

# "THE SOCIAL DILEMMA"

## QUESTIONS FOR GROUP DISCUSSION

### Discussing the Film

Credits: <https://savvykyberkids.org/2020/10/18/discussion-questions-for-the-social-dilemma/>

1. Do you think you could stay off your phone for 24 hours? What notification would compel you to get back on your phone?
2. What can you do to help prevent an addiction to social media?
3. Why do you use social media? Is that the only way for you to achieve those things?
4. If you could only keep one social media app, which app would it be and why?
5. After watching the film, do you plan to change any of your privacy settings on social media? Which ones, and why or why not?

6. Have you ever seen an ad for something you had only talked or thought about? How did it make you feel?
7. What is one part of the film that really resonates with you? Connect it to a personal experience.

## Counter Arguments: Social Media Is Not Hijacking Your Brain

Credits: <https://www.nirandfar.com/social-dilemma-review/>

1. Do you think The Social Dilemma was more of a drama or a documentary?
2. The conclusion of the film seemed to be that individuals are nearly powerless against being hijacked by social media and advertising, and suggests the solution lies in government regulation. Do you feel powerless?
3. What tools do you use to master internal triggers that respond to external distractions?

## Discussion Questions From The Agency Side

1. This film names the tech industry's business model as a driver of many of the harms of social media. How do attention-capture and related issues shape our work as marketers/digital marketers?
2. What kind of change would you personally like to see in your agency?
3. How we can we be mindful of the ethics behind digital marketing as an agency?