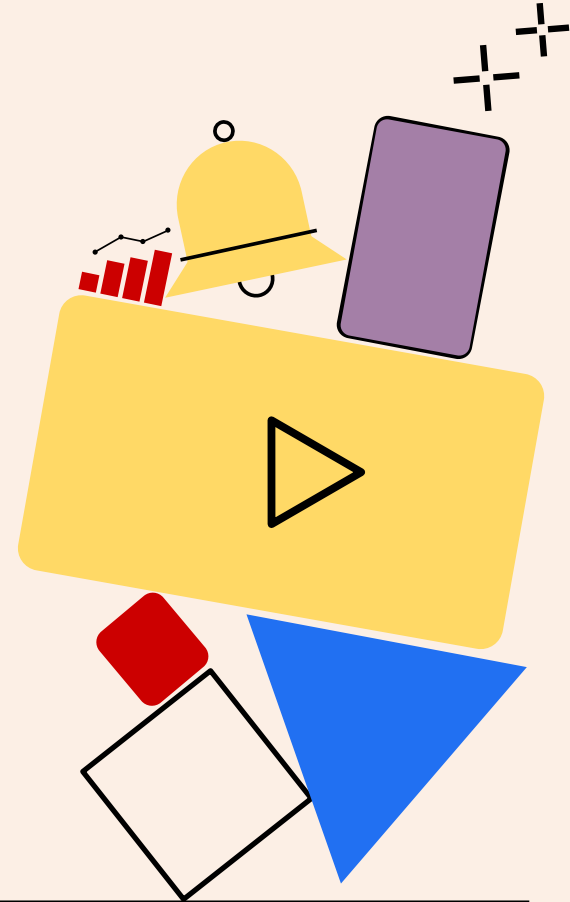


Team 3

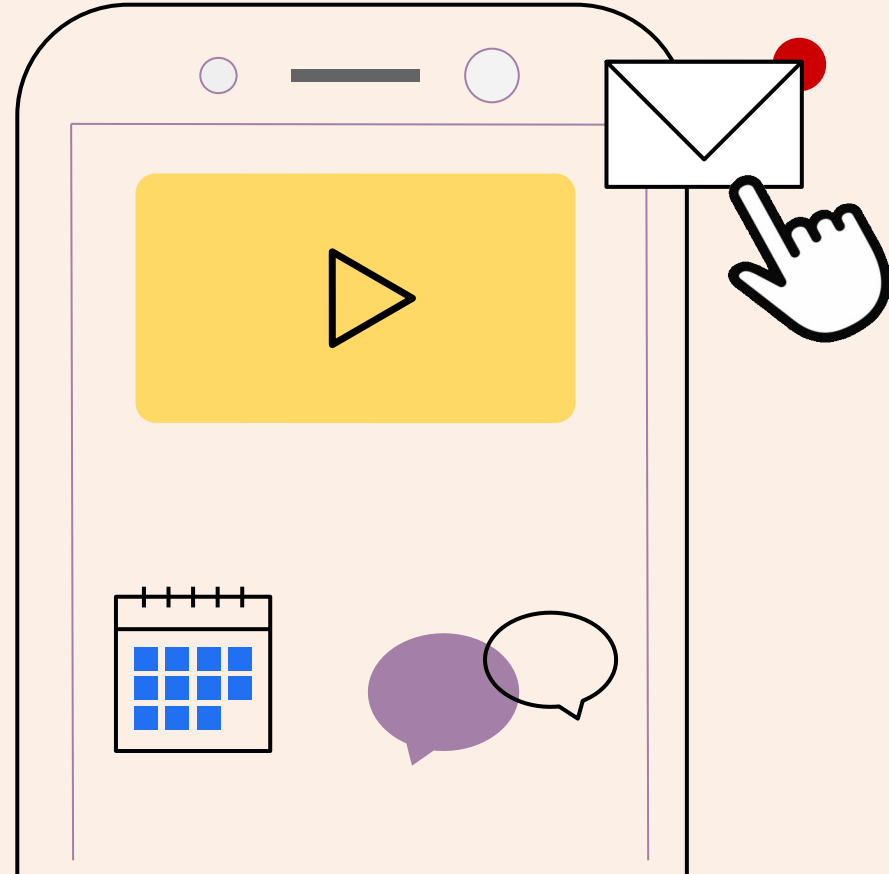
Content Analysis Presentation



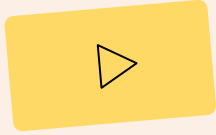
Our Central Theme

In today's media landscape, entertainment is more accessible than ever! Smartphones, social media, and algorithms are contributing to a near constant state of being entertained. This has consequences for emotional well being and functional attention spans.

