Group 4
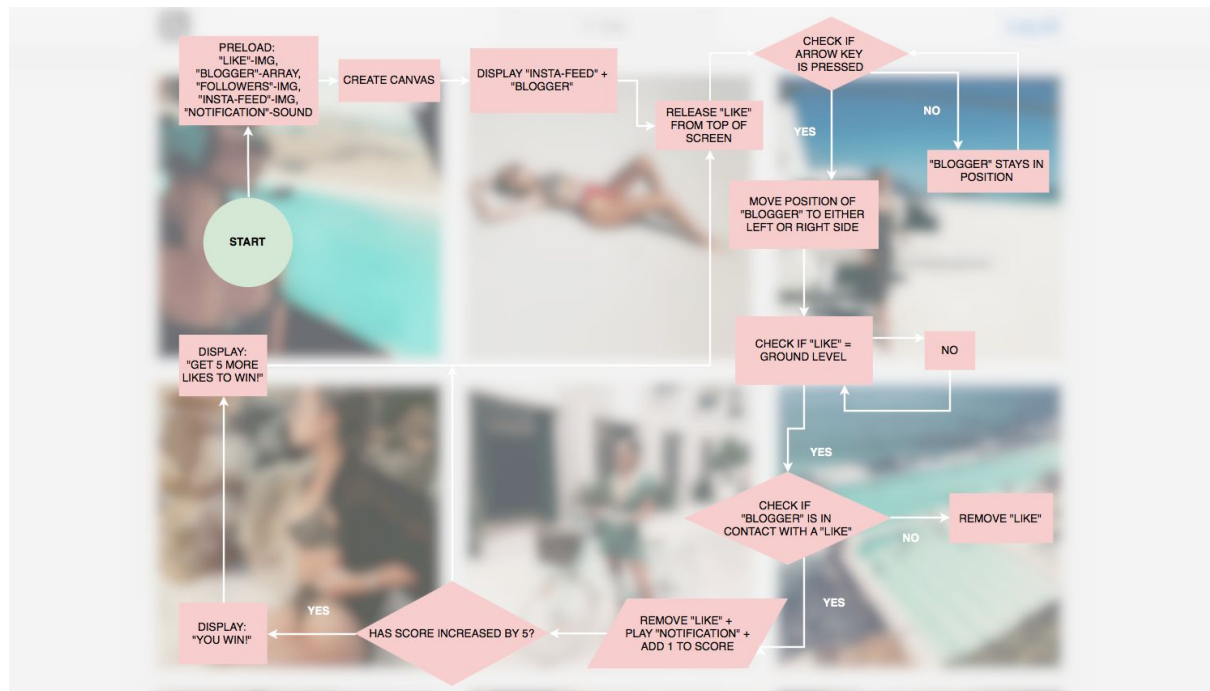Mette Mark Sørensen, Sara Poulsen, Ida Bräuner Madsen & Trine Lind Elming

Synopsis draft – *Likehunter*

Flowchart of "Likehunter"

We have created a flowchart of our game "Likehunter" to get a better understanding of how it should execute and which functions we want to include. The flowchart mainly describes technical aspects of our program, but it is also possible to depict some of the conceptual thoughts behind it from just looking at the flowchart. Our idea behind making the flowchart was mainly to provide a better understanding of how the program should work for ourselves - however, we also picture that the flowchart can give someone who doesn't know coding an understanding of the program, as the terms we have used to describe it are not that technical.

The conceptual aspect of "Likehunter"

We want to create a program based on Instagram as a social platform, where the ability to "like" and "follow" other users dominate the overall use of the software. There are several tendencies in the use of Instagram, such as striving for likes and followers, also known as the concepts of "like4like" and "follow4follow". These concepts, especially "like4like" has inspired the term "Likehunter", which is a "hunt for likes" on social media platforms, such as Instagram.

Instagram started out as a social media platform where you had the possibility to express yourself creatively by posting and editing pictures from your everyday life. During the past few years, however, Instagram has grown to become one of the most used social media platforms, and has become the foundation of the career of many. By posting pictures as advertisement bloggers earn money depending on how many followers they have and how many likes they get.

The transition from more private users to a more capitalistic approach is related to the text "What Do Metrics Want? How Quantification Prescribes Social Interaction on Facebook" by Benjamin Grosser where the quality of the likes isn't nearly as important anymore as the quantity. We are not as concerned with *who* likes the posts, but rather *how many*. We are in this way as users of Instagram or other social media platforms reduced to simple numbers.

The reduction to simple numbers is one of the problems we will try to address in the game, and also the way opinions are not individual or personal but instead are put into boxes created by the social media platform. In this way we see how the social media platforms are in some way becoming more object-oriented. We exemplify this by making the likes, that are a part of our game, anonymous. In addition to this we will try to address the issue of the 'like economy' and the general background of why we like. We would also like to address the issue of sharing and data capturing, as we believe this is important concerning especially instagram, where we share many personal things with our followers without actually reflecting on who we are sharing with. Again we are more concerned with how many we share the content with.

The technical aspect of "Likehunter"
We will create this game by using classes and objects in our code. Since some of the objects, like the picture and the "likes", are interacting with one another, it is evident to code with objects and classes, since the objects in our game are supposed to manage data and carry out operations.
Furthermore we will create a background that is suppose to create connotations to social media and the influential and successful bloggers, by using pictures that could

easily be found on their profile, since many of the bloggers have a lot of pictures that are somewhat the same. The pictures will be aligned, 3 on each line to imitate the profile you have as an user on Instagram. We will, however, blur out the pictures, to create the illusion of it being in the background and the "likes" and "likehunter" being in the foreground.

The player in the game is a picture of a blogger or a instagrammer, moving from side to side in the bottom of the screen. The player will be controlled either by the position of the mouse or by using the arrow keys, but we have not decided yet which of the two we will be using in the final project. The "likes", shaped as the "likes" from the Instagram platform, will then fall from the top of the screen in a random order, which the player will then collect by placing itself under the falling "like". This is where object oriented programming will be evident. We will use this to make sure the likes will disappear when in touch with the player and for the player to get points when capturing the likes. The point will be shown in followers instead of points, to emphasize the value that followers have on social media.

Reference list

Carolin Gerlitz and Anne Helmond - "The like economy: Social buttons and the data-intensive web" (2013)

Benjamin Grosser - "What Do Metrics Want?" (2014)

Søren Pold - "Button" (in Matthew Fuller - "Software Studies \ a lexicon", p. 31-36) (2008)