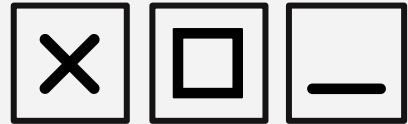


RUTGERS

Institute for Women's Leadership



META MEMORY

Social Action Project 2021

Ameena Qobrtay

Advisor: Emily Hashimoto



The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to *practice* leadership *through* action.

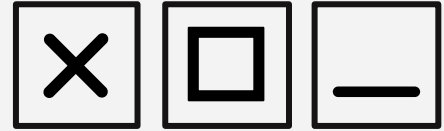
To find out more please visit the Institute for Women's Leadership's website at <http://iwl.rutgers.edu>.

META MEMORY

MISSION STATEMENT:

The goal of “Meta Memory” is to spread more information about how social media is a pervasive force, using my own family’s relationship to Meta Inc. apps as a case study for how invasive and omnipresent social media is. To demonstrate Big Tech corporations like Facebook, Twitter, Google, Microsoft, etc. collect, buy, sell, and predict human behavior as part of an exploitative project under surveillance capitalism.

CONCEPTUALIZING...



How it all began:

"The personal is political"

One Direction

Family

Brands/Platforms/Movements

Literary Journalism

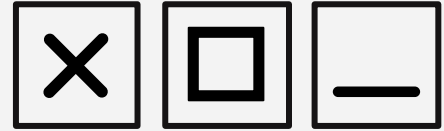
- Used to write One Direction fanfiction (Narry 5ever)
- Made lots of friends with

My loved ones won't stop posting awkward photos of me on the internet.

- Introduced to globalization at 14 in UAE
- Professor Klein + research
- Surveillance capitalism

- Journalism can be witty and include storytelling elements??
- Joan Didion 5 books

CONCEPTUALIZING



How it all began:

"The personal is political"

internet had a huge role in shaping my adolescence

It makes me feel weird that my family members take photos of me all the time and put it on Facebook.

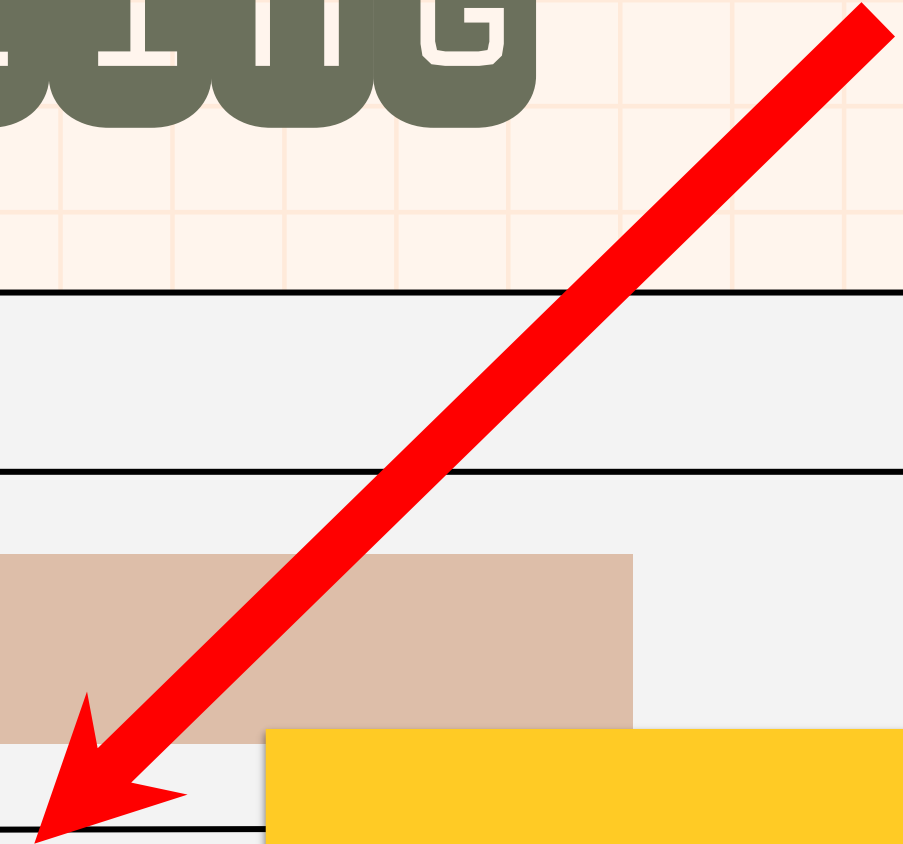
Brands/Platforms/Movements

"We tell ourselves stories in order to live."

