

## HOW TO FACILITATE A

# PEER-TO-PEER GEN Z DESIGN WORKSHOP

## ABOUT SOCIAL MEDIA (IF YOU'RE NOT GEN Z)

\* Not a designer? Perfect. This design workshop is for non-designers.

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Developed by Iske Conradie, and a community of Gen Z participants, for a Masters in Eco-Social Design at the Free University of Bolzano, in partnership with the teen-led LOG OFF Movement. **Why?** To encourage critical reflection between Gen Zs about the humane use of social media technology and to showcase the potential solutions rooting from Gen Z's creativity and expertise. **If you have questions** about the project or if you would like Iske's support, feel free to reach out at [iskeconradie@gmail.com](mailto:iskeconradie@gmail.com)

### Why GenZ?

Generation Z is the first generation to be fully immersed in social & information environments fundamentally shaped by social media, its computer algorithms and its interface designs.

Gen Z makes up a majority of social media content creators and consumers, This not only means they deeply understand the pros and cons but they also have, unexplored or unheard, ideas on how to improve these media environments for future generations. They deserve safe spaces to discuss it.

### What is a peer-to-peer workshop?

A Gen Z peer-to-peer workshop is a workshop for Gen Z peers who feel comfortable around each other: a group of friends, siblings, classmates or GenZs familiar with each other.

Social media is complex, but it's often dismissed as a simple issue in intergenerational discussions. "Feel addicted? Quit." If we want useful conversations, it's vital to create a safe space where participants feel comfortable to share their real experiences.

### Why social media design?

Contrary to popular belief, changing or improving social media isn't difficult. It takes a commitment to consider the ethical impact design has on its users and a few lines of code.

However, when we discuss the cons of social media it's often framed as something fixed that we need to manage through personal grit and willpower.

## DESIGN REALLY MATTERS.

**Why a design workshop if participants aren't designers?** This workshop uses design activities to focus the dialogue around the intentional design choices that social media platforms are based on.

The aim is to freely explore participants' needs and values and how their preferred social media apps support or disregard these needs and values. The main activity involves creating a design (as a collection of rough notes or sketches) that truly supports the participant's values.

### Why is it important to facilitate workshops about social media?

Intergenerational discussions about social media may frame young social media users as social media addicts which discount the fact that:

- social media platforms are purposefully designed to addict users and that these designs can very easily be adapted by a few lines of code to better serve the wellbeing of young users and;
- the rich experiences that young social media users have as the first generation fully immersed in online and in-person social & information environments fundamentally shaped by social media technology.



## THE PREP WORK

# WHERE AND HOW TO START

### Step 1

Select the DO THE CHALLENGE button [logoffmovement.org/design-challenge](https://logoffmovement.org/design-challenge) and familiarize yourself with the Google Form's 8 Questions and 1 Design activity.

By filling out this form your participants' responses / designs will be featured on the Design Challenge web page showcasing GenZ's ideas to improve social media environments.

### Step 2

Identify a group, of various groups, of 2 - 5 GenZ participants who are comfortable with each other and excited about joining LOG OFF's Design Challenge.

Make sure all participants understand that their designs will be published on the Design Challenge web page using a name or a pseudonym of their choosing (if participants are under 18, ask their parents' / or guardians' consent too).

If participants choose to stay anonymous, make sure you do not take any screenshots, notes or pictures revealing their identities (tip: allow participants to choose face-covering emojis).

### Step 3

Set a time and date with your group of GenZ participants and allow them to choose a space. This space can be online (on WhatsApp video call, Zoom, Slack, Teams etc.) or it can be in-person (if you are for example an educator who would like to do the Design Challenge during a class).

