

## The Social Dilemma Quiz (Answers Provided Below)

Name:

### Instructions

While watching the Netflix documentary “The Social Dilemma,” provide answers for the following.

1. While working for the Gmail team at Google, Tristan Harris realized that \_\_\_\_\_.
  - a. His team was making something much bigger than they knew at the time.
  - b. He would get into legal trouble if he kept developing programs that tracked consumers’ personal data.
  - c. Never before had 50 designers — 20- to 35-year-old white guys in California — made decisions that would impact 2 billion people.
  - d. He was becoming addicted to his email and couldn’t focus while at work.
  
2. According to Roger McNamee, in the first 50 years of Silicon Valley, the tech industry made products such as hardware and software and sold them to customers, but in the last 10 years the biggest companies in Silicon Valley have been in the business of \_\_\_\_\_.
  - a. Subscriptions
  - b. Selling their users
  - c. Software “hacking”
  - d. Data mining
  
3. According to Aza Raskin, because advertisers — instead of people who use social media — pay for social media platforms, advertisers are the customers and social media users are \_\_\_\_\_.
  - a. Freeloaders
  - b. Not making their own decisions
  - c. Being influenced by advertisers
  - d. The thing that’s being sold
  
4. According to Tristan Harris, the classic saying is “if you’re not paying for the product, then \_\_\_\_\_.”
  - a. You are the product
  - b. You won’t get the product
  - c. The product does not exist
  - d. Somebody else will pay for that product

5. The “business model” of companies like Facebook, Snapchat, Twitter, Instagram, and Youtube is to \_\_\_\_\_.

- a. Manipulate consumers into buying things
- b. Watch the gradual change in user behavior
- c. Keep people engaged on the screen
- d. Connect advertisers with copious amounts of user data

6. Jaron Lanier states, “It’s the gradual, slight, imperceptible change in your own \_\_\_\_\_ and \_\_\_\_\_ that is the product.”

- a. Thoughts; emotions
- b. Feelings; behavior
- c. Interests; ideas
- d. Behavior; perception

7. Shoshana Zuboff says that in order to be successful in business, you have to have great predictions, and great predictions begin with one imperative, which is \_\_\_\_\_.

- a. A lot of data
- b. A substantial number of tests
- c. Artificial intelligence
- d. The scientific method

8. According to Aza Raskin, what does Facebook do with the data it collects?

- a. Looks for patterns in consumer behavior
- b. Builds models that predict users’ actions
- c. Sells it to the highest bidder
- d. Shares it with the government

9. According to Tristan Harris, pulling down and refreshing a timeline on your phone is comparable to what addictive activity?

- a. Drug use
- b. Gambling
- c. Drinking alcohol
- d. Playing video games

10. According to Tristan Harris, if something is a tool, it genuinely is just sitting there waiting patiently. If something is not a tool it \_\_\_\_\_.

- a. Serves no purpose
- b. Performs actions on it’s own
- c. Looks for ways to improve itself
- d. Demands things from you, seduces you, and manipulates you

11. True or False: In the documentary, social media is portrayed as something that isn't and cannot be addicting.

- a. True
- b. False

12. Social media became available on mobile devices in 2009. Since that year, the suicide rate among girls ages 15-19 has increased by \_\_\_\_\_ percent.

- a. 30
- b. 50
- c. 70
- d. 90

13. Social media became available on mobile devices in 2009. Since that year, the suicide rate among girls ages 10-14 has increased by \_\_\_\_\_ percent.

- a. 39
- b. 74
- c. 151
- d. 167

14. Gen Z is the first generation that started social media use \_\_\_\_\_.

- a. In elementary school
- b. In middle school
- c. In their childhood
- d. During quarantine

15. How much has processing power increased, roughly, from the 1960s to today?

- a. About a thousand times
- b. About a million times
- c. About a trillion times
- d. A few hundred times

16. According to Cathy O'Neil, algorithms are \_\_\_\_\_ embedded in code.

- a. Thoughts
- b. Feelings
- c. Facts
- d. Opinions

17. True or False: When performing a Google search and typing “Climate change is ...” into the search bar, users will see the same auto-complete results no matter where they live.

- a. True
- b. False

18. True or False: According to an MIT study, fake news on Twitter spreads six times faster than true news.

- a. True
- b. False

19. True or False: According to Cathy O’Neil, AI has the capability to know truth.

- a. True
- b. False

### **Open-ended questions...**

20. Is there an existential threat of social media? Explain your answer.

21. Does “The Social Dilemma” change your perspective on social media’s role in society? Explain your answer.

Answer Key:

1. C
2. B
3. D
4. A
5. C
6. D
7. A
8. B
9. B
10. D
11. B
12. C
13. C
14. B
15. C
16. D
17. B
18. A
19. B
20. Answers may vary
21. Answers may vary