facebook: *you're doing it wrong*

A SOCIAL MEDIA

EXPERIMENT

DIALOGUE

MEMEFEST 2014

By Kellie Beatty

rationale

It seems that today social media is taking over, and we're often forgetting to communicate in person, or have a real conversation. "Friends" are considered those who follow you on Twitter or like your status on Facebook rather than the people you see everyday at school or work. As of September 1st 2014, Facebook was ranked as the most popular social networking site, attracting over 900,000,000 unique monthly visitors according to eBizMBA. In June of this year it reached a milestone, as it was the first social network to surpass 1 billion registered accounts. Furthermore, it is estimated that 14 minutes of every hour is spent on the site, either communicating or simply scrolling through feeds. Clearly, Facebook and other forms of social media are here to stay. Rather than tackling the issues surrounding dialogue, a stronger approach would be to work with it instead. The aim to bring successful dialogue back is not difficult, but it does require a lot of commitment. Using the countless features the Internet has to offer, we can gain the attention of those around us and spread the word of a new, interactive world, turning technological dialogue into a positive action.

There are many negative associations between youth and the Internet today. It is believed to be unhealthy for development both physically and mentally as suggested by recent statistics. One in every 25 teens had "problematic Internet use" in a new study of high school students from Connecticut. What's more, those students who reported an "irresistible urge" to be on the Internet and tension when they weren't online were more likely to be depressed and aggressive and to use drugs than their peers. I began to think about this report and I believed there was a way to make the online world a healthier environment for everyone.

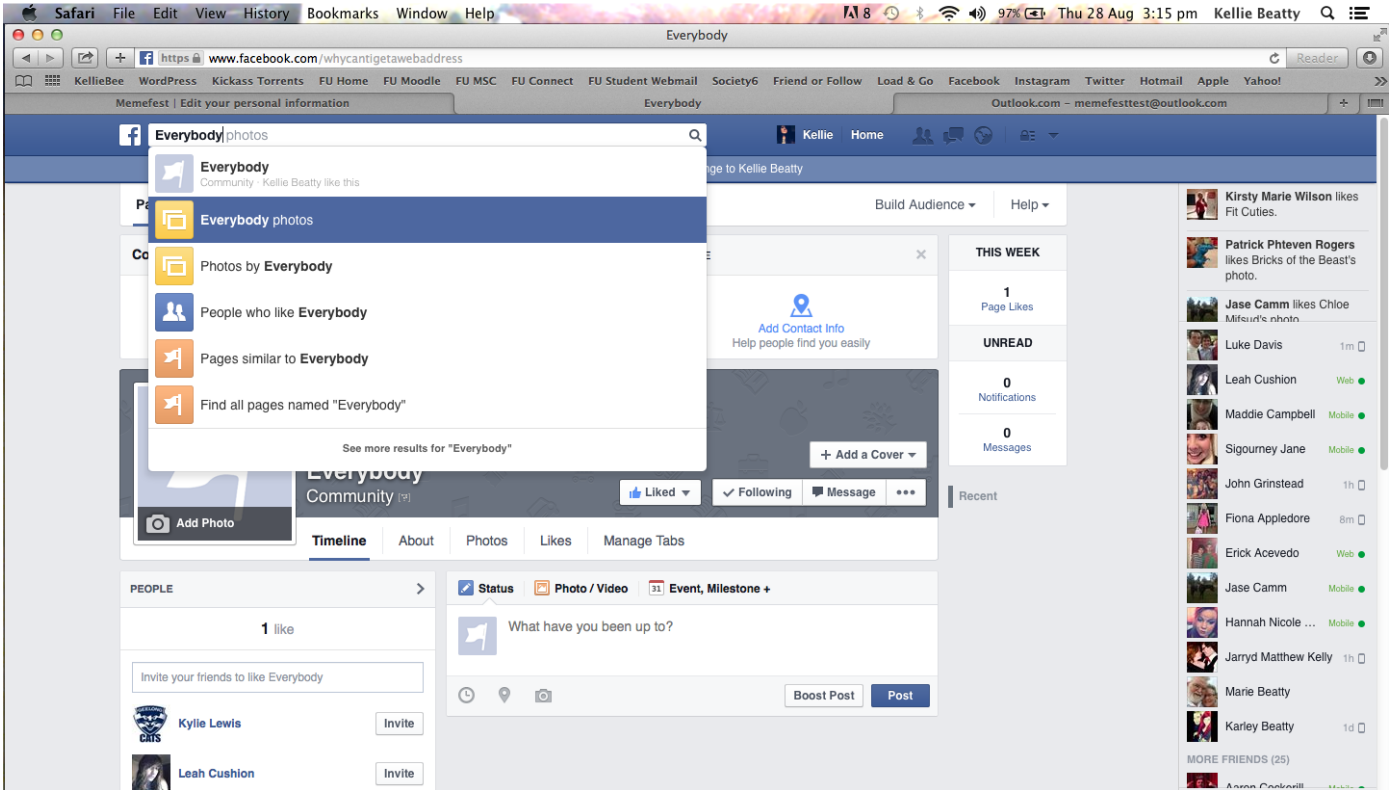
rationale (cont.)

