

ON (OUR) TEAMS

"With this reorientation from knowledge to power, it is no longer enough to automate *the information* about us, their intention is to automate *us*."

- Shoshana Zuboff (*The Age of Surveillance Capitalism*)


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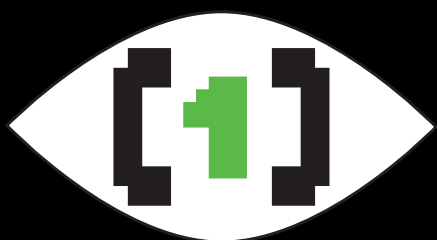
LookUp Help 

Our Team 

FAQ 

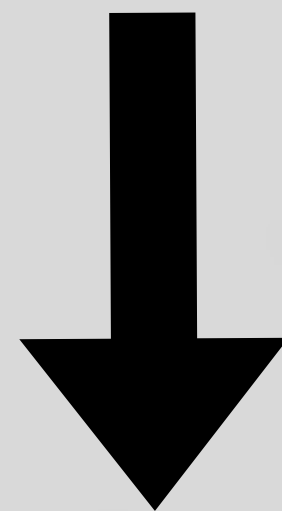
CONCEPT SUMMARY

On Our Terms is a **multimedia campaign** –from young people to young people– designed to **increase digital literacy** amongst the most vulnerable group to the voracious employment of surveillance capitalism. Then, as a **mobilized coalition** of activated and young voices, we will demand **legislative action** from elected officials to ensure private companies are being held accountable to **protect user data privacy**.



CONTEXT

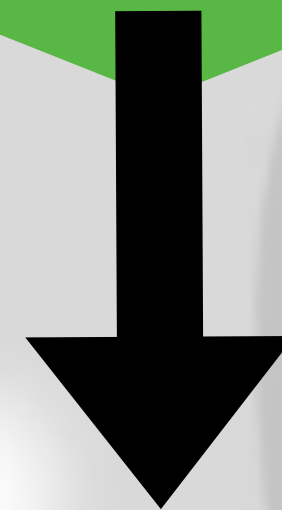
SURVEILLANCE CAPITALISM



WIDESPREAD MISINFORMATION

BREEDING GROUND FOR...

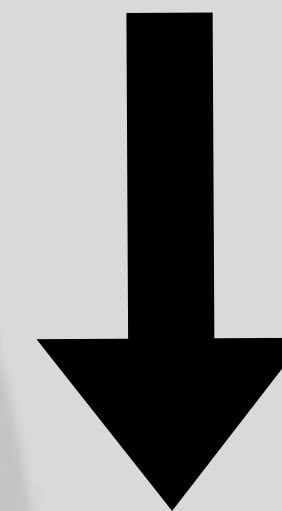
- * Political polarization
- * Extremist/hate groups
- * Echochambers



LACK OF DATA PRIVACY

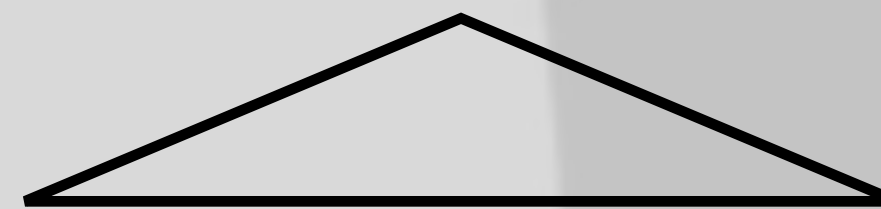
HUMAN AUTONOMY COMPROMISED

- * Algorithms predict and influence behavior
- * Ex. Facebook + Cambridge Analytica 2016 election



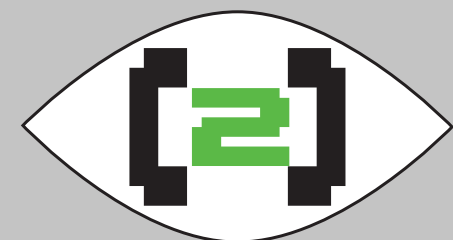
CYCLICAL CONSUMERISM

WHAT WOULD THE USER WANT?



