

While people are joining, feel free to share the following in the chat

- 1) Your name and pronouns
- 2) Where/whose indigenous territory you're joining from

Also, ruminate on a recent piece of content you consumed that impacted you. If you can, find a screenshot or link to share with your small group.

Making *Meaningful*
Digital Content when
Everyone's Exhausted



WE WILL BEGIN SHORTLY

While waiting for others to join, here are guidelines to please follow to make this event accessible.

1

If you have an access or technology related concern or question, please chat Eric Mancini.

2

If you have a question, please put it in the chat. We'll turn to questions as time allows.

3

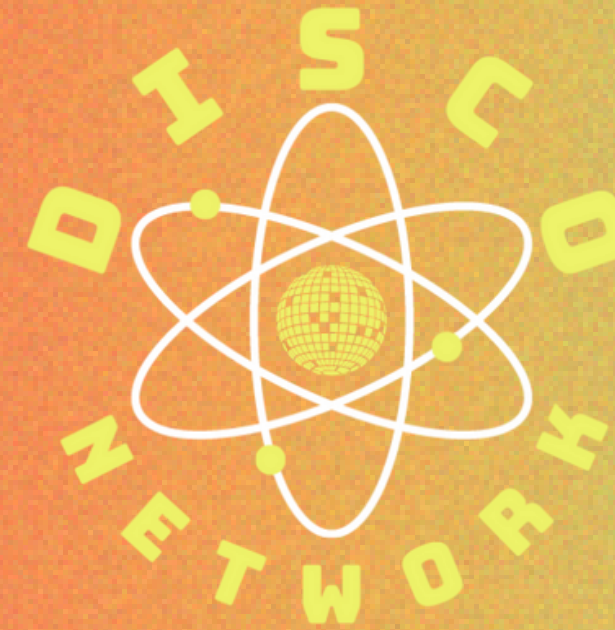
To respect our panelists' privacy, no recording or live tweeting. This is a closed session.

Welcome to

Making *Meaningful*
Digital Content When
Everyone's Exhausted

Tools for Accessible and Sustainable Content
Creation and Strategy

Presented by the DISCO Network and the Digital Studies
Institute at the University of Michigan



Veronica Thomas



Jessica Hill Riggs



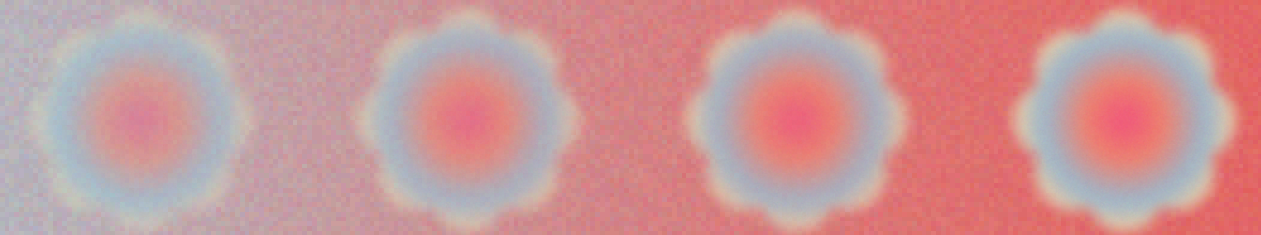
Parker Miles

Shaping Change AMC 2022
Strategy Session

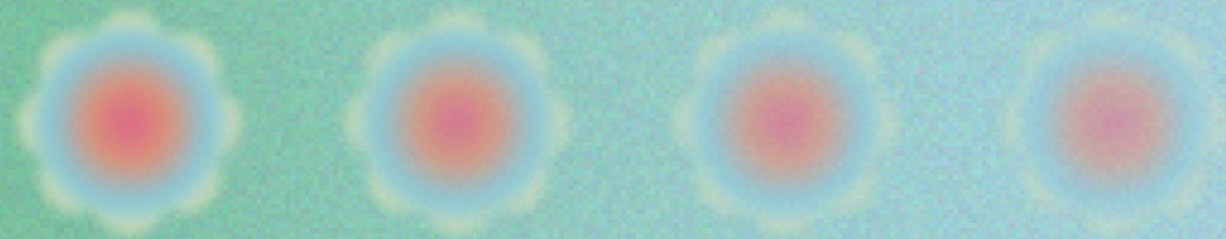
June 30, 2022
2:00 – 3:30 PM ET

What is DISCO? and **why** are we asking . . .

