

School District Advisory #15

New Movie – Trend Alert

Effective Date: July 12, 2016



Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks or from recognized studies. These advisories will be sent to leadership via email.

There is a movie premiering on July 26th that is sure to be popular with the under 25 populous. Here is the single sentence synopsis from the movie's IMDB page: A high school senior finds herself immersed in an online game of truth or dare, where her every move starts to become manipulated by an anonymous community of "watchers."

This movie capitalizes on the popularity of the previous trends with fire, binge drinking and others along with feeding off of the desires of the younger people to gain popularity by rising to the challenge of a dare. Because of the evolution of some of the offerings from social network providers like Facebook a user can actually open a live stream and be broadcast to users throughout the network including complete strangers.

This goes beyond the concerns of Geo Located posts and factors in that if a live stream is being broadcast that anyone viewing that feed will know where a teen is and where they are not. This broadens the access to strangers as teens will continue to crave quantity over quality and throw personal space carelessly to the wind.

In the movie there is reference to a teen that dies while being a player of the game because of one of the challenge's danger level. While we would never advocate for a film, we would suggest that all administrators see this movie so that they may understand what the teens are being exposed to. We also encourage the discussion with PTA and law enforcement as the challenges depicted in the film have no bounds. We have seen in the past where students have replicated films such as the Purge in negative ways that have caused harm to themselves or others.

We will provide alerts and reports regarding this film once it opens in theatres and we see the impact upon teens.

For Facebook the live streaming app is called: Livestream

For Twitter the live streaming app is called: Periscope

There is also a less popular one that was partnered with Twitter called Meerkat.

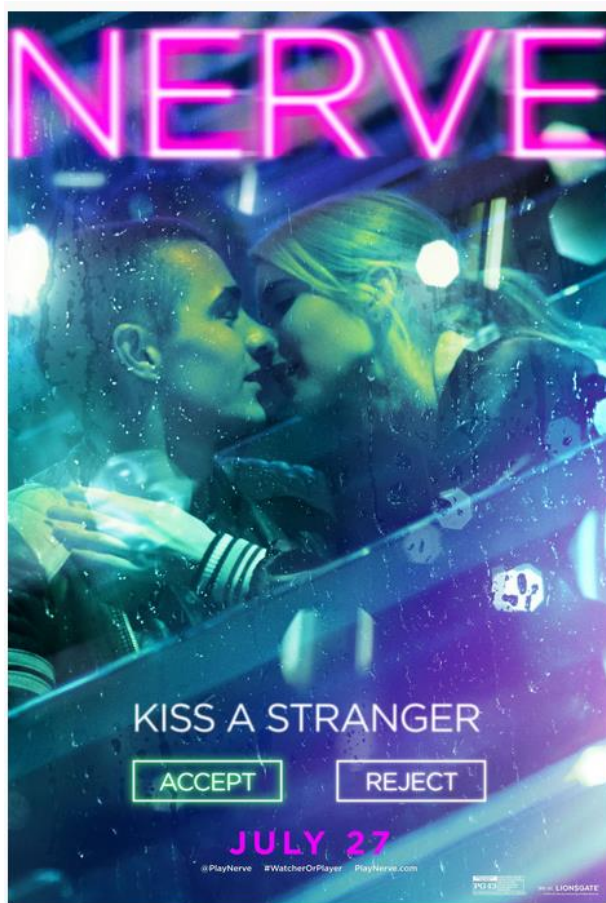
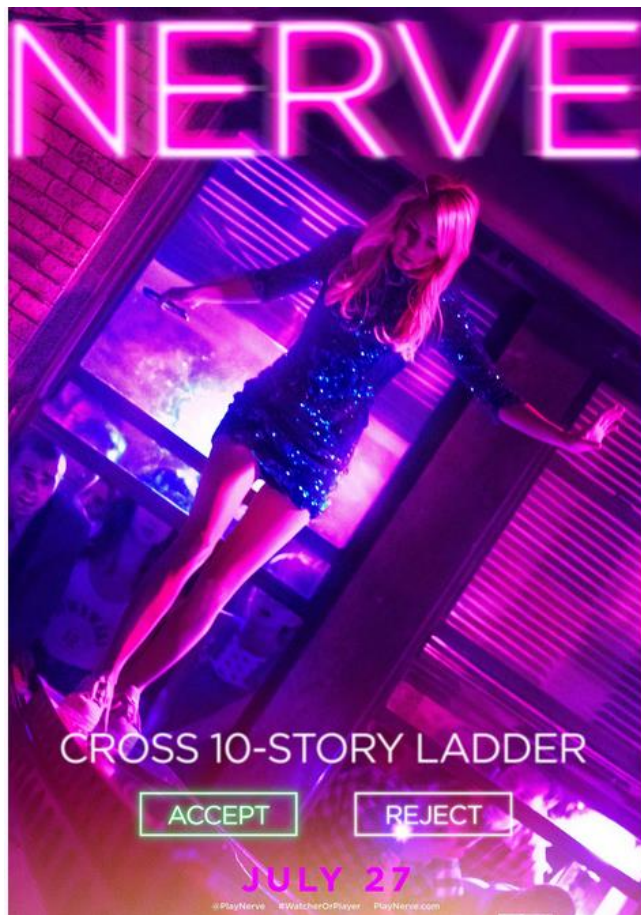
<http://www.mtv.com/news/2899509/nerve-directors-dare-too-gross/>

From the above link:

The directors, who previously helmed the hit documentary *Catfish*, have built their unnerving canon by deconstructing internet culture, exposing the ways technology can simultaneously empower and endanger its users. *Nerve* is no exception. With its neon palette and seedy undertones, *Nerve* is an unsettling viewing experience for watchers and players alike.

In *Nerve*, a mousy high school senior in the middle of teenage identity crisis. Tired of being perceived as a watcher by her friends, she signs up to play *Nerve* on a whim. What begins as fun and games and couture dresses — as she partners up with an enigmatic player named Ian quickly turns into something wildly dangerous as the dares become increasingly more life-threatening. Think *Risky Business* meets *The Game*.

School District Advisory #15
New Movie – Trend Alert
Effective Date: July 12, 2016



To learn more, view below just a few links to reports from across the country about this social media trend.

<http://www.inquisitr.com/3091115/nerve-movie-starring-emma-roberts-and-dave-franco-asks-are-you-a-watcher-or-a-player/>

<http://www.nytimes.com/2016/05/12/world/europe/periscope-suicide-france.html? r=1>