



FILTER CULTURE





EAE Learning objectives for this lesson 

Discuss social media and the use of image filters. Practice giving your opinion. Review the past tenses and recounting your experiences.

Activity 1: Discussion

1. Do you use social media? If so, why/ Why not?
2. Do you use filters when you take photos? Do you know anyone else who does?
3. Do you think there is more or less pressure for young people growing up today, compared to their parents generation?
4. What do you think makes a social media personality (such as a youtuber, a instagram personality) popular? Why do you think young people try to imitate them?
5. What are the positive and negative attributes of social media?
6. What effect does this 'photo filtering' have on mental health for both younger people and adults?

Activity 2: PAST TENSES, explained.



Past simple:

- a finished event, in the past
- for a specific time in the past (yesterday, last week, when I was younger)

Past <-----[X]-----Present-----> Future

Ex. *I downloaded Instagram last week*

She posted a picture of herself

Present perfect:

- an unspecified time in the past
- the time is not the focus, it's not important exactly WHEN the event happened
- for experiences, recent events, and changes

Past <-----X?----X?----X?-----Present-----> Future

Ex. *Snapchat has updated its terms and conditions*

50 people have commented on my picture already!

- an unfinished time period (the time includes the present moment)
- used with today, this week, this year, since 2015, since I was young

Past <-----[X-----Present]-----> Future

Ex. *She has gained 20 new followers since last week!*

Today I have watched the stories of all my close friends

Past continuous:

- a long action in the past which is finished
- an interrupted action in the past

Past <-----[X-----]-----Present-----> Future

Ex. *Yesterday I was scrolling through my newsfeed until 2am*

Past <-----[X-----Y]-----Present-----> Future

Ex. *I was taking a selfie when I dropped my phone*

Present perfect continuous:

- an action that started in the past and continues until now

Past <-----[X-----Present]-----> Future

Ex. *I have been using social media since I was 15*

Activity 3: Unscramble

Unscramble the sentences and identify which tense is being used.

(Example: uploaded she yesterday a selfie = She uploaded a selfie yesterday.)

