Media Studies

10-12

Media Studies 10 - 12

Table of Contents

Preface & Acknowledgements

This text represents the work of a group of 36 teacher candidates enrolled in a Media Studies course at the University of British Columbia in the summer of 2010, designed and taught by Dr. Stephen Petrina. The group was challenged to write a Media Studies text that appeals to grades 10-12 students and provides teachers with an interesting resource for use in the classroom. The individual sections can be adopted and integrated into any number of subjects or adopted as a textbook for Media Studies or Media Education courses in high school.

We acknowledge the support of family and friends and the various cultural agents and artists whose illustrations or texts were incorporated into the sections of the book. We also acknowledge the work of PJ Rusnak, a graphic designer and scholar who created the cover.

We hope you are inspired by insights within each section and encourage you to continue learning about media and technology.

Who or What is a Journalist?

Paul Korczyk and Sara Newham

Journalism has been profoundly affected by technological progress. This chapter will enagage the collision of technology and journalism with focus on these key questions/concepts:

1. What is the role of new media and citizen journalism in today's society?

2. What role do ethics play in journalism?

Citizen Journalism

One of the rising forms of popular media today is citizen journalism. In today's world of rapidly advancing technology, ordinary citizens are gaining the tools that allow them to significantly contribute to journalism community. Digital cameras and cellphones allow us to take a photo and upload it to the internet in seconds, where it can be instantly shared with thousands of people across the world. Not only does citizen journalism allow the public to share experiences. This new form of media also allows people to engage in the current events of the world around them like never before.

New media tools allow for people to take part in dialogue about the news like never before. One such tool is Twitter, where a brief post by a user has the power to invite not only reaction and debate from other twitter users interested in the same topic, but also collaborative growth. As stories develop, users can add on their reactions, creating a growing story that is rich in all of the different voices, viewpoints, and life experiences that make up its collective narrative.

Furthermore, citizen journalism can even let us know about what the traditional news media cannot report on. When the protests over the 2009 presidential election in Iran hit the streets, no news media was making its way over the Iranian border. Citizen journalists, however, could not be stopped. Twitter posts, images, and videos on Youtube were populating cyberspace,.

Citizen journalism keeps growing as technology and awareness of its possibilities advances. However, with its growth, pitfalls emerge. Because in many of its forms there is little control over what users post, viewers need to be mindful of what they see in cyberspace in order to ensure the reliability of information that is accessed

Below: The protests in Toronto during the G20 summit in June 2010 were documented as they were occuring by observers on Twitter

Excerpt From: Citizen Journalism and the BBC

By:Richard Sambrook
The Nieman Reports
Winter 2005

The journalists' role is now to concentrate harder on how, when and where we can add value through our strengths of analysis, context, background and range. But as we do this we must be open to what members of the public bring to our attention. And as long as what they do bring is clearly labeled and attributed, I see no inherent problem with sharing it widely. When handled properly, it adds value and improves quality.

News organizations are accustomed to being the gatekeepers of information. But with the Internet's emergence, information has broken free and become commoditized and democratized. Such change also puts the gatekeeper under the spotlight. We are watched and assessed more closely now by those whom we serve. Such observation can be very uncomfortable, but we'd better get used to it. Transparency about the news selection and editing process is now as important as the journalism itself in retaining public trust. If we act openly and honestly, even in the face of criticism, it will increase confidence in what we do.

1. What does Richard Sambrook mean by news organizations once being the "gatekeepers of information"?
2. How has that role now changed?
3. Does Richard Sambrook feel that citizen journalism plays a positive role in today's media?
4. What do you think might be some downfalls news organizations might see with the emergence of citizen journalism?

Citizen Journalism and the 2005 London Bombings

Citizen journalism played an important role in the tragic events in July 2005. The London Bombings were a set of coordinated suicide attacks aimed at London's public transit system. Three bombs detonated in the London Underground subway system, and one detonated on a double decker bus.

One image presented the human cost of these bombings like no other. The photo to the right was taken by Adam Stacey on his mobile phone, covering his nose and mouth to help him breathe after the explosion. This image became symbolic of the bombings, and used time and time again, by news organization after news organization to remind us all of the consequences of terrorism.

The image, however, is part of a larger movement. By 2005, many people had digital cameras and cellphones, capable of not only taking photos, but sending text messages and emails, updating the world on the events as they were unfolding Thousands of text messages from the tunnel   ere be g sent out. Everyday people directly invo   ed in the bombing documented it, in a scope th   had rarely been seen before. The true potential of   tizen jou - nalism was being realized.