In a media saturated pandemic world, what kind of content makes the most impact?



How can I use social media platforms to imagine a new world instead of perpetuating current harms?



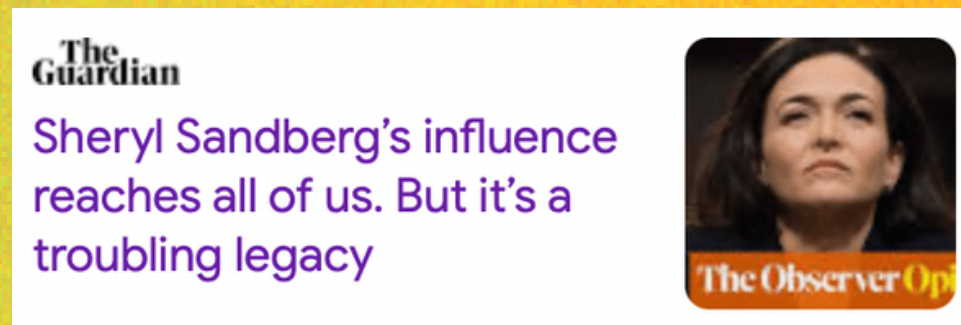
What inspires action instead of numbs?

Digital Inquiry Speculation Collaboration Optimism Network

We are a research consortium across five universities taking an interdisciplinary approach to researching the cultural impact of technology.

2020

Mainstream
backlash against
tech giants and
social media
platforms



Agenda

Grounding Meditation and Reflection



Part 1: The Exhaustion

Part 2: How To



Activity 1: Meditate, Reflect + Write

- ✿ In what ways are you exhausted? Where do you feel the exhaustion in your body? How do you feel the collective exhaustion? How do you cope?
- ✿ What role does social media play in your exhaustion?
- ✿ When does social media content nourish you?

7 min

Big Group Share

5 min

Small Group - Guidelines

- **Best Practices for Zoom Groups**
- **Tech Check: Using Jamboard**

Activity 2: Small Group Introductions

Introduce yourself through a recent piece of social media content that moved you. If you can, share a link or screenshot with your group. Begin mapping out the following questions on the jam board to look for patterns.

