

Final Project Proposal

Subject Matter:

My final project will explore how much time we spend on social media, what apps we use most frequently, and how the human attention span is shifting in regards to the impact that social media has had on our attention span.

Topics Addressed:

- Change in Attention Span
- Daily Social Media Usage (Across Various Apps)
- Tiktok Growth in Various Countries
- Number of People Using Social Media (Over Time)
- App Usage for Men & Women
- Daily hours spent with media (Over Time)
- Number of Smartphone Users

I am most interested in dissecting what our screen time looks like, what apps we use most frequently, and how much time we spend on those apps. This will provide a solid foundation to understand how our attention is being split by the internet. Then, I will look at the overall decrease in human attention span in recent years.

Questions To Be Answered:

- What social media apps do we spend the most time consuming?
- How much time do we spend on social media?
- How has use of social media decreased our attention span?

Main Takeaways:

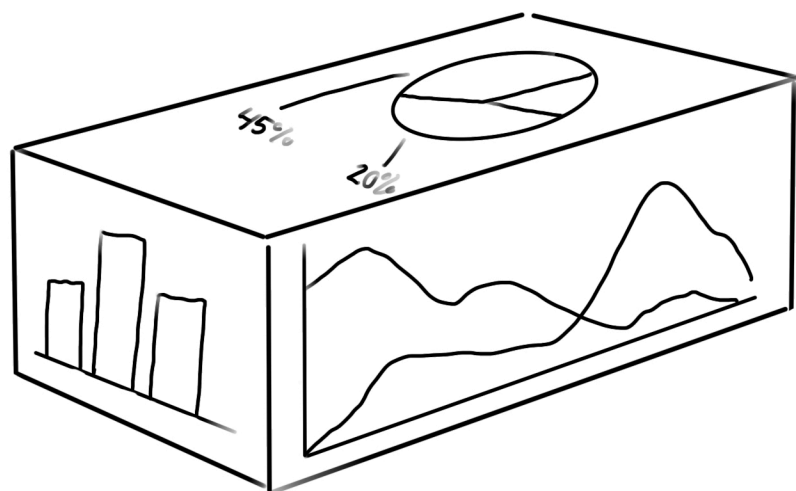
The key takeaway is for a viewer to understand how much media consumption we have on a daily basis. It is my hope that these visual depictions will cause self-reflection within the viewer. This sense of realization will help a viewer question the ways in which their patterns of media consumption have caused a decrease in their overall attention span.

Visualization Approach:

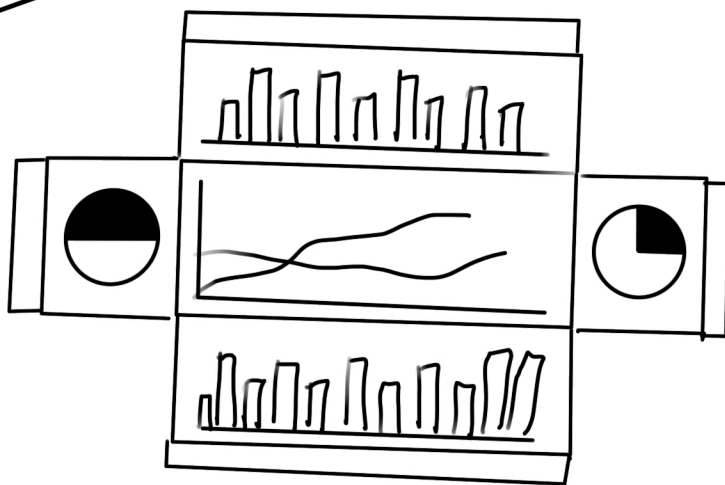
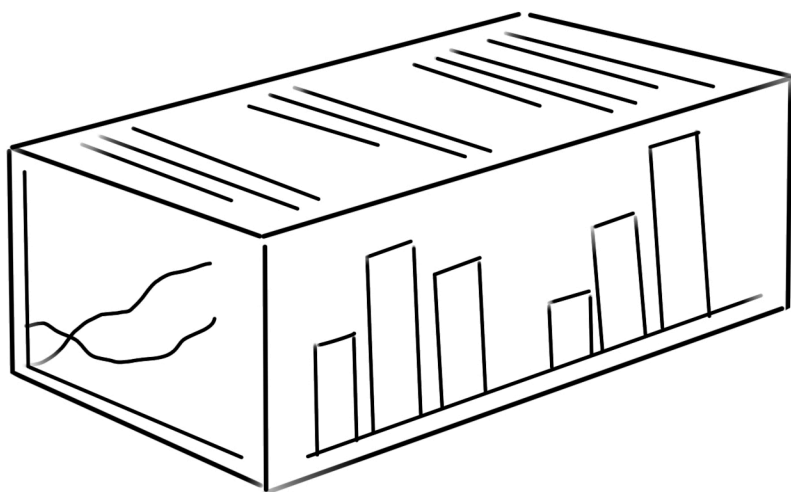
I think it would be most impactful to create an app prototype that will house the infographics. An app prototype would invite the user to swipe, tap, and scroll through the information. Therefore, simulating the same effect of wasted time that occurs from mindlessly scrolling through social media apps. It is my hope that the form of the project will reflect a user's social media use.