Below: Adam Stacey, on a tube train between King's Cross and Russell Square.
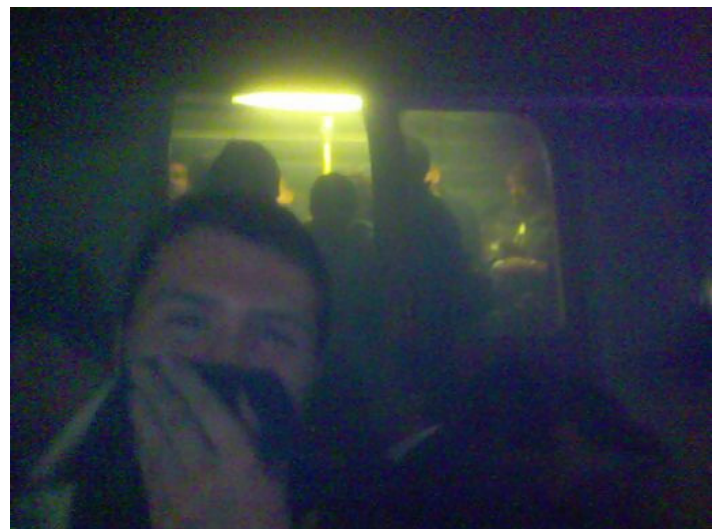
Journalistic Ethics

In an era where the line between citizen and journalist is blurred, it is important to have criteria – or a code – against which to measure those who call themselves journalists. Many news organizations – television, newspapers, magazines and some news websites – have established their own codes of ethics over time.

So, too have professional organizations like the Canadian Association of Journalists and the Society of Professional Journalists (the latter of which is included). The key to answering the questions, what is journalism and who are journalists is embedded in one word: accountability.

Accountability means that journalists are obligated to the public, their sources and the industry to clarify and explain news coverage and invite dialogue with the public over journalistic conduct, encourage the public to voice grievances against the news media, admit and correct mistakes promptly, expose unethical practices of journalists and news media and abide by the same high standards to which they hold others.

Accountability means being available and responsive to the public by talking in person and having an open letters to the editor page. Without such accountability, journalists cannot have the public's trust. Without this accountability, the writer is simply a writer and/or a biased witness to an event.

Real journalism reflects the perspectives of many. Real journalists check their facts, present balanced information from at least three sources and use objective reporting methods. They are aware of their personal biases and strive for impartiality.

But according to Stephen J. Ward, author of "Ethics for the New Mainstream" in The New Journalist: Roles, Skills, and Critical Thinking, "Journalism ethics is troubled by a tension among values on two levels.

The first level is due to online journalism. The culture of traditional journalism, with its values of accuracy, pre-publication verification, balance, impartiality, and gate-keeping, rubs up against the culture of online journalism which emphasizes immediacy, transparency, partiality, non-professional journalists and post-

Journalism Code of Ethics

Seek Truth and Report It

Journalists should be honest, fair and courageous in gathering, reporting and interpreting information.

Minimize Harm

Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect.

Act Independently

Journalists should be free of obligation to any interest other than the public's right to know.

Be Accountable

Journalists are accountable to their readers, listeners, viewers and each other.

The SPJ Code of Ethics is voluntarily embraced by thousands of writers, editors and other news professionals. The present version of the code was adopted by the 1996 SPJ National Convention, after months of study and debate among the Society's members.

Sigma Delta Chi's first Code of Ethics was borrowed from the American Society of Newspaper Editors in 1926. In 1973, Sigma Delta Chi wrote its own code, which was revised in 1984, 1987 and 1996.

publication correction. The second level is e to t emergence of a global journalism. If journa m has global impact, what are its global responsi ties?"

Technology has created new definitions for journalists and a battle between professional journalists, many of whom have graduated from professional journalism training programs or have university degrees in the field, and citizen journalists who do not necessarily have any qualifications as journalists. "The virtue of the professional system is that, ideally, it supports reliable, professionally trained journalists dedicated to the public, thus maximizing accurate, unbiased news while reducing misinformation. The vice is that it places enormous influence in the hands of a privileged class of citizens (journalists) who work for powerful news organizations who may not care about ethics," wrote Ward. "The virtue of new media is that it placing the freedom to publish in the hands of countless citizens.

This reduces the power of mainstream journalists and media owners. The vice is that new media causes both misinformation and information overload. The power of journalism can be exercised by anyone with any ethics and any motivation. Good journalism and reliable information become lost on a sea of unreliable voices."

