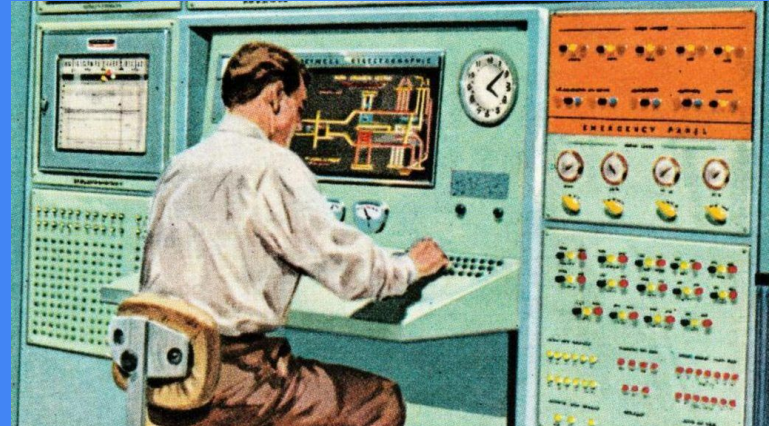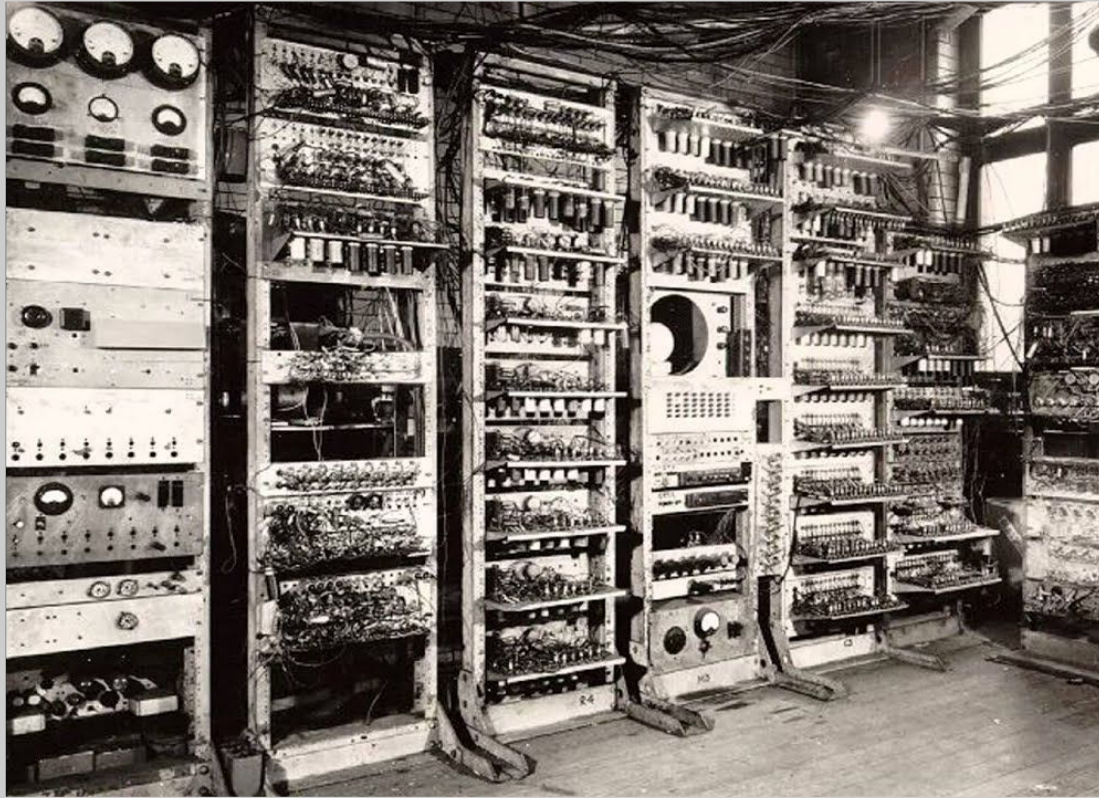# The early years of technology & social media

What was life like before the modern technology you've become accustomed to?

Directions: You're going to see a series of pictures. Please try to identify each one in SILENCE (no blurting out the answer!)

#1. What is this?

#2. What is this? AND Where does it go?

#3. What is this?

#6. What is the slot for in this early Mac?

#8. What is this?

#9. What is this?

#10. What is this? AND What purpose did it serve?

#11. What is this?

#13. What is this?

#15.

If I said "Addie! Get off the phone! I need the internet!" - why does Addie need to get off the phone?

The early years of technology & social media

Let's dive in, shall we? 😬

"Did the U.S. Government Invent the Internet?" History Channel, 2018

When the Russians launched Sputnik in 1957, the U.S. got worried.

The U.S. Department of Defense wanted to create a computer network that would continue to function in the event of a disaster, such as a nuclear war.

The Cold War spurs an investment in computing & technology

VOL. CVII..No. 36,414. © 1957, by The New York Times Company, Times Square, New York 36, N. Y. NEW YORK, SATURDAY, OCTOBER 5, 1957. 10c beyond 100-mile zone from New York City. FIVE CENTS

SOVIET FIRES EARTH SATELLITE INTO SPACE; IT IS CIRCLING THE GLOBE AT 18,000 M. P. H.; SPHERE TRACKED IN 4 CROSSINGS OVER U. S.

HOFFA IS ELECTED TEAMSTERS' HEAD; WARNS OF BATTLE

Defeats Two Foes 3 to 1 —Says Union Will Fight 'With Every Ounce'

Text of the Hoffa address is printed on Page 6.

By A. H. RASKIN
Special to The New York Times.
MIAMI BEACH, Oct. 4.—The scandal-scarred International Brotherhood of Teamsters elected James R. Hoffa as its president today.

He won by a margin of nearly 3 to 1 over the combined vote of two rivals who campaigned on pledges to clean up the nation's biggest union.

Senate rackets investigators and Hoffa critics in the union rank-and-file immediately opened actions to strip the 44-year-old former warehouseman from Detroit of his election victory.