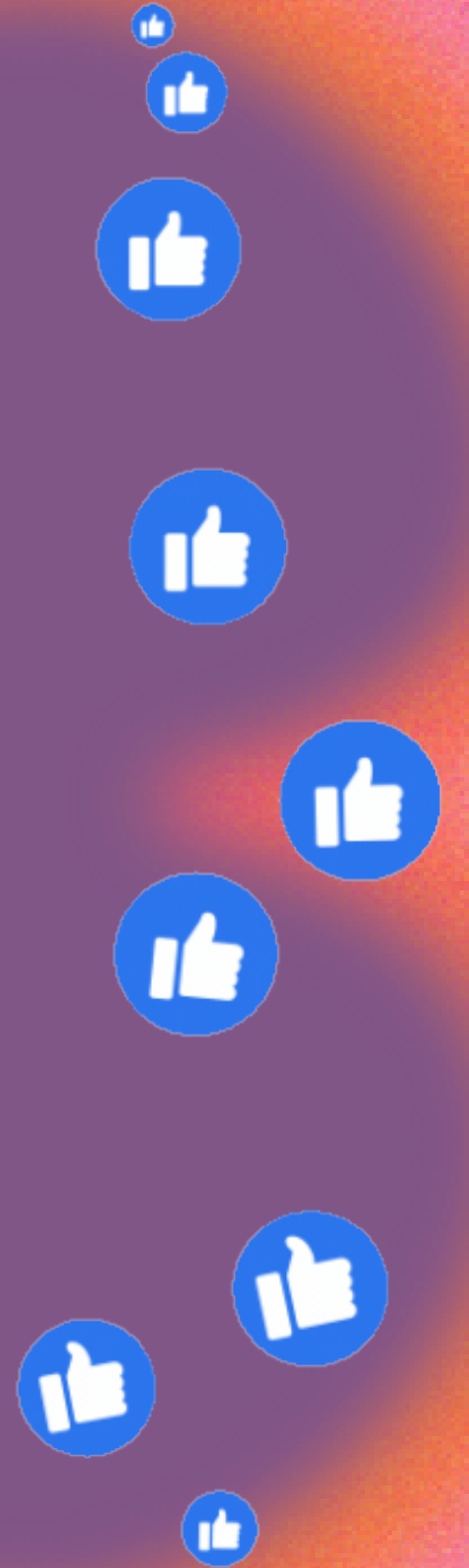
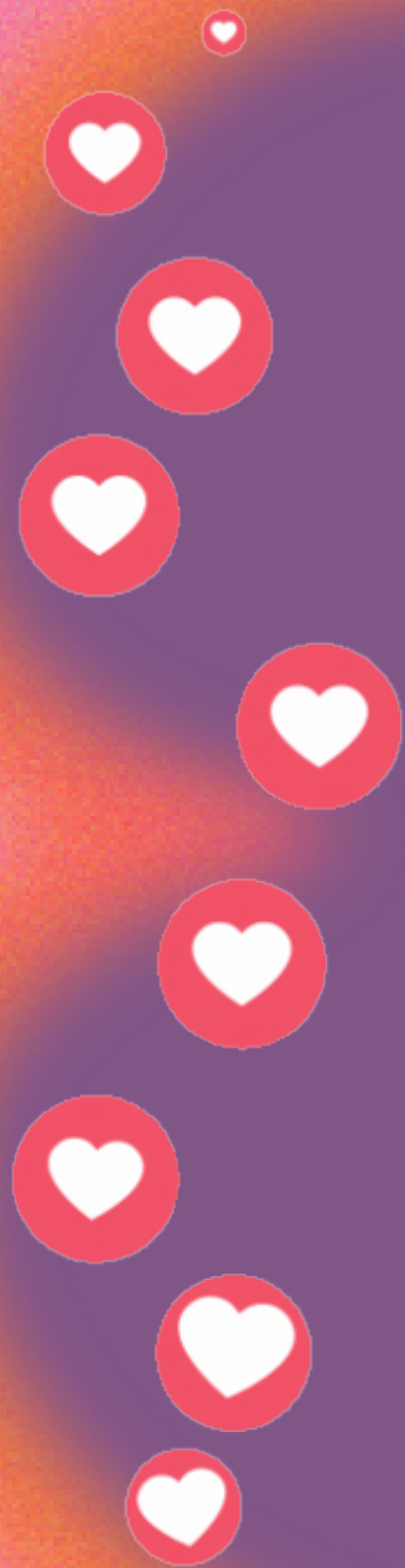
What emotions did this bring up for you? What's making it stick? How do you measure its impact on you?

When are you a **creator and/or consumer** of content in your life?

Who are you accountable to in these roles?

7 min

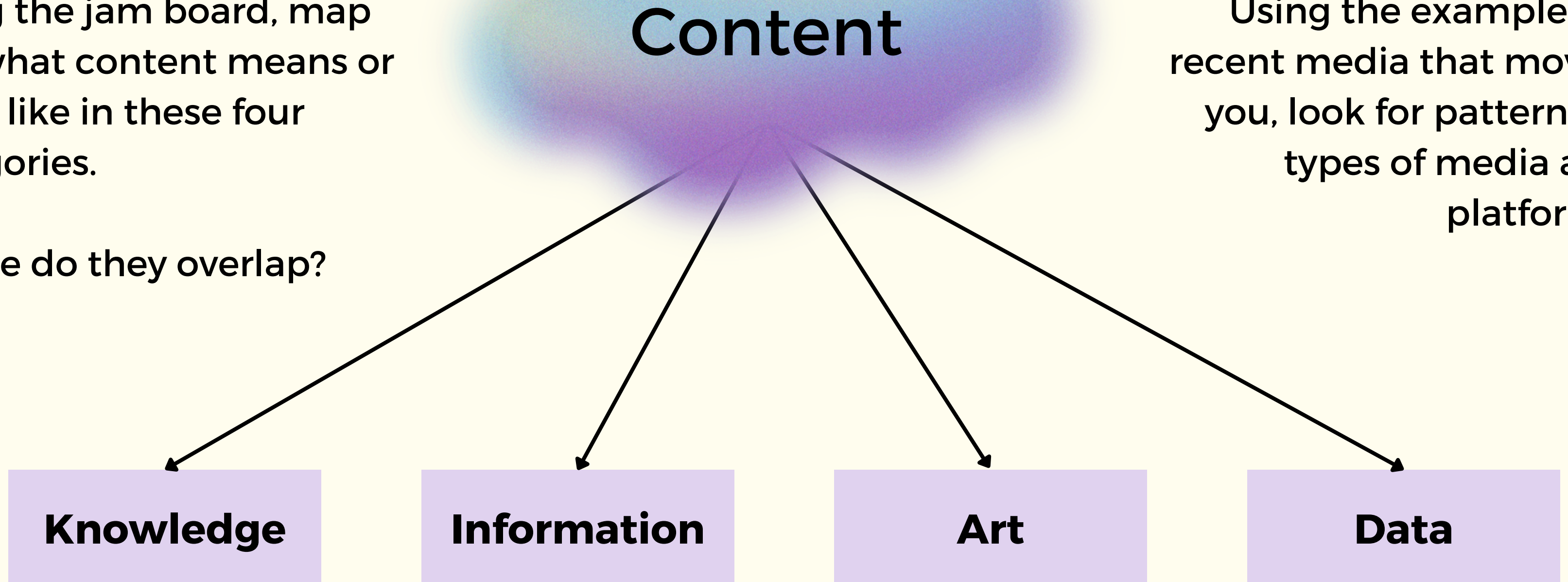
What is content?