What can we do to fight the craving for constant entertainment?

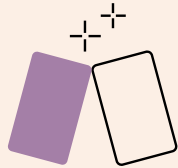


Highlighted Terms:



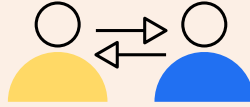
Passive Entertainment

Content fed to us through an algorithm.



Doom-scrolling

Spending an excessive amount of time on social media sites or applications.



Active Entertainment

Content we actively and specifically seek out.



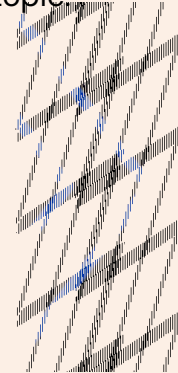
Multi-Tasking

Engaging with multiple forms of media at the same time.

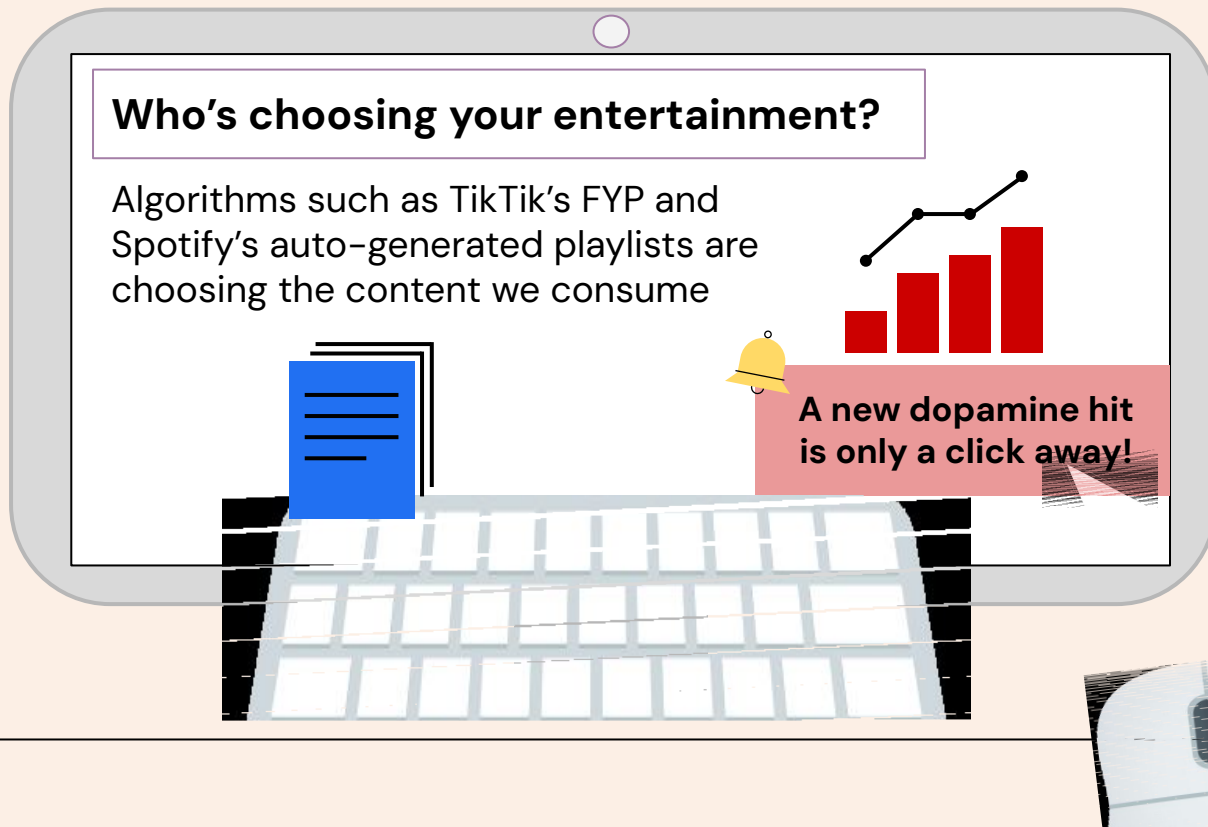


Rabbit Hole

A series of digital media use across various websites/platforms related to a single topic.