IN TOKEN OF VICTORY: Dave Beck, retiring head of the Teamsters Union, raises hand of James R. Hoffa upon his election as union's president. At right is Mrs. Hoffa.

COURSE RECORDED

Navy Picks Up Radio Signals—4 Report Sighting Device

By WALTER SULLIVAN
Special to The New York Times.
WASHINGTON, Saturday, Oct. 5—The Naval Research Laboratory announced early today that it had recorded four crossings of the Soviet earth satellite over the United States.

It said that one had passed near Washington. Two crossings were farther to the west. The location of the fourth was not made available immediately.

It added that tracking would be continued in an attempt to pin down the orbit sufficiently to obtain scientific information of the type sought in the International Geophysical Year.

[Four visual sightings, one of which was in conjunction with a radio contact, were reported by early Saturday morning. Two sightings were made at Columbus, Ohio, and one each from Terre Haute, Ind., and Whittier, Calif.]

The approximate orbit of the Russian earth satellite is shown by black line. The rotation of the earth will bring the United States under the orbit of Soviet-made moon.

Device Is 8 Times Heavier Than One Planned by U.S.

560 MILES HIGH

Visible With Simple Binoculars, Moscow Statement Says

Text of Tass announcement appears on Page 3.

By WILLIAM J. JORDEN
Special to The New York Times.
MOSCOW, Saturday, Oct. 5—The Soviet Union announced this morning that it successfully launched a man-made earth satellite into space yesterday.

The Russians calculated the satellite's orbit at a maximum of 560 miles above the earth and its speed at 18,000 miles an hour.

The official Soviet news agency Tass said the artificial moon, with a diameter of twenty-two inches and a weight of 184 pounds, was circling the earth once every hour and thirty-five minutes. This means more than fifteen times a day.

Two radio transmitters, Tass said, are sending signals continuously on frequencies of

The U.S. role in developing the internet

- ARPANET (1969): This early digital network, created by the U.S. Dept of Defense, allowed scientists at 4 interconnected universities to share software, hardware, & other data.

- NSFNET (1987): The direct precursor to today's internet was created when the National Science Foundation launched a more robust, nationwide digital network.
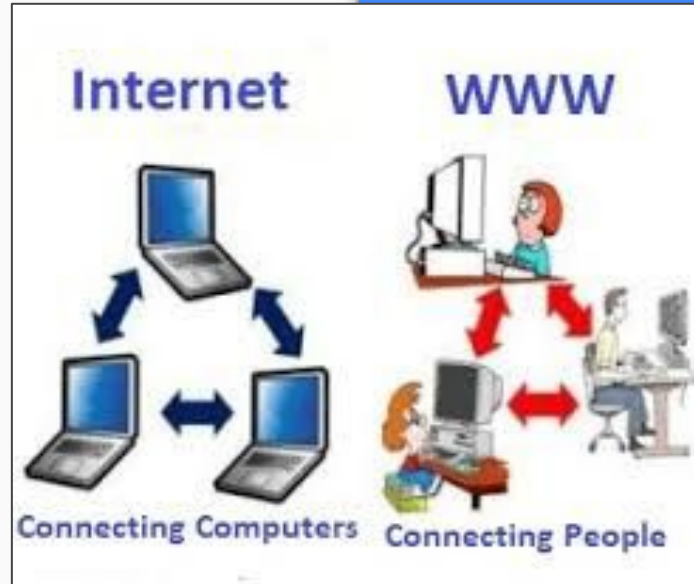
Tim Berners-Lee: Creator of the World Wide Web

In March 1989, Tim Berners-Lee proposed what came to be known as the World Wide Web.
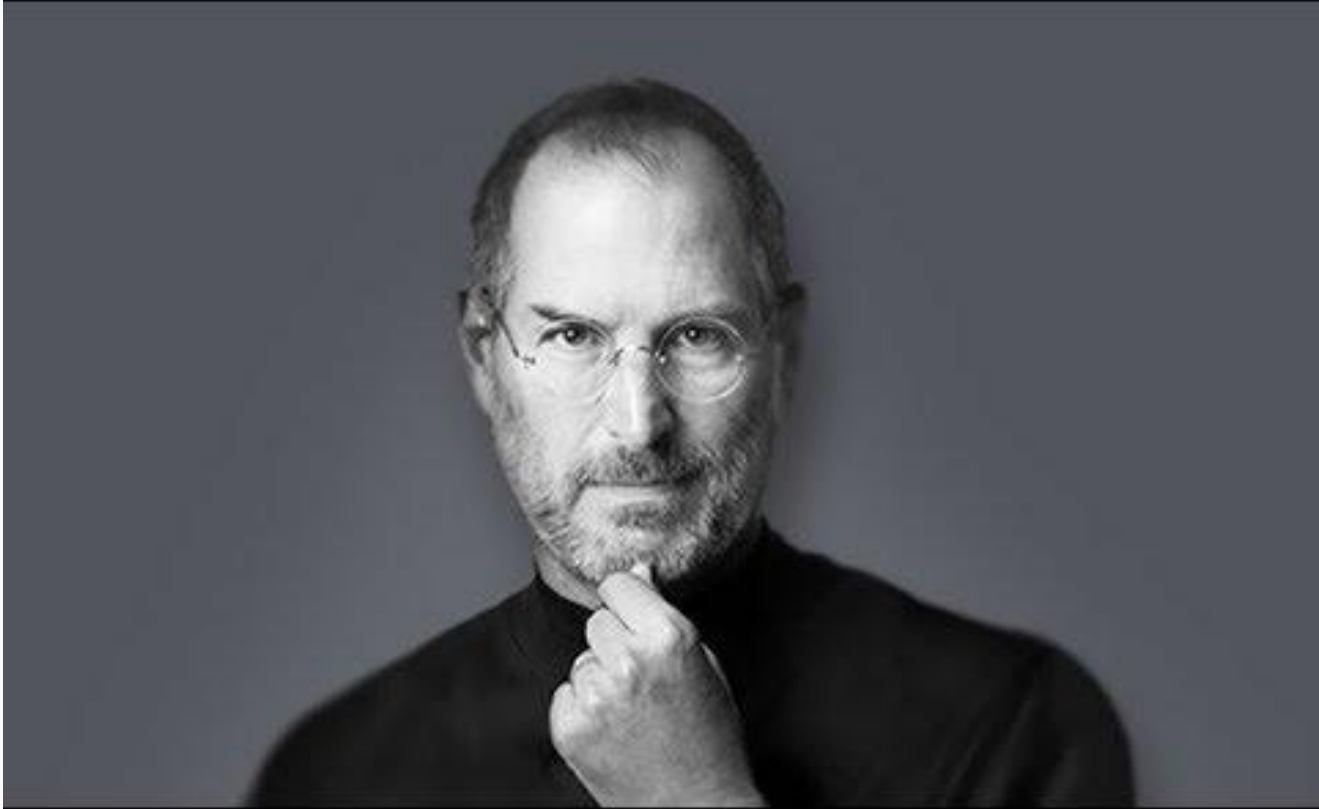
History of the Internet (2018)

