

## Software Studies draft synopsis

### **What is your entry [concept/idea/term]**

Many people around the world spend a lot of time on social media. It gives you the ability to keep in touch with all your friends at once and see how they are doing in life. Although, social media seems to be a platform where we showcase our success - measured in likes and friends/followers. This becomes a problem once we start to compare ourselves to others - the one who gets the most likes must be the most successful, prettiest, smartest, happiest etc. Especially young women suffer from insecurities that might be an affect from social media. How do we form our personality through social media, and how is this 'person' opposed to our real personalities? How did this software become an extension of our lives? Can this problem be solved through software?

- Likes or metrics on Facebook and Instagram
- Metrics effect on the user's personal worth

### **What problem do you want to address and why [define the problem, and list questions you will want to address when writing, why is it important]**

The problem that I want to address, is that we base our personal worth on how many likes we receive on social media such as Instagram or Facebook. My question is, how the personality we post on social media differ from our actual real-life personalities. Is there a conflict between the person we are online versus offline? Also, I would like to take a closer look on the word 'like' and the origin of this word - when did we first encounter 'like' as a term and what does it actually mean to 'like' something.

- Does metrics constitute a certain personality? What does this software do to us?
- What is the purpose of sharing things on social media? Personal worth, social worth
- Advertisement, sales
- Time as a factor - posts get old very quickly, you need to come with new content all the time to both please the social media in terms of producing content but also to get more likes and followers - and to not disappoint your followers and make them unfollow you
- Why is there a need for a 'Facebook demetricator'?
- How can we solve the problem?

## How you are planning to do it [what sources you are planning to use and how they might help in answering your questions]

- 'What Do Metrics Want? How Quantification Prescribes Social Interaction on Facebook' by Benjamin Grosser
- Example: *Facebook Demetricator*: <http://computationalculture.net/what-do-metrics-want/>
  - o 'Desire for more'
  - o Social comparison
  - o What the system wants >< what it does to those who use it
  - o Takes advantage of our 'desire for more' in terms of predicting our patterns, produce content for the media
- Example: *DR's 'De perfekte piger' (Translation: 'The perfect girls')*: <https://www.dr.dk/tv/se/de-perfekte-piger/-/de-perfekte-piger-1-6>
  - o I lost a follower - what is wrong with me?
  - o The personality we promote on social media is not our real personality
  - o Superficial values
  - o Young people get insecure due to this software

## What are your next steps

What I will have to do next, is to find out more about metrics and the potential of them. Also, I need to find more sources to nuance my thoughts about this subject. I can work with this subject in different ways, and I will have to think more about which one I want to choose. Metrics on social media is a broad topic, and I might have to choose only one social media to focus on and analyze more thoroughly.

I want to examine/explore what the consequences of using the Facebook Demetricator to see whether this is a better world or not.

And the most important, I will have to decide what my final topic will be since I'm still very undecided about what to choose. I feel like this topic has a lot of potential, but I need to be more clear about how I can get a real grasp on it. At the moment it is sort of messy.