

IndieFlix presents

# LIKE

A DOCUMENTARY ABOUT THE IMPACT OF SOCIAL MEDIA ON OUR LIVES

## Screening & Discussion Guide



[www.TheLikeMovie.com](http://www.TheLikeMovie.com)

# TABLE OF CONTENTS

<b>Welcome</b>	<b>2</b>
<b>Preparing for your screening</b>	<b>3</b>
<b>Discussion Guide</b>	<b>4</b>
Announce To Your Audience Before The Film:	4
Panel Suggestions	4
Questions For The Experts, Panelists, Filmmakers	5
In Closing	5
<b>Tips For Managing Social Media Use</b>	<b>6</b>
<b>Common Sense Media: Social Media Report</b>	<b>10</b>
<b>Center For Humane Technology: App Ratings</b>	<b>11</b>
<b>Contact us</b>	<b>12</b>

## Welcome

Are you using technology or is technology using you?

LIKE is an [IndieFlix Original](#) documentary that explores the impact of social media on our lives and the effects of technology on the brain. The goal of the film is to inspire and help equip us to self-regulate. Social media is a tool and social platforms are a place to connect, share, and care ... but is that what's really happening?

LIKE screens in schools, corporations, organizations and communities around the world. We believe in the power of those post-screening conversations to create real change. We encourage a panel discussion and/or Q&A at your screening event. LIKE is appropriate for ages 10 years old and up.

[TheLikeMovie.com](#) & [IndieFlix.com](#)

## Preparing for your screening

- You can book LIKE Filmmakers or Experts for your screening and discussion. Ask your Distribution Lab Rep/Booker for details or reach out to [like@indieflix.com](mailto:like@indieflix.com)
- Find promotional and marketing materials on our website [thelikemovie.com/promote-your-screening](http://thelikemovie.com/promote-your-screening) including posters, social media images, sample tweets, press release, info about the film, etc.
- Connect with us on social media
  - Instagram - [@indieflixmovies](https://www.instagram.com/indieflixmovies)
  - Twitter - [@indieflix](https://twitter.com/indieflix) and [@indieflixceo](https://twitter.com/indieflixceo)
  - Facebook Pages - 'IndieFlix' and 'Like a Documentary about the impact of social media on our lives'
  - Hashtags: #theLIKEmovie #IndieFlix
  - Tag us and we will repost!
- Test audio/visual on the film in the venue you are using a few days before as well as the day of the screening event. PLEASE NOTE FOR SCHOOLS: WE STRONGLY ADVISE YOU TO TEST IN ADVANCE OF YOUR SCREENING TO MAKE SURE YOUR SCHOOL INTERNET ALLOWS ACCESS TO OUR WEBSITE.
- During your screening, please remember to turn off notifications on the computer or system you are using for your event.

# Discussion Guide

## Announce To Your Audience Before The Film:

We strongly recommend having a moderator to introduce the film and panelists as well as lead the direction of the post-film discussion. The moderator can field questions to the panelists, take questions from the audience, and keep the discussion on track.

*“LIKE is 49 mins and there will be a brief Q&A following. Please stick around. The filmmakers created LIKE to explore the impact of social media on our lives and the effect of technology on the brain. The goal of the film is to inspire and help equip us to self-regulate. They believe there is power in watching as a community, power to change, and permission to talk about it.”*

## Panel Suggestions

- We suggest circulating index cards and pencils for people to ask questions. It’s a great way to allow people to ask a question and maintain anonymity. Collect the cards post-screening and hand to the moderator.
- We strongly encourage you to have 2-4 people on the panel who are well versed in talking about social media such as a licensed therapist, school counselor, social worker and include a student and/or parent too. Student panelists in particular have shared with us how happy they were to have participated.
- We suggest that you connect with your panel in advance to talk through how questions can be addressed. Encourage everyone to keep responses informative yet concise.
- Briefly introduce each person and ask them to share what they thought of the film and why it was helpful. (Remember, you want to utilize the power of the film to encourage discussion, so keep these comments concise and under 2 minutes each.) The focus should be on the Q&A, not the panelists.
- Open it up to the audience for questions.
- MODERATOR: (We have found this helps to kick off the conversation.) “Raise your hand if you are on social media. Keep your hand raised if you or someone you know has ever felt the negative effects of social media in our day-to-day lives.