Ease of Entertainment: AI and Algorithms



<https://health.clevelandclinic.org/decision-fatigue>

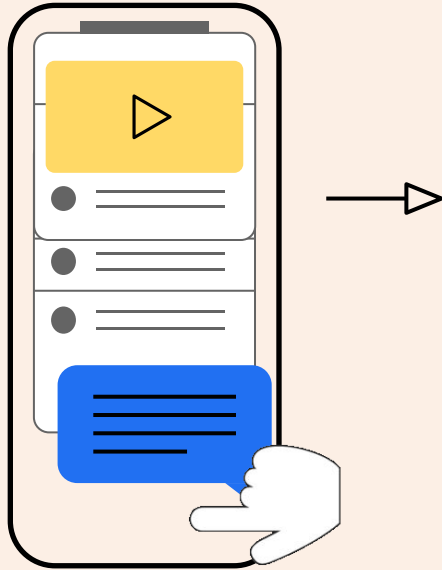
Ease of Entertainment

Decision fatigue refers to a phenomenon where people experience feeling so overwhelmed by the many decisions we face each day, that simple choices (such as what show to watch or book to read) feel impossible.

Algorithms benefit from this by eliminating choice, making it easy to feel paralyzed by “doom scrolling”.



The Cost of Entertainment



Key Findings

Multitasking overload

Students frequently consume multiple media types simultaneously

Algorithmic stimulation

Platforms like TikTok and Instagram deliver rapid, dopamine-triggering content

Surface-level engagement

Passive entertainment leads to less critical thinking and lower tolerance for complex or nuanced media.

Doomscrolling

Users spend excessive time scrolling through negative or emotionally charged content without clear purpose.

The Other Side: Purposeful Media Engagement

On the flip side, sometimes the media we consume is **purposeful**.

The Concept of “**Dropping**”

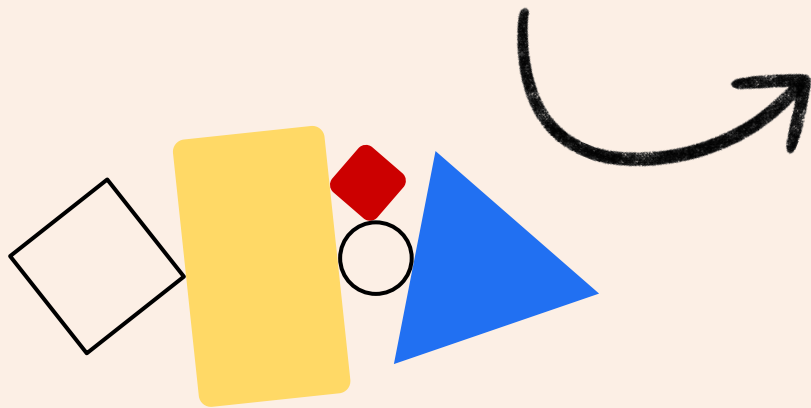
- We seek entertainment that meets personal standards. If it doesn't, we disengage quickly.

Constant **Rabbit Holes**

- We dive deep into niche interests—like curating mood-specific playlists or exploring a game through play, videos, and community opinions.