IN 2018, FACEBOOK RESPONDED BY INTRODUCING "DATA CONTROL TOOLS."

HOWEVER, ALL SOLUTIONS ARE ONLY **ON (THEIR) TERMS** 😐 .





/the
social
dilemma_

THE PROBLEM

Turning off our notifications is simply not enough.
Human autonomy is compromised. We must stop placing blame onto
the user. There is a lack of top-down guidance and
accountability to achieve systemic change.

SUSTAINABLE SOLUTIONS?

ACTIVISM



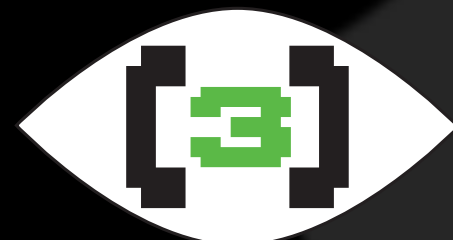
for the people,
by the people



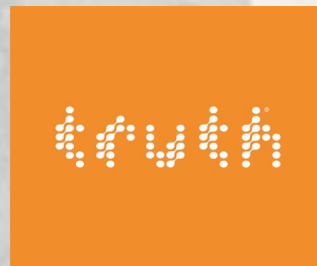
LEGISLATION



who runs the
world?



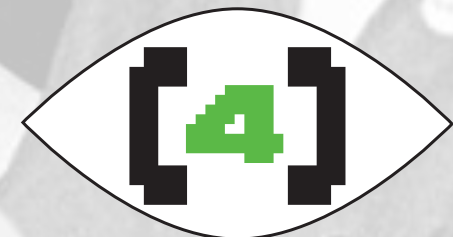
OUR SOLUTION



Digital story telling
Video campaigning

Student-led
Grassroots organization
On the ground action

Toolkits of demands
Based on a moral agenda



OUR SOLUTION

TARGET AUDIENCE

12-18 year olds The same age group we are apart of. We know what our generation responds to, more than anyone.

DIGITAL BREADCRUMBS

- * Short, satirical videos
- * Postable toolkits



CHARACTERISTICS:

Utilizing shock value, humor, and even victimization of viewer.

*"F**K the large corporations"*

"We've been played."

LOCATION:

On the same place we are being taken advantage of – social media timelines

GOAL:

Consumably demonstrate the stakes of the problem and lead users to our larger platform

TOOLKITS OF EDUCATION

- * Donation based
- * Covers specific topics

CHARACTERISTICS:

Third-party, nuanced discussions and solutions to data-privacy concerns

Think: Matt Mano's Reginald.co

LOCATION:

On our website



GOAL:

Comprehensively detail problems and solutions ranging from personal protective instructions, to a walkthrough of various Terms of Services.

TAKE ACTION

- * Partnered organizations/ existing efforts
- * Join the movement

CHARACTERISTICS:

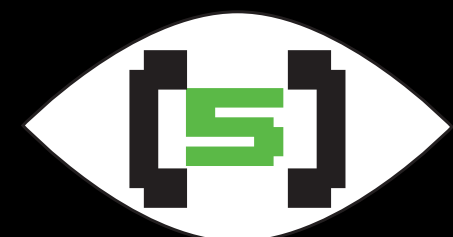
Easy to join petitions, but also trainings for holding on the ground marches. Most importantly, we want to push for a digital strike followed by a set of demands.

LOCATION:

On our website

GOAL:

Demanding a moral duty to enact just legislation that are people-centered: not profit.



SUCCESS

ACTION ITEMS



Research and Design toolkits



Build "On our Terms" website



Start and finish Production Of videos

MEASURABLES



Tracking supporters numerically



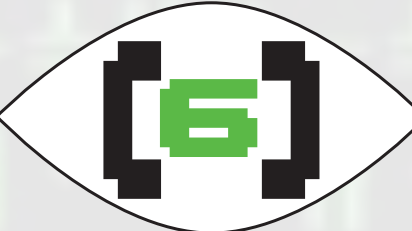
Privacy regulations becoming set laws in the United States

SCALING

GDPR.. IN THE US?