TIP: Remember to have a list of questions (below are some suggestions) to ask the audience if they are slow to ask their own questions. Feel free to add your own and the index cards are always helpful.

## Questions For The Experts, Panelists, Filmmakers

- What was your big take-away from the film?
- Do you view social media differently after watching the film? If yes, how so?
- Do you think social media plays a key role in the rise in anxiety?
- How is it that being more connected has left us feeling more disconnected?
- What are the most effective ways to create balance in our lives when it comes to social media?
- What could change in the next few years with regard to social media?
- Should government have a role?
- Should social media platforms be held more accountable?
- The filmmakers wanted the audience to be able to take away some tips or ideas on how to help. Did any tips in the film stand out to you?

## In Closing

- MODERATOR: Thank you for joining us. We hope that you are inspired to make healthy changes in our use of media. Go to [thelikemovie.com](http://thelikemovie.com) for more resources, tools, and information about how to find or book a screening of LIKE.

# Tips For Managing Social Media Use

Try these simple changes to live more intentionally with your devices right now.

Social media is place where we can connect, a place to share with others, and a place to express our feelings. It can also be a place of self-comparison, constant FOMO, a way to channel addictive tendencies, and overall can be quite harmful for our mental health. We do have a choice when it comes to managing the way we use it. Here are a few tips for leading a balanced lifestyle with the overwhelming presence of social media.

## **Turn off all notifications except from people.**

Notifications appear in red dots because red is a trigger color that instantly draws our attention. But most notifications are generated by machines, not actual people. Visit Settings > Notifications and turn off all notifications, banners, and badges, except from apps where real people want your attention; e.g. messaging apps like WhatsApp, FB Messenger, Signal, Telegram, WeChat etc.

## **Go Grayscale.**

Colorful icons give our brains shiny rewards every time we unlock. Set your phone to grayscale to remove those positive reinforcements. Go to Settings > General > Accessibility > Accessibility Shortcut (bottom) > Color Filters. This allows you to quickly triple-tap the home button to toggle grayscale on and off, so you keep color when you need it. (iOS)

## **Try keeping your home screen to tools only.**

Limit your first page of apps to just tools—the apps you use for quick in-and-out tasks like Maps, Camera, Calendar, Notes, or Lyft. Move the rest of your apps, especially mindless choices, off the first page and into folders.

## **Launch other apps by typing.**

Swipe down and type the app you want to open instead of leaving bad habits on the home screen. On Android you can use the Search Box on your home screen. iOS: For best results, turn off Siri Suggestions (Settings > Siri & Search > Siri Suggestions to off)

## **Texting shortcut: Use quick reactions.**

On iOS, press and hold on a text message and you'll see this menu of quick reactions. It's faster than crafting a response, and can also add some context, giving a taste of the emotion that's often silently conveyed in a real, face-to-face conversation.

## **Charge your device outside the bedroom.**

Get a separate alarm clock in your bedroom, and charge your phone in another room (or on the other side of the room). This way, you can wake up without getting sucked into your phone before you even get out of bed.

## **Use technology to protect yourself from technology.**

Time-tracking apps like Moment, Quality Time and (OFFTIME) will measure how much time you're spending on your screen. Freedom and Flipd let you block your access to problematic apps and websites. Apple now has a "Do Not Disturb While Driving" mode that sends customizable automated text message responses so that you can step away from your phone without worrying that you'll leave someone hanging. Lilospace does the same for Android, and displays a timer on your lock screen showing you how much time you've managed to stay unplugged. Apple has also rolled out a new feature that calculates weekly screen time.

## **Remove social media from your phone.**

If you really want to use your phone less, we recommend removing all the major social media apps from your phone. It's the easiest way to cut back, as these apps can easily gobble up so much of our time.