Cultural Discomfort with Silence and its Effects on Art



Always need something to occupy self/mind

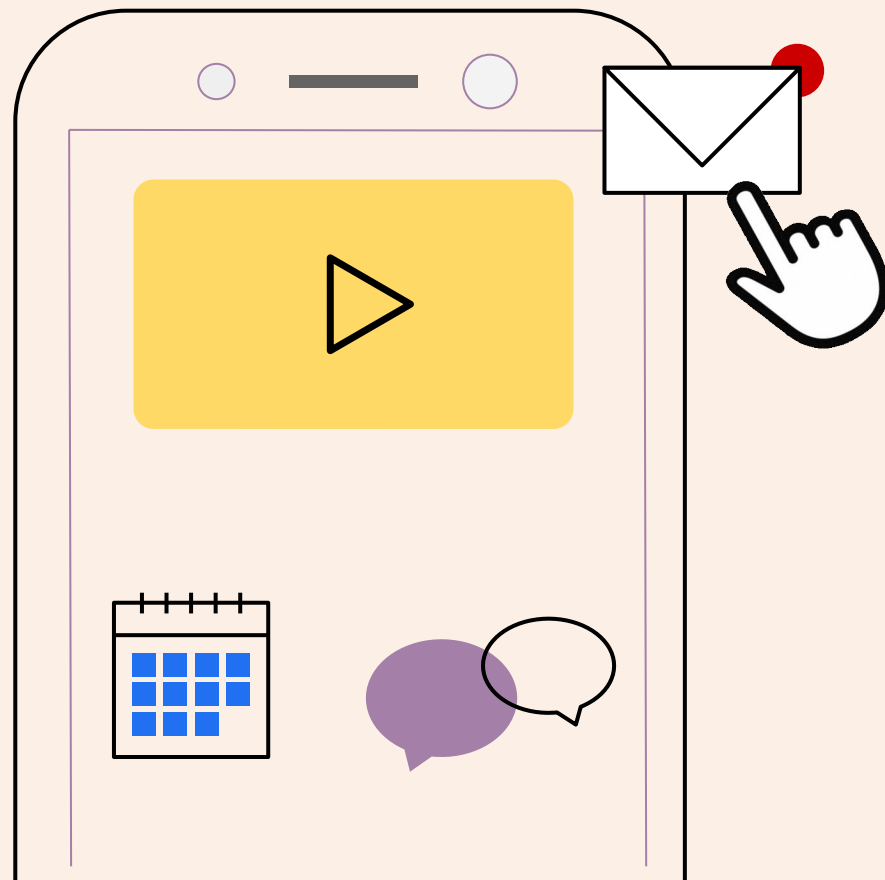
- Something is playing in the background
- Not paying attention to artistry

Leads to quality of writing going down

- Media being made with surface-level dialogue and easy-to-follow plots
- Less nuance, subtlety, complexity
- Viewers who intend to pay attention and engage critically disappointed

Conclusion to Our Findings

Entertainment is more accessible and algorithm-driven than ever. Our analysis revealed key patterns like **multitasking**, **doomscrolling**, and **discomfort with silence**—shaped by both passive and active media use. We explored “**dropping**” content that doesn’t meet standards, deep dives into niche interests, and how constant stimulation impacts media quality. Overall, our findings show that **convenience and algorithms** are reshaping how we engage with content.



STOP

HELLO, GEN Z! YOU ARE
INVITED TO CEASE DECISION
MAKING!!