In answering the question what is journalism, analysts and critics must first test the piece and the journalist against a code of professional ethics. Only when the work or journalist in question meets the criteria, can it or they be considered professional.
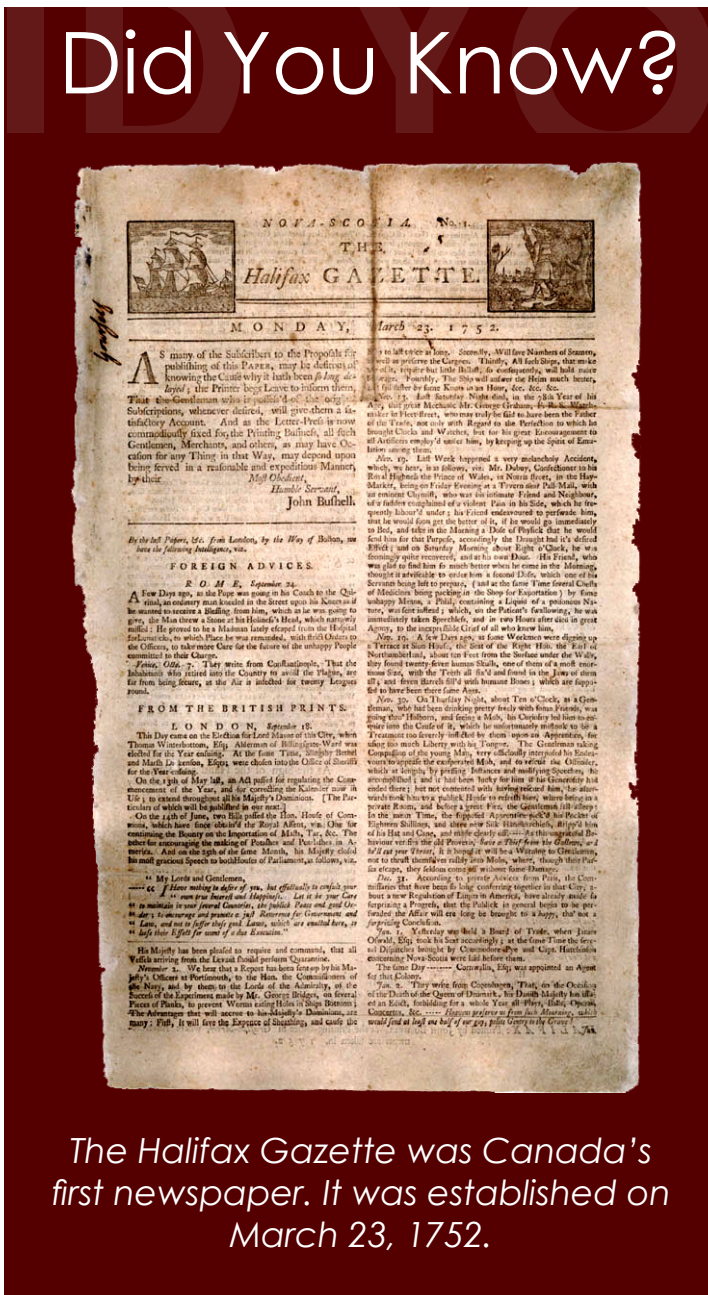
Discussion & Activities

1. "The vice is that new media causes both misinformation and information overload. The power of journalism can be exercised by anyone with any ethics and any motivation." Do you agree with this statement? Explain. If you agree, identify possible counter-arguments.

2. To what extent should citizen journalists be held to the same code of ethics as professional journalists?

3. Analyze a newspaper article and a piece of citizen journalism found on the Internet. In what ways does each uphold the code of ethics and what ways do they not?

4. Create a blog post with detail and analysis of a current event. Post must conform to the code of ethics.

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Greg Lawrence, "Toronto G20 Protest" June 27, 2010 via Flickr, Creative Commons Attribution.

Eliot Ward, "London Underground bombing, trapped" July 7, 2005 via moblog.net. Creative Commons Attribution.

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Web 2.0

Key Topics:

> What is Web 2.0?
> Social Networking
> Blogs & Wikis
> Video Sharing

Web 2.0 icons—some of the most recognizable logos for the "Net Generation"

What is Web 2.0?

These days, any business will quickly lose it's status as a household name without embracing the new world of Web 2.0. It's connecting the world and allowing us to share information 24 hours a day, 7 days a week, across all borders, and in any language. As defined by Wikipedia, one of the most prominent Web 2.0 applications itself, Web 2.0 is "commonly associated with web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the World Wide Web."

The general public uses it to share pictures, send messages, and make their opinions heard; businesses use it to communicate new product announcements, reward customer loyalty, and offer great customer service; celebrities, politicians and public figures are using it to garner more popularity; the possibilities for this new technology are endless and this chapter will give you a taste of some of the most prominent players in the Web 2.0 landscape. Through examining the phenomena of social networking sites, blogs & wikis, and video sharing sites, you will begin to see the incredible reach that using Web 2.0 tools offers to anyone willing to take the time to do it.

If Web 2.0 is the future, or even the present, then embracing it can only mean great things for you as a media consumer.

Inside this chapter

Resources

Video:
Web 2.0: The 24 minute Documentary

Cool Web 2.0 Tools:
Go Animate
www.goanimate.com – an easy way to create your own cartoon.

Pixton www.pixton.com – create your own comics on the web.
Glogster www.glogster.com – online poster creation tool.
Animoto www.animoto.com – create your own music videos and photo slideshows online.

GoogleDocs
http://docs.google.com – collaborate on projects with your classmates easily.
MindMeister
www.mindmeister.com – an online mind mapping tool to help study, plan and brainstorm.

Social Networking

Social networking has become one of the most dominant forms of communication today.

Social networking was initially used to connect people of common interests and pursuits—this narrow focus is changing.

It has been claimed that social networks will be like air. They will be anywhere and everywhere we need and want them to be.

Top Social Networking Trends Include:

◊ the continued replacement of traditional processes of communication will continue to increase the velocity of ideas through connective technology.

◊ The ability of Individuals to tap into technology's power without extensive resources

◊ Advertisers' recognition of social networking as a form of creating social currency for their brands.