In the 1980s & 1990s, online communication services like email, bulletin boards & online chats grew.

AMERICA Online

Cancel
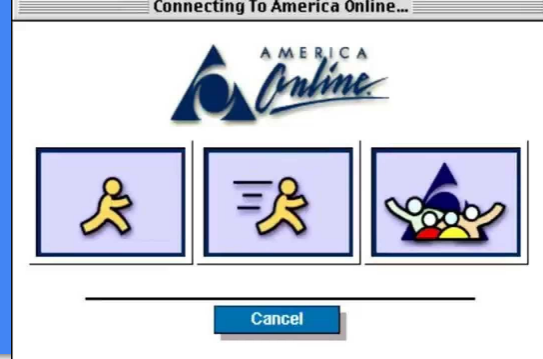
- ○ 1990 first **internet search engine** developed & first **website** went live

- ○ 1992 the term "surfing the internet" is coined

- ○ 1993 AOL began offering users their own email address & access to the internet

- ○ 1993 first **webcam** goes live

- ○ 1994 a large pepperoni, mushroom and extra cheese pizza from Pizza Hut is ordered online, possibly the first **transaction on the Web**.
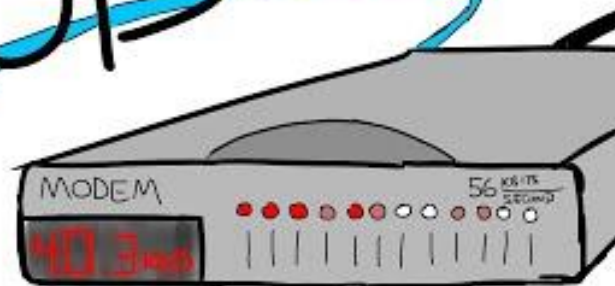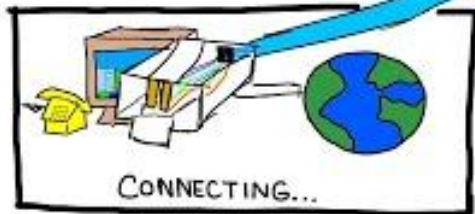
Growth of home computers & internet use

1983: 10% of U.S. adults have a home computer and, of those, 14% use a modem to send and receive information.

(Roughly **1.4%** of U.S. adults used the Internet in 1983.)

1994 *Today Show* segment - "What is internet anyway?"

Growth of home computers & internet use

1995:

- **14%** of U.S. adults are now online, most using dial-up modem connections.

- Only 3% of online users have ever signed on to the World Wide Web.

- 42% of U.S. adults had never heard of the Internet and an additional 21% knew it had something to do with computers.
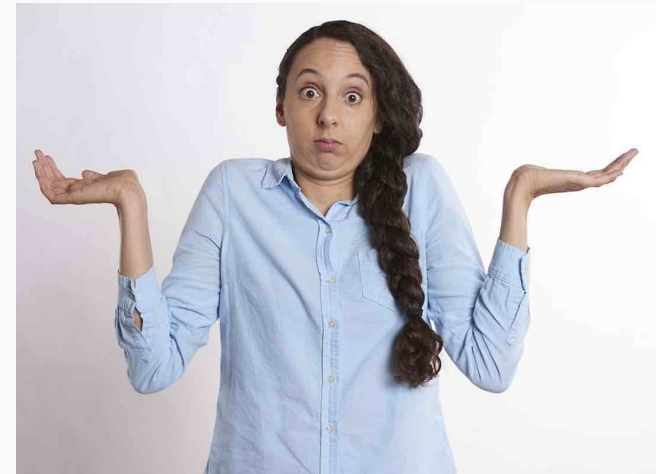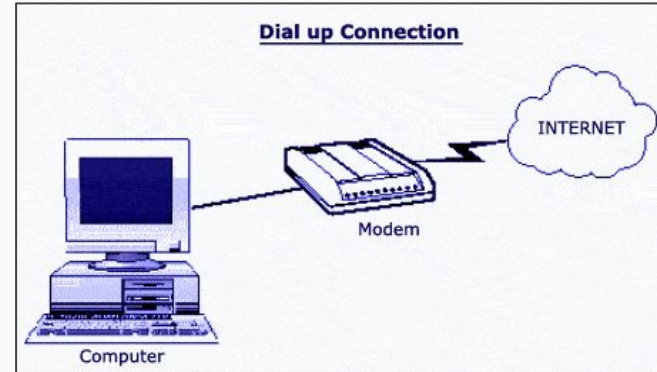
Did you know the term "software bug" was coined in the 1940s after a moth was found trapped in the relay of an electromechanical computer?
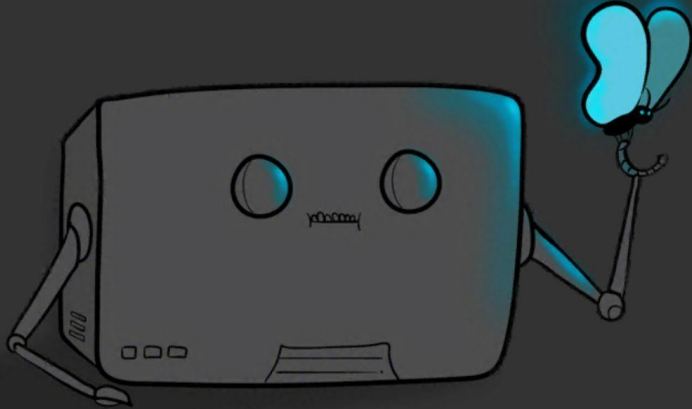
Fun fact

Growth of home computers & internet use

1996 Nokia releases the Nokia 9000 Communicator, the **first cellphone** with a web browser.

1996: 77% of online users send or receive email at least once every few weeks, up from 65% in 1995.

