTS

The Challenge!

FACE2FACE is saying no to constant social media use and YES to face to face dialogue. Before we all die out into Cyber World let's come back to EARTH!

So what is the challenge? We want you to take a short video of you saying HELLO to someone! or go right ahead and have a whole conversation! Use that dialogue we all have deep down! Than share the video on Facebook and nominate someone else. Simple? Well there is one catch, we want you to say hello to either a complete stranger, someone you haven't spoken to for ages, or maybe someone you've never had the guts to talk too...aka that highschool crush, or really top it off and say HI to someone you stopped talking too!

THANKYOU & HELLO

**STEFANIE FERRARO - JUNIOR GRAPHIC ARTIST,
MELBOURNE, AUSTRALIA**