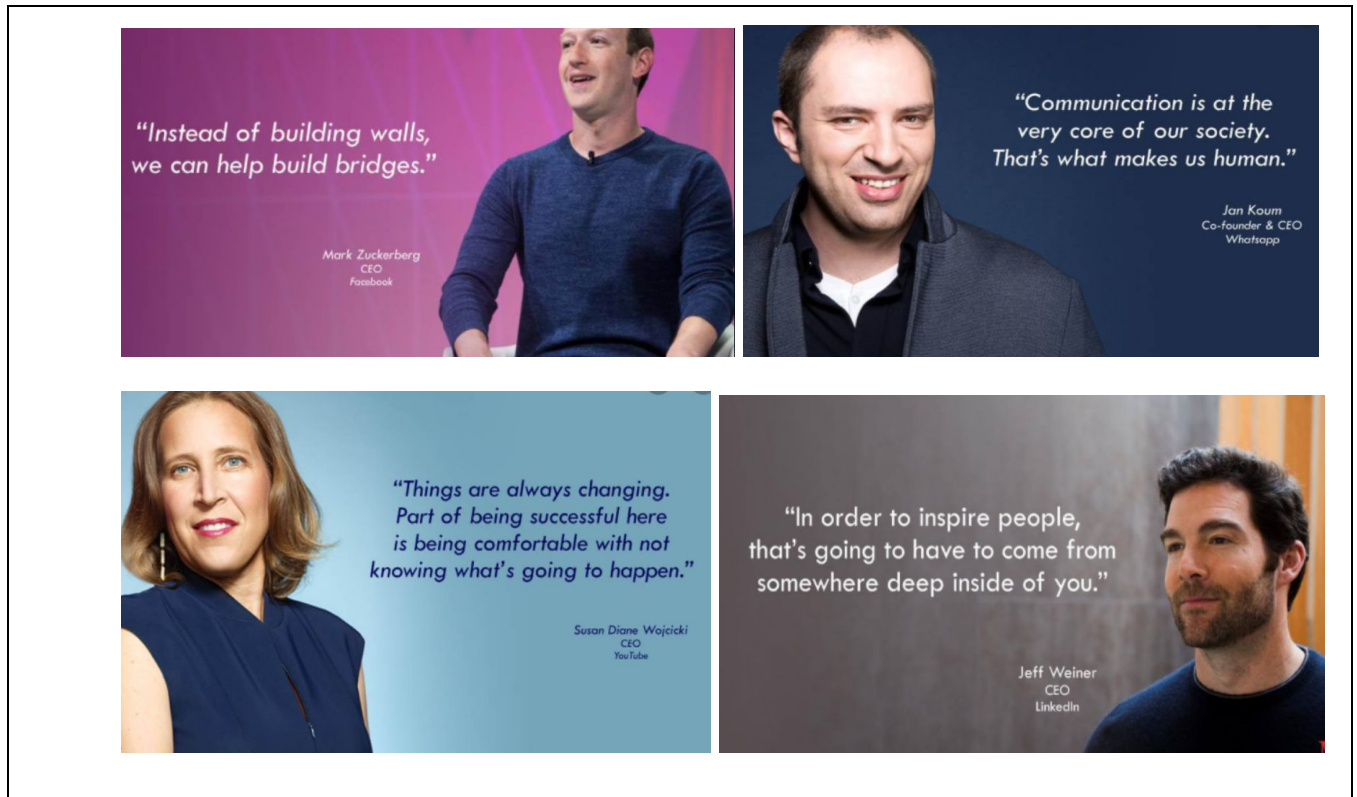
1. has increased. The when taking filters selfies use of
2. social media the effects of was researching on mental health. I
3. led to Advertising "filter culture" has
4. has been of her dog. She pictures posting a lot of
5. have become popular. Certain filters very
6. affects self-esteem. social media found that A 2013 study

Activity 4: What She Said

Look at the quotes from the below CEOs of social media companies.

Do you agree with the quotes? Why/ why not?

Explain, based on your past experience, using concrete examples.

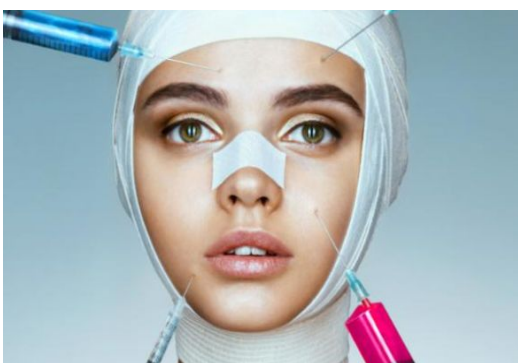


Activity 5: Read the text and answer the questions below.

[Chelsea Ritschel](#) in New York, Monday 06 August 2018 23:27

'SNAPCHAT DYSMORPHIA': TEENAGERS ARE GETTING PLASTIC SURGERY TO LOOK LIKE SELFIE FILTERS

Patients want to look the way photo-editing apps make them look



Teenagers are undergoing plastic surgery to look like they do in their filtered selfies - and it may be a sign they are suffering from an underlying mental health condition.

In addition to unicorn horns and dog ears, Snapchat and Instagram also offer perfecting filters that smooth skin, thin your face, and change your eye colour - photo-editing technology that has resulted in a new mental illness scientists are calling "Snapchat dysmorphia."

"A new phenomenon called 'Snapchat dysmorphia' has popped up, where patients are seeking out surgery to help them

appear like the filtered versions of themselves," said Dr Neelam Vashi, director of the Boston University Cosmetic and Laser Centre.