2014: The number of Internet users worldwide reaches 3 billion.

Jan. 2022: Apple is worth $3 trillion - more than Walmart, Disney, Netflix, Exxon, Mobil, Coca-Cola, McDonald's, AT&T, Goldman Sachs, Boeing, IBM & Ford Motor Co combined!

Fun fact
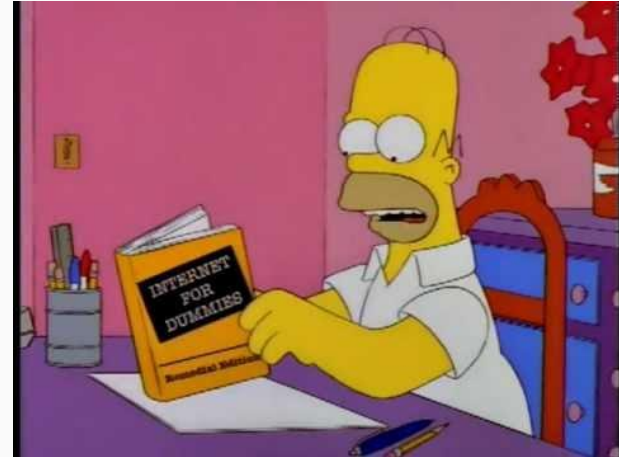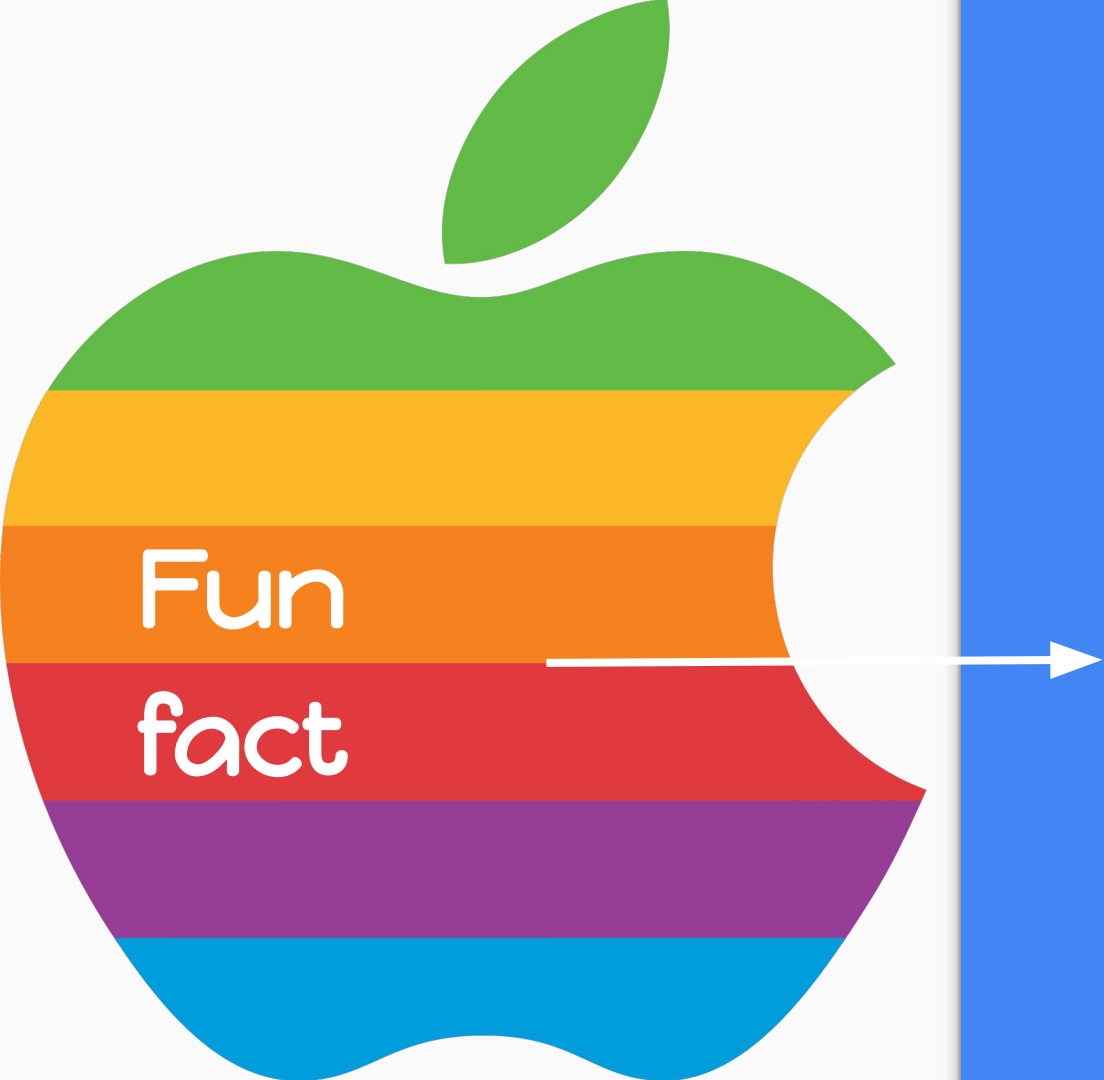
As of Jan. 2022, Apple was worth $3 trillion – more than Walmart, Disney, Netflix, Exxon, Mobil, Coca-Cola, McDonald's, AT&T, Goldman Sachs, Boeing, IBM & Ford Motor Co combined

Evolution of Social Media

A marriage of communication & technology
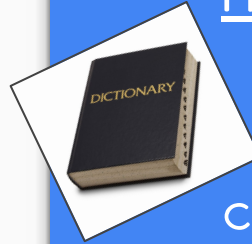
According to Merriam-Webster, <u>social media</u> is defined as:

"forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)."