Activity 3

Using the jam board, map out what content means or looks like in these four categories.

Where do they overlap?



Using the examples of recent media that moved you, look for patterns in types of media and platforms.

7 min

Big Group Share

5 min



Break - 5 min

The Exhaustion

T Time

Companies Are Finally Fighting Burnout During the Pandemic

For many, that means targeting burnout, a cocktail of work-related stress, exhaustion, cynicism and negativity that is surging during the...


Oct 14, 2021



"Nobody invented it [burnout]. It's been around for a long, long time. It emerged as the language of the people."

— Christina Maslach

Maslach's Indicators of Burnout

-  **Workload** → Too many demands, too little resources.
-  **Control** → How much autonomy and flexibility do you have?
-  **Reward** → Salary, benefits, perks, social reward, appreciation
-  **Community** → Supportive work relationships
-  **Fairness** → Glass ceilings, discrimination
-  **Values** → Why am I doing this? Why am I here? What do I care about?

Burnout is the result of
consistently overriding who
you are and what you need.



@andrearanaej

Discuss these headlines in small groups. Where is responsibility for fatigue placed? What are the advantages and disadvantages of differentiating fatigue.

Activity 4 – 5 min

6 Ways to Combat Pandemic Compassion Fatigue

As the pandemic drags on, we need empathy more than ever.

Stanford researchers identify four causes for 'Zoom fatigue' and their simple fixes

It's not just Zoom. Popular video chat platforms have design flaws that exhaust the human mind and body. But there are easy ways to mitigate their effects.

SCIENCEINSIDER | HEALTH

For scientists studying 'disaster fatigue,' this has been a year like no other

COVID-19 and repeated storms and wildfires have shaped how people perceive risks

<https://www.drSusanJamieson.com> › health › attention-f... ⋮

Nature Exposure Helps Attention Fatigue - Dr. Susan Jamieson

Oct 21, 2019 — Directed attention fatigue (DAF) is a condition that results from over-use of your brain's inhibitory attention mechanisms, the "filters" ...

 The Globe and Mail

Streaming services face 'subscription fatigue' after pandemic

...