◊ Sharing no longer means email; sharing in constant flux.

◊ Users grouped by common interest is becoming old school as users expect all sites to be social—the social aspect is a feature, not a destination.

Twitter: A Profile

Biz Stone described twitter as being *"more of a nervous system than an alert system."*

Twitter is all about what is happening right now!

Twitter's website claims its utility through "keeping you informed with what matters most to you today and helping you discover what might matter to you most tomorrow."

One of Twitter's key strategies for 2009 was to be the first networking site to hit a billion users and in doing so become *the pulse of the planet.*

One of Twitter's founders, Biz Stone described twitter as being more of a nervous system than an alert system

Social networking experienced exponential growth in 2009. Twitter's contribution amounted to an annual growth of 1,382% percent between Feb 2008-to Feb 2009.

Social networking's pervasion into everyday life continues to increase with no foreseeable end in sight.

Twitter asks "what's happening?" and makes the answer spread across the globe to millions immediately.
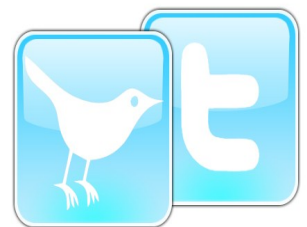
Facebook: A Profile

Facebook describes itself as a "social utility that helps people communicate more efficiently with their friends, family and coworkers."

Facebook boasts over 400 million active users as of July 2010 with over half of those users logging on daily.

Facebook CEO Mark Zuckerberg credits *focus* as one of the reasons for its overwhelming success.

Facebook focused on the development of a platform which would enable companies and engineers to deeply integrate with the Facebook website and gain access to

millions of users through the social graph.

Zuckerberg recognized Facebook's potentially explosive commercial application early on, stating *"Advertising works most effectively when it's in line with what people are already trying to do*." - Time Magazine

Facebook boasts over 400 million active users

Blogs & Wikis

"Well, yes, we could read your blog....or you could just tell us about your school day."

A dominant trend associated with social networking involves the harnessing of technology without extensive financial means.

Online bloggers are weighing in on a vast array of political issues and by virtue of access enjoy public influence. Access to the public ear historically presented substantial barriers to entry, but is now available to anyone with an internet connection.

Like every other social networking medium, blogs continue to change. Originally appearing as simply diary-like entries, they soon incorporated (RSS) feeds notifying readers each time new entries were posted.

Look for blogs to use tags on an increasing level as a way to negate spam comments and the confusing concept of trackbacks—flickr is a good example.

Blogs are a rich source of information, but users expect to find information quickly and easily and blog sites must adapt to this expectation.

Exploring the nature and development of blogging demonstrates how web 2.0 continues to provide velocity and impetus to the ideas and opinions of those historically barred from mass public dialogue and influence.

Questions surrounding credible sources and the value of credentials emerge as blogging increases.

Video Sharing

Sharing videos online has become quick and easy. The endless list of Video share sites demonstrates the obvious popularity and willingness of people to share visual information.

The online video industry has become extremely competitive, but the almost endless supply of users suggests market share exists for al-

most anyone with a functional video sharing platform.

Commercial application of video sharing sites for professional purposes is not legally permissible, but continues to be very inviting to advertisers.

Questions surrounding the privacy of information has received increasing attention.

Video sharing today includes

elements of:
-Video searching
-Video eCommerce
-Video Creation and Editing
-Rich Media Advertising
-Peer-to-Peer Video Sharing
-Video Streaming

Exploring the world of video sharing means appreciating an explosive phenomenon in the world of social networking.

YouTube: A Profile

Will YouTube conquer every screen?

YouTube has emerged as the clear winner within the video sharing world.

In 2008 YouTube co-founder Chad Hurley predicted "...that online video broadcasting will be the most ubiquitous and accessible form of communication. The tools for video recording will continue to become smaller and more af-

fordable. Personal media devices will be universal and interconnected."

Hurley also predicts more consumers will become creators. Just as social networking provided access to the public ear, access to the tools of creation have emerged as social networking has expanded.

Observing popular video sharing mediums such as YouTube fulfills an important part of critiquing social networking.

If Hurley is right about video sharing and its ubiquitous nature, knowledge of the medium for purposes of critical analysis and utility takes on increasing importance.

Profile of a celebrity blogger: Perez Hilton

He's made a career out of sharing his opinions on the latest celebrity gossip through his blog: www.perezhilton.com. Hilton has used Web 2.0 to the fullest, carving out his own place on the net and creating the job he desired through embracing technology.

With success has come infamy for Hilton. Transferring his desire to be a celebrity into just making fun of them has garnered him some enemies. But despite this fact, Hilton is an entrepreneur for the way he has used blogging technology to cater to a niche market.

Blogging, twitter, facebook, streaming video; Hilton can be considered someone who is using Web 2.0 to it's fullest and creating a brand based on it. He is surely someone to be followed as this world continues to expand at an alarming pace.