Six Degrees
(1st social media profile uploading site)

Friendster

MySpace
(by 2006, it was the most visited website on the planet)

YouTube
(founded as an online video sharing platform)

Napster
(1st music sharing site. At the time, 78% of internet users didn't think downloading music was stealing.)

Facebook
(founded to help students connect online)

Google
(founded to create "a single, integrated and universal digital library")

Skype
(allowed for voice calls over the web)

Twitter
(founded as a micro-blogging site)

Blogs created
(i.e. Blogger)

LinkedIn
(networking site for career professionals)

Podcasting
(previously known as audio-blogging)

| 1997 | 1998 | 1999 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 |

SixDegrees

- The first form of social media (1997)
    - Named after the theory that everyone is connected by no more than 6 degrees of separation
- The first site to:
    - Create profiles using email
    - Make friends lists and send messages to those friends
- Peaking at around 3.5 million users, the site demonstrated that there was a market for social media.
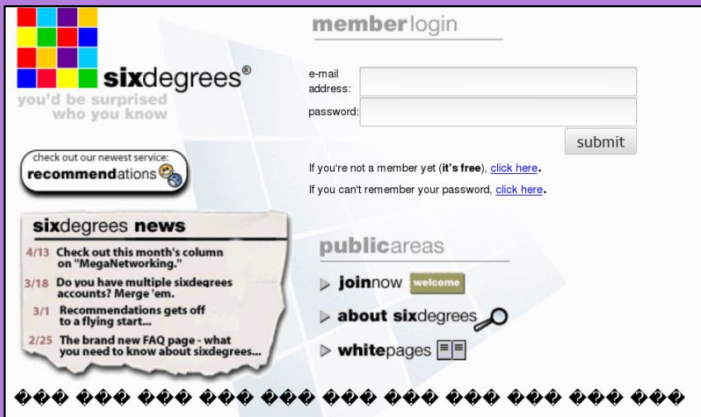
Friendster

- Created in 2002 & expanded upon Six Degrees' idea of meeting new people.
- The first site to:
    - Show you a list of other users that have something in common with you
- This new feature made connecting with new people much easier
    - Introducing the idea of online dating 😍
- The concept of meeting people online made Friendster very popular, eventually reaching over 100 million users.

Impact

Six Degrees only existed for 4 years and Friendster slowly died out as other sites began to replace it.

Although these 2 apps didn't last very long, they showed the power of social media:
- They introduced communication via internet, which was much faster and simpler
- Created a new way of meeting people who share common interests, hobbies or location
- Provided a service that allowed people to share thoughts or pictures to a large group of people at once
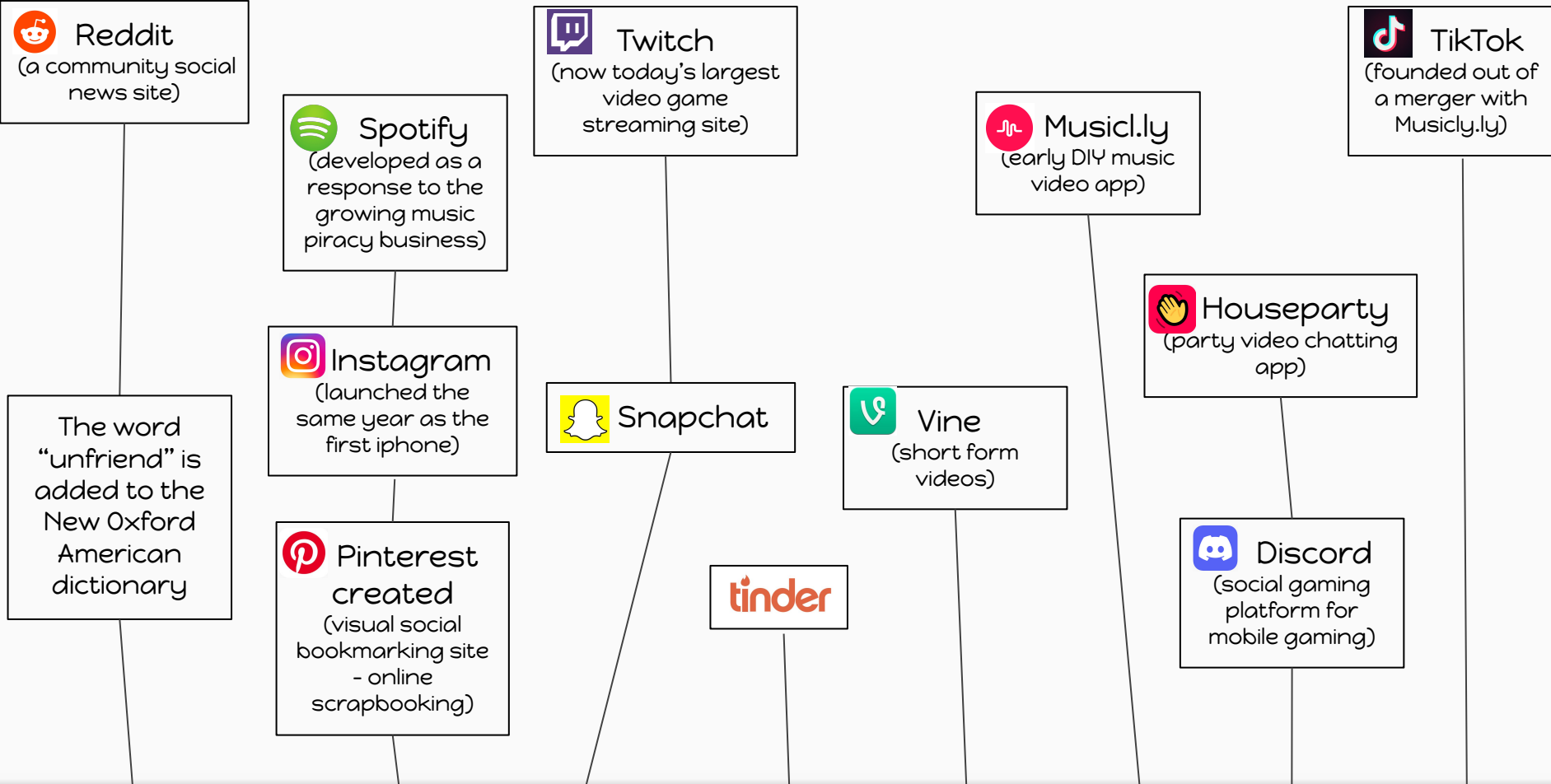
Reddit
(a community social news site)