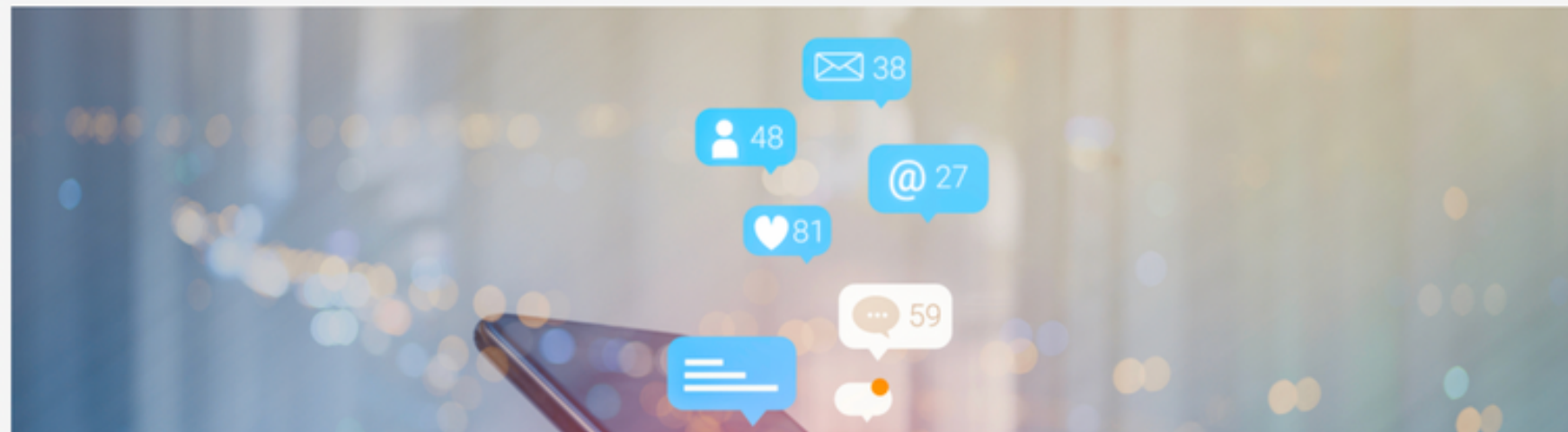
... who pay for streaming content have three or more services – “however, at that third service mark, streamers hit subscription fatigue,...



Content Fatigue

How to Beat Content Fatigue: Tips for Keeping Consumers Engaged

Posted May 4, 2021 by [Neha Wanikar](#) in [Constant Content](#)



"It also leaves content marketers scrambling to grab what little consumer attention is left."

Content fatigue has been a growing problem over the last few years and, in 2021, it has been compounded by COVID fatigue. Consumers are constantly encountering and interacting with [new content](#), especially while in isolation. However, consuming so much content can begin to feel exhausting, and it also leaves content marketers scrambling to grab what little consumer attention is left.

Digital Abundance

A human society may be regarded as a data-processing system. Information is stored in institutions, books, brains, statistical tables, computer libraries, and elsewhere. The knowledge of who knows what, or where the information is, may frequently be more valuable than deep, narrow knowledge of a few subjects themselves.

Source: 'Designing Organizations for an Information Rich World,' M. Greenberger (1971)

Social Media's Unique Advertising Advantages

- **Artificial Intelligence:** No other media draws on massive supercomputers to predict what it could show to perfectly keep you scrolling, swiping, or sharing.
- **24/7 Influence:** No other media steers two billion people's thoughts 24/7 – spending over 150 minutes on social media a day – from the moment we wake up until we fall asleep.
- **Social Control:** No other media redefines the terms of our social lives: self-esteem, when we believe we are missing out, and the perception that others agree with us.
- **Personalization:** No other media uses a precise, personalized profile of everything we've said, shared, clicked, and watched to influence our behavior at this scale.

