

**BCM206  
PITCH  
ASSESSMENT 2**









# THE WORKINGS OF OUR DIGITAL ARTEFACT

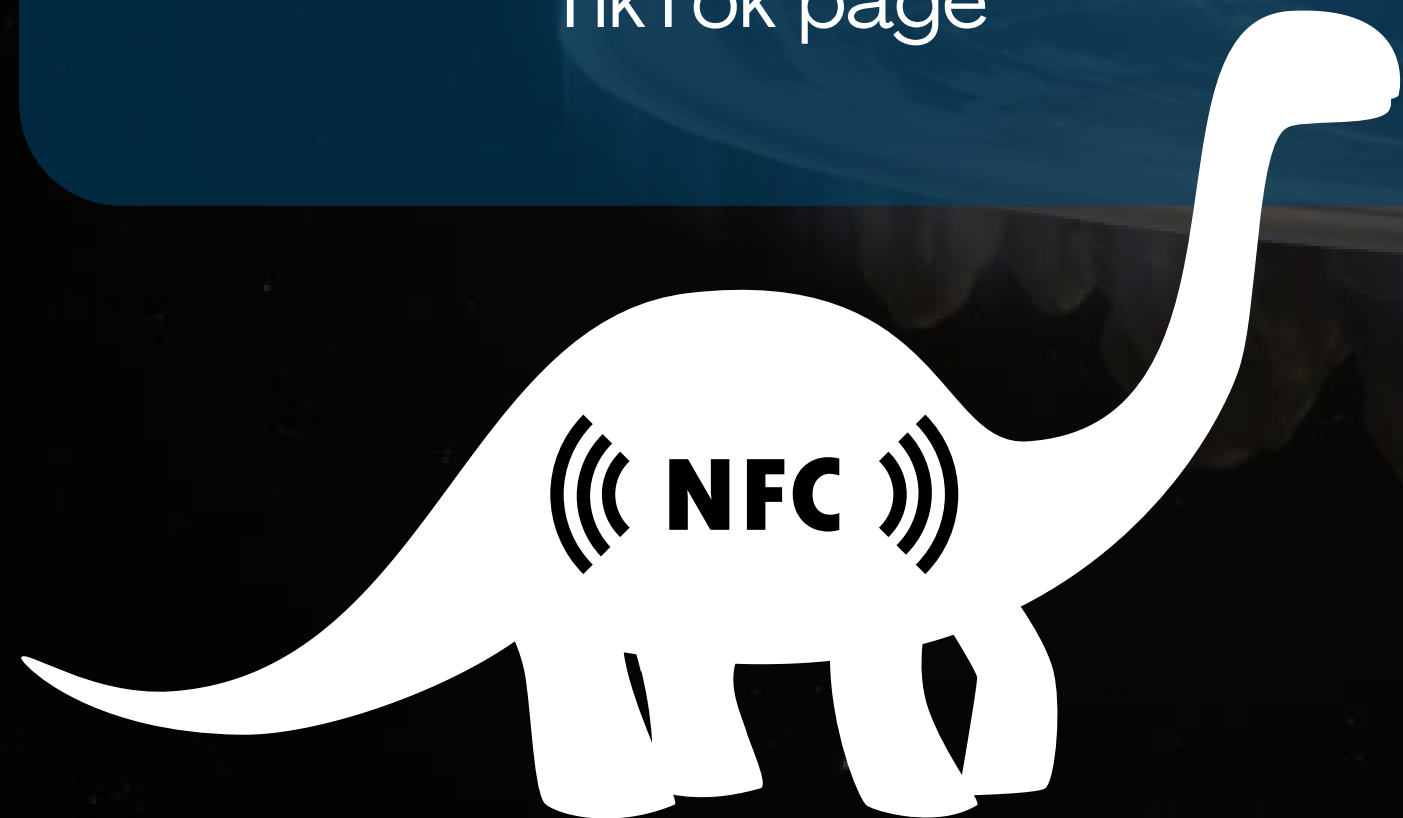
What are we trying to achieve?

