Video Storyboard and Script

Working Title of Project: Pinterest and Identity

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|  | What's on screen? | ScriptA rough draft of the narration | Time |
| 1 | American flag, jets flying over, eagle (+ sound effects) | Individualism and personal identity are common American values. Independence, freedom, and self-expression permeate all aspects of American culture – especially on the internet. | 00:00 |
| 2 | Creepy footage of hacker; footage of sales; footage of clicking on ads | Internet browsing history is tracked, logged, and sorted to give each user individualized search results and ads across the web. Since most websites generate revenue through ad sales (and people clicking on the ads), it’s important for a company’s bottom line that ads be relevant to the person looking at the webpage. Hence why data is collected and carried with you from site to site.  | 00:15 |
| 3 | Footage of using the Pinterest app; display quote as an overlay | For this project, we explored identity and the internet through the lens of Pinterest. Pinterest is a popular “image-based social media site… built on the metaphor of a virtual bulletin board on which users can collect, arrange, and pin digital images and other found content to personal virtual boards” (Almjeld). The platform predominantly reaches a female audience and is stereotyped as a feminine tool to plan dream weddings to many Americans.  | 00:40 |
| 4 | Footage of Katya on runway, footage of setting up accounts | In order to complete the project, I created two separate Pinterest accounts and curated a distinct personality for each. For the first account, I based it off my own self and used my school email address. I selected things that I personally found interesting, such as indoor plants and men’s haircuts. For the second account, I used a temporary email to create an alter ego – Yocos - a 34-year-old Russian woman. Yocos is interested in puppies, healthy snacks, memes, beauty, and hairstyles. | 01:10 |
| 5 | Footage of using scraping platform | Next, I used a custom API to search specific keywords and scrape the data from the search results. I searched identical keywords for both accounts using the tool. Then, the application processed the data into word clouds about the descriptions, boards pinned to, and domains of origin. Unfortunately, the word clouds did not show up correctly for me, but I was able to navigate around this by downloading the data to my computer.  | 01:55 |
| 6 | Images walking through the five search choices | For my search terms, I chose the color blue, the place Maine, homeschool, family vacation, and the item of clothing scarf. For some terms, I received near identical image results and word clouds, for others, my results varied drastically. And for one, my image results appeared different, but they had very similar word cloud results.  | 02:25 |
| 7 | Images from search results, logos of brands, people shopping | The search term blue resulted in the most drastic domain differences. The results seemed to be based off gender and possibly location, more than anything else. For my account based off me, the results were primarily focused around purchasing things. Most of my results came from stores, such as Home Depot, Etsy, and Wayfair. The description including items to buy such as glass, rugs; as well as more masculine descriptors like dark and modern. For the boards, product was the largest result, adding to the consumerist trends. There was also a large emphasis on weddings.  | 02:50 |
| 8 | Logos from blogs, images from results, footage of people writing blogs | However, Yocos results centered around blogs and aesthetics. Her results came back from sites like Buzzfeed, “Uploaded by user,” Wordpress, Tumblr, and Blogspot. As well as from British (.co.uk) and Russian (.ru) web domains. Her descriptions were focused on the actual color, such as shade, beautiful, Pantone, palette, and light. Also some more feminine results, such as hair and dresses. Wedding was also featured.  | 03:25 |
| 9 | Footage of Maine, image results, footage of Disney | The search terms “Maine” and “Family vacation” resulted in very similar data clouds for each user. “Family vacation” for both myself and Yokos was centered around Disney and budget trips around the USA. Maine brought results of Portland (the state capital), Acadia National Park, and trip planning for both accounts | 03:55 |
| 10 | Home school footage, images from results, word clouds | Homeschool, on the other hand, was very different. Visually, it looked like “my” search results were much more focused on STEM resources, whereas Yocos results were more focued on Language Arts and Art. On an appearance level, it seemed very gendered to me. However, the actual word clouds were very similar, and neither placed any emphasis on specific subjects. | 04:15 |
| 11 |  | The final search term, scarf, held the greatest difference. Once again, I think this primarily is due to gender and cultural stereotypes. For my search result, the focus was on men, luxury goods (Nordstrom, cashmere, silk), and practical application like winter. The results came from Real Men Real Style, Etsy, and Nordstrom, showing a concentration for luxury good shopping. For Yocos, the results were focused on designing and crafting your own scarf, with terms such as pattern, ideas, and crotchet. Her results came from blogs, In the Loop Knitting, as well as, Etsy.  | 04:35 |
| 12 | COVID 19 footage, wrapping scarf around face tutorial | I was expecting the search terms “homeschool” and “scarf” to bring up more topical results due to the current global pandemic, but neither topic seemed to bring anything up related to COVID in any form. No tutorials for how to wrap a scarf around your face; no emergency lesson plans for parents. Everything seemed normal on Pinterest.  | 05:15 |
| 13 |  | This project was an interesting experiment on how corporations use personal identity data to create unique experiences for its’ users. In general, I found the results to be more similar than I anticipated (although my accounts may have needed more curating prior to searching). The strongest differences seemed to come from the most generic and vague terms, like blue and scarf. And the differences around them seemed to be related to American consumerism and gender stereotypes, rather than any of the data I actually included in my profiles. I would be interested in repeating this experiment with other platforms like Instagram, Tumblr, and Facebook in the future. | 05:35 |
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\*Note... to add additional rows, place your cursor anywhere in the last row > select the **Table** menu > click on **Insert Row Below.**