## **Set your phone down.**

If you don't treat your phone as a necessity for daily life, you won't wire your brain to think it is one. Leave your phone at home while you go for a walk. Stare out of a window during your commute instead of checking your email. At first, you may be surprised by how powerfully you crave your phone. (Note: Do keep it close by in case your kids, friends, family, or colleagues are trying to get a hold of you. Your phone can be useful for communication.)

## **Use the sight of others on their phones as a reminder of your own intentions**

The sight of someone else pulling out his or her phone on the elevator probably makes you want to check yours as well. But with practice, you can transform this into a cue for a new, healthier habit.

When seeing other people reach for their phones, try to use it as a cue to take a deep breath and relax.

### **Set times to go on social media.**

Don't pick up your phone and open Instagram or Twitter whenever you think of it. Rather set a couple breaks throughout the day to check updates. This will help break out of habits. Another solution is to create "speed bumps": small obstacles that force you to slow down and make sure that when you do check your phone, it's the result of a conscious choice. Put a rubber band around your phone as a physical reminder to pause, or set a lock screen image that asks you to confirm that you really want to proceed.

### **Log out of social media apps.**

Logging out of social media apps on our phones helps the time spent on them feel more final. It also adds another step when trying to go back on and check social media. Adding another obstacle when it comes to going on social media can decrease the likelihood of going on the apps in the first place.

### **Keep your phone out of your hand when speaking to someone.**

Being able to communicate without a phone in hand or readily accessible is an important skill. It also shows that you care about the conversation you are having.

### **Call a friend or family member.**

Texting or emailing can sometimes feel like a chore. Talking on the phone is a more natural and communicative way of checking in with those who are close to you. (Note: this tip isn't for everyone or for all circumstances)

### **During class or at work, don't keep your phone on your desk.**

Having our phone in our peripherals, within arms reach, or in our pockets can be distracting. Without having your phone or devices in sight will keep us focused on our work and help us be more productive. Instead, put your phone in a drawer or your bag.

### **Reframe the way you think about social media.**

Many people equate spending less time on their phones with denying themselves pleasure — and who likes to do that? Instead, think of it this way: The time you spend on your phone is time you're not

spending doing other pleasurable things, like hanging out with a friend or pursuing a hobby. Instead of thinking of it as “spending less time on your phone,” think of it as “spending more time on your life.”

### **Ask yourself what you want to pay attention to.**

When we decide what to pay attention to in the moment, we are making a broader decision about how we want to spend our time. The people who design apps desperately want our attention, because that’s how they make money. Have you ever wondered why so many social media apps are free? It’s because advertisers are the customers — and your attention is what’s being sold. So ask yourself: What do you want to pay attention to?

### **Set yourself up for success.**

Create triggers that will remind you of your goals and make it easier to live up to them. If you want to spend more time reading, leave a book on your bedside table. If you want to cook more, lay out a shopping list for that recipe you’re eager to try. On the flip side, avoid triggers that will set you up for failure. Delete social media apps from your phone. Disable notifications. Establish a rule for yourself and your family of not keeping phones on the table during meals.

### **Pay attention to your body.**

When you notice that you’re in the midst of a phone spiral, ask yourself: What’s your posture like?

How’s your breathing? Is whatever you’re doing on your phone making you feel good? Do you want to be using it right now? The more tuned in you are to your own experiences in the moment, the easier it will be to change your behavior.

### **Get existential about it**

If all else fails, consider your own mortality. How many people on their deathbeds do you think are going to say, “I wish I’d spent more time on Facebook”? Keep asking yourself the same question.

