C2.15

IMPACT
CAMPAIGN

designed TO divide

presented by:

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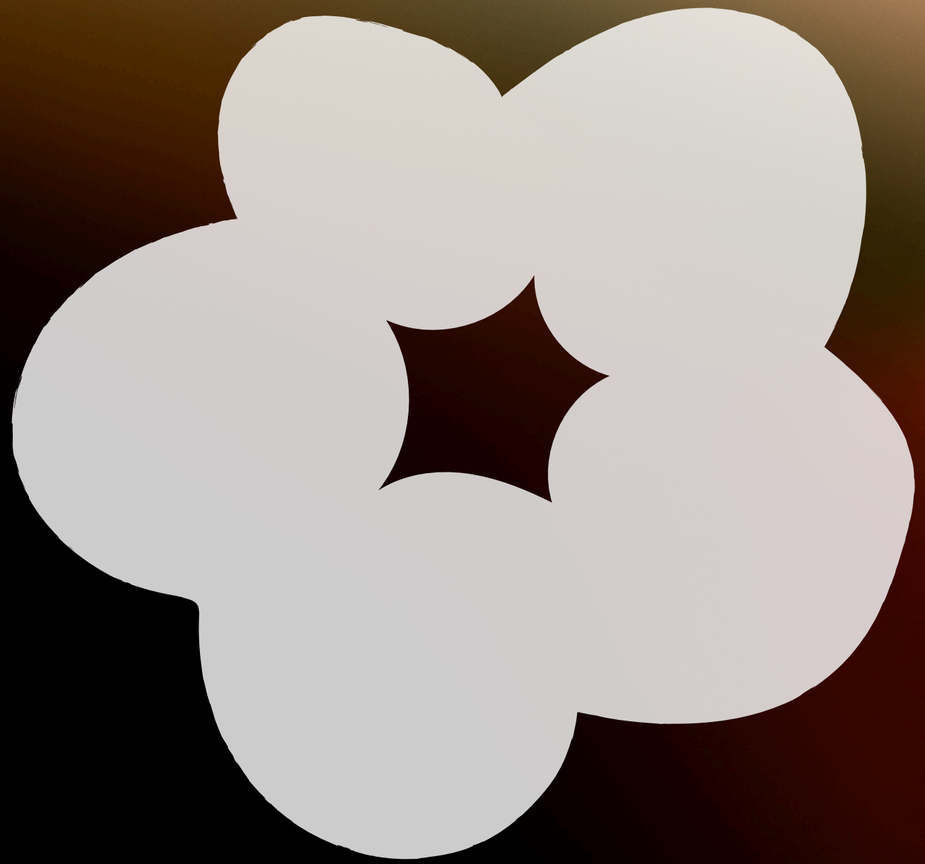

the problem

online gender hostility (gender war)

Social media platforms like TikTok and Instagram are full of hateful content that stereotype, mock, or attack the opposite gender.

Our product

A short film about how social media algorithms work. The film explains how algorithms fuel gender hatred by promoting toxic and accusatory content

Duration: 2-4 minutes

Audience: Young adults (16-25) using social media

Purpose: Raise awareness, change behavior

Our product

Awareness

Understanding how social media algorithms work and how they impact gender conflicts

Behavior change

Learning to recognize such toxic videos in your feed and consciously avoiding them

root causes

01

emotional

Negative feelings caused by experiences with the opposite gender.

02

behavioral

Engaging more with content that confirms existing feelings.

03

systemic

Algorithms push polarising content because it generates higher engagement.

specific opportunity

use a short film to help young adults:

Recognize and question hostile gender narratives they regularly encounter online.

Reflect on how exposure to hateful gender content shape their expectations and believes about the opposite gender.

Create space for more conscious and less reactive engagement with gender related content.

how this shapes the campaign

The campaign helps young people notice how everyday content shapes their views of the opposite gender, without blaming individuals and instead focusing on the mechanisms that amplify the issue.

risks if done wrong

Reinforcing the gender split way of thinking

Blaming individuals instead of systems

Oversimplifying a complex issue

how we avoid harm

System-focused, not blame-focused

Showing two sides of a story

Avoiding universal claims about genders

Target demographic



Primary: young people between the ages of 16-25

Secondary: People in direct connection with the primary audience, friends, family, loved ones, etc.

Multiplier: Influencers, NGO’s, local schools and governments

assumption

online gender hostility is mainly caused by bad behaviour of individuals and personal believes

truth

because of algorithmic amplification young people are often exposed to extreme misogynistic and misandrist content

JOZEF

challenge question

VALUE WORD: AGENCY

*How might we strengthen **agency** for **young adults** on social media by addressing the influence of algorithm-amplified extreme gender content, so that they can **engage** with each other more consciously?*

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unique selling point

- We show how the algorithm fuels conflict between young men and women.
- Our short film shows real TikToks/Reels and show what toxic content tends to look like.
- Message: People can choose not to boost it this toxic content and instead avoid it

user journey

The short film begins with a boy and a girl scrolling toxic content about the opposite gender that looks like real TikToks/Reels.

hook

They see how this content shows up and affects real-life situations, so it feels familiar but also uncomfortable.

emotional catharsis

By the end, they see two clean accounts slowly turning into toxic feeds and realise the algorithm is pushing this content.

moment of awareness

user journey

They start thinking about their own feed, how often they see this, and how they usually react.

moment of involvement

Don’t boost toxic gender content. Scroll past, avoid, or report it.

call to action

They think twice before reacting, liking, or sharing, and become a bit more conscious in how they interact with the opposite gender online.

lasting impact

Measuring the impact

01 awareness

02 involvement



awareness metrics

indicators

Reach & views of short film and social posts

% of viewers who report better understanding of how gender-hostile content appears in their feed

% of viewers who can recall the message of the short film

tools

Youtube, Tiktok, Instagram analytics

Likert-scale questions (e.g. “I am more aware of how my feed shapes my views”)

involvement metrics

indicators

Likes, comments, shares, saves

Watch time & completion rate of the short film

Number of reflective or understanding responses

tools

Engagement and watch behaviour analytics

Analysis of comments on shortfilm

Interactive tools like Instagram story polls or Q&A stickers

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Thank you

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