CURRICULUM ON DIGITAL LITERACY

PROVIDING TECH AND EDUCATION



FUNDING MODEL

INITIAL FUNDING

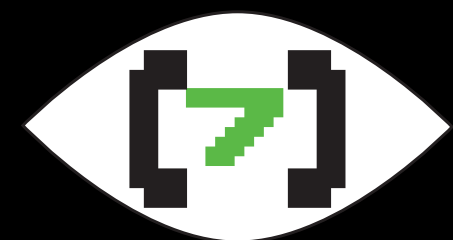
\$2,500

CONTENT MGMT.

WEBSITE DOMAIN

PRODUCTION EQUIPMENT

Camera, lens, microphone (sound system),
editing software, etc



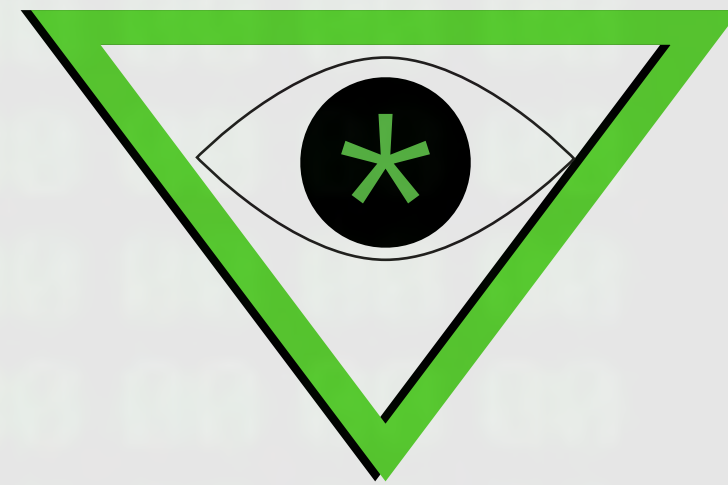
LOOKUP HELP

1

MENTORSHIP

* *Training*

- Marketing/Branding
- Video Production
- Allocation Of Funds



3