Spotify
(developed as a response to the growing music piracy business)

Twitch
(now today's largest video game streaming site)

Musicl.ly
(early DIY music video app)

TikTok
(founded out of a merger with Musicly.ly)

Instagram
(launched the same year as the first iphone)

Houseparty
(party video chatting app)

The word "unfriend" is added to the New Oxford American dictionary

Snapchat

Vine
(short form videos)

Pinterest created
(visual social bookmarking site - online scrapbooking)

tinder

Discord
(social gaming platform for mobile gaming)

| 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2017 |

The internet goes mobile (2007)

- Mobile apps launched
- Introduction of the iphone

iPhone

ANNOUNCED: Jan. 9, 2007

RELEASED: June 29, 2007

KEY FEATURES:
3.5-inch diagonal screen;
320 x 480 pixels at 163 ppi;
2-megapixel camera

PRICE: 4GB model, $499;
8GB version, $599 (with
a two-year contract)

Social media's explosive growth

- In 2005, the year after Facebook went live, 5% of American adults use some form of social media.

- In 2011, that number had grown to 50%.

- By 2019, the number grew to **72%**.

Intro to technology & social media

Confessions & reflections

Phone usage

(If you need to, check your
screen-time or digital
well-being report)
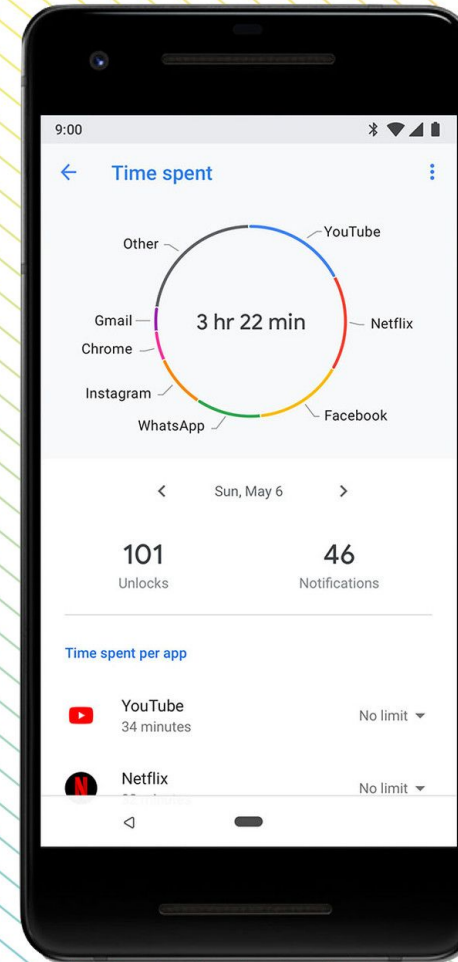
How many hours a day do you...

Use your phone

Spend on
social media

Spend listening
to music

Spend watching
YouTube or
Netflix/video

Spend productively
(Gmail, news,
Classroom, reading, etc.)

Spend playing
games

What form of social media do you use the most?

Do you check your phone...

(Choose the option that best fits...)

→ In class

Do you check your phone...

(Choose the option that best fits...)

→ While studying

Do you check your phone...

(Choose the option that best fits...)

→ When talking to/ with friends

Do you check your phone...

(Choose the option that best fits...)

➔ At the dinner table

Do you check your phone...

(Choose the option that best fits...)

➔ While driving

How often do you find yourself staying online / on your phone longer than you planned?

How hard would it be for you to spend a weekend without using your PHONE?

How hard would it be for you to spend a weekend without
SOCIAL MEDIA?

How often do you find yourself comparing yourself to others online?

The slides that follow have a series of statements.

➜ Do you agree, disagree, or are unsure?

What do you think?

Social media has control over our lives.

What do you think?

Kids' and teens' SOCIAL MEDIA use should be monitored by an adult family member.

What do you think?

ATTENTION SPAN
9 seconds
8 seconds
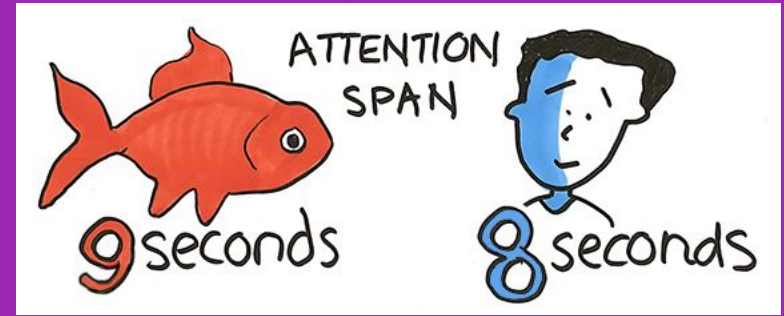
Technology has had a negative impact on our attention spans.

What do you think?

Technology has conditioned us to expect instant access/response.

What do you think?

Technology has made communication easier.

That's all for now!

How has social media & modern technology impacted/ changed society in the past 20 years?

Think about the technology we have access to today that your parents or grandparents did NOT have as teens.

LIST those forms of technology
(both the physical devices & the services provided on those devices)

How is the tech you have access to BOTH an asset & a liability?

How has access to this technology CHANGED the way that we do things?

