#Nofilter

By: Mackenzie Shannon
Stephanie Keller
Andrew Saenz
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Just trying to get an A in Philosophy 123.
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#NoFilter

I <3 Phil123

22 posts  
104 followers  
276 following

Edit Your Profile

Just trying to get an A in Philosophy 123.

<table>
<thead>
<tr>
<th>Overview of Project</th>
<th>Research Experiment</th>
<th>Problem Statement</th>
<th>Fake Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>This lesson focuses on the impact of social media on students' mental health.</td>
<td>Right now, we need to learn how to influence students in a positive manner.</td>
<td>How social networking affects the performance of high school and college students.</td>
<td>Share a fake Instagram account to see how many people would follow an influencer who shares positive content about the school.</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Results</th>
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<tbody>
<tr>
<td>To engage followers on Instagram.</td>
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<tr>
<td>To encourage students to share their experiences.</td>
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<tr>
<td>To promote positive messages.</td>
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<table>
<thead>
<tr>
<th>Surveys</th>
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<tbody>
<tr>
<td>asking middle school and high school and 10 students in college.</td>
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<tr>
<td>If you’re impressed by the positives, you’ll think the site is good.</td>
</tr>
<tr>
<td>If you’re impressed by the negatives, you’ll think the site is bad.</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>High school Results</th>
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<tbody>
<tr>
<td>81 percentage of students are on Facebook.</td>
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<tr>
<td>35 percent are not on Facebook.</td>
</tr>
<tr>
<td>10 percent are on Facebook, but don’t think the site is good.</td>
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<tr>
<td>10 percent do like it.</td>
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<table>
<thead>
<tr>
<th>Instagram Pillars</th>
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<tbody>
<tr>
<td>The main pillar is the impact of social media on mental health.</td>
</tr>
<tr>
<td>The next pillar is the importance of self-care in a digital world.</td>
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<tr>
<td>The last pillar is the role of influencers in shaping public opinion.</td>
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<table>
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<th>Interviews</th>
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<tbody>
<tr>
<td>The interview showed that Facebook is a positive influence on students.</td>
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<tr>
<td>Students often use Facebook to connect with friends and family.</td>
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<tr>
<td>They also use it as a platform to express themselves.</td>
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</table>

|keep calm and keep on Instagram |
Overview of Project

This project focuses on popularity and reputation within social media in order to better conceptualize personhood.
Research Experiment

By the end of this term we hope to influence students to be aware of how they are perceived on Instagram.

How does user's high school (high school)
Problem Statement

How does Instagram affect the user's perceptions of their peers (high school and college students).

We need to accomplish the following:

- How to approach strangers?
- How to let us know if they are interested in our product?
- If we think they are the first

Prezi
We made a fake Instagram account to see:

- How many people would follow a stranger.
- How many people on private would let us follow them.
- If we would get more followers after the first picture.
Results

- 104 people followed us back.
- 63 people on private let us follow them.
- 19 people followed after our first picture.

2 posts 104 followers 276 following
How many likes did we get on the pictures?

- First Picture = 12
- Second Picture = 15

We introduced a new account who followed us and liked both our pictures about the new fake Instagram.
Interview

We interviewed college students who followed the fake Instagram account to see what they thought about their own Instagram and the fake Instagram.
Results of the Interview

This was the question we asked:

- Why did you decide to follow the account back?
Answers

We interviewed 10 people and this is what they said:

- "I followed the person back because of their bio. The bio said she went to University of Oregon so I followed her."
- "I saw that she followed me so I just followed her back."
- "I saw that she was in a Sorority and I thought maybe I knew her."
Survey

We surveyed 50 Freshmen in high school and 20 students in college.
High School Results

- 30 percent of students are on private.
- 70 percent are not on private.
- 60 percent who are on private let people they don't know follow them.
- 40 percent do not.
- 32 percent have deleted photos because they didn't get enough likes.
- 31 percent of students use hashtags to get more likes.
- 69 percent do not use hashtags.
- 6 percent always uses filters on their photos
Instagram Filters

Original   X-Pro II   Lomo-fi   Earlybird   Sutro
Toaster    Brannan    Inkwell    Walden     Hefe
Poprocket  Nashville  Gotham    1977      Lord Kelvin
- 25 percent usually use filter.
- 48 percent sometimes use filters.
- 21 percent never use filters on their pictures.
- 18 percent has the app that shows who follows you/unfollows you.
- 82 percent do not have the app.
- 24 percent have followed someone just to get a follow and then unfollow them after.
- 26 percent of people preferred posting selfies.
- 74 percent preferred group pictures.
Why students post pictures on Instagram.

- For fun
- Because I like telling my story.
- To show cool photos
- To connect with friends.
- So people can see what I'm up to.
- So people can like them.
- To make friends.
- Out of boredom
- To show people what I like.
- For self-entertainment.
- Because I have a boring life.
- To inspire people to be comfortable with themselves.
- To reflect how I feel.
- Because I like sharing my art.
- I like taking selfies.
- To show that I am proud of something I did.
KEEP CALM AND POST ON INSTAGRAM
College Student Results

- We surveyed 50 college students and here are the findings:
- 45% prefer online classes
- 90% are concerned about passing their courses
- 75% are motivated by their friends
- 60% are motivated by their careers
- 33% are motivated by their college reputation
- 48% are motivated by their family's expectations
- 12% are motivated by their own personal achievement

- Only 18% reported feeling happy about their college experience.
- 57% are occasionally stressed out by their classes.
- 82% are confident in their ability to learn.
- 78% are confident in their ability to manage their time.
- 93% are confident in their ability to complete their assignments.
- 88% are confident in their ability to find a job after graduation.

- 30% are concerned that their chosen major will not be valued in society.
- 43% are concerned that their chosen major will not lead to a successful career.
- 77% are concerned that their chosen major will not provide them with the skills they need.
- 67% are concerned that their chosen major will not provide them with the knowledge they need.
- 84% are concerned that their chosen major will not provide them with the reputation they need.
- 72% are concerned that their chosen major will not provide them with the sense of accomplishment they need.
College Student Results

We surveyed 20 college students and here are the results:

- 45 percent are on private
- 70 percent who are on private let people follow them
- 32 percent use hashtags on their pictures
- Only 15 percent said they always use filters
- 65 percent sometimes use filters on their pictures
- 20 percent never use filters on their pictures
- 20 percent have the app that shows them who followed/unfollowed them

- 37 percent follow people just to get a follow back

- 18 percent prefer posting selfies

- While 82 percent prefer posting group pictures
Survey Results

- The survey shows that people do care how many followers they have and how many people they are following.
- How many likes they get on each picture.
- Yet they aren't sure why they post the pictures in the first place.
Conclusion

Instagram negatively affects the users perceptions of their peers by presenting them with a false image of their peer's real lives.
#NoFilter

1
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Overview of Project
- Research Question
- Problem Statement
- Framework
- Methodology
- Results
- Survey

Research Experience
- Ethical considerations
- Data collection
- Data analysis

Interview
- Participants
- Questions
- Results

Answers
- Participant 1
- Participant 2
- Participant 3

Instagram Filters
- Keep Calm
- On Instagram