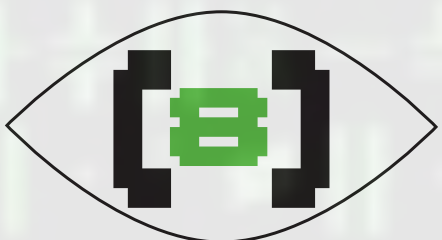
~~MAN~~ HUMAN POWER

We must Build a Larger team

2

MANAGEMENT

Due to lack of experience, we need help with Strategy



OUR TEAM



MYA DAVIS



FELIX BREITBACH



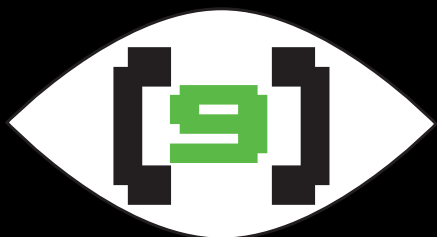
HANNAH CHUNG



PETER SUH

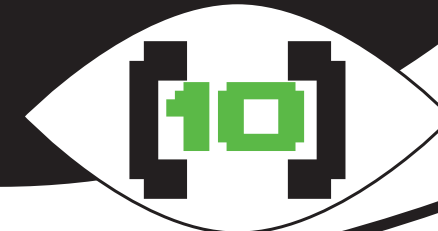
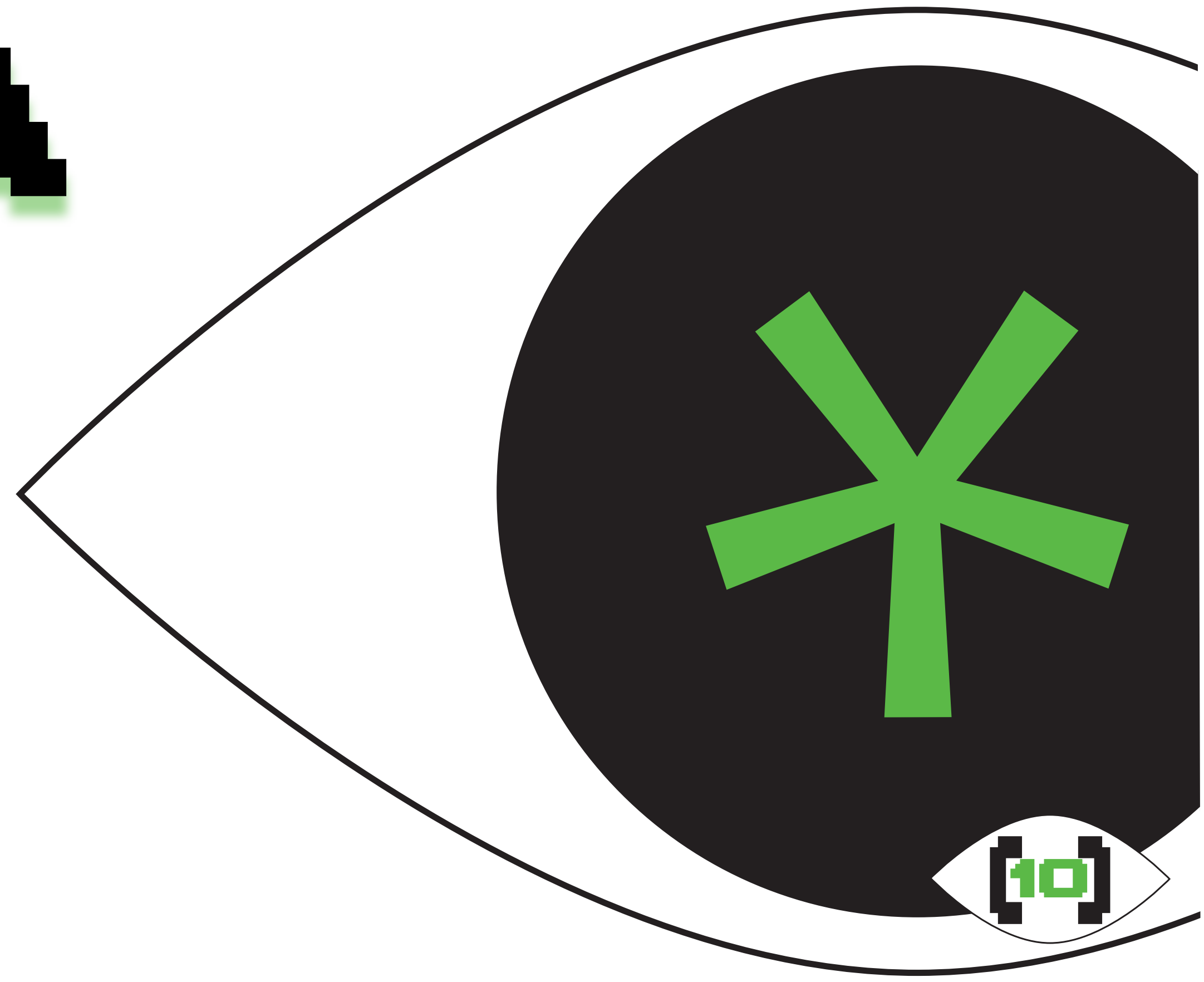
YOUNG KIM

SAM BREITBACH

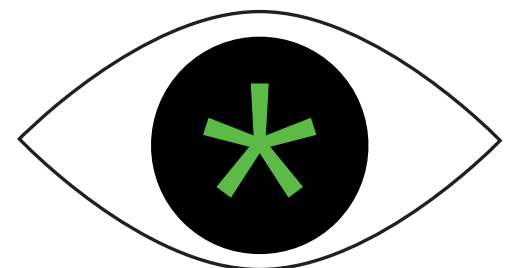




DATA



ON (OUR)



TERMS