*Trying to trigger an online experience through tangible media content*



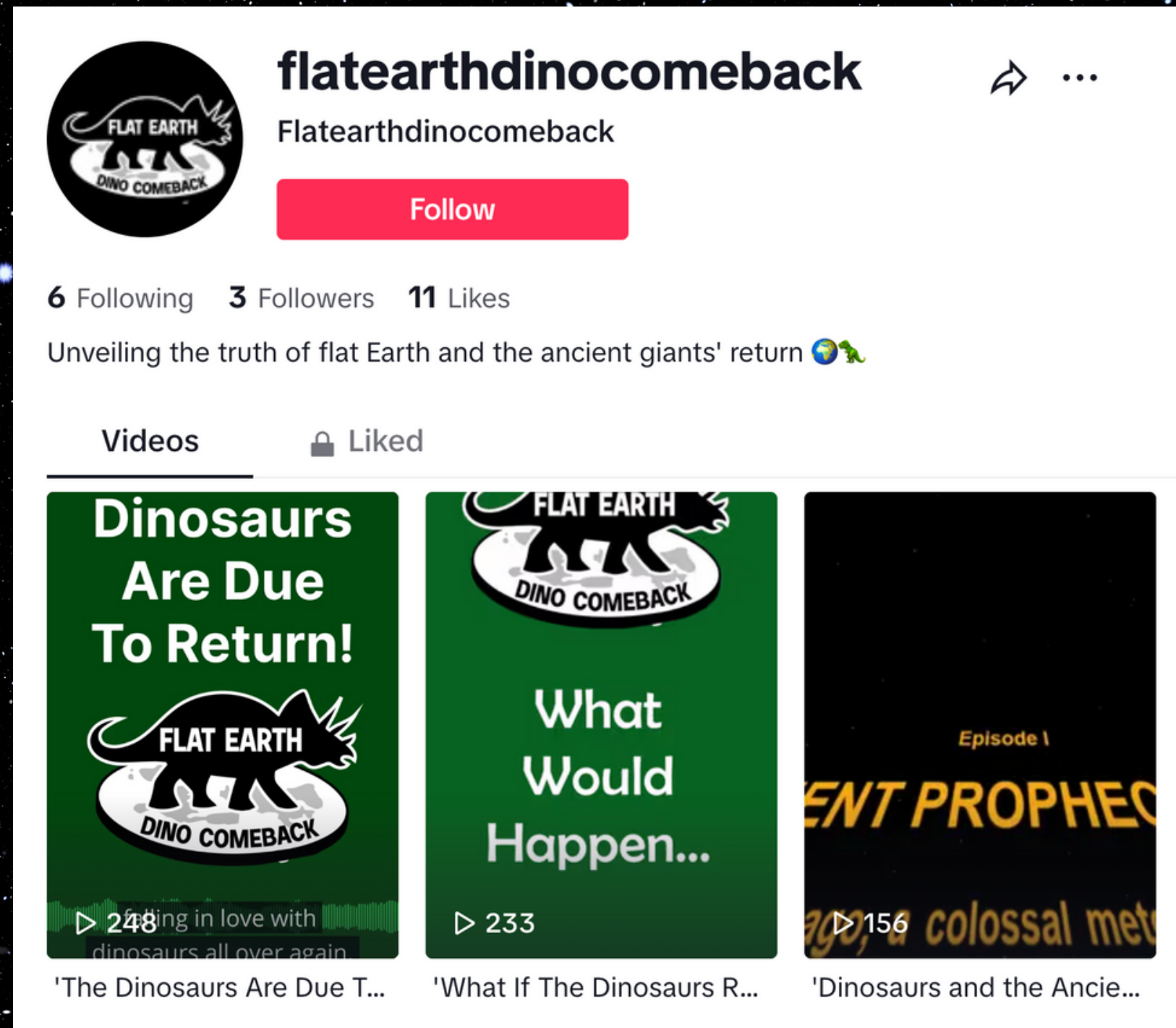
# TANGIBLE MEDIA CONTENT

3D printings of dinosaurs with  
NFC stickers with links to our  
TikTok page





# TIKTOK ACCOUNT



The screenshot shows a TikTok profile for 'flatearthdinocomeback'. The profile picture is a circular logo with a dinosaur silhouette and the text 'FLAT EARTH' and 'DINO COMEBACK'. The bio reads 'Unveiling the truth of flat Earth and the ancient giants' return'. The account has 6 following, 3 followers, and 11 likes. Below the bio are tabs for 'Videos' and 'Liked'. Three video thumbnails are visible:

