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Take this lollipop

In 2011, a creepy Facebook app called Take This Lollipop went viral. It used private data captured by the platform to send viewers on a customized terror adventure, stalked by a technology-savvy villain who set up the locations of their actual homes. Now, nine years later, creator Jason Zada is back with a sequel that adjusts the danger of a new type of digital technology: deepfakes. While advertisers and satirists have used the tech to fake words from world leaders, it's not just celebrities who may end up in seemingly compromising positions or seem to be saying things they don't. Consumer-level apps are banned for faking nudes of women and underage girls. In Take This Lollipop 2, Bill Oberst Jr. returns as the stalker, only this time he steals faces from viewers, showing how far the tech has come from the early days, when algorithms need hours of footage of a person to emulate their features. Take This Lollipop is now a dedicated site that uses webcam images to place viewers in the movie, which looks like a video chat service, complete with an interactive chat window with AI. One-for-one, the other viewers meet a terrible fate Zada directed the interactive short, which was built by Imposium and evoked the skills of deepfake artist Collin Frend (BirbFakes). Promo's feature Maria Menounous of GSTV. 2011. film by Jason Zada Take This LollipopFilm posterDirected byJason ZadaProduced byJason ZadaBrendan KlingWritten byJason ZadaStarringBill Oberst Jr.MusicBobby JamesonCinematographyMihai Mălaimare Jr.Edited byJason ZadaProductioncompany Little MonsterTool of North AmericaDistributed byTool of North AmericaRelease October 17, 2011 (2011-10-17) (Internet) Running time2 minutes, 38 secondsCountryUnited StatesLanguageEnglishBox officeN/A [1]Take This Lollipop is an interactive horror short film and Facebook app written and directed by Jason Zada. It uses the Facebook Connect application to bring viewers themselves into the movie, by using photos and posts from their own Facebook profiles. Starring actor Bill Oberst Jr.[2] as 'The Facebook Stalker', the film works to personalize and underscore the dangers inherent in posting too much personal information about themselves on the Internet. [3] [4] [5] The information collected by the movie's app from a viewer's Facebook profile is used once and then deleted. [4] The title is derived from the 1963 song Please Little Girl Take This Lollipop, written and performed by singer-songwriter Bobby Jameson, which is used in the film. According to Zada, Take This Lollipop was taken offline for a few months before August 2018. The film's website now hosts a Facebook post by him, saying that the required data had become very difficult to access and had affected the functionality of the film. [6] Synopsis The interactive film first requires viewers to temporarily give access to the application application their Facebook account, and then contains information collected from the viewer's Facebook page to fill out details of the movie itself. Showing 'The Facebook Stalker' as a thin, creepy guy, bent over and typing on a computer keyboard, images taken from the opened

Facebook account begin to appear as the stalker types on his keyboard, and seems to search for the specific Facebook user who had granted access. The Stalker becomes increasingly agitated as he scrolls through the information discovered, until he locates the user's home, pulls up Google Maps and finds directions to the user's home of geographic data in his or her profile. With the user's profile photo pasted on the dashboard, the stalker is then seen driving in his car to the user's location, apparently to perform chaos. At the end of the film, a screen appears with an image of a red lollipop with a razor blade. Below the image is the viewer's Facebook screenname and the name of the stalker's next victim as obtained from the viewer's own profile. Production Concept Bill Oberst Jr (pictured) portrays the ominous Facebook stalker in Take This Lollipop. The title comes from a warning from parents to children to avoid taking candy from strangers. [3] [7] The concept developed from director Jason Zada's attraction to horror films of his youth, his desire to do something serious within that genre, his experience as a digital editor, and his understanding that people place their personal information on the Internet for everyone to find. He decided to create a project that would get under the skin of people without a gore or anything, [3] and that would underscore his point by making it about the viewer in a very personal way. [3] The writer/director came up with the idea in September 2011, after waking up one morning and thinking about how he loved the Halloween season. [8] Zada explained: I wanted to do something that messed with people and I wrote the script. I knew right away there was something special about the idea. [2] He played short with the idea of using an A-list actor, but instead chose character actor Bill Oberst Jr. for both his look and his skill. He explained, When I saw Bill's headshot, I knew he was the man. It was a twist of a role and Bill was the right type and he had done horror movies. Some actors would exaggerate it, the audience had to see what you're doing without thinking. I wanted people to feel his anger and discomfort with minimal movement. Bill went deep. He relied on the process. [2] Oberst himself spoke about his development of 'The Facebook Stalker' persona, saying: It was easy to get into character. film environment was an abandoned and allegedly spooky hospital, which helped Jason's script and direction did the