

CONTEXT

Visitor walking around the installation

Or

Visitor waiting in front of the candy cart

ACTION

- Person standing behind the cart: “Hello! Would you like to get back free candy for the time you spent on social media?”
- Visitor replies with yes.
- Person standing behind the cart grabs conversion app on phone and asks: “How much time do you spend on Facebook/Instagram/WhatsApp per day? Do you know where to find your screen time or do you want me to show you?”
- Visitor: “show me”
- Person standing behind the cart:

If visitor owns an iPhone:

“You need to go to your settings, press on ‘ScreenTime’, then on ‘See All Activity’, and scroll down.”

If visitor owns an Android:

“You need to go to your settings, press on Digital Well-being & Parental Controls, then on ‘Dashboard’, and scroll down.”

If visitor owns a phone without the option of screen usage:

“Well, you can maybe guesstimate your screen usage!”

- Visitor shares his/her daily usage time.
- Person standing behind the cart enters the values on his/her phone and scales and cuts candy based on the results on the phone.

If results show less than 0.01g of candy:

” I’m sorry but you get nothing back. This amount of time is worth nothing to social media companies.”

- Person standing behind the cart gives the candy bag to the visitor and says: “This is how much social media companies value your time. Have a nice day!”
- Visitor: “How come do I get so little candy?”
- Person standing behind the cart:” Right? Your time is worth much more than those fragments of candies you get back in your candy bag. This is because social media companies undervalue you. Wait.”

Person standing behind the cart grabs phone and shows image below:

APP	REVENUE PER USER PER MINUTE	
FACEBOOK	€	0.00126
INSTAGRAM	€	0.00050
WHATSAPP	€	0.00065

Calculation:
Average Revenue per User per Year / Average Number of Minutes per User per Year

Sources:

https://s21.q4cdn.com/399680738/files/doc_financials/2020/q4/FB-Earnings-Presentation-Q4-2020.pdf

<https://buildfire.com/instagram-revenue-and-usage-statistics-breakdown/>

<https://www.businessofapps.com/data/whatsapp-statistics/#2>

<https://www.broadbandsearch.net/blog/average-daily-time-on-social-media>

Research of average revenues of social media companies per user per minute

“If you look at numbers, this is how little one minute of your time is worth to social media companies. For each platform, at the same cost you can’t even buy half a piece of candy. Maybe you should invest your time in something else more fruitful?”