- Video 1: 'The Dinosaurs Are Due To Return!' with 248 views. The thumbnail features the 'FLAT EARTH DINO COMEBACK' logo and the text 'Dinosaurs Are Due To Return!'.
- Video 2: 'What If The Dinosaurs R...' with 233 views. The thumbnail features the 'FLAT EARTH DINO COMEBACK' logo and the text 'What Would Happen...'.
- Video 3: 'Dinosaurs and the Ancie...' with 156 views. The thumbnail features the text 'Episode 1' and 'DINOSAUR PROPHECY'.

# CONTENT CREATION

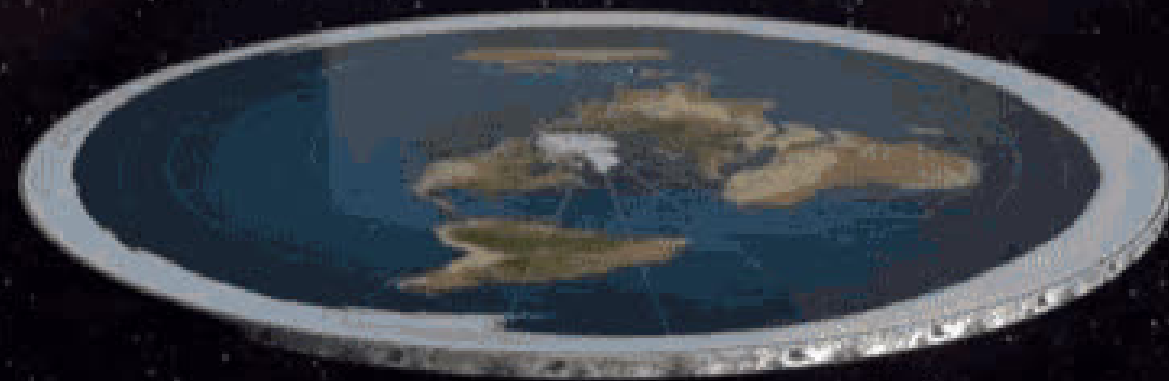


## DIGITAL MEDIA CONTENT

TikTok account for our fictitious UOW student society, aiming to spread misinformation and create discourse related to flat earth and dinosaur returning conspiracy theories



# ONLINE RELIGIONS AND CULTS



## Project

To Extend and Expand the  
Dinosaur Extinction theory

## Made for:

- Entertainment purposes
- Incidental Learning
- “Belonging to a unique community”

**(ABOVE)** How Flat Earth Explains The Dinosaurs Extinction



# AUDIENCE

## Organic Audience

Age: 18-25  
Gender: Male  
Location: Wollongong  
Education: Uni Student  
Employment: Working on a part time or casual basis

## Targeted Audience

Age: 18-25  
Gender: Male  
Location: Wollongong  
Education: Uni Student  
Employment: Working on a part time or casual basis



# AUDIENCE

## Organic Audience

Interests	conspiracy theories; alternative science; online communities; critical thinking enjoys debates/discussions that challenge mainstream thinking
Values and Beliefs	belief in a flat earth; skepticism of mainstream science; distrust of government and/or authorities; alternative theories; empirical observation; alternative cosmology
Lifestyle	high online engagement and online presence; social within circles; critical thinker; inquisitive; interest in exploring and conducting personal research; may feel alienated from society; balancing coursework, part-time employment, and social activities
Media	Youtube, Facebook groups, Twitter, TikTok, Reddit and subreddits, hashtags, alternative platforms such as Parler, Gab, 4Chan or MeWe which cater towards niche online groups
Psychological	skeptical towards mainstream science and figures, confirmation bias, distrust of authorities such as NASA, contrarianism views - enjoy taking positions that counter mainstream ideas, need for community

## Targeted Audience

Interests	socializing with peers, including attending parties and events, academic interests or hobbies related to their field of study
Values and Beliefs	environmental sustainability and social justice; diverse cultural and political beliefs; values independence and the pursuit of personal goals and aspirations.
Lifestyle	busy and dynamic lifestyle balancing coursework, part-time employment, and social activities; may live on or off-campus, in shared housing, or with roommates; regular exercise and maintaining a balanced diet.
Media	online news sources, regular on mainstream social media platforms such as Facebook, Instagram, TikTok, Reddit, etc, with an organic online presence
Psychological	academic pressures; financial constraints; balancing social and academic priorities; stress; aspirations for personal and professional success; future-oriented mindset