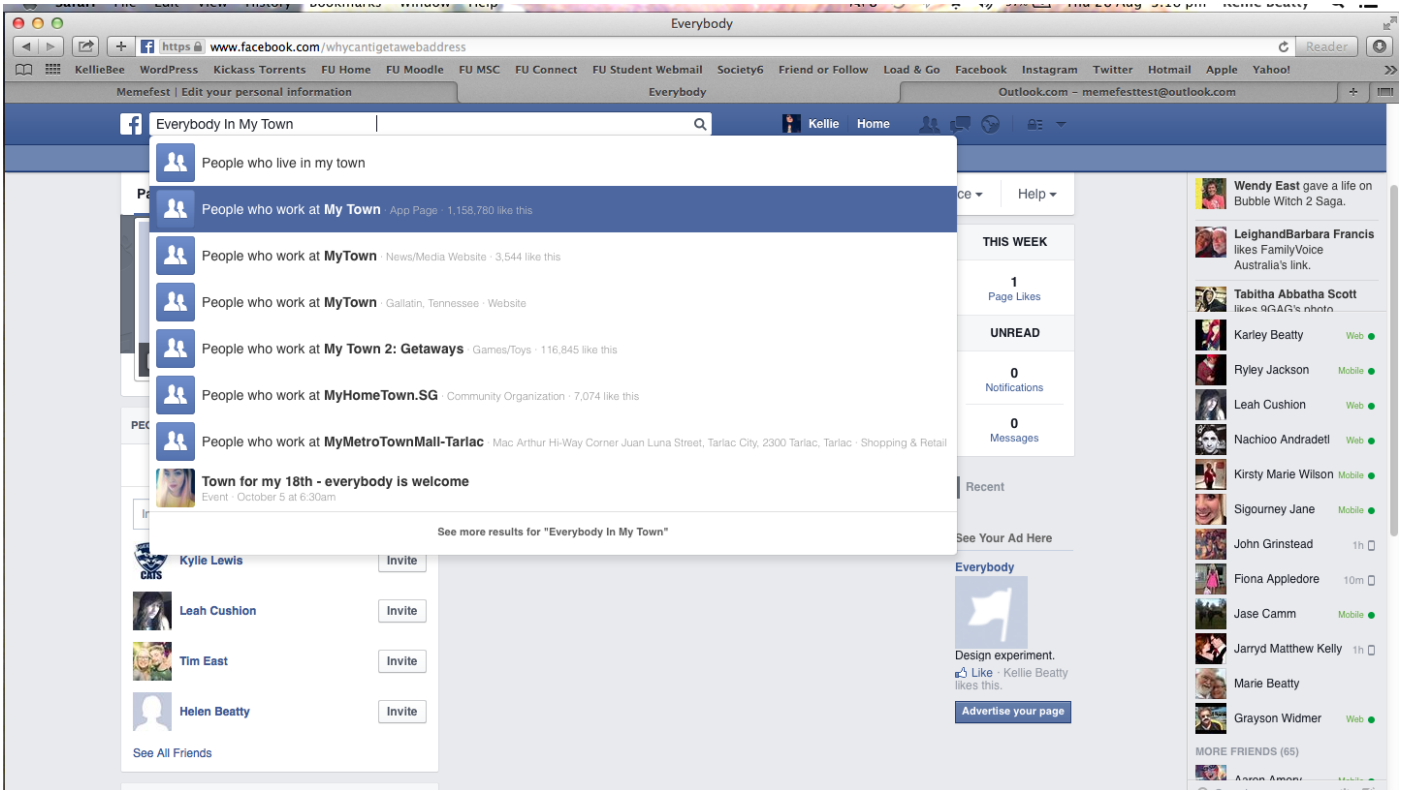
My idea for the festival was to advertise Facebook positively, and represent social media in a generally positive light. Based on personal observations, I noticed that popularity today is generally determined in accordance with the amount of likes or comments a particular picture or status gets; the higher the number, the more popular the person. I began to imagine what it would be like if the numbers of likes were irrelevant, and everyone instead appreciated their peers ideas, thoughts and opinions. Developing this idea further, I decided to create an instructional poster, designed to emphasise the importance of every Facebook user.