Discussion Questions

1. How does Web 2.0 affect today's classroom?

2. Identify the pros and cons to integrating Web 2.0 into businesses, schools, and our homes.

3. Compare and contrast Facebook and twitter.

4. Identify all potential uses of twitter for businesses.

5. Do you think the use of Web 2.0 tools by businesses is a benefit to consumers? Why or why not?

6. In your own words, define Web 2.0.

7. Do you think that Web 2.0 is still growing, or on it's way out making way for new technology? Explain.

8. In 140 characters or less, describe how you feel about Web 2.0.

SOCIAL NETWORKING

G. LIN & E. YONG

Remember the days when you sent letters to keep in touch? Remember the days when you sent emails to your friends? Or those days when you needed to set up a phone date in order to talk with a friend?

You might be scratching your head a bit now because you can't remember when you last sent a letter or an email to a friend. That's because you're so used to keeping in touch with friends through Facebook, Twitter, YouTube or other social networking sites. There is no reason to send letters or pick up the phone to dial your friend when you can easily type a message on your friend's wall to tell them the plans for tomorrow's party.

What is Social Networking?

The dictionary's definition of social networking services focuses on building and reflecting social relations amongst people, e.g., who share interests and/or activities. But, in recent years, social networking services have exploded on the Internet scene, creating a new culture unbeknownst in earlier decades. Now, it is incredibly easy to get in touch with a friend merely by the click of a button. It is also insanely simple to share your personal information and life to an online community of friends and family. With the speed of new technology, there have been many positive impacts with the expanding social network services. There have also been negative effects in using and being part of a social networking community.

THE EVOLUTION OF COMMUNICATION

LETTERS BY MAIL

The earliest postal system was established in Ancient Persia. The fastest way to obtain information from one place to another was by messengers, pigeons, and runners. To this day, letters have become a popular and reliable way of relaying information and keeping in touch with friends and family across the world.

THE TELEPHONE was invented in the 1870s by Alexander Graham Bell. HIs invention transformed the world and brought people closer in ways never imagined before. In 1973, cellphones were invented and thus, began the era of the handheld cellular phone. Nowadays, it is rare to find someone who does *not* have a cellphone.

THE INTERNET was created around the 1990s. Globalization brought the Internet brought it into people's homes. Physical boundaries for networking disappeared. It all began in the early 1980s when Bulletin Board Services (BBS) came into existence. These crude (by today's standards) sites with only text were slow and not easy to access as most people had only dial up connections at that time but the forums they offered were the first networking site. Nowadays, Facebook, MySpace and Twitter are bringing people together through their sites.

Appeals and Downfalls of Online Social Networks

Facebook, Twitter, Youtube and Myspace are all free services to the public. You don't need to be of a certain demographic to be a user. Users can create profiles with photos, lists of personal interests, contact information and other personal information. Communicating with friends and other users can be done through private or public messages or a chat feature. Users can also create and join interest groups and "like" pages, for example, on Facebook. Each of these sites have a number of features with which users may interact.

All these different features promote the sole purpose of networking within the user's unique community. That classmate who moved away in grade 6 is now connecting with you via Facebook. The huge annual party thrown by the most popular guy in school is now a Facebook event where everyone can be invited. With one simple click of the button, you can view your ex-boyfriend's, your mother's, or even your teacher's Facebook profile and photos.

But with one simple click of a button, your entire life can also be ruined. With the creation of Facebook, there has also been an explosion in privacy infringements and bullying incidents. Although Facebook enables users to choose their own privacy settings and choose who can see what parts of their profile, there have been many concerns. If a user decides to deactivate his/her account, Facebook still saves all the user's information so that if the user decides to return to Facebook, his/her information would remain intact. People have expressed concern over this fact because unlike other websites, Facebook retains a user's information for a long time.

HISTORY OF FACEBOOK

In Feburary 2004, Facebook was created by Mark Zuckerberg. The name, Facebook, stems from the colloquial name of books given to students at the start of academic year by university administrations in the US with the intention of helping students to get to know each other better. In September 2006, facebook became open to everyone older than 13 with a valid email address.
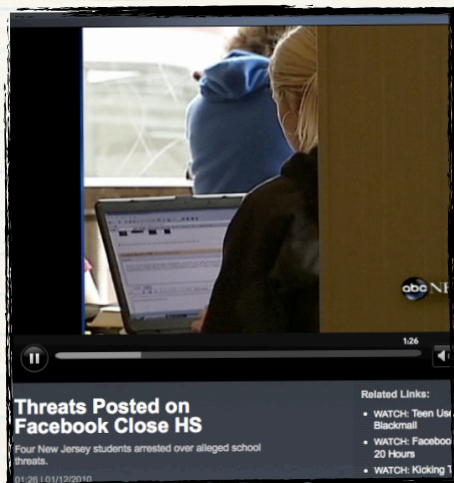
From its humble beginnings in 2004, Facebook has exploded in popularity. In 2009, more people visited Facebook than Google. It has also become the top social network across eight individual markets in the Philippines, Australia, Malaysia, Indonesia, Singapore, New Zealand, Hong Kong, and Vietnam.
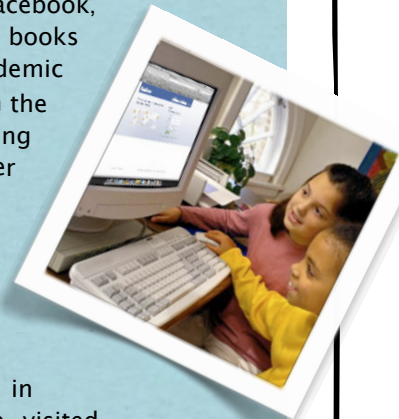
CYBERBULLYING &

Recently, there have been cases of death threats, sexual extortion and bullying by teenagers. These are tragic examples of Facebook abuse and bullying.