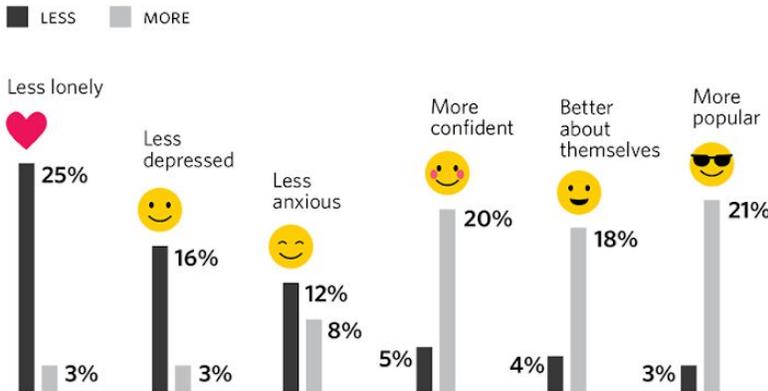
*Tips powered by Center for Humane Technology, Catherine Price - author of “How to Break Up With Your Phone” & IndieFlix. Tips have been edited for length and clarity.*

# Common Sense Media: Social Media Report



Teens are much more likely to say social media has a positive rather than a negative effect on how they feel.

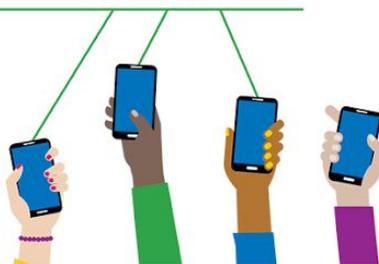
Social media users who say using social media makes them feel "more" or "less":



Teens think they're being manipulated.

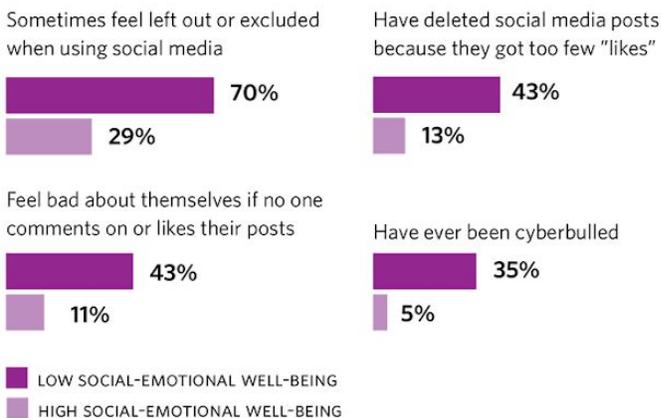
**72%**

Of teens believe that tech companies manipulate users to spend more time on their devices.

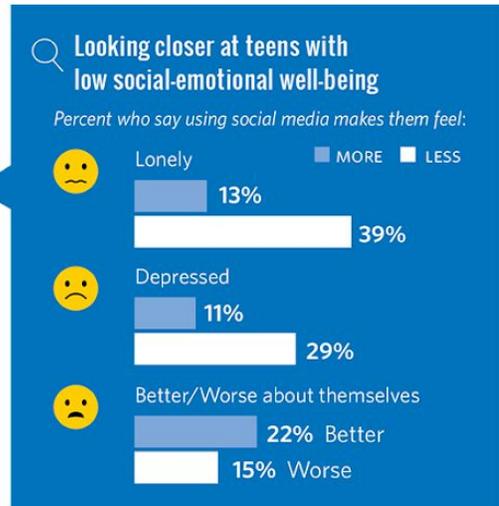


Teens with low social-emotional well-being experience more of the negative effects of social media than kids with high social-emotional well-being.

Percent of social media users who say they:



See Methodology section for definitions of the high, medium, and low SEWB groups.



METHODOLOGY: This report is based on a nationally representative survey of 1,141 13- to 17-year-olds in the United States. The survey was administered online by the research group GfK using their KnowledgePanel® from March 22, 2018, through April 10, 2018. Participants were recruited using address-based sampling methods. The margin of error for the full sample at a 95 percent confidence level is +/-3.4 percent. The overall design effect for the survey is 1.4048.