I started the experiment myself by changing my profile name to "Everybody". By doing this, everything on Facebook I liked would instead display "Everybody likes this" rather than my original name. This showed the user that they were popular in their own right. I also created a Facebook page of the same name so when it would appear in newsfeeds it would simply read "Everybody likes everybody" or even "Everybody and seven other friends like Everybody" with a few of my peers jumping on board.

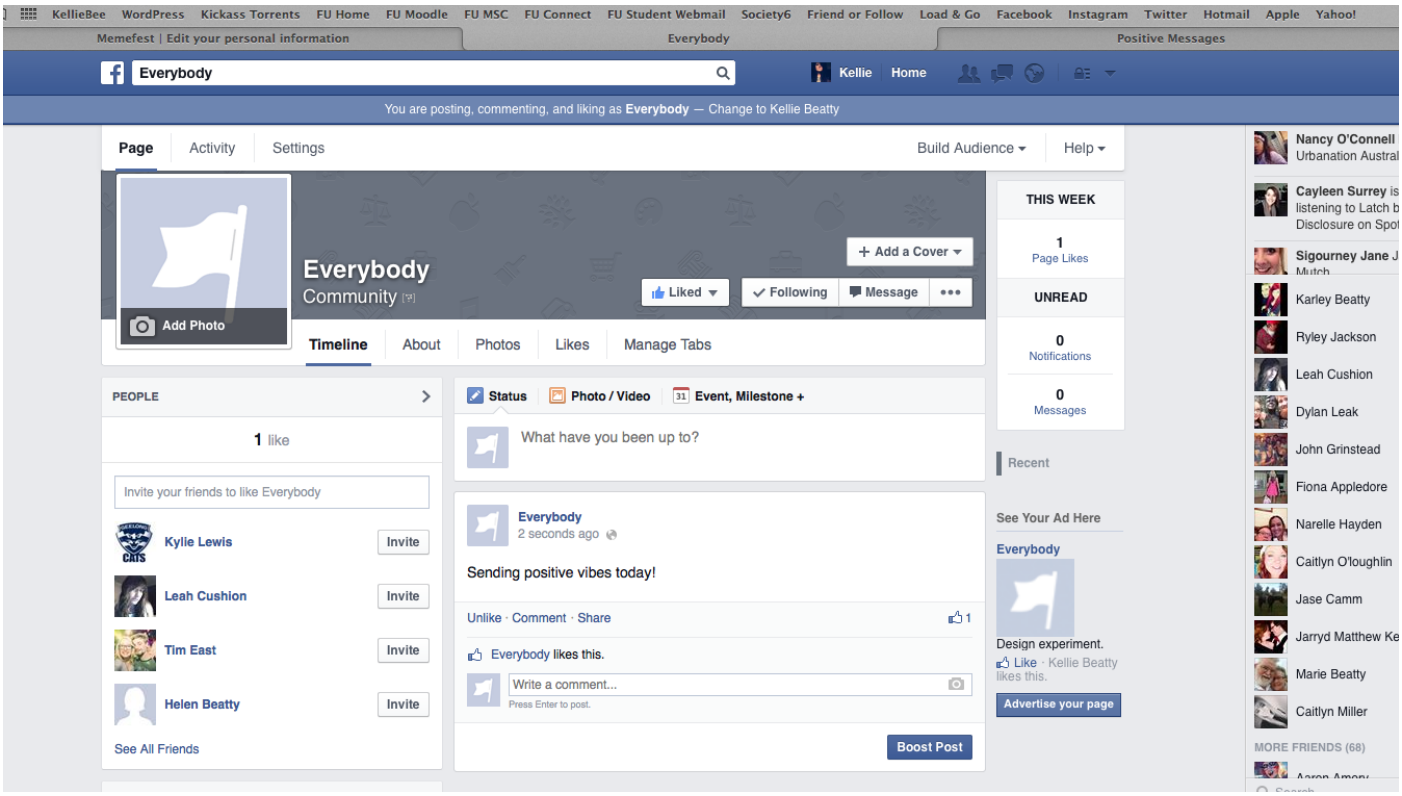
I opted to create the instructional in the form of a poster; starting with viewers in the street and hoping they applied it to their own profiles. The message behind this was explanatory as the application showcased the constructive idea in a few simple words.
I chose to use the Facebook layout in a smartphone because it identifies with a large audience, and therefore would reach a majority of the population. There are only four instructions and they are by no means complicated. They are simple and straight to the point so I feel it will encourage others to join the experiment. It will also begin to reflect the impact of communication online, and if used correctly it doesn't need to be a negative cloud hanging over our society.