What are some of the areas of our lives that have transformed because of this technology?

YouTube & consumption/sharing of information

- How do you get your news? (politics, highlights from games, cultural info, etc.)

- Are you READING or WATCHING the news, highlights, etc?

Can you imagine a time when info was spread/shared primarily through print news or word of mouth?

It wasn't too long ago...

What does it mean when you say that something has "gone viral"?

Some examples of viral YouTube videos...

Nearly 8.7 billion views!

79+ million views

43+ million views (and saw a rebirth during Covid as millions of Americans adjusted to working from home.)

"Why Videos Go Viral"

According to Allocca, there are 3 factors that determine whether a video will go viral.

1. Tastemakers
2. Communities of participation
3. Unexpectedness

What do each of those mean and can you think of an example that you've seen that fit into one of those categories?

In the end, what does Allocca say is important about YouTube and viral videos?

Why videos go viral

"Why Videos Go Viral"

According to Allocca, there are 3 factors that determine whether a video will go viral.

1. Tastemakers
2. Communities of participation
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What do each of those mean and can you think of an example that you've seen that fit into one of those categories?

In the end, what does Allocca say is important about YouTube and viral videos?

Some examples of viral social media content...
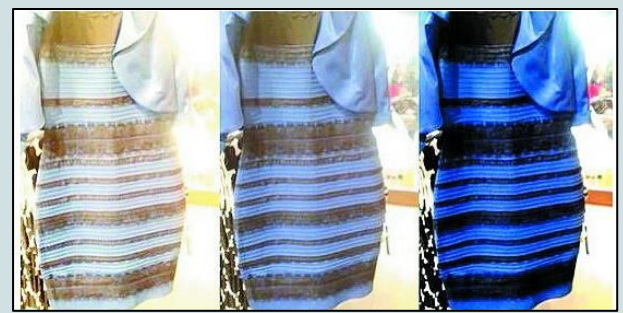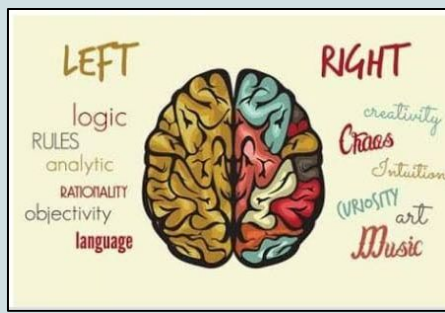
If you see the shoe color as pink, you are supposedly right brained and if you see it as green, you are said to be left brained.

How are these images good examples of "communities of participation"?

Grumpy Cat was "discovered" & went viral in 2012 when her owner posted a video of the now famous feline. Grumpy Cat built a multi-million $ empire made up of fees from ads, appearances, merchandising, a book deal, etc.

Sesame Street ✓
@sesamestreet

Thank you, Grumpy Cat, for understanding @OscarTheGrouch like no one else can. ❤️ m.sesame.org/2JNCtkC

♡ 4,728   9:58 AM - May 17, 2019

💬 1,105 people are talking about this

I was expecting more

shitty watercolour ✓
@SWatercolour

goodbye grumpy cat

♡ 154K   7:08 AM - May 17, 2019

💬 41.4K people are talking about this

Greeshma Megha M.S
@GreeshmaMegha

Replying to @RealGrumpyCat

Hope they meet in heaven #RIPGrumpyCat 😢💔

♡ 46.3K   6:17 AM - May 17, 2019

💬 7,015 people are talking about this

Much of social media is built around sharing viral videos – that was the whole premise of Vine and now platforms like TikTok!

YouTube

- Since its start in 2005, YouTube has grown from a site devoted to amatuer videos to the world's most popular online video site, with users watching 4 billion hours worth of video each month, and uploading 500+ hours worth of video every minute.

Google co-founders Larry Page and Sergey Brin

What did YouTube look like at its start?

They had no content at the start so it was basically like an empty closet!

Founded Feb. 14, 2005 by former PayPal employees Chad Hurley, Steve Chen, and Jawed Karim.

What was the first YouTube video?

On April 23, 2005, YouTube co-founder Jawed Karim posted the very first video to YouTube, entitled "Me at the Zoo."

The idea for YouTube was inspired by 2 highly talked about events in 2004:

#1 A devastating tsunami in the Indian Ocean

A powerful undersea earthquake registering 9.1 on the Richter scale struck the coast of Indonesia, which set off a tsunami.. Within 20 min. of the earthquake, 100+ foot waves hit the coastline killing 100,000 people. Waves continued on to Thailand, India, and Sri Lanka, killing tens of thousands more. Nearly 230,000 people were killed.

#2 Janet Jackson's much talked about wardrobe malfunction during the Super Bowl halftime show.

The FCC received 500,000 complaints for the show, CBS was fined $550,000 and the NFL was asked to refund the $10 million they were given by the halftime show sponsor.

'GONNA HAVE YOU NAKED BY THE END OF THIS SONG

Wait for it....

Since its first video "Me at the Zoo," YouTube has grown into a site for sharing videos, reposting content from network tv, screening advertisements and today, influencers streaming original content to broad audiences.

Consider the way YouTube has entered the TV market and expanded options in that space for creators:

A 2020 Nielsen TV study said that YouTube overall reaches more people age 18–49 than all linear TV networks combined.

<u>Nike</u> was one of the first major companies to embrace YouTube's advertising potential.

In September 2005, YouTube got its first one million-hit video (a Nike ad of Brazilian soccer player Ronaldinho receiving his pair of Golden Boots.)

What makes this YouTube ad different from something Nike might choose to air on television? What purpose does it serve?

Released in 2019 and shared widely on social media, Nike's "Dream Crazy" ad led to a huge boost in sales & publicity (both positive and negative) for the company. It's spawned a wave of subsequent ads profiling athletes (pro/amateur) who are dreaming "crazy."

In 2007 YouTube launched a program to let people get paid for their viral content.

- Made it possible for <u>regular people to turn their hobbies into a business</u>. Within a year, the most successful users were earning six-figure incomes from YouTube

First posted in 2007, Charlie & his brother are now 15 & 17 and have earned over $1.3 million in royalties. They have nearly a billion hits on YouTube for this accidentally shared home video.