Director Hammeron (Narry 5ever)
- Made lots of friends with

- Introduced to globalization at 14 in UAE
- Professor Klein + research
- Surveillance capitalism

Journalism can be witty and include storytelling elements??
- Joan Didion 5 books



HISTORY OF MEDIA

“As a medium coevolves with its quotidian users’ tactics, it contributes to shaping people’s every day life, while at the same time this mediated sociality becomes part of society’s institutional fabric. Media histories and archaeologies provide ample evidence of this complex coevolution...” (Dijck)

Newspapers - Radio - TV



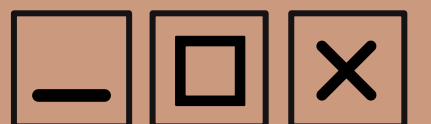
MASS MEDIA and the importance of a “networked public” (Tufekci 2018)

Early internet World Wide Web Invented 1991



Think dial-up internet. Weblogs, list-servers, email-services helped form online communities

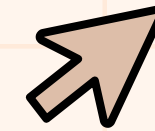
Web 2.0



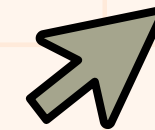
Shifted from offering channels of networked communication to becoming two-way vehicles of sociality (Dijck)

ISSUES WITH WEB 2.0?

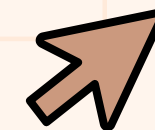
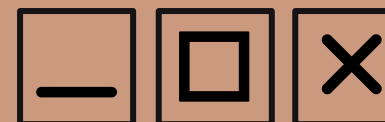
NEED FOR CONNECTEDNESS



Surveillance capitalism



Surveillance rooted in slavery



Conclusion



Social media platforms are dangerous and need to be carefully thought about.

ARTICLES

Written for practice/development



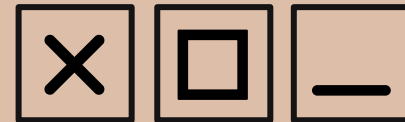
INSIDE BEAT

Frances Haugen exposes Facebook: Effects of surveillance capitalism on social media users

AQ Aameena Qobrtay
Oct 14, 2021, 11:00 PM



"Besides entirely glossing over the growing field of surveillance studies, the missing crux from most analyses is that we are all experiencing this unbelievable breach of trust and "privacy" together. All of us are continually using these apps in our daily lives all the time, and our reliance on these platforms and businesses is only growing."



October 21

INSIDE BEAT

On being catcalled: Lessons learned in blue velvet boots

AQ Aameena Qobrtay
Oct 21, 2021, 11:00 PM



"But all I can say is that the dry brown leaves are nothing more than non-consenting victims of some pre-ordained scheme. Maybe time is readjusting my astigmatism. The once-blurry, tantalizing lights of Easton Avenue, if I squinted hard enough, would remind me of the ones I saw across the Bosphorus, or maybe in some memory of a place that perhaps never even existed."



November 10

INSIDE BEAT

Beware of 'Meta': Mark Zuckerberg's vision for social media is concerning

AQ Aameena Qobrtay
Nov 10, 2021, 12:00 AM



The metaverse isn't going to go away – there are not any remotely decent laws to protect us from corporations who steal our data currently, and relying on the good faith of the corporations that got us to this point is wickedly funny (the writer of this has just barked with laughter at the thought).

WHAT'S NEXT?

✕ VEO PROJECT

Just completed? a project that uncovers how/why veo scooters got to campus, linking the scooters to surveillance/geofencing = dangerous

✕ MAGAZINE WRITING

For my magazine writing final I will be exploring the metaverse, talking about why it's important to keep thinking about it from a legal, moral standpoint

✕ PITCH more...

Goal for the end of May 2022: get published by Teen Vogue/ Bitch Media, etc.

✕ WRITING FOR TARGUM

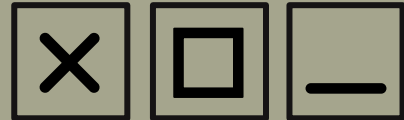
Keep writing for the Targum...

✕ SAP ASAP!

Finish transcriptions, finish project, get feedback from Emily, pitch to publications!

"All I know how to do is pick up a pen or jab tired fingers at a keyboard. And despair, I am very good at the act of despairing. Thankfully the IWL has given me the space to do this. Writing is the way I can understand the world around me. I am entirely existential and terrified all the time. I can only hope that these hushed dark-corner conversations will tug at the corners of the listener's mind. That the bemused party-goer is understanding my feverish plea, disguised as tongue-in-cheek sophistication."

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