


Phubbing

An illustration in a muted, dark color palette showing two women sitting at a table in a cafe. The woman on the left wears a cap with a dollar sign and looks down at her phone. The woman on the right also looks at her phone. In front of them are two cups of açaí bowls. To the right, a sign hangs from the ceiling that reads 'New! Açaí Bowls', 'Make Your Own', and '€4.00'.

The Impact of Social Media Addiction

Paula Suarasan

B00147951

Introduction

Before I start, I'd like to introduce you to a term you may or may not be familiar with:

- Phubbing.

What is phubbing?

- Phubbing is the act of ignoring someone in favour of using a mobile phone.

Why does it matter?

Phubbing might seem like a small or harmless habit, but it can have a major impact on relationships and those around us.

When people prioritize their phones over the people around them, it creates a sense of disconnection and people may end up feeling hurt or ignored.

Think about how often this happens in everyday life, at a dinner table, during conversations, or even on a date. It's a behaviour that has become so normalised in our digital world that we often don't realise the emotional impact it may have on others.

This project aims to raise awareness about phubbing and the effects it can have on relationships and the people around us. It also aims to encourage people to maintain a healthy balance between their mobile phone use and their interactions with the real world and those around them.

Research; Understanding the emotional impact of phubbing.

- To fully understand the concept of phubbing and its impact, I began with a research phase, and looked at several videos, animations, surveys and campaigns that address the issue. One example of a campaign I looked at is the “Disconnect to reconnect” campaign by One Xin Yee that states that mobile phones can create an emotional disconnect in relationships if partners feel like the other is prioritizing their phone over spending quality time together.
- To gain a deeper understanding of how phubbing and social media impact relationships, I conducted my own survey during the research phase, where many respondents have reported engaging with their phones even when in the presence of others.

Other key findings I found were:

- Spending more time on social media was linked to lower relationship satisfaction, which led to more arguments and negative effects on relationships.
- In a survey conducted of 799 people from the ages of 19-60, 250 respondents felt that social media has had a negative impact on their close relationships which suggests that social media may create some issues or tensions within some relationships.
- majority of people (82%) believe social media has had an effect on their relationship with friends, family and others meaning that social media plays a significant role in how people connect with the others around them.

What inspired my project?

- One video from the research phase that inspired the storyline of my project was “Distracted” by Emile Jacques about a father who neglects his daughter by being too distracted on his mobile phone and doesn’t notice his daughter growing up until his phone fully dies.
 - This short film inspired the storytelling of my animation, by emphasizing the disconnect caused by phubbing through relatable characters and scenes.
 - I also researched animation techniques and styles from other sources to guide my own project. For example, I looked at a cartoon show like Total drama island, where the character designs are simple yet expressive which served as inspiration for my own animated characters.
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The Prototype; What is it?

- My prototype is a short animated video that serves as a campaign to raise awareness about and the impact of social media addiction, highlighting how too much phone use can disconnect people from the real world and affect those around us.
- <https://youtu.be/M-De8l74z4Q?si=VFzT1ulifdUv9H6G>

