Understanding Media: Social Media

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

List social media sites AND who owns them.

Which of these sites do you use on a regular basis?

Videos and Articles

“How One Stupid Tweet Ruined Justine Sacco’s [Life](https://www.nytimes.com/2015/02/15/magazine/how-one-stupid-tweet-ruined-justine-saccos-life.html?smprod=nytcore-ipad&smid=nytcore-ipad-share&_r=0)”

TED: The Power of Social Media [Playlist](https://www.ted.com/playlists/397/the_power_of_social_media)

“Social Media: Seven Deadly [Sins](http://all-that-is-interesting.com/social-media-seven-deadly-sins)”

[*Lo and Behold: Reveries of the Connected World*](https://www.netflix.com/title/80097363)

What do the companies do with information from social media?

Consumer habits

Feeds/Paths

Social Media Boundaries

Employers and Employees

Teachers and Students

[Boy]friend and [Girl]friend

Social Media Shaming

Search the phrase “Social Media Shaming” and choose one article to explore and share with the class.

Social Media Research Project

Create a question

Explore and research

Create a working bibliography

Write a 3-5 page paper

Present your findings to the class using visuals

Sample Questions

Are teens (or adults) concerned that their use of social media is being exploited for profit by large companies? How do these new marketing strategies affect consumers and consumerism?

Can the use of social media, such as Facebook, lower teens’ self-esteem? Are there instances where these sites can help to raise teens’ self-esteem?