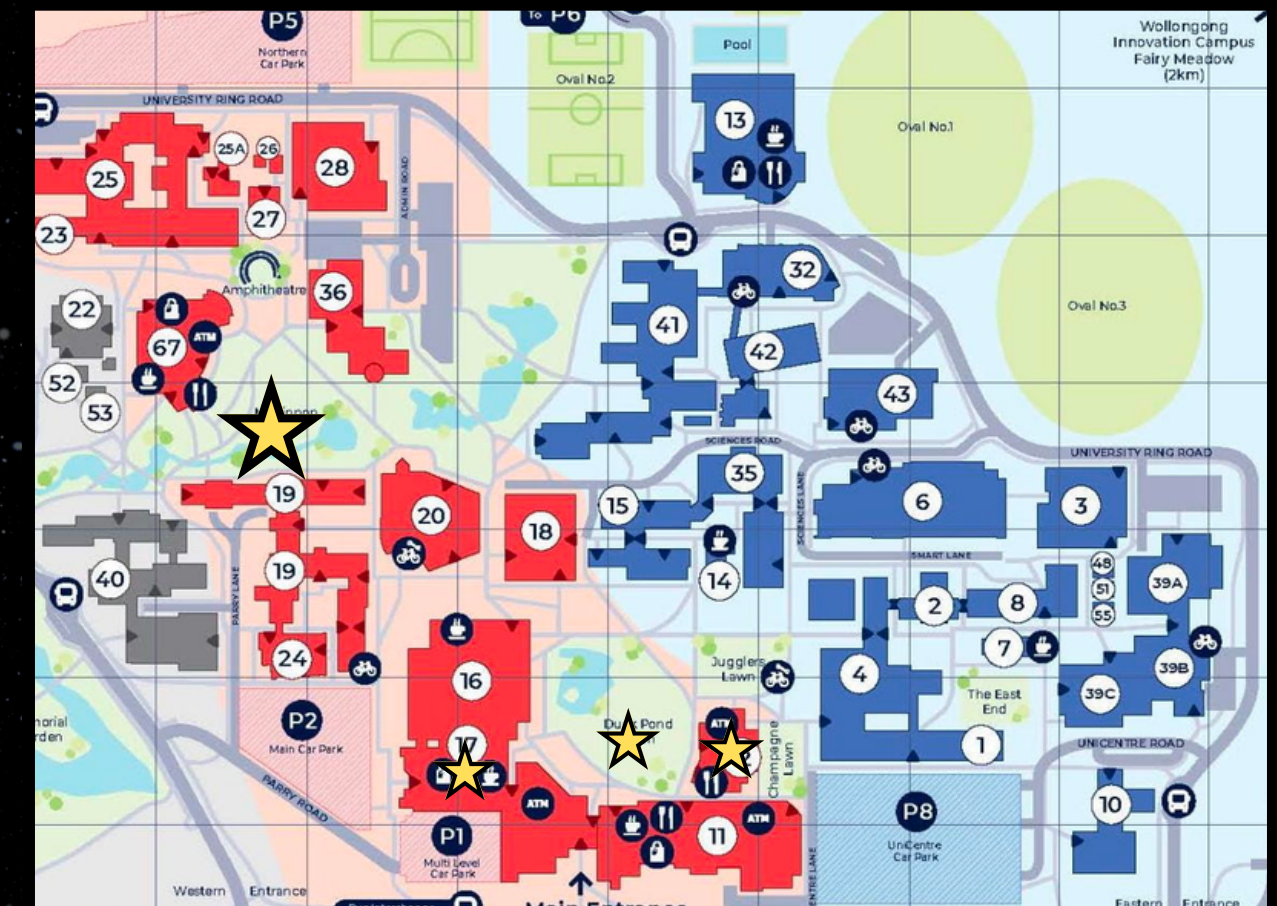
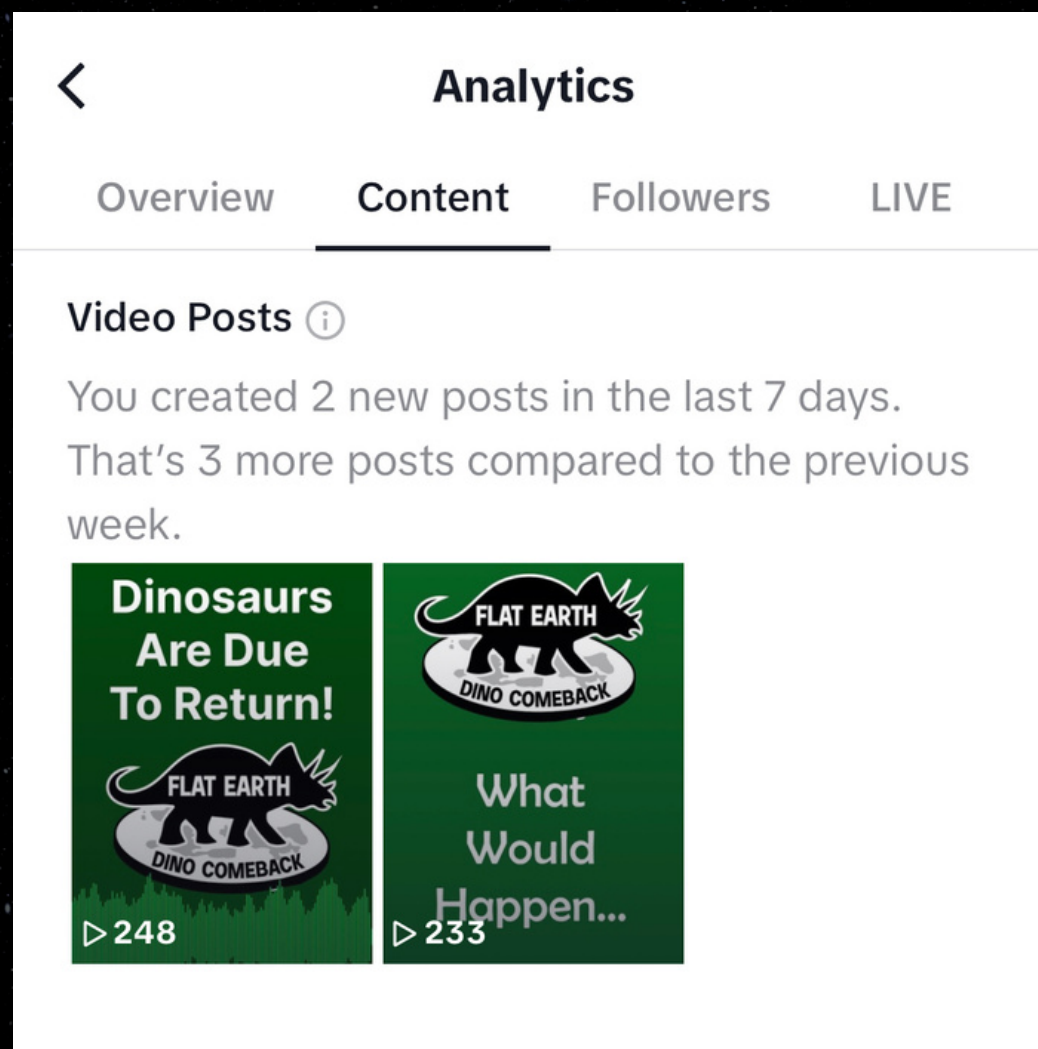


# FEEDBACK LOOP

Feedback loops are ways of communicating with your audience throughout your demo

The loop

Development of the loop





# THE SOCIAL UTILITY

- Engaging Short-Form Content: TikTok's format, consisting of short, snappy videos, provides quick and easily digestible entertainment, making it a popular choice for users seeking brief and engaging content
- Escapism: They offer a break from academic pressures, providing a form of entertainment and escapism for students..



# ITERATIONS PLANNED FOR ASSIGNMENT 3

- We have made several small dinosaur figures with an NFC tag that links to our TikTok
- Using the laser cutter to create wooden products with NFC tags
- Posting more content on our TikTok account and hopefully gain more viewers
- Will continue and make more products (3D print dinosaurs)