experiment


Everybody photos
Everybody
Community · Kellie Beatty like this
Everybody photos
Photos by Everybody
People who like Everybody
Pages similar to Everybody
Find all pages named "Everybody"
See more results for "Everybody"
Add Contact Info
Help people find you easily
Add a Cover
Add Photo
Liked
Following
Message
Timeline
About
Photos
Likes
Manage Tabs
PEOPLE
1 like
Invite your friends to like Everybody
Kylie Lewis
Leah Cushion
Invite
Status
Photo / Video
Event, Milestone +
What have you been up to?
Boost Post
Post
THIS WEEK
1
Page Likes
UNREAD
0
Notifications
0
Messages
Recent
Kirsty Marie Wilson likes Fit Cuties.
Patrick Phteven Rogers likes Bricks of the Beast's photo.
Luke Davis
Leah Cushion
Maddie Campbell
Sigourney Jane
John Grinstead
Fiona Appledore
Erick Acevedo
Jase Camm
Hannah Nicole ...
Jarryd Matthew Kelly
Marie Beatty
Karley Beatty
MORE FRIENDS (25)


Everybody In My Town
People who live in my town
People who work at My Town · App Page · 1,158,780 like this
People who work at MyTown · News/Media Website · 3,544 like this
People who work at MyTown · Gallatin, Tennessee · Website
People who work at My Town 2: Getaways · Games/Toys · 116,845 like this
People who work at MyHomeTown.SG · Community Organization · 7,074 like this
People who work at MyMetroTownMall-Tarlac · Mac Arthur Hi-Way Corner Juan Luna Street, Tarlac City, 2300 Tarlac, Tarlac · Shopping & Retail
Town for my 18th - everybody is welcome
Event · October 5 at 6:30am
See more results for "Everybody In My Town"
Kylie Lewis
Leah Cushion
Tim East
Helen Beatty
Invite
See All Friends
THIS WEEK
1
Page Likes
UNREAD
0
Notifications
0
Messages
Recent
See Your Ad Here
Everybody
Design experiment.
Like · Kellie Beatty likes this.
Advertise your page
Wendy East gave a life on Bubble Witch 2 Saga.
LeighandBarbara Francis likes FamilyVoice Australia's link.
Tabitha Abbatha Scott
Karley Beatty
Ryley Jackson
Leah Cushion
Nachioo Andradetl
Kirsty Marie Wilson
Sigourney Jane
John Grinstead
Fiona Appledore
Jase Camm
Jarryd Matthew Kelly
Marie Beatty
Grayson Widmer
MORE FRIENDS (65)

