



/the social dilemma_

educational MOVIE GUIDE



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Here are a few tips to help you make the most of the educational movie guide for ***The Social Dilemma***:

Before viewing the film have the students read through the guide.

Give Learners 5-10 minutes to complete the Pre-Viewing Questions and discuss together.

Play the movie (make sure to turn on English subtitles to help learners follow along).

Stop the movie every few minutes to answer any questions or clarify content.

Once the movie is done, give students time to complete their guide.

Prompt the students to share their answers out loud and use the guide to lead a discussion to help cement their learning.

Optional: Complete the Post Viewing Reflection Guide and/or the Quote Guide

If you have any questions at all, please contact me at gmitchell@saanichschools.ca

I **donate 10%** of annual profits from SustainEd towards **Water.org** & the **Equal Justice Initiative**.

♥ Thanks for helping me pay it forward and improve the planet and support the people who live on it.

Graeme Mitchell | SUSTAINED

Google Slides Format

This guide is **Print & Go Ready**. If you want to access the Google Slides version of this guide, follow the steps below:

1. Click [here](#) to get your Google Slides version of this movie guide
2. The prompt will ask you to save a copy to your Google Drive.
3. Share it with your students via Google Classroom, Drive, or your email.



/key vocabulary__

Match the correct word to its definition. Next use the word in a sentence or draw an image

- Algorithm → Manipulation → Echo Chamber
- Polarization → Fake News
- Silicon Valley → Regulation → Ethical Design



Term	Definition	Create Your Own Sentence/Image
_____	false or misleading information presented as reality. It often has the aim of damaging the reputation of a person or making money.	
_____	an environment where a person only encounters information or opinions that reflect and reinforce their own.	
_____	a region in Northern California that serves as a global center for high technology and innovation.	
_____	a type of social influence that aims to change the behavior or perception of others through deceptive or underhanded tactics	
_____	products and services created in a way that pursues positive principles over profits.	
_____	in government, a rule or mechanism that limits, steers, or otherwise controls social behavior.	
_____	A detailed step-by-step formula for solving a complex task. Can be used to understand user habits and predict future behavior.	
_____	the gap between ideas and policies endorsed by political parties. In many countries this gap is growing larger	

PRE-VIEWING QUESTIONS

1. Do you use social media platforms like Instagram, Snapchat, TikTok, Facebook, YouTube, etc.? If so, how much time do you think you spend on them on an average day?
2. Based on what you already know, what are some of the benefits of platforms like Facebook, Instagram, and Snapchat?
3. The documentary, The Social Dilemma, highlights some of the unintended consequences associated with social media. Can you think of any potential drawbacks associated with using these platforms?

DISCUSSION TIME

Before watching the film, discuss the questions below with a classmate. Be ready to share.

Do you think social media sites should be blocked at school? Why or why not?

How do companies like Facebook, YouTube, and Instagram make money?

Do you worry about social media companies using your data for advertising? Explain.

VIEWING GUIDE

1. The film begins with short interview clips from social media insiders who helped to build platforms like Facebook and Instagram. What do these interviewees seem to have in common? **0:01->3:29**

"Never before in history have 50 designers - 20 to 35-year-old white guys in California - made decisions that would have an impact on two billion people."

~ Tristan Harris **9:17->9:28**

2. What are your thoughts on such a small group of unelected people having such a large level of influence? Is this a problem?

3. Film subject Tristan Harris says that "if you're not paying for the product, then you are the product." What does he mean by this statement?

4. As Shoshana Zuboff points out, extractive technology has made internet companies "the richest companies in the history of humanity." **16:29** How do these businesses make their money?

5. Why do the platforms discussed in the documentary want you to spend as much time as possible on their sites?



VIEWING GUIDE

"What I want people to know is that everything they're doing online is being watched, is being tracked, and is being measured. Every single action you take is carefully monitored and recorded."

~ Jeff Seibert **16:38**

6. Does knowing this change the way you feel about using social media platforms?

"We've put deceit and sneakiness at the center of everything we do."

~ Jaron Lanier **21:50**

7. According to Jaron Lanier, the social media platforms that allow us to connect and communicate so effectively with each other are paid for by "sneaky" players. What makes them so "sneaky"?

8. Social psychologist Dr Jonathan Haidt highlights alarming increases in self-harm and suicide statistics amongst pre-teen and teenage girls. He contends that these increases correspond with greater use of social media. **40:08** Do you feel that increased social media consumption is negatively impacting well-being? Explain your answer.

9. Do you think it's important for everyone to have the same set of facts? Do you follow people and sources you disagree with? Why or why not? **57:40**

10. In the final ten minutes, the interviewees make it clear that we need to start regulating the platforms the way we do other powerful companies. What ideas do they suggest?

/quote guide _

The Social Dilemma is packed with powerful quotes. Now that you have watched it, choose **3 quotes** below and **explain** their importance.

Quote	Your Thoughts...
"Any sufficiently advanced technology is indistinguishable from magic."	
"If you're not paying for the product, then you're the product."	
"There are only two industries that call their customers 'users': illegal drugs and software."	
"Social media is a marketplace that trades exclusively in human futures."	
"We want to psychologically figure out how to manipulate you as fast as possible."	
Create your own quote to summarize the film 	

WHAT?

Step 1: This step involves summarizing the information you have learned watching the *Social Dilemma* and pulling out the main ideas

WHAT are the key takeaways or "big ideas" in the *Social Dilemma*?

SO WHAT?

Step 2: This step involves moving past describing the information you have learned in Step 1 to discussing why it is significant.

SO WHAT - To succeed here, explain why the big idea(s) at the heart of the *Social Dilemma* is/are important and describe how you feel about it:

NOW WHAT?

Step 3: The final step involves putting this new knowledge into context and connecting it to the "bigger picture."

NOW WHAT - How is this information you learned in the *Social Dilemma* connected to other ideas/concepts you have discussed in this class or other classes?