

#TRUESTORY OR #INSTAGRAMFAKE

AN EVERY DAY MENTAL HEALTH PROJECT

BY ELENA BARTOMEU



The actual society.
By Vgmarina - CC BY-SA 4.0.

My name is Bruna. I'm 26 years old. My friends seem to be very happy on Instagram. But I'm not. They do a lot of funny things during the day. But I don't. They eat healthy food, meet interesting people and travel to wonderful places. Wish I don't care, but it's untrue. I do care about missing my life posting about my life. But too much often I find myself spending hours watching at other people' lives.

CONTEXT

- Instagram, like Twitter, Facebook, and other social media platforms, are mediators of individual's identity.

Gündüz, Uğur. (2017). The Effect of Social Media on Identity Construction. Mediterranean Journal of Social Sciences. 8. 10.1515/mjss-2017-0026.

- The shared data is perceived as objective and true, by the legitimization context that self-tracking technologies take in our society.

Lupton, D. (2016) Personal Data Practices in the Age of Lively Data. Digital Sociologies, 2016.

Nafus, D. (ed.) (2016) Biosensing technologies in everyday life. Cambridge, M.A: The MIT Press.

- During the lockdown, the use of social media increased significantly (in Spain by 51%)

Comscore MMX Custom Reporting, Spain, Jan-Mar 2020, Retrieved on October 13th 2020 from

www.masquenegocio.com

- The social platforms were the place where we 'showcased' our living experiences (Ugur, 2017) since COVID'19 turn these into places for live and experience.

SINCE

COVID'19 turn social platforms into places for live
and experience...

MAIN HYPOTHESIS

WHAT IF...

- You could scape from other's experience?
- You could create your reality, using the same Instagram skew tools for building your truth, and
- Generate likes from difficulty instead of success.

GOALS

#TRUESTORY

OR

#INSTAGRAMFAKE

- To create Fake Stories on Instagram that make it possible to imagine a real space through a Narrative Fact.
- To shape the story of what is desired as a first step in tangible futures
- To explore the visual narrative mechanisms of self-belonging discourse with teenagers
- To develop transmedia narratives that connect social platforms with local environment (phygital stories)



#1

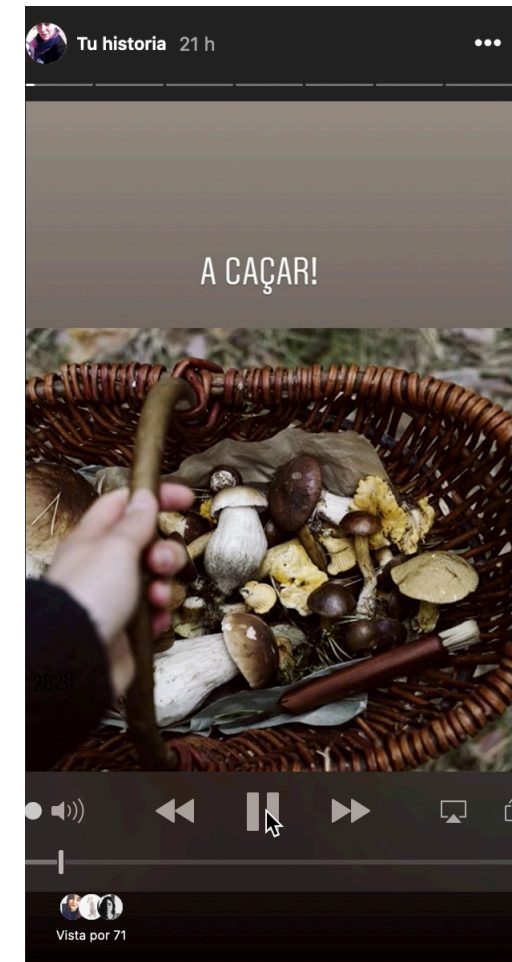
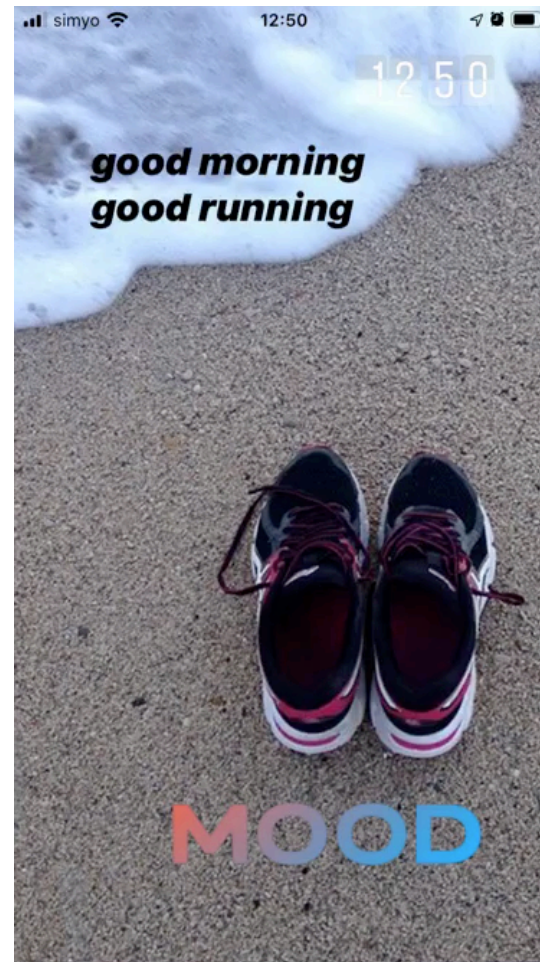
FACT OR FAKE