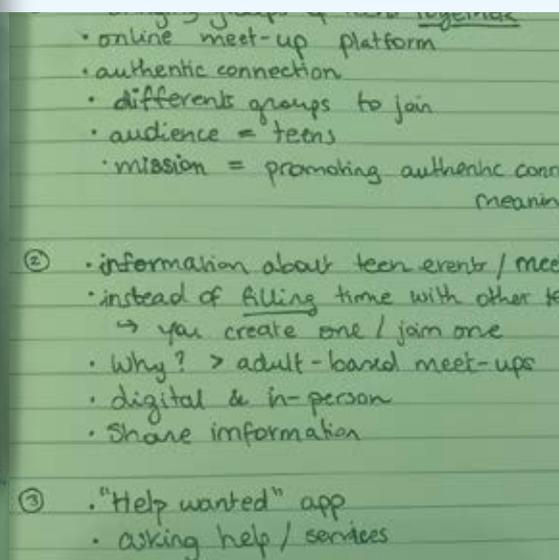
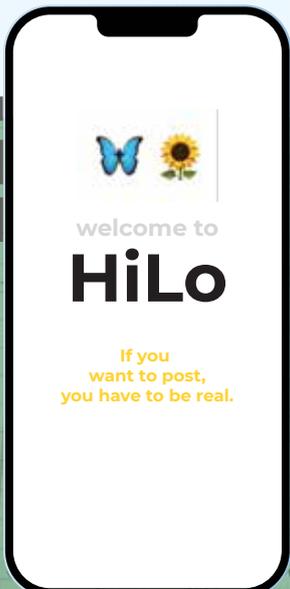
One facilitated workshop takes about 45mins. Make sure you have a laptop to complete the Google Form as participants discuss the questions regardless if it's online or in-person.

### Tools you need

- ✓ Access to the chosen workshop space (online / in-person)
- ✓ A device to access / fill out the Google Form
- ✓ A device to receive / take pictures of participant's designs

### Tools participants need

- ✓ Access to the chosen workshop space (online / in-person)
- ✓ A pen and paper
- ✓ A device to take a picture of their design & share it with you



**!** Who is this guide for? Educators, schools, institutions, parents or activists who want to support GenZ in the exploration of how social media technology should be used to truly support its users' values and needs. Who is this guide NOT for? Companies hoping to leverage GenZ user insight to further advance for-profit motives while disregarding GenZ's values and needs. All copyrights and intellectual property is owned by the creator, the GenZ participants, and explicit, written consent is needed to use or share participants' designs outside of the LOG OFF movement.

## CRITICAL EVALUATION AND SELF REFLECTION

# HANDY FACILITATION TIPS AND TOOLS

If you plan to facilitate more than one workshop, have a space for you to critically reflect on your workshops:

1. Write down recurring themes. This way you can expand the list of themes and improve your follow-up questions to draw out richer conversations between participants.

2. Ask yourself, how did I influence participants' conversation and how can I create a safe space for them to share their experiences with each other.

## FACILITATING THE DESIGN CHALLENGE.

### TIPS FOR RUNNING THE ACTUAL WORKSHOP

While the Google Form has everything you need and the Design Challenge page has multiple examples, here are a few tips.

#### Access Matters

Ensure participants can access the space they chose easily via a meeting link for examples or via the devices they do have. A lack of particular tech should not be an obstacle. Also, make sure participants can easily share images of their designs with you. This might be via their mobile phones for example if the space is online.

#### Confirm Consent

Make sure participants understand why you're doing the workshop, where the results will be published and that they can choose to anonymise their participations.

#### Respect the relationships

Peer-to-peer workshops are all about the comfort participants feel sharing a space with each other. Encourage participants to value their relationships by allowing social back-and-forth.

#### Ask the Google form questions organically

The goal is not to rush through the Google form's questions. The goal is to create a comfy flow of discussion between the participants. Ask the questions naturally and ask follow-up questions when you feel the participants want to explore other themes too.

#### Check your bias

The workshop is a casual activity that relies on relaxed interactions, but to get authentic feedback it's vital that participants sense they can share positive, negative or neutral experiences of social media.



*A workshop facilitated online with participants being in-person in their personal spaces*



*A workshop facilitated online with participants being in-person at their school (co-facilitated by an in-person educator)*

## DESIGN SHOULD ADAPT.

**This is just a design work in progress.**

If you have any insight regarding your experience of facilitating or participating in a peer-to-peer GenZ Design workshops, please reach out to [iskeconradie@gmail.com](mailto:iskeconradie@gmail.com) so we can improve discussional and design spaces for GenZ.