DATE

24 / 7

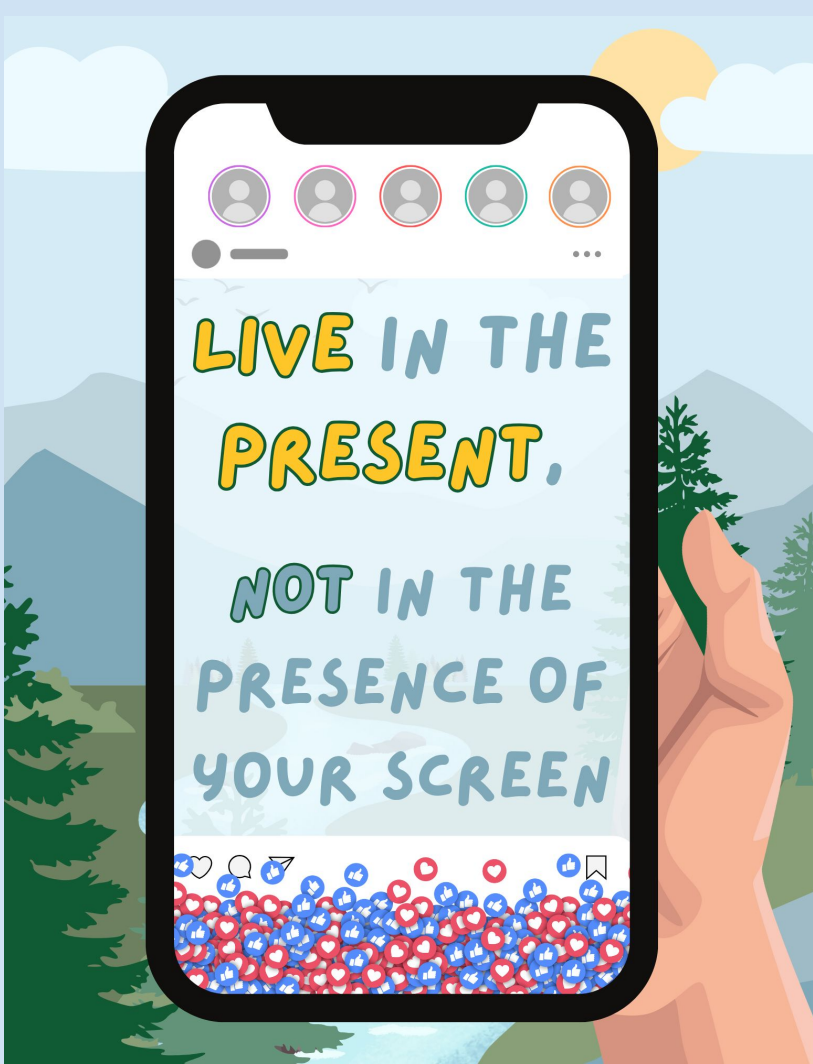
ADDRESS

YOUR HOME! YOUR BED! YOUR
SWEATS! YOUR PHONE!

OUR MISSION

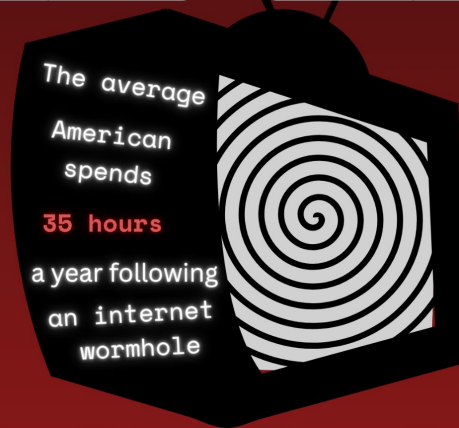
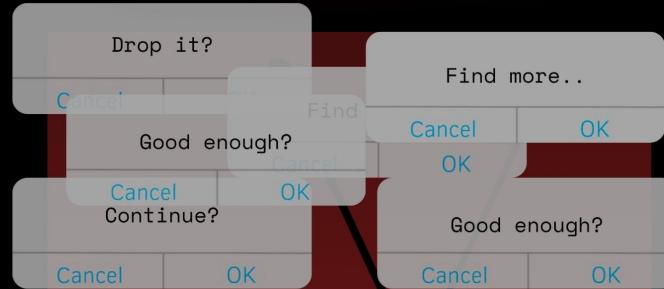
EXHAUSTED FROM CHOOSING YOUR
CLOTHES? AND WHAT TO EAT FOR
DINNER? AND HOW TO STUDY FOR
MIDTERMS? GO HOME, GET IN BED, AND
LET OUR ALGORITHMS CHOOSE YOUR
ENTERTAINMENT. YOU WON'T PICK UP A
BOOK FOR MONTHS!

THINKING

A hand holds a smartphone against a background of a sun, clouds, and mountains. The phone screen shows a social media post with a nature scene. At the top of the screen are five circular profile icons. The text on the screen is in a bold, hand-drawn style. At the bottom of the screen are icons for heart, comment, share, and bookmark, followed by a large pile of red and blue engagement icons.

**LIVE IN THE
PRESENT,
NOT IN THE
PRESENCE OF
YOUR SCREEN**

FOLLOW



THE STORY