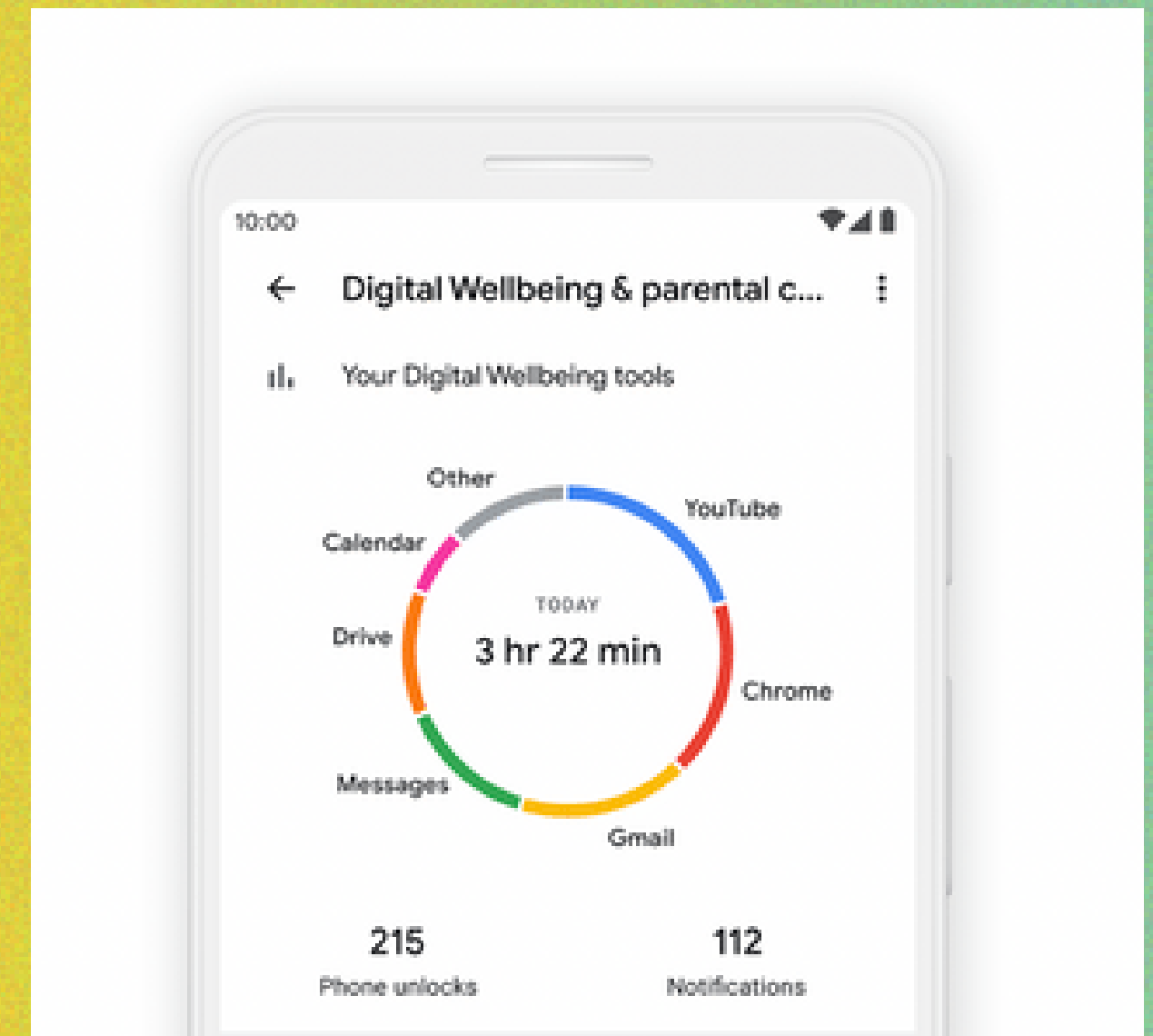
Source: Center for Humane Technology

Digital Mindfulness

Responsibility is placed solely on **the user**.

“There is a tendency to point the finger and say, ‘What is wrong with you?’ And so, burnout becomes the individual’s problem and weakness,” Maslach said.

“I just want to make clear that the stereotype that mental illness is an individual failing is still strong. The question is, how do we change that?”



Source: Google's Digital Wellbeing Initiative

“

Abstaining from social media is presently not the most accessible solution for marginalized people who rely on these platforms for community and resources.

– Neema Githere

”

Break - 5 min



Body Check!