# Center For Humane Technology: App Ratings

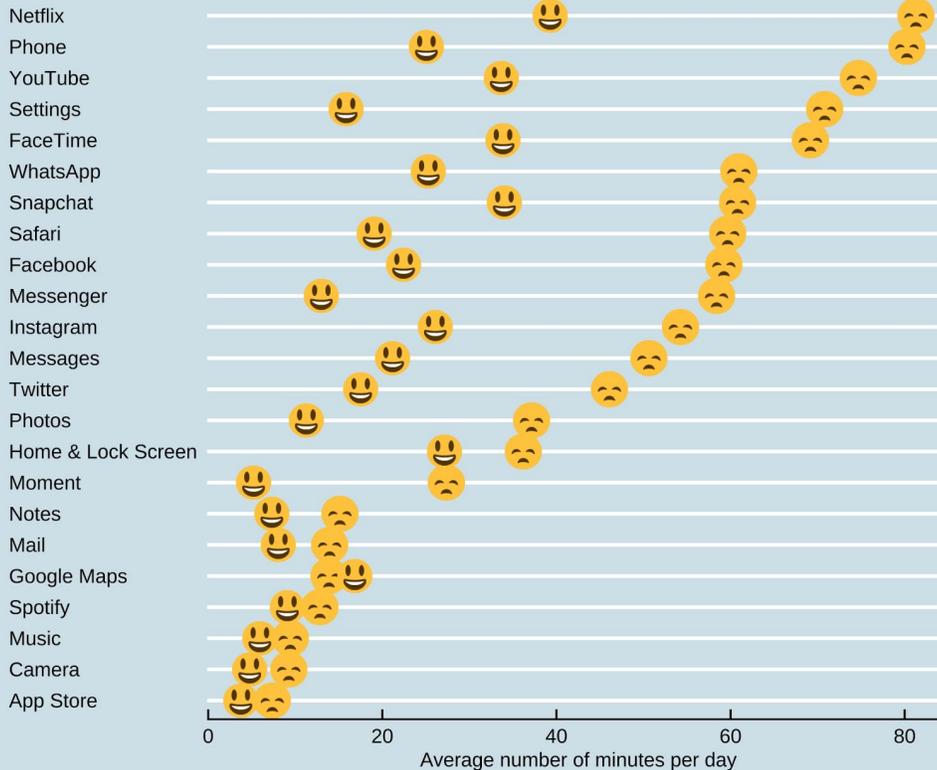
## Most Happy

App	% of Users Happy	Daily Usage (Minutes)
1. Calm	99% 😊	10
2. Google Calendar	99% 😊	3
3. Headspace	99% 😊	4
4. Insight Timer	99% 😊	20
5. The Weather	97% 😊	3
6. MyFitnessPal	97% 😊	8
7. Audible	97% 😊	8
8. Waze	96% 😊	19
9. Amazon Music	96% 😊	7
10. Podcasts	96% 😊	8
11. Kindle	96% 😊	26
12. Evernote	96% 😊	10
13. Spotify	95% 😊	9
14. Weather	95% 😊	2
15. Canvas	95% 😊	5

## Most Unhappy

App	% of Users Unhappy	Daily Usage (Minutes)
1. Grindr	77% 😞	61
2. Candy Crush Saga	71% 😞	46
3. Facebook	64% 😞	59
4. WeChat	62% 😞	97
5. Candy Crush	59% 😞	47
6. Reddit	58% 😞	56
7. Tweetbot	58% 😞	78
8. Weibo	57% 😞	73
9. Tinder	56% 😞	22
10. Subway Surf	56% 😞	32
11. Two Dots	53% 😞	34
12. Instagram	51% 😞	54
13. Snapchat	50% 😞	61
14. 1010!	45% 😞	35
15. Clash Royale	42% 😞	58

Daily time in app for happy and unhappy users



# Contact us

## Social Media

Facebook: [facebook.com/TheLIKEMovie](https://www.facebook.com/TheLIKEMovie)

Twitter: [@IndieFlix](https://twitter.com/IndieFlix) and [@IndieFlixCEO](https://twitter.com/IndieFlixCEO)

Instagram: [@thelikemovie](https://www.instagram.com/thelikemovie) and [@IndieFlixCEO](https://www.instagram.com/IndieFlixCEO)

## Questions?

Email: [like@indieflix.com](mailto:like@indieflix.com)

Website: [www.TheLikeMovie.com](http://www.TheLikeMovie.com)

Call: 323 940-3549