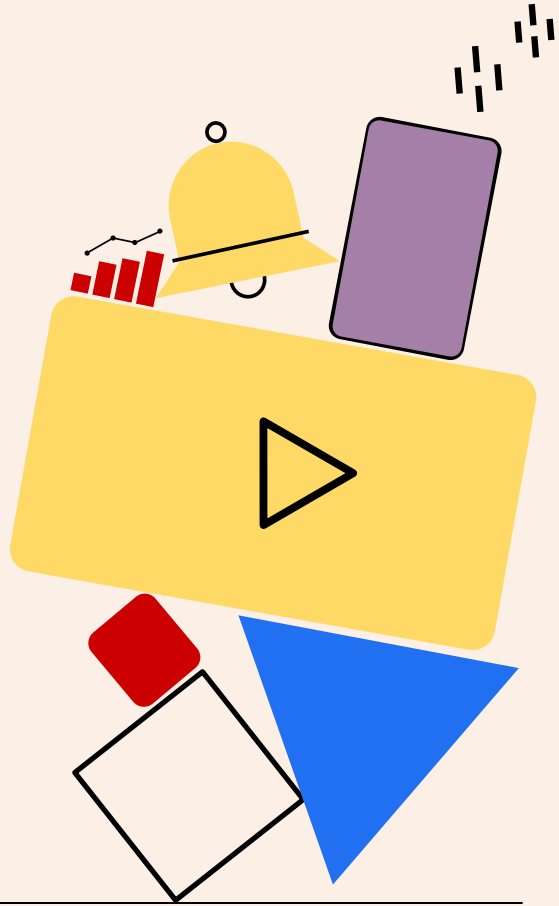
Team 3

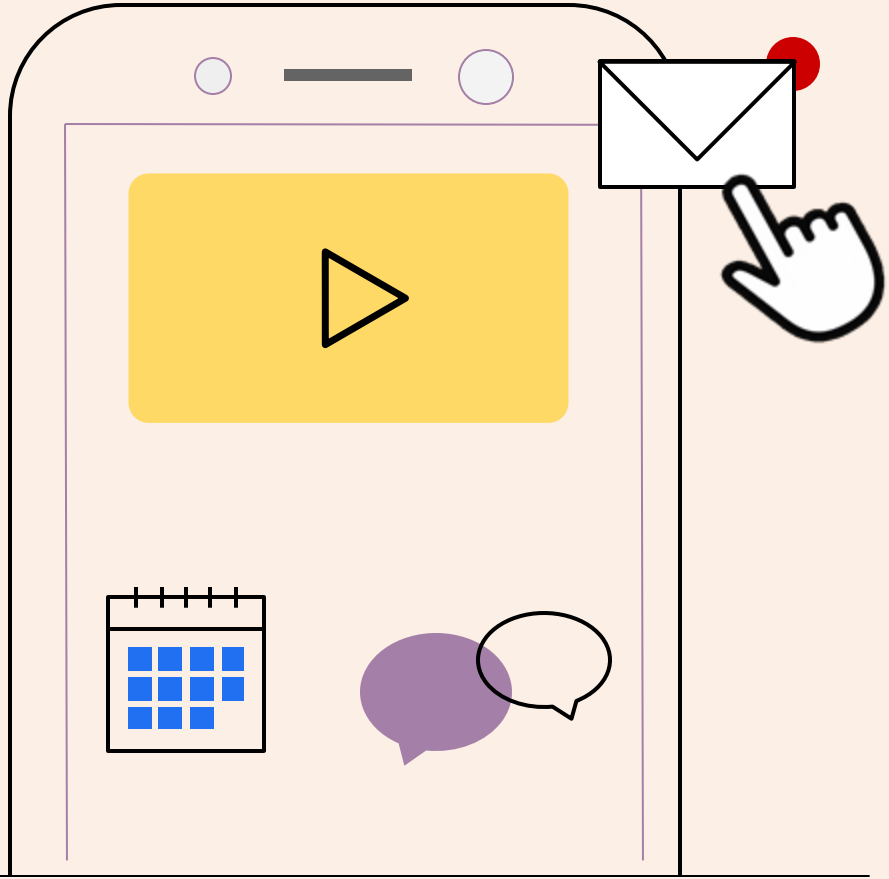
Content Analysis Presentation



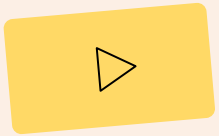
Our Central Theme

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?