rest. Stepping on the dressed and lit set and sitting at that desk, it was very easy to feel the atmosphere. [2] [2] Previous viral video by Zada was the Elf Yourself project for OfficeMax which had been seen by 194 million people in the first six weeks. [9] As a fan of exploring human interaction with the media, Zada used similar techniques for Take This Lollipop, but tapped into what he sees as the greater collective anxiety we now have[3] toward personal information being on the Internet. [3] Marketing The project had no real marketing at all, beyond the YouTube trailer and then an initial release on October 17, 2011 to a few personal friends, who then wrote about it on Twitter. [10] Within 24 hours of release, the film had been viewed about 400,000 times and had more than 30,000 likes on Facebook. [3] A week later, the film was viewed 7 million times with 1.1 million likes. [2] As of March 4, 2012, the film had received nearly 13 million likes on Facebook. [11] Release The trailer for this film was posted to YouTube on October 14, 2011, and the film and website itself went live a week later, on October 17, 2011. The site was temporarily blocked by Facebook as a malicious app, but after Zada clarified that no Facebook information was misused or shared, the site was unblocked. [7] Music Director Jason Zada revealed on his Twitter page that the music used in the video was Please Little Girl Take This Lollipop, a 1963 single by singer-songwriter Bobby Jameson,[13] and according to music production company Little Ears, it was scored by Future Perfect and mistakenly timed for uncanny effect. [14] Jameson wrote on his blog: It took a lot of hard work to get the credit for using my song. No money, but at least I'm credited with my work. [15] Reception The interactive film has received both national and international attention, with coverage on 20minutes,[16] Sky Italia,[17] Les Numeriques,[18] TendanceOuest,[19] Stern Magazine,[20] Site Oueb. [21] and The International Affairs Times, [22] and ongoing discussions on how to protect children when they use the internet, with coverage by such as the New Zealand Herald,[23] CNN,[24] and Persoenlich. [25] Digital Trends admired the movie drawing attention to the dangers of posting too much personal information online, writing that the movie was a creative way to simultaneously grab your attention and scare you into being a little more careful with your Facebook information. [26] Ad Age praised the film and wrote The piece, which integrates your Facebook photos and location information into a creepy short film, combines great storytelling, high-production values and visual elements that are so realistic you'll think twice about letting your kids on. [2] The New York Times noted the uniqueness of the film in that it starred the viewer, and that each themselves in the film as established by their own Profile of Facebook would see. [8] Forbes wrote that the film was designed to prey any Facebook privacy fears you may have, especially if you have a dirty, sweaty ex-boyfriend who looks like the guy in the video (Bill Oberst). [27] The film was called a scare-making app[28] by Adweek, who wrote Sharing stuff on Facebook is scary. You could be tracked down and hacked to death by a maniac! [28] CNN reported that the film took the worst fear about posting personal information on the internet, and them in 2 minutes of terror. turned [7] In recording the introductory page of the film, showing an image of a lollipop with a razor blade in it, the network reminded viewers of the parental advice to children that they should not take candy from strangers. Although stating that the application of the film uses a viewer's Facebook data only once, and then deletes it, CNN offered that the creepy results might just make you think twice about who has even more access to your online information. [7] Director Jason Zada explained that the clip was meant to reflect on how much information we share online. He noted: Our privacy was dead a while ago and will never be the same again. Life as a whole has changed. If you look at the video, the scariest part is that your information is in the video. The play is scary because someone is violating your privacy, not because it's bloody or something jumps out. [7] The Star-Ledger reported that the film has growing popularity, due to its being novel, but that such popularity is also found in how the horror short touches on our concerns about private information and how it can be abused if it falls into the wrong hands. [29] GlobalPost reported that the film had gone viral as a adapted horror film starring you and your friends. [30] In discussing how parents should educate their children about the dangers inherent in releasing personal information about themselves to the Internet, CNN wrote Behind a litany of terrifying facts and figures (not to mention fear like the one that preyed on in viral video Take This Lollipop, an interactive horror film that contains text and images from your Facebook profile) lies a disturbing truth. [24] Recognition The website 'Co.Create' listed the film as one of 'The 5 All-Time Best Facebook Campaigns', calling it One of the most interesting Facebook campaigns. [31] Awards and nominations in March 2012: Won three awards at SXSW: Overall 'Best in Show', first place in category 'Experimental', and first place in the category 'Motion Graphics'. [32] April 2012, Won D&AD Award for 'Digital Advertising/Web Films'. [33] April 2012, nominated for Andy Award for Agency Innovation. [34] April 2012, nominated for two Webby Awards, under the categories and 'Weird', en 'Viral'. 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