experiment


Everybody
Kellie
Home
You are posting, commenting, and liking as Everybody — Change to Kellie Beatty
Page
Activity
Settings
Build Audience
Help
Add Photo
Everybody
Community
Add a Cover
Liked
Following
Message
Timeline
About
Photos
Likes
Manage Tabs
PEOPLE
1 like
Invite your friends to like Everybody
Kylie Lewis
Leah Cushion
Tim East
Helen Beatty
Invite
See All Friends
Status
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Event, Milestone +
What have you been up to?
Everybody
2 seconds ago
Sending positive vibes today!
Unlike · Comment · Share
Everybody likes this.
Write a comment...
Press Enter to post.
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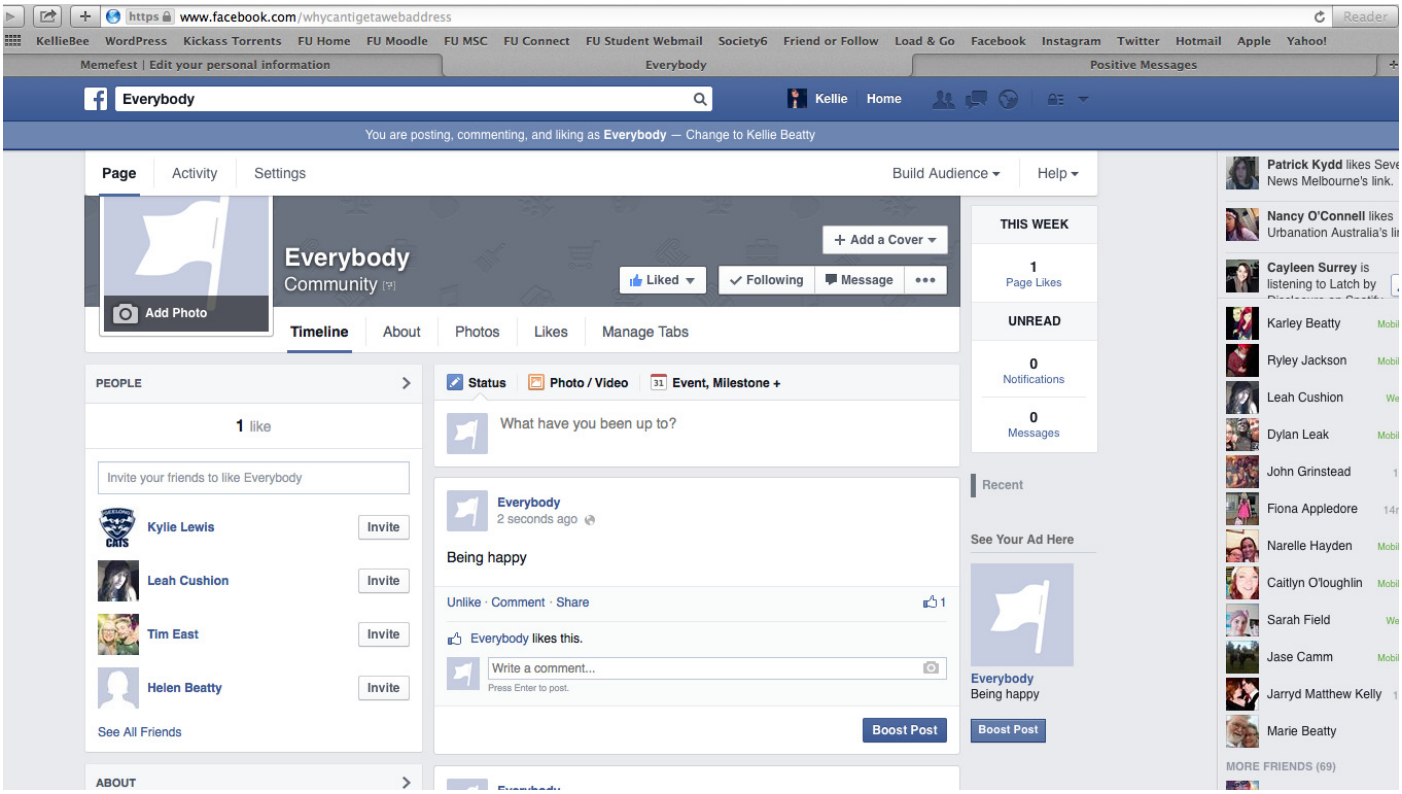
Dylan Leak
John Grinstead
Fiona Appledore
Narelle Hayden
Caitlyn O'loughlin
Jase Camm
Marie Beatty
Caitlyn Miller
MORE FRIENDS (68)