You may not be aware of this but **bullying** is considered a **criminal offence**: it is Assault & Harassment. Assault can come in many forms: verbal, mental and physical abuse. With the simplicity of the Internet, bullying now comes in a new form: cyber bullying. It is extremely easy to post destructive rumors on someone's page or to create fake accounts to 'get revenge' on someone.

Threats Posted on Facebook Close HS
Four New Jersey students arrested over alleged school threats.
01:26 | 01/12/2010

Related Links:
- WATCH: Teen Us Blackmail
- WATCH: Faceboo 20 Hours
- WATCH: Kicking 1

What to do when You (or someone you know) is Bullied Online:

1. Ignore it: one time, seemingly unthreatening act, like a prank or mild teasing should probably be ignored. Don't respond, it'll just fuel the bully's maliciousness.

2. Restrict or Block unknown people who can send you messages or add you as a friend.

3. Report to the social network's website

4. Report to School: tell a teacher or your principal of the incident.

5. Report to Police: Someone who threatens you physically, posting details about your information, etc, should be reported to the police.
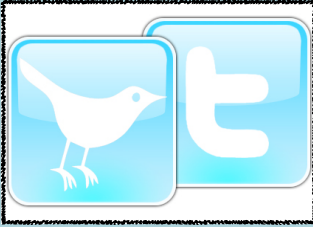
My Personal Space?

PRIVACY AND PERSONAL LIVES

Both Myspace and Twitter have gained mainstream popularity, as many celebrities create their own profiles to inform their fans of any breaking news. Many musicians and artists create their own MySpace profile pages to share their music and garner attention and rise to fame. Celebrities use Twitter to update friends and fans on their status -- creating a network aptly named the "Twitterati".

The divide between celebrities and 'common folk' has considerably shrunk with the introduction of online sharing. But the question remains: what should be known by the public and what should remain private?

The danger in that is that a lot of users of online networking sites (including celebrities) end up sharing private information unknowingly. Although celebrities feel freed to now communicate with the general public, online social networks have increased the idolization of celebrities because now, you can follow your favorite celebrity's every move every minute.

facebook stalker?

UNHEALTHY OBSESSION

"Hello! I really am in love with Justin Bieber. I can't stop thinking about him all day, and I know everything about him. I'm just too obsessed. What should I do?"
— *Dreamer*

"It's OK to love a singer, and it's totally normal to have his pictures all over your room. But the people you should really have as heroes are people in your real life, someone who can love you back.

In other words, you make *think* you "know everything about him," as you put it, but trust me, you don't. You know what his publicity machine *wants* you know about him, and it's important that you know that difference.

Limit yourself to 20 minutes a day of Justin Bieber. After that you have to make sure your day is filled with other things. It's never OK to feel obsessed, at that level, with *anything*."

BE SMART: THINK TWICE BEFORE YOU UPLOAD

EMPLOYEES FACE CHARGES 36

As a prank, two Domino's Pizza employees engaged in several health department violations, recorded their actions, and posted their videos to YouTube. The videos quickly went viral and users all over the internet were exposed to these Domino's employees doing inappropriate things to customers' pizzas. By the time Domino's was able to remove the videos from YouTube, millions had already viewed the video and news networks had already picked up the story. In one week, Domino's stock price dropped over ten percent, costing shareholders millions of dollars. Both these employees were fired and criminally charged.

Just Stop and Think
Before you upload that video or photo, ask yourself:

1. Do I want this video available for everyone to see?

2. Is this video appropriate for everyone to see?

3. Will this affect anyone I know?

4. Are there possible consequences of posting this video?

Social Media Addiction is Real

How many times a day do you feel the urge to check your Facebook or Twitter accounts? Would you interrupt a meal to do it? Would you stand up a date to do it? If you answered yes to those questions, you might just be a social media addict.

Social networking sites quickly making everyone slaves of social media. It is a crazy drug where everyone is constantly logged on regardless of the need to work or study. It is considered a cyber drug where millions are becoming addicts by the day. Social networking is occupying more and more of users' time and they are continually more dependent on these sites as news sources and an escape from the real world.

YOU KNOW YOU'RE A SOCIAL MEDIA ADDICT WHEN...