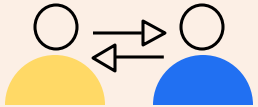


Highlighted Terms:



Passive Entertainment

Content fed to us through an algorithm.



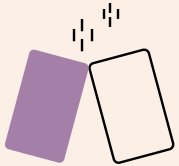
Active Entertainment

Content we actively and specifically seek out.



Rabbit Hole

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



Doom-scrolling

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



Multi-Tasking

Engaging with multiple forms of media at the same time.

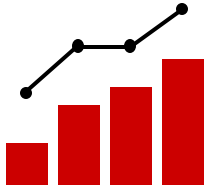


Ease of Entertainment: AI and Algorithms

Who's choosing your entertainment?

Algorithms such as TikTik's FYP and Spotify's auto-generated playlists are choosing the content we consume







A new dopamine hit is only a click away!



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

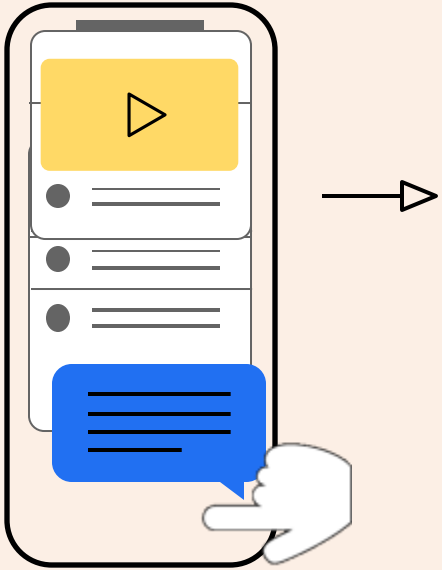
Ease of Entertainment

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**”

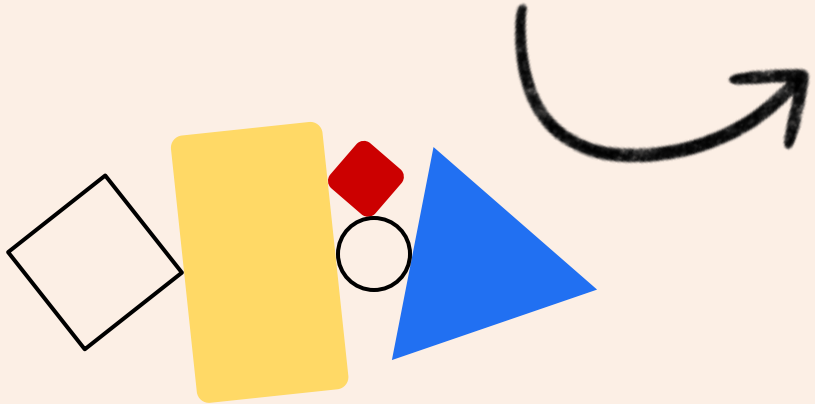
- We seek entertainment that meets personal standards. If it doesn’t, we disengage quickly.