www.facebook.com/whycantigetawebaddress
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Invite
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ABOUT
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What have you been up to?
Everybody
2 seconds ago
Being happy
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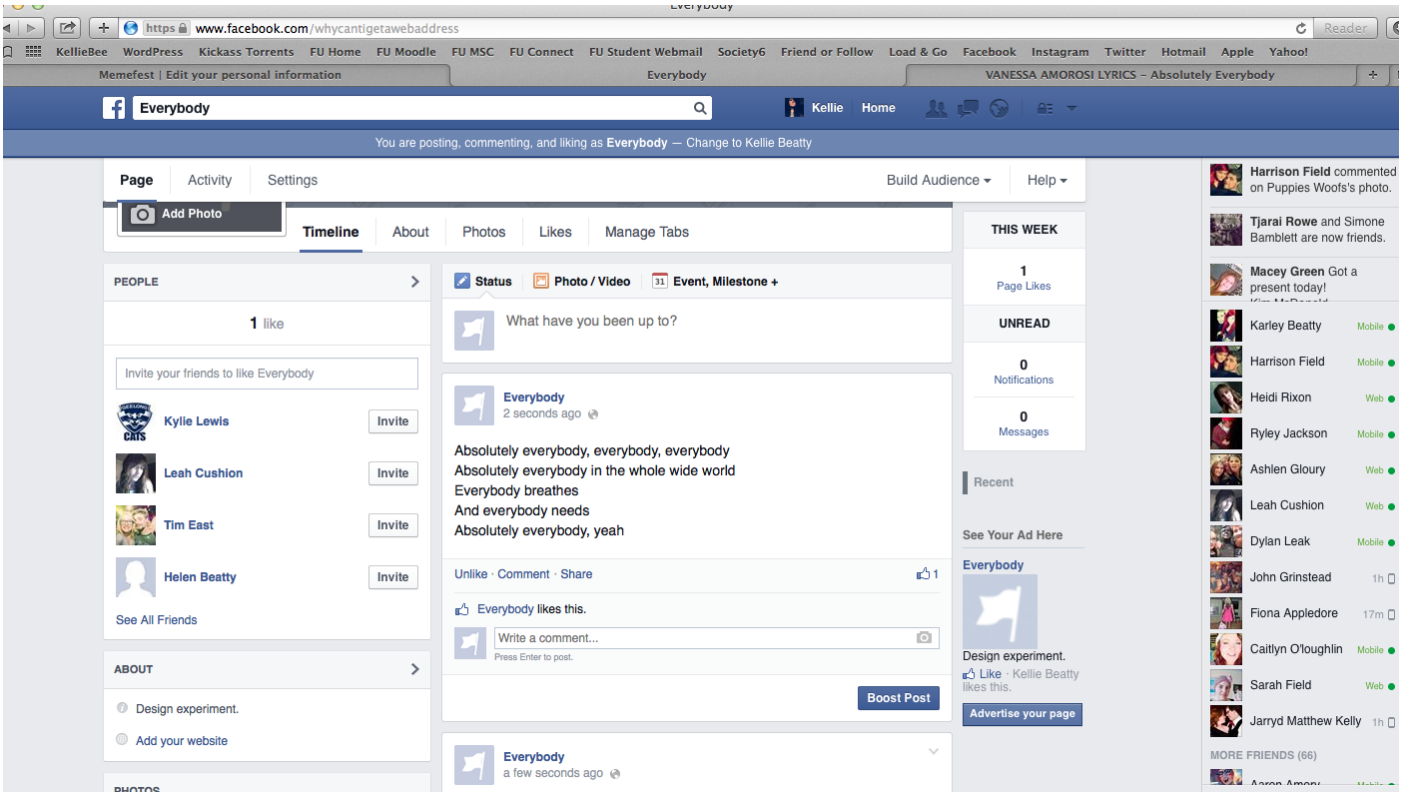
experiment