1. *Facebook, Twitter, MySpace, etc. is your homepage.*

2. *You lose sleep over the various social networking sites (Facebook, Twitter, MySpace, etc.).*

3. *You update your status/feed more than twice a day.*

4. *You check your social media first thing when you wake up, while in the washroom, and last thing before you sleep.*

5. *You become obsessed with and stalk old loves and constantly check their status updates, wall posts, and photos.*

6. *You ignore work or school in favour of social networking.*

7. *You checked your social networking profile while reading this.*

Joanna Lipari, a clinical psychologist at UCLA, compares social networking sites like Facebook to the 1998 Jim Carrey film, "The Truman Show," where the world is fabricated and nothing ever goes wrong. "Facebook is a fun, pleasant, happy, beautiful world. People only present the crème de la crème of their lives on Facebook. And these people want to be your friends! It's very seductive."

If you find yourself on social networking sites for no particular reason, you are an addict. If you find yourself subconsciously going to these sites, you are an addict. Admitting that you have a social media addiction is the first step.

HOW CAN YOU PREVENT SOCIAL MEDIA ADDICTION?

Social networking can be very addictive, so where do you draw the line between having fun and having an addiction? If you cannot function in life without social media, then there is a problem.

Here are some ways to kick the habit:

1. Set your limit!
Associate social media as a leisure activity only, not as a daily necessity. Set aside time of day to check your social media sites.

2. Turn off email notifications!
Many social media sites send an email when there is activity on your profile page.   Getting notifications will only further tempt you.

3. Do not leave your social media browser tabs open!
Close your previous browser tabs when not in use and past your allotted time. This will keep you less occupied and lessen your procrastination time.

4. Remove social media from your phone!
Most social networking sites have mobile applications downloadable to smartphones for 24/7 connectivity. Remove these applications and remove your dependence on it.

5. Get out and be active!
If you have the urge to check social media sites, get out of the house and go for a run to take your mind off it.

Sources for Further Study

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# Celebrity vs. Hero: Character Education

Part I Introduction:

In this part of the lesson students will focus on the making of celebrity, specifically contrasted with the idea of a 'hero' in current society. Students will explore their own beliefs and attitudes to celebrity and celebrity worship. Emphasis will be placed on strategies in making celebrity, and students will synthesize their knowledge in a media production assignment of making a classmate a 'celebrity'.

Background Knowledge Questions:

• What does being a celebrity mean? Does it include actors, musicians, athletes?

• Who are the most famous celebrities in the world right now?

• Who is you favourite celebrity? Why?

• How do find out about celebrities? What sort of information do you know about a celebrity you like?

• What makes a person famous? If you wanted to become a celebrity, what would you have to do?

• How would you define a hero?

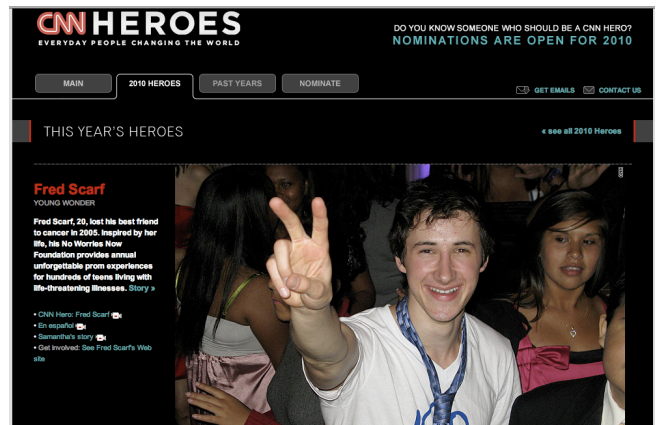• Is a hero a celebrity? Is a celebrity a hero? Why or why not?

Watch Video -
Media Literacy: The Culture of Celebrity
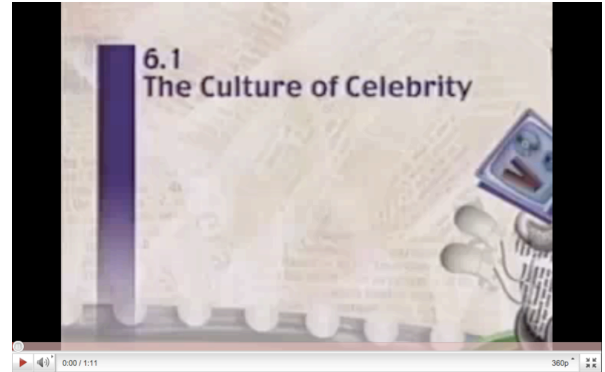
http://www.youtube.com/watch?v=bPpRhAz5lSM&feature=player_embedded

(from http://mediaeducationlab.com/)

Watch Video - CNN Heroes Everyday People Changing the World

http://www.cnn.com/SPECIALS/cnn.heroes/archive10/fred.scarf.html

(from CNN © 2010 Cable News Network. Turner Broadcasting System, Inc.)

After Viewing Questions:

  • What are some of the common traits of celebrities?

  • What are the ways we see and learn about celebrities?

  • What are the things the public sees celebrities (actors, musicians and athletes) do? How are they presented to the public?

  • Do you think celebrities are accurately portrayed to the public? Is what we see true to what the celebrity is like in person?

  • What role do you think economics play in shaping celebrity culture?