Personal Project, Elena Bartomeu Instagram Profile

Goal: to find a personal space equaling my context' expectations.

Process: create a fake story, using other people's images. Friends give me likes and I explain it is not true. We have a conversation about what I would like to do, or what I have been doing instead of running.

What is interesting: It uses stories as a starting point for conversations, not as a shopfront. It explores visual scenarios of desired places and legitimates these desires. It's a way of hacking the platform using its own tools of misinformation.



Click the images to play Fake Stories

INSPOs

#2

DESIGNING THE FUTURE OF WORK

Instagram Profile of GLIMPSES ·
WhiteRabbitTrends

Goal: to create future scenarios using experience design methodologies to visualize new job profiles and develop a critical thinking on actual jobs.

What is interesting: the workshop is a shared knowledge place, where all participants can use future anticipations as a way to better understand the constraints and opportunities of present times (Future Literacies).



PROS & CONS

It's a short Project –or could be–

It uses codes that are easy to learn and recognize

It has qualities to viralize

It contributes to the normalization of the concept of #mentalhealth within a movement for equality (like #blacklivesmatters, #bodypositive, #metoo)

And the most important: it helps to spread an empowered use of social media.

It is a project with a limited impact to the teenager public and the type of mental health condition –but could be broadened with your help–

It is tied to a platform trend and can quickly expire – but could be scaled to other social platforms (tik tok, Facebook, etc.)

It is rooted on the fake, a sort of lie, and it can derive on not desired behaviours.

APPROACHES

I can develop this project with my skills on:

Speculative design, Self-fiction, Fiction writer, Memetics, Identity Design, Research trough design.

DELIVERABLES

I would like to work with your team in the deliverables, as the project could be:

- A FakeStories initiative for social platforms

(strategy to get viral and style sheet for stories layout)

- A FakeStories Workshop initiative for highshool students

(strategy for engaging and workshop dinamics and tools)

- Another future enabling strategies that you think that will be useful or better for hacking teenage/young adults dependence on social platforms

TIMELINE

Week 1

- Meet the team, rebrief and start research and study of parallel initiatives. To plan structured interviews with empowered users of social media (G.C., Brest cáncer fighter. / A.C., Curvy model., / Mental health patient).

Week 2

- To develop safe strategies for fake empowerment with the therapists team, to work on the dynamics and tools for future envisioning. To develop the storytelling of the viral set (or the workshop set)

Week 3

- Depending on the deliverables: early test of the workshop dynamics within a highschool environment (on-line) early test of the viral set on a fake Instagram profile.

Week 4

- Review and design iteration. Define communication goals and launching process, including public debriefing and evaluation.

Week N

- Evaluate and write a paper 😊

Elena Bartomeu

@elena_bartomeu / elena.bartomeu@eina.cat