iPhone Packaging

Sketch 1



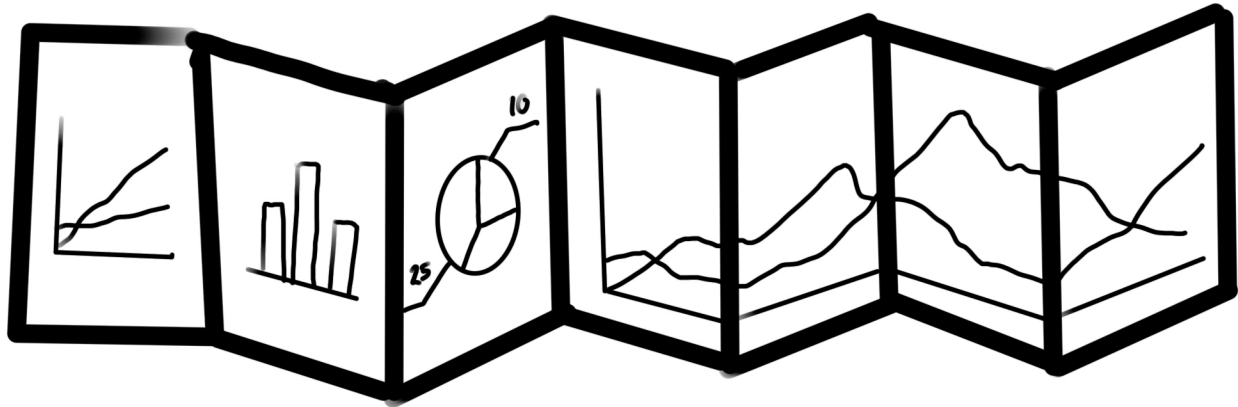
Sketch 2



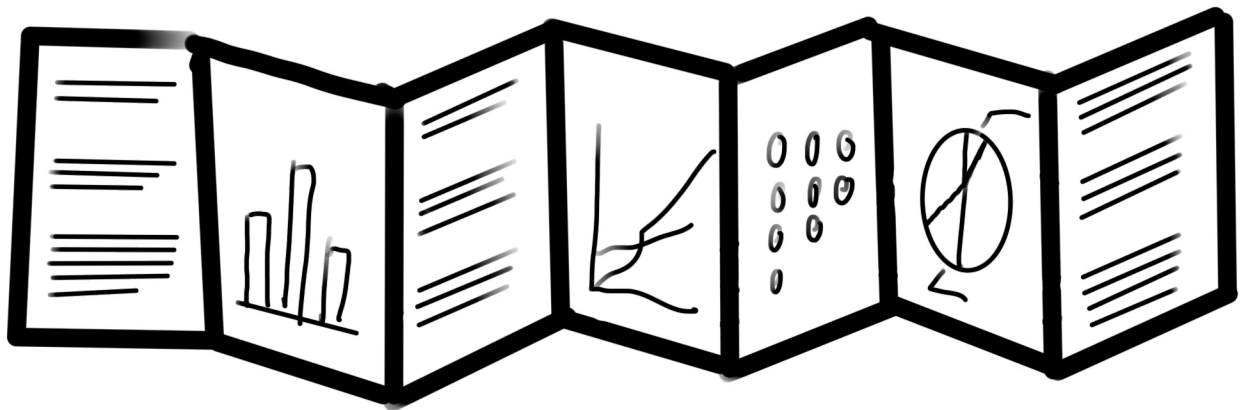
Possibility for
inside of package
to house extra info