  • What is the difference between a hero and a celebrity?

  • What are some common traits of a hero? What characteristics do you or your peers have that are worthy of praise?

  • What are some of the 'hidden characteristics' of a hero? Does a hero need to be famous?

  • Why do we as a society tend to celebrate celebrities more than heros?

Some Possible Discussion Topics about Character Traits:

A Hero - A person admired for bravery, great deeds, or admirable qualities; a person admired for a particular contribution to a field; a person with extraordinary qualities or characteristics

A Celebrity - A person who is well known or much talked about; someone who is famous

Activity 1:

In this media production component students, while working in pairs, make one of their classmates into a celebrity by creating a two-page digital or print spread about him or her, with editorial content containing persuasive writing and a photo.

Teacher Notes:

• Think about what makes a celebrity famous in contrast to what makes a hero famous.

• Ask students to bring in popular fan magazines or look at celebrity gossip sites.

• Identify the target audience for these publications, what 'look' is constructed by the graphics and text; and what public image or behaviors are conveyed to that audience. Discuss whether celebrities, fans and/or celebrity media are responsible for making public images.

• Instruction may focus on the evaluation of the ways in which public image is shaped and set by publicists, the media and the public; or may focus on the concepts of print and structural features of text, both visual and informational.

• Students will synthesize the strategies of study that make regular people into celebrities, and employ these strategies in the creation of the digital or print artifact.

Part II Introduction - Moving away from *celebrity* and becoming a public figure *hero*

Before watching the videos:

Lets relate back to what we know a typical "hero" and "celebrity" to be. Can they mean the same thing, or are the completely different? The modern world's focus on celebrity ensures that those people with celebrity status are regarded just as highly as "regular" people. With that said, the modern world's tight focus on celebrity ensures that those people with celebrity status are at the forefront of the public's thoughts on heroes.

Part A - Discussion

Celebrities becoming heroes through their involvement in global causes:

Ask each student to write down the name of a celebrity who is involved in a cause related to global issues.

Some celebrities to consider are:

**Oprah
Bono
Angelina Jolie**

**Brad Pitt
George Clooney
Princess Diana
Bill Gates
Madonna
Matt Damon
Sandra Bullock
Dave Matthews Band
Jay Z
Sean Combs
K'Naan**

Once they have done this, ask students to move into groups of six and share their results. By the end, each student should have a list of five celebrities along with their involvement/cause.

After brainstorming, the groups continue their discussion answering the following questions in the box to the right:

Guiding Thematic Question :

- How do celebrities move into the hero category?

Group Questions:

Consider the celebrities you have come up with…

1. What do their choices say about the concept of a celebrity?
2. What do their choices say about our culture?
3. Does this celebrity's involvement surrounding this global development issue influence you in any way?
4. List five other celebrities who have used their status for the greater good.
5. List five other celebrities who have taken advantage of their status.
6. What is most likely to make someone a celebrity?
7. Why do we celebrate the people we do, and what does that say about us?

Part B - Video Clips

Now that students have a broad idea of the many different celebrities associated with causes, they will be introduced to media representation pieces of these celebrities involved in these causes. These video clips will range from interviews, advertisements, infomercials, news reports and public service announcements.

1. **"Angelina Jolie responds to "Give Refugees a Hand"**

   http://www.youtube.com/watch?v=c3h-Yrf1Gml&feature=channel

2. **Brad Pitt "Make it Right"**

   http://www.youtube.com/watch?v=s3obESBGskE&feature=related

3. **Bono "Red" Campaign**

   http://www.youtube.com/watch?v=ch_91M_eM6U

4. **Pamela Anderson "A Peta Hero"**

   http://www.youtube.com/watch?v=indB9rrxxOw

5. Sienna Miller "Haiti Appeal for International Medical Corps"

http://www.youtube.com/watch?v=nTrlfQ5rSO0

After viewing each video clip....

On the surface, these video clips may seem as though they are simple and innocent interviews, advertisements, infomercials, news reports and public service announcements; however, when we look closer to what influences us we begin to notice how our perceptions of a particular celebrity shifts.

Activity 2 - Ask Students to fill out the following chart:

Celebrity Information Chart

	Celebrity's Name	Profession	Achievements	Why I think He or She Is a Celebrity	Global Development Issue	Celebrity's Involvement
1.						
2.						
3.						
4.						
5.						

Individual Reflection Questions:

Ask students to answer the following questions:

1. What was your favorite video clip? (focus on this for the following questions)
2. What grabbed your attention?
3. What did you learn about the cause from this clip?
4. Was this video clip more about the cause or about the celebrity?
5. This is clip influence you to think about the cause and celebrity in any way?
   Explain.

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GROUP DISCUSSION QUESTIONS:

Consider the celebrities you just watched…

- How prominent is the celebrity in the media representation piece?
- How do their actions in the media representation piece reflect, demonstrate, and support their commitment to the cause, issue, program, agency or organization?
- Who and what is around the celebrity?
- How is the celebrity represented visually and through text?
- What is the message of the media clip in relation to the cause, program or organization, and for the celebrity's fans?