



Beyond the Filter

A journey of self-acceptance

Michaela Gripenstam - Gabriel Lindo - Gaspar Lopes -
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An engaging platform that reveals the truth behind social media



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by following the story of Anna, an influencer. Through interactive choices, teens and young adults will discover that the content presented online doesn't define self-worth, and the curated perfection they see on social media often hides emotional challenges. With immersive visuals, decision-based outcomes, and reflection prompts, this experience encourages users to rethink their relationship with social media and prioritize mental well-being.



WHY?



ANNALS OF PSYCHOLOGY

HAS SOCIAL MEDIA FUELLED A TEEN- SUICIDE CRISIS?

Mental-health struggles have risen sharply among young Americans, and parents and lawmakers alike are scrutinizing life online for answers.

By Andrew Solomon
September 30, 2024



New UK bill could force social media firms to make content less addictive for under 16s

The safer phones bill could ban companies from applying algorithms for young 'doomscrolling' teens



NBC NEWS

Did TikTok vid

SHARE & SAVE -



TECHNOLOGY

Report: TikTok Lawsuit Reveals Concerning Details About Kids and Social Media Addiction

A new report from NPR uncovers damning details in Kentucky's lawsuit against TikTok over alleged dangers posed to young

SOCIAL MEDIA

Did TikTok videos inspire a teen's suicide? His mom says she found graphic evidence

After Mason Edens took his own life, Jennie DeSerio looked for answers. She believes she found them in his TikTok account, where he had liked dozens of graphic videos about breakups, depression and suicide.

TARGET AUDIENCE: TEENS AND YOUNG ADULTS

One of seven 10-19-year-olds experiences a mental disorder.

Depression, anxiety and behavioural disorders are the leading causes of illness and disability among adolescents.

Suicide is the third leading cause of death among those aged 15-29 years old.

WHO, 2024.



Social anxiety



Depression

Sleep disorder



PTSD

OUR INTENTION

Description



- Shed light on how social media shapes our views of reality.
- Reflect on the pressure to conform to online expectations and validation.
- Encourage users to question the authenticity of what they see online.
- Consider the impact of their own digital presence.

WEBSITE

LET'S START THE STORY

This is Anna. Anna is a famous influencer.
Today she is having her breakfast at a beautiful café, she
just ordered a latte and a croissant.



What will Anna do next?

Take a photo of the breakfast and
share on social media
(One influence)

Eat the breakfast
(No influence)

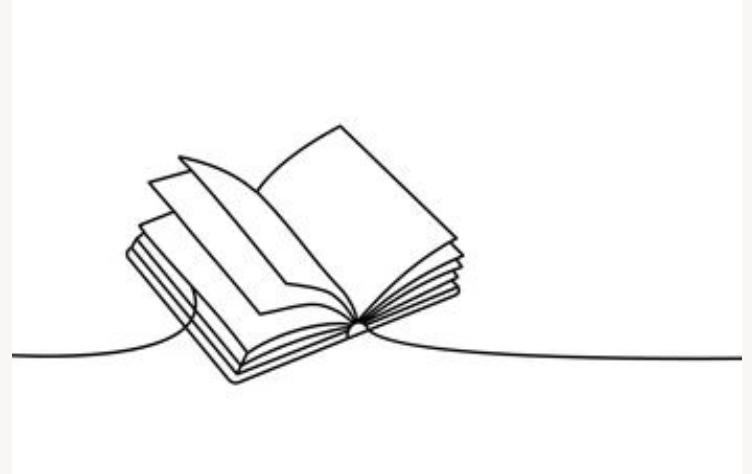


Buy food?

HOW?

INTERACTIVE STORY

- **Multiple story paths \Rightarrow Choices matter \Rightarrow Consequences \Rightarrow Multiple endings**
- **Statistics based on users choices**



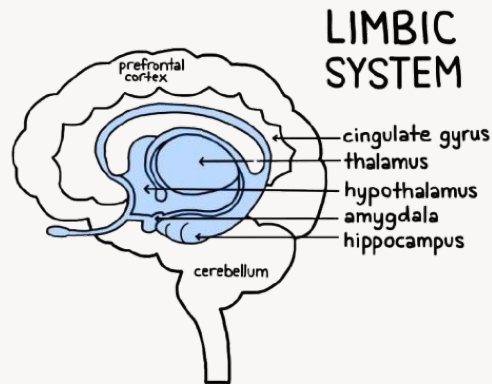
EMOTIONS WITH IMAGE, COLOR AND MUSIC

- Images enhance the story and attention
- Colors represent emotion (Ex. cold, unsaturated = sad)
- Music increases blood flow to brain regions that generate and control emotions.

= Emotions = relatable



<https://app.uxcel.com/glossary/color-theory>



<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2776393/>

JOURNEY EXPERIENCE

- **Engagement through interactivity | Create connection**
- **Emotional connection | Empathy**
- **Reflective learning | Choices matter**
- **Support and awareness | Self-help resources**

PURPOSE AND REFLECTION

IDENTIFY, DISCOVER AND HELP



Identify if the time spent in social media is connected to self acceptance

Discover what are the thoughts of different groups of people about social media

Raise awareness and bring help to those who are not able to stop the social media addiction.



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Self-help websites

<https://www.helpguide.org/mental-health/wellbeing/social-media-and-mental-health>

<https://www.helpguide.org/mental-health/anxiety/how-to-stop-worrying>