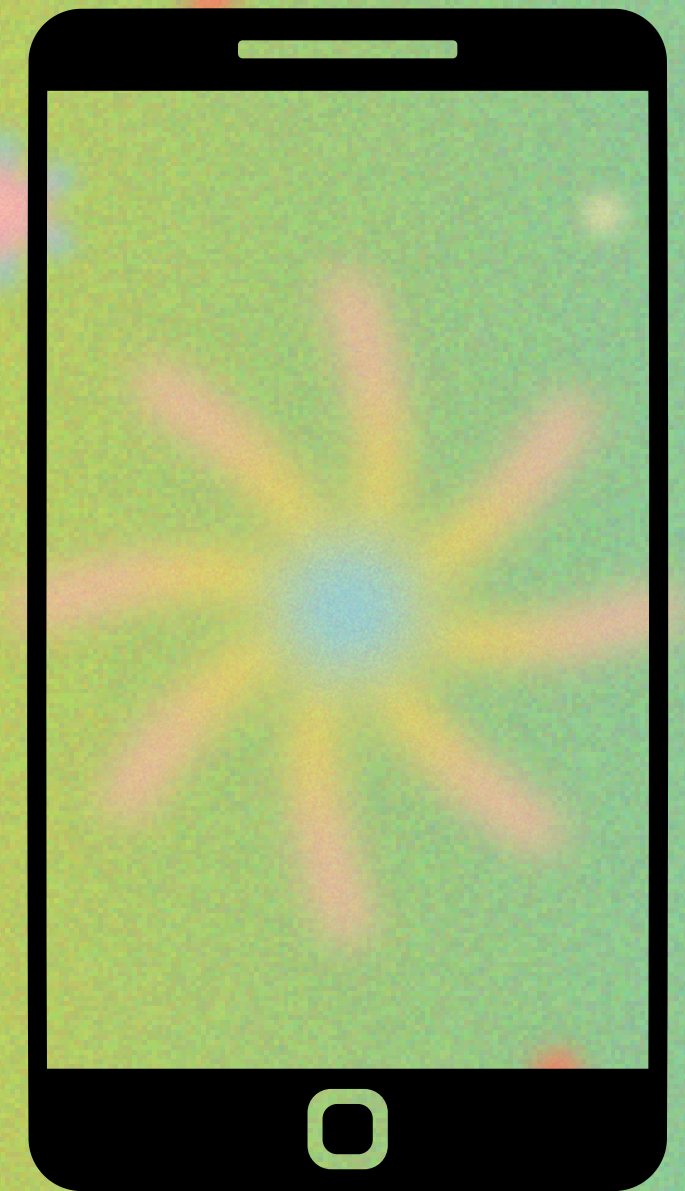
Part 2: How To

"Feel ok enough for long enough to figure out what it is that can be done"

— Jenny Odell, author of *How to do Nothing*

"Attention is the
rarest and *purest*
form of generosity."

— Simone Weil



From an organizational standpoint, what would it look like to treat our audience's and employees' time, attention, and energy as precious? How do we build trust? Can your audience become co-creators?



Resistance on Current Platforms

“There is a widespread belief, that passes for common sense, that fighting for small goals is more practical than fighting for big ones, and it's totally and completely wrong... trying to solve one problem at a time almost always leads to betrayals and mistakes.

Anytime what we're fighting for brings us into conflict with the legitimate needs of another group of people, it's a sure sign that the picture is too small.

A big goal is like a star map, unchanged by wind and rain...we can check our positions against that reliable point of light and correct course as needed.”

– Aurora Levins Morales, "Medicine Stories: Essays for Radicals"

Activity 5: What's your star map?

What can your organization's social media content do to fight for _____?

Insert your organization's mission in the blank. Zoom out as much as possible. How big does the issue you're tackling get? (Eg., maybe your organization focuses on a smaller part of the issue, but keep zooming out.)

How does social media help and hurt the big issue?

7 min



Big Group Share

5 min

“How do we get people to do 'the work'?”

How do we translate complex issues to social media?

Plant seeds.

Hold space.

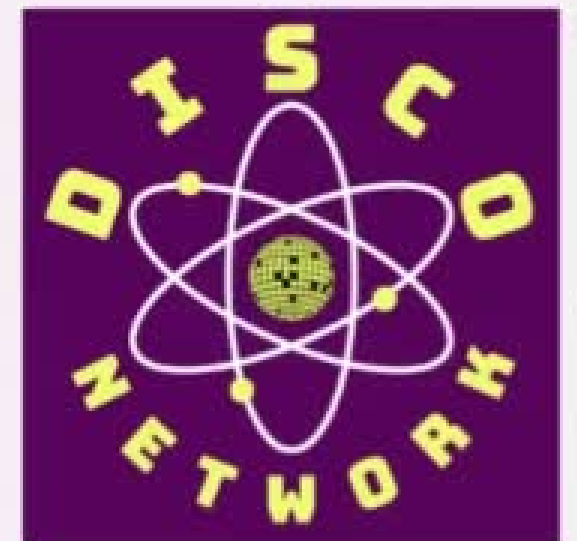


How do you measure
'meaningful' ?

You can't.

Messages

10:28 AM



SLOW Communications x Disability Justice

All bodies are unique and essential...all bodies have strengths and needs that must be met.” —Patty Berne

"Disability justice recognizes the intersecting legacies of white supremacy, colonial capitalism, gendered oppression and ableism in understanding how people's' bodies and minds are labelled 'deviant', 'unproductive', 'disposable' and/or 'invalid'."