Everybody
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Reader
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See All Friends
ABOUT
Design experiment.
Add your website
Status Photo / Video Event, Milestone +
What have you been up to?
Everybody
2 seconds ago
Absolutely everybody, everybody, everybody
Absolutely everybody in the whole wide world
Everybody breathes
And everybody needs
Absolutely everybody, yeah
Unlike · Comment · Share
1
Everybody likes this.
Write a comment...
Press Enter to post.
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THIS WEEK
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Harrison Field commented on Puppies Woofs's photo.
Tjarai Rowe and Simone Bamblett are now friends.
Macey Green Got a present today!
Karley Beatty Mobile
Harrison Field Mobile
Heidi Rixon Web
Ryley Jackson Mobile
Ashlen Gloury Web
Leah Cushion Web
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John Grinstead 1h
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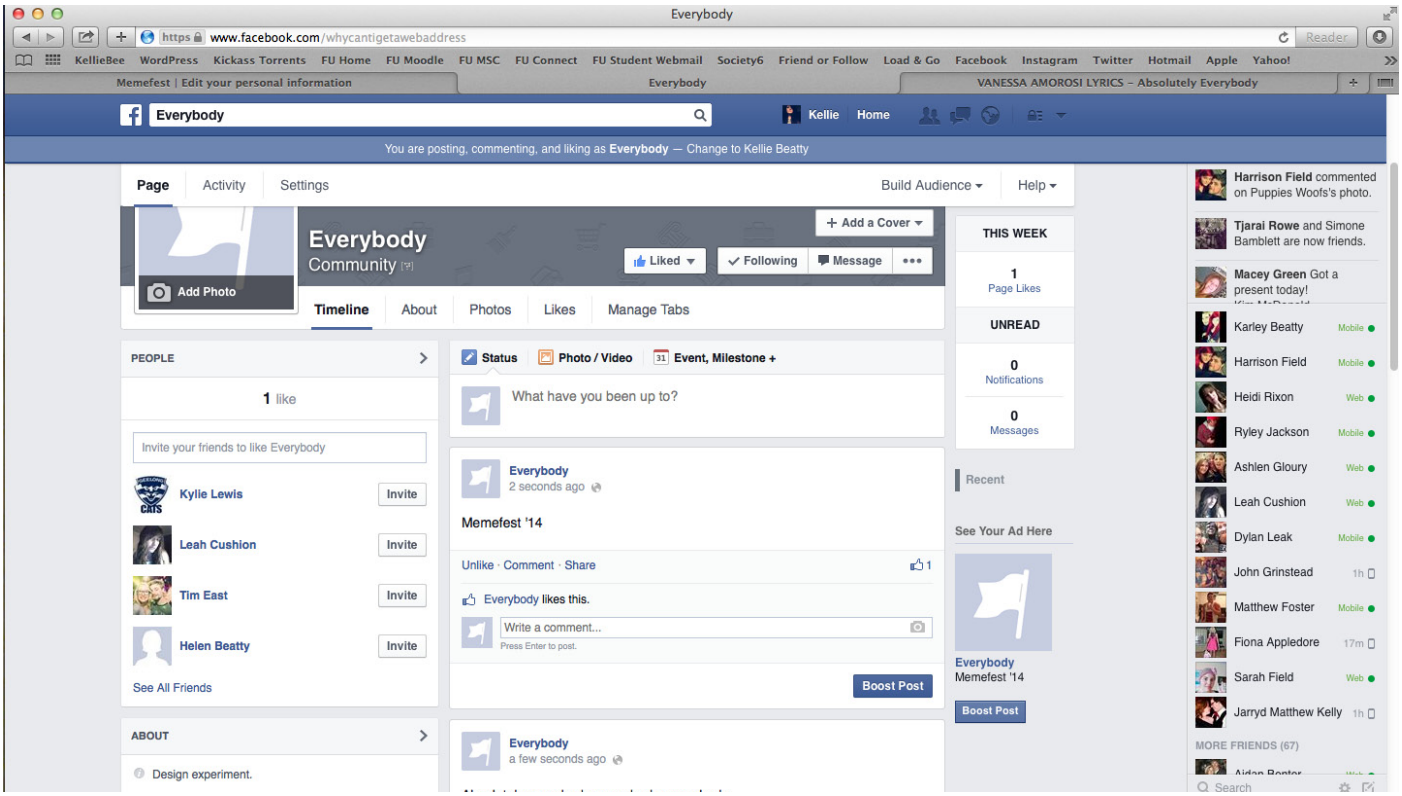
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What have you been up to?
Everybody
2 seconds ago
Memefest '14
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Boost Post
Everybody
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Matthew Foster Mobile
Fiona Appledore 17m
Sarah Field Web
Jarryd Matthew Kelly 1h
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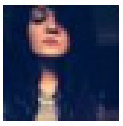
Search