iPhone User Manual

Sketch 1

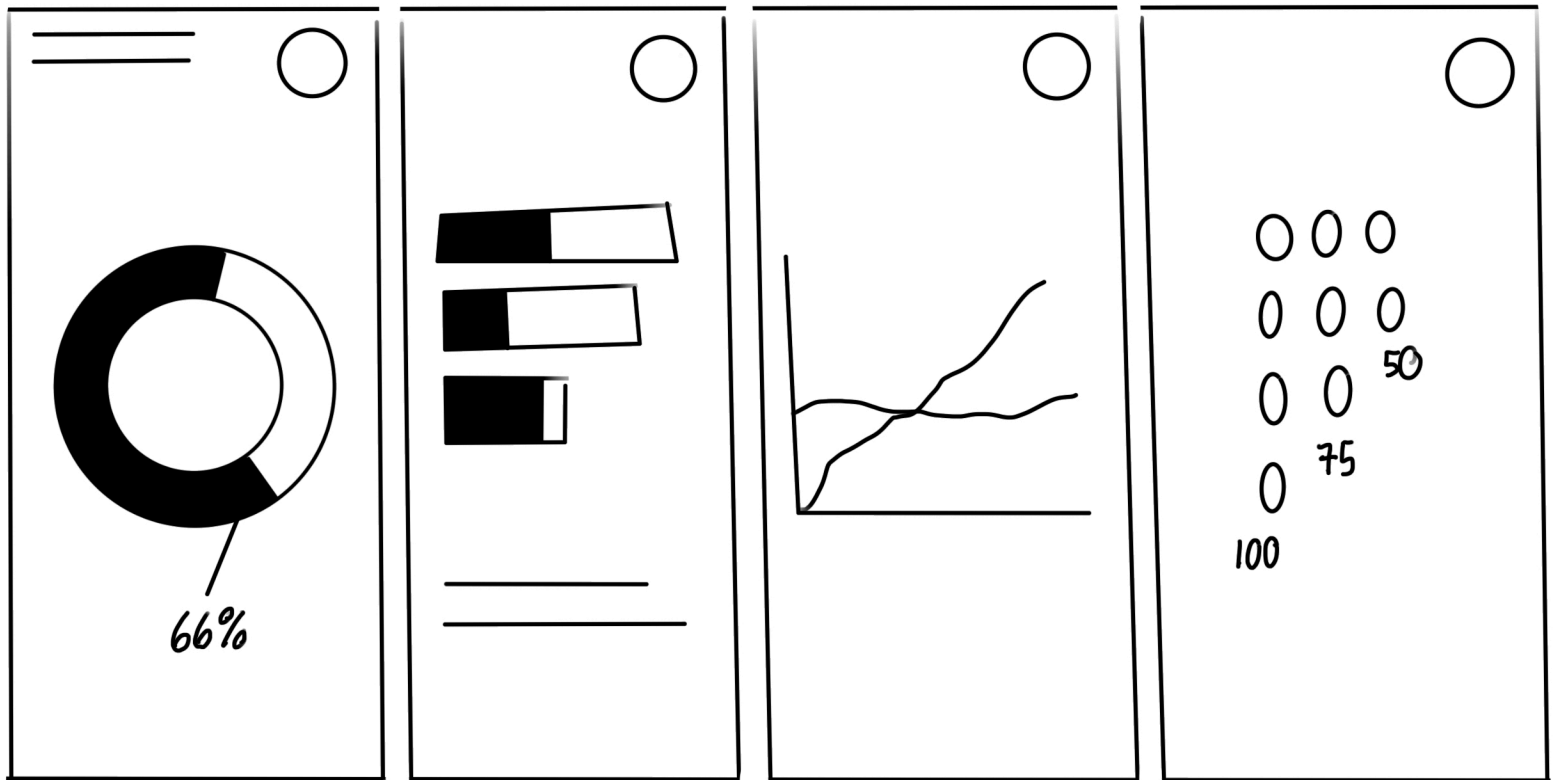


Sketch 2

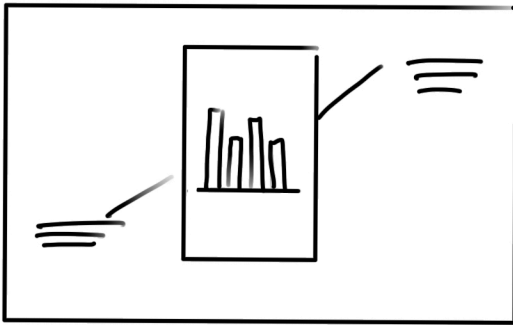


App Prototyping

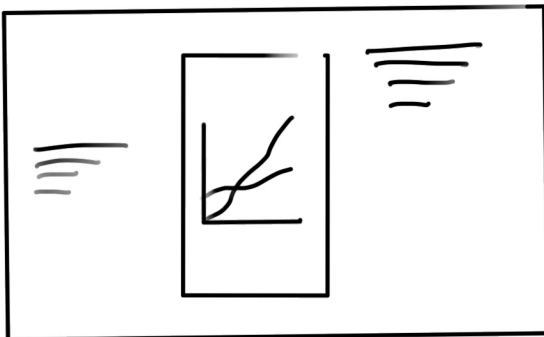
Sketch 1



Sketch 2



Making a promo video
to allow for words
on either side of
device mockup



use app as a
walkthru of
info / can even
serve to show
zoomed in versions
of infographic
design

Julia Grippio