Disability Rhetoric x COVID



Margaret Price @PriceMargaret · Jun 7



I'm curious about the term "brain fog." Before the pandemic, few people used it. I knew it as a term used among disabled people.

Now, many people use it--including for short-term.

I'm not sure what I think of this. How do you use the term? What are your thoughts? [#BrainFog](#)

Disability rhetoric has made its way to mainstream discourse, helping us make sense of our new COVID reality. But this language has been appropriated without mainstream culture embodying the values of disability justice. Meanwhile, COVID continues to be a mass disabling event disproportionately affecting people of color, and our media and government/workplace policies pretend we can return to a 'normal' that no longer exists.

We all have the responsibility to make our content accessible, and when we do, we reach more people!

As an individual or organization, embracing the values of disability justice and implementing accessibility as a practice can transform your content strategy and online presence from productivity oriented to community and creativity oriented.

Accessibility gives us frameworks for reassessing what content is, what it means to share, and how we share.

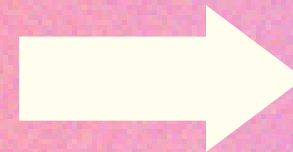
Disability Justice as a Mode of Resisting the Algorithm

The Algorithm values:

Predictability

Your interests and behaviors remaining the same is profitable so marketing towards you can be consistent.

Trends dictate what you consume and post.



Disability Justice values:

Showing up authentically

The fluidity of your lived experience informs your interests and behaviors, and therefore your online presence. You engage with content that nourishes you and you're honest with yourself about the role social media plays in your life, acknowledging this will change over time.

Accessible Social Media Strategies x Resisting the Algorithm



Write alt-text for images

Writing alt-text helps you slow down and be intentional about the purpose of the images you create and share. What does this image convey?



Create audio versions of text content

When we slow down to create multiple avenues of accessing information, we resist siloing ourselves and we learn new skills!

Creating New Social Media Metrics of 'Success'

Today Doing old things better	Tomorrow Doing brand new things
Project Timelines	Slowness, Collaboration
Identify your Target Audience	Inclusivity - Make content for Everyone
Chose PR Tactics/Types of Media	Quality over Quantity; Employing Creativity and Exploration
Measure Results	Was it accessible? Did it feel authentic and meaningful to create?

Seize the moment

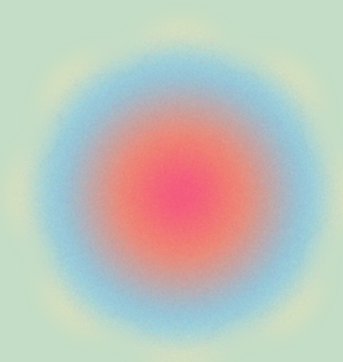
Collaboration gives us a path forward. We imagine academics as legislators and artists as technologists.

We are optimistic because we know that technology isn't exploitative in essence.

Created with new values, technology can nourish us and make our world more equitable.



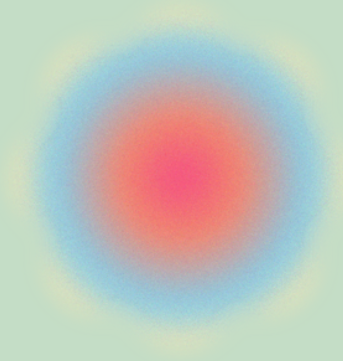
Both / And



We can imagine new platforms that nourish .

connect
co-create
protect
sustain

+



Find ways to resist algorithmic harm on current platforms.

Activity 6:

7 mins

In small groups, discuss which values you would want a social media platform to hold. Pick one of those values, and **imagine a function that operationalizes it.**

These don't need to be within the realm of possibility!

Example: To foster community on Instagram, there could be a function where you can create private groups to share photos in the classic grid layout.

Speculative Digital Futures

Final Small Group

As we end our time together, consider ways that your small group can stay connected and accountable. Here are some ideas:



- Exchange info
- Co-work on an accessible communications strategy
- Go through your work books
- Add resources to the collaborative Are.na channel
- Map out some next steps and check-in later

Thank you.

@DISCONetwork_



www.disconetwork.org



disconetwork@umich.edu