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

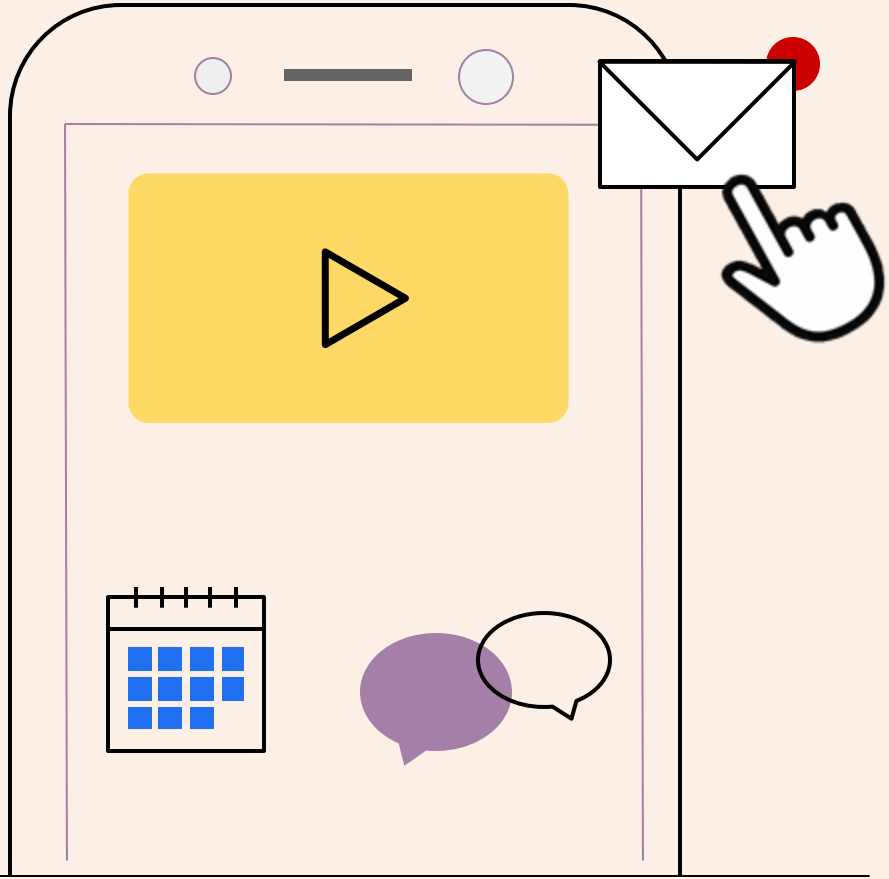
- Something is playing in the background
- Not paying attention to artistry

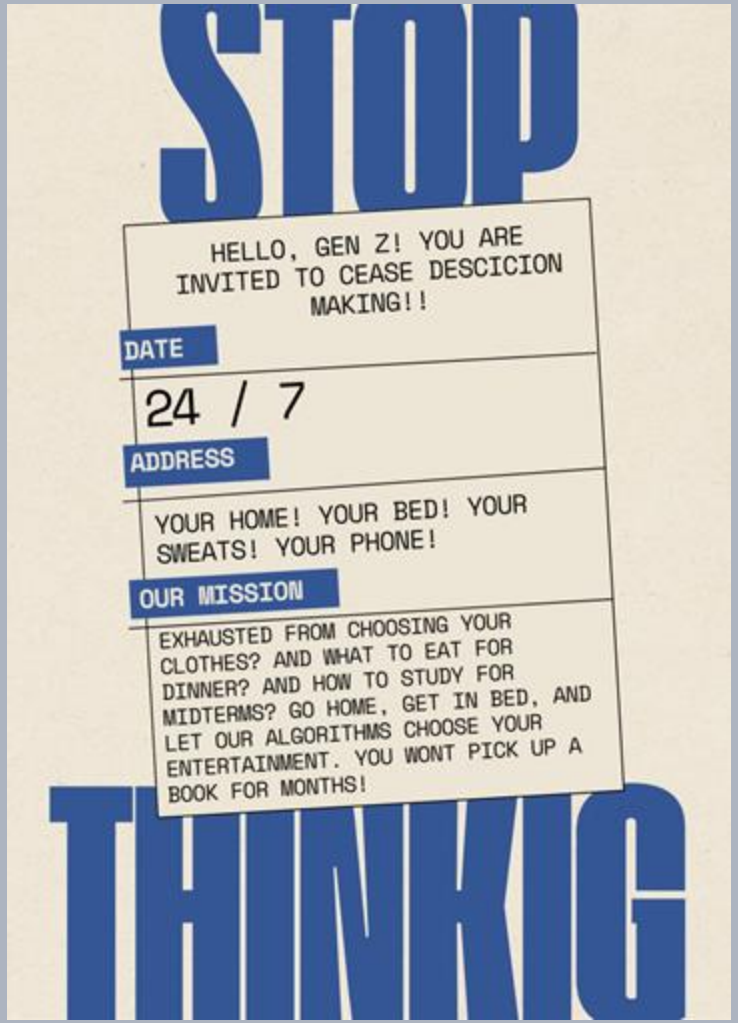
Leads to quality of writing going down

- 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 DESCICION 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 WONT PICK UP A BOOK FOR MONTHS!
THINKIG


LIVE IN THE
PRESENT.
NOT IN THE
PRESENCE OF
YOUR SCREEN


FOLLOW
Drop it?
Find more..
Cancel
OK
Good enough?
OK
Cancel
OK
Continue?
Cancel
OK
Good enough?
Cancel
OK
The average
American
spends
35 hours
a year following
an internet
wormhole
THE STORY