experiment



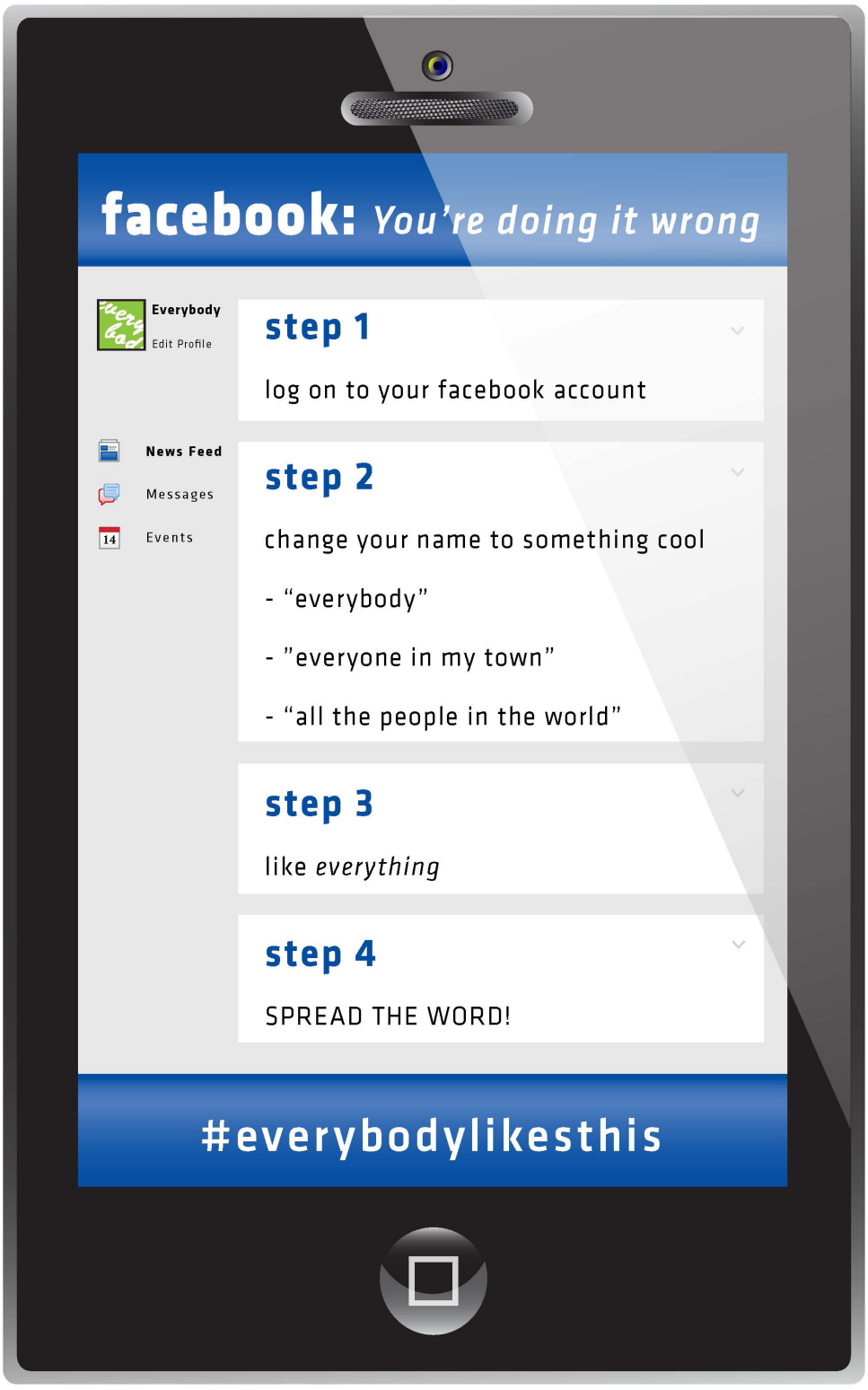
Kellie Beatty
September 15 at 9:52pm ·

You guys should give this a go!

Like · Comment · Share

Narelle Hayden, Austin Sadler, Fiona Appledore and 5 others like this.

poster


facebook: You're doing it wrong
Everybody
Edit Profile
News Feed
Messages
Events
14
step 1
log on to your facebook account
step 2
change your name to something cool
- "everybody"
- "everyone in my town"
- "all the people in the world"
step 3
like everything
step 4
SPREAD THE WORD!
#everybodylikesthis