The study, published in JAMA Facial Plastic Surgery Viewpoint, found apps like Snapchat and photo-editing Facetune are to blame - as they allow selfies to achieve a level of physical "perfection" previously seen only in celebrity or beauty magazines.

According to plastic surgeons and researchers, patients are no longer bringing in photos of celebrities, they are bringing in pictures of their selfies - edited to look like perfect versions of themselves.

Dr Vashi said: "A little adjusting on Facetune can smoothen out skin, and make teeth look whiter and eyes and lips bigger. A quick share on Instagram and the likes and comments start rolling in." Now millennials are trying to replicate the perfection in real life by seeking out treatments that contour cheekbones, straighten or reduce nose size, or make a person look slimmer.

Dr Esho, who will turn away patients who seem overly-obsessed with resembling filters, previously said: "We now see photos of ourselves daily via the social platforms we use, which arguably makes us more critical of ourselves. Patients using pictures of celebrities or Snapchat-filtered versions of themselves as reference points is okay.

"The danger is when this is not just a reference point, but it becomes how the patient sees themselves, or the patient wants to look exactly like that image."

One survey of plastic surgeons found 55 per cent last year reported seeing patients who wanted to improve their appearance in selfies - in comparison to the 13 per cent the American Academy of Facial Plastic and Reconstructive Surgeons reported seeing in 2013. This is coupled with the reported increase in plastic surgery patients younger than 30.

The emergence of Snapchat dysmorphia comes after previous studies found social media negatively impacts self-esteem and increases the risk of mental health issues. In a 2015 report from the Office for National Statistics, more than a quarter of teenagers who use social media for more than three hours a day were found to have problems related to mental health.

"Further questions should be asked to screen for any element of body dysmorphia," Dr Esho said. "Treating patients that do show those red flags is not only unethical, but also detrimental to the patient, as they need something that no needle or scalpel can ever provide."

Comprehension Questions:

1. What is Snapchat dysmorphia?
2. What difference have plastic surgeons noticed?
3. How can these apps help users to "achieve perfection"?
4. What problem does Dr. Esho talk about?
5. How does this affect mental health?
6. What do you think these patients really need?

Activity 6: Discussion

Mental Filtering: Do You Filter Out the Good or the Bad?

to filter out (*phrasal verb*) = to remove something by passing the substance or light through something else acting as a filter

Mental filtering is a thought pattern that causes someone to 'filter out' either the positive life events or else negative ones. This is similar to the 'glass half empty, glass half full' question.



-Do you tend to focus on the positive, or the negative?

-Is there anything that you try to 'filter out' in your daily life (at work, at school, or at home?)

-Is there anything that you SHOULD filter out, but don't ?

Activity 7: Argue your point!

Imagine you work for the UK's Advertising Standards Authority, and you have called a press conference.

You have recently ruled that Social media influencers can no longer use 'misleading' filters on beauty adverts, saying that filters should not be used if they 'exaggerate the effect of a cosmetic or skincare' being sold. For example, this means that some of people's favourite beauty influencers, brands and celebrities will not be able to use a filter that changes the shade or texture of a product being advertised (flawless, unrealistic images of skin, be gone).



Explain to the journalists in the press conference why you have made this ruling, using examples in the past tense. Your teacher (acting as the journalist) will ask you questions!

Activity 8: Role plays

Imagine one of the following situations, and have a conversation with your partner/teacher on the subject.

1. Your friend said she is considering having plastic surgery to look like her favourite celebrity, and you are shocked. She explains why she had this idea, and you tell her your opinion.
2. You saw a post on social media that really shocked you- it said French Internet users spent an average of 4.6 hours per day online in 2016 (less than the UK at 5.4 and the US average of 6.2 hours) with Instagram, twitter, facebook, and youtube being the top websites visited. You discuss this with your friend.
3. You are working for a modelling agency, and are arguing *in favour* of the continued use of filters and image editing in professional settings. You explain your reasons to your colleagues, based on previous events, examples, and experiences.

