**1st Choice: Harmful Social Media Trends**

**What global topic have you chosen and why?**

Our team has chosen the issue of harmful social media trends since this has been a serious and ongoing issue for a long time. It isn’t being discussed, and some action needs to be taken against it. Not only India’s, but countries like America and The UK’s youth has been affected negatively.

**What is the aim of our project and what are we going to do/produce to achieve our aim?**

Our aim is to reduce the number of people engaging in these trends. Over the years, trends on social media like the ‘blackout challenge’. This trend originated in 2008 and caused over a reported 80 deaths back then. In 2021, it regained popularity and has caused more than 15 deaths in recent years. We want to spread awareness about such incidents and inform people about the dangers of these trends.

**What is the primary research needed?**

Our team will conduct surveys and interview students who have been subject to such trends. We will also interview cyber-crime specialists for their input on this topic and for an expert opinion on how the issue can be solved.

**What is the secondary research needed?**

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| --- | --- | --- |
|  | Name | Role |
| 1 | Arjun | Research about past incidents relating to such trends |
| 2 | Tirth | Research about different trends that are surfaced over the years |
| 3 | Mayank | Research about the intensity of trends and countries which have been most affected |

**What will be our outcome?**

We will make a website to spread awareness and state the peril of engaging in social media trends. We will make posters against harmful social media trends. Arjun will make an online form to gather data about students who have engaged or been subject to harmful trends.

**Who will do what and by when?**

Arjun will create the online survey.

Mayank will make the posters.

Tirth will be in charge of the website.

We will end our work by the end of December.

**Does our team project have enough scope for each team member to play a full part in the project?**

Yes, our team project offers ample scope for each team member to play a full and meaningful role. We will collaboratively research and analyse various social trends, ensuring everyone's contribution in identifying their harmful effects. Each member will delve into specific trends, allowing for in-depth exploration. Mayank will focus on researching online misinformation, Arjun will investigate the impact of social media on mental health, and Tirth will examine the consequences of engaging in harmful social media trends. This distribution of roles ensures a comprehensive understanding of the subject, enabling us to create a well-rounded report that addresses diverse harmful social trends and their implications.

**What is the cultural perspective on which we will focus?**

Impact of Social Media on Mental Health of individuals: We will delve into how social media and online interactions contribute to rising mental health issues and societal pressures. social media trends can inadvertently or intentionally target specific cultural or ethnic groups leading to cultural insensitivity, or xenophobia.

Citations:

1. <https://www.womenshealthmag.com/health/a38603617/blackout-challenge-tiktok-2021/>
2. <https://www.statista.com/statistics/1337740/uk-teens-seeing-harmful-content-by-platform-and-content-type/#:~:text=According%20to%20a%20survey%20conducted,sexualized%20images%20on%20the%20platform>
3. <https://www.healthychildren.org/English/family-life/Media/Pages/Dangerous-Internet-Challenges.aspx#:~:text=But%20other%20challenges%20that%20pop,the%20salt%20and%20ice%20challenge>