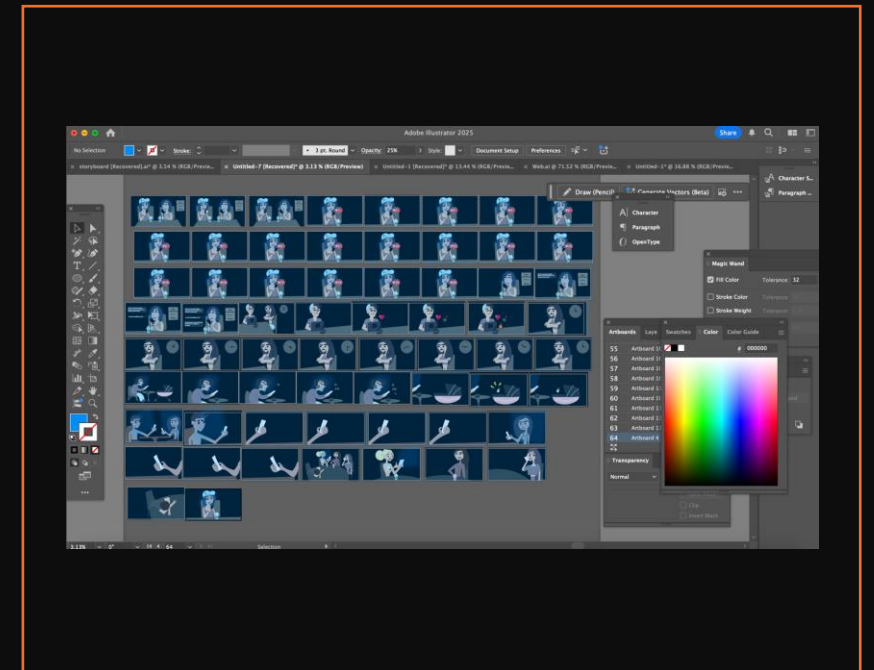
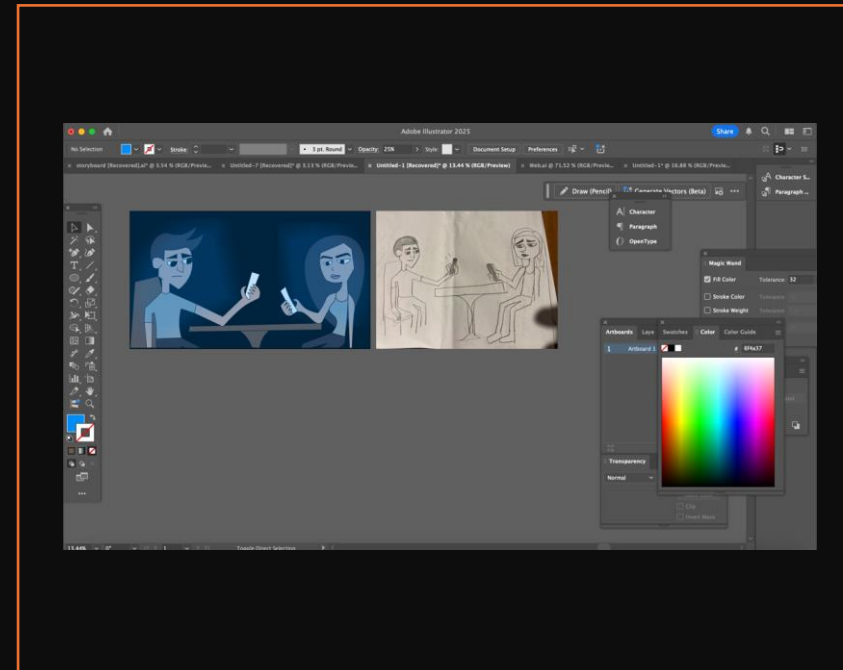
Pre-Production Phase

- I began by planning a storyline for my project, carefully considering the message I wanted to communicate through the animation. Once I finished completing the storyline, I started sketching out the scenes and characters on paper.



Production Phase

- During this phase, I began illustrating my scenes and characters by using the sketches I had already created on paper and transferring them into Adobe Illustrator, where I used the pen and curvature tools to refine and illustrate them. I then focused on developing the animation for my project. I created multiple artboards in Adobe Illustrator, placed the scenes onto the artboards, and arranged them in a way that would tell a story.
- As this is the first animation I have ever worked on, I tried to keep it as simple as possible.



Post Production Phase

- Once the storyboard was complete and I had all my pages were organised in Adobe Illustrator, I began editing the animation in Adobe Premier Pro. There was about 64 artboards overall. Unfortunately, this was the most challenging part, as the Adobe Illustrator files were too large, causing Premier Pro to crash and function improperly.
- To resolve this issue, I saved the Adobe Illustrator artboards at the lowest resolution, which was the only way to make sure they worked properly in Adobe Premier Pro for editing. This is where I edited my video by arranging them on the timeline and adding sound effects which for most, I created by using my phone and screen recorded certain sounds like texting and the camera shutter, then put them into Adobe Premier Pro and unlinked the video from the sound so that I was only left with the sound. After completing the video editing process, I replaced the low quality files with the high resolution Illustrator files. Since Premier Pro couldn't automatically locate the deleted low quality files, I manually located the new high quality files, making sure they had the same name as the originals. Premier Pro was then able to link to the high-quality files, which successfully updated the entire project with the best resolution.
- However, once the video was updated with the high quality files, I was running through another problem of the transitions not working properly. To fix this, I rendered the files which took approximately 30 minutes to complete. Unfortunately, after rendering, the transitions still did not function as intended. So adjusting and re-rendering the transitions would have been time consuming, so I decided to remove all the transitions. This was the only way for me to get my video working properly without any further delays.
- Once the video was complete, it took two hours to export, making the process slow and quite frustrating overall.

Learnings

- Through the prototyping process, I learned that creating an animation can be very time consuming and frustrating when faced with challenges, but it is important to focus on time management and finding solutions. I also learnt how to overcome challenges like large file sizes, and the importance of planning and staying organised throughout the process. Overall this experience gave me confidence to move forward with the final animation in the next phase. As I am now aware that Adobe Premier Pro struggles with large file sizes from Adobe Illustrator, I will consider using Adobe After effects as an alternative option moving forward.

Semester 2 Plans

- Phase two of next semester will involve finalizing the animation video and refining the storyline and visuals, which I plan to work on consistently over a four-month period. I also plan to use Adobe After Effects for smoother animations and better file sizes management. As there are not many campaigns on the topic, I also intend to expand the animation into a larger campaign by creating posters and content for social media to promote the overall message of the project.

Thanks for watching!