

# ON (OUR) TERMS

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TERMS

HEADLINE: Taking back social media usage "On Our Terms"!

CONCEPT TYPE: Education + Grassroots Advocacy  
I. PROFITS OVER PEOPLE

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## PROBLEM:

### EXTREME ASYMMETRY OF KNOWLEDGE

Inequality has expanded beyond the limits of monetary imbalance. There is a new access of social conflict: the equality of KNOWING. In an information society, knowledge and intellectual prowess determine how authority and power are distributed. This phenomenon is titled CULTURE CAPITAL

### MODERN DAY ROBBER BARONS?



PROFITS OVER PEOPLE  
AND DECEITFUL DESIGN  
ex) 2016 Cambridge Analytica

## DESCRIPTOR:

On Our Terms is a multimedia campaign—from young people to young people—designed to increase digital literacy amongst the most vulnerable group to 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 "ON OUR TERMS"

## SOLUTION:

First, we propose what we call "digital breadcrumbs." whether this be satirical videos or pretty, consumable, and most importantly "postable" infographics. Through these "Digital Breadcrumbs" we lead them to our larger platform, which hosts toolkits on safe social media usage. Following, we need to garner a group of educated young voices that will Greta Thunberg our way into congress and elected officials to enact a set of standards and regulations that the private companies MUST LIVE BY.

## UNIQUE VALUE PROPOSITION:

The social dilemma was an amazingly produced documentary that definitely sparked the conversation around this dire issue; however, for sustainable solutions to the social dilemma, the call to action in turning off our notifications is simply not enough. It has been a continuous pattern to place blame on the user, the individual, to somehow solve the most pressing issues in the world. for climate change its always, reduce reuse recycle, but never abolish large oil lobbying companies. To find real solvency we must have education, guidance, and a curriculum from top down that will help defend ourselves from completely losing our agency to the data-farming companies that hold their users to an agenda- a profit-driven agenda . Then as a mobilized coalition we must have set demands for federal legislation that keeps private companies accountable.