In April 2009, Usher introduced the world to Justin Bieber via a video on YouTube. It has over 60 million views.

That 2007 change (allowing creators to get paid for their content) has spawned a growing industry.

Like Nastya ✓
@LikeNastyaofficial · 112M subscribers ·
Welcome to Nastya's universe - where Na

MrBeast ✓
@MrBeast · 234M subscribers · 774 videos
SUBSCRIBE FOR A COOKIE! >
instagram.com/mrbeast and 1 more link

jeffreestar ✓
@jeffreestar · 15.8M subscribers ·
MAKEUP ARTIST/COSMETICS CR

Logan Paul ✓
@loganpaulvlogs · 23.5M subscribers
28 year old in Puerto Rico living life to
instagram.com/loganpaul and 3 more

Ryan's World
@RyansWorld · 36.2M subscribers
Welcome To Ryan's World!!! Ryan lo
ryans.world and 2 more links

Ninja ✓
@Ninja · 23.9M subscribers
Tyler "Ninja" Blevins is a prof
apple.co/45QVusT and 6 mo

Dude Perfect
@dudeperfect · 60M subscribers ·
5 best buds just kickin' it. >
dudeperfect.store and 8 more links

Some of the MOST subscribed YouTube channels today are music, gaming & childrens' content.

MrBeast made an estimated $82 million in 2024. Jeffree Star made $16-20 million, Jake and Logan Paul earned $34 and $21 million respectively. 10 yr. old Ryan from Ryan's World whose parents set up his channel for him in 2015. Ryan earned $35 million in 2023.

What impact has YouTube had on society? (Consider both the good & bad.)
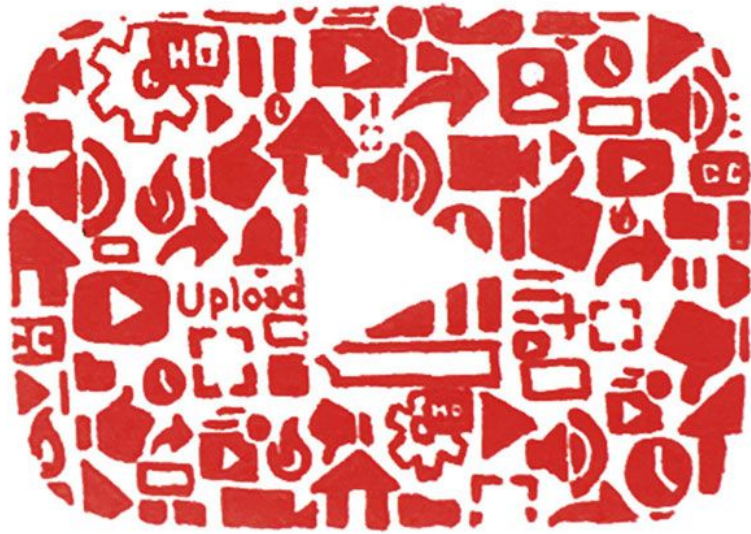
Watching vs. Doing culture

"Close Enough," NPR's Hidden Brain

"Close Enough"

If it helps you to pay attention, color while you listen!

Podcast Questions

1. Define the term: "Mental simulation"

2. Explain the concept of watching vs. doing culture.

3. Give an example of how there is at times a gap between how it feels to watch vs. do.

HOMEWORK: Test the theory of watching vs. doing

Watch ONE of the instructional videos (you choose which of these skills you'd like to learn OR another for which you can find an instructional video.)
- The Hustle
- The Moonwalk
- The tablecloth trick

1. After watching the video ONCE, rate yourself on a scale of 1-10. How confident are you that you could do this skill well?

2. Watch the video 5-10 TIMES, rate yourself on a scale of 1-10. How confident are you that you could do this skill well?

3. Now do the skill yourself.
   a. How did you do?
   b. Rate your performance on a scale of 1-10.

4. REFLECTION: Did the podcast theory of watching vs doing culture hold up? Was there a gap for you between watching and doing? If yes, how so? If no, why do you think there wasn't?

Your Brain on Technology

Why can't we look away from or separate ourselves from our tech?

Modern technology is designed to hook us and keep us coming back for more…

- Email is bottomless
- Social media platforms are endless.
- Twitter, TikTok, Instagram, Snapchat: the feed is infinite. You could sit there 24 hours a day and you'll never get to the end.
- Irresistible & yet unpredictable positive feedback loop (likes/followers/algorithm)

I Don't Want To Watch…

But I Can't Look Away…

ICANHASCHEEZBURGER.COM

What techniques are built into apps/social media to keep you using, watching and/or continually engaging?

How are social media/tech companies exploiting our brain chemistry?

Sean Parker, the founding president of Facebook, on the intent behind social media:

"How do we consume as much of your time and conscious attention as possible? ... we need to sort of give you a little dopamine hit every once in a while, because someone liked or commented on a photo or a post or whatever.... It's a social-validation feedback loop ..., exactly the kind of thing that a hacker like myself would come up with, because you're exploiting a vulnerability in human psychology."

How often do you unlock your phone each day?
What's your average usage daily?
How much of that time is "connection" related?

We're biologically prone to getting hooked on these types of experiences. We're engineered in such a way that as long as an experience hits the right buttons, our brains will release the neurotransmitter dopamine.

- The makers of slot machines have long relied on the strategy of selectively and irregularly doling out rewards.

- This approach was based on the work of an American psychologist who found that the strongest way to reinforce a learned behaviour in rats is to reward it on a random schedule.

Tech companies understand what causes dopamine surges in the brain & they lace their products with 'hijacking techniques' that lure us in and keep us coming back for more.

- Ramsay Brown, co-founder of Dopamine Labs, which produces apps, said programmers write computer code *intended* to trigger a neurological response..
- Software developers use a variety of techniques to addict users.
  - compelling goals that are just beyond reach
  - irresistible and unpredictable positive feedback (like a slot machine!)
  - a sense of incremental progress and improvement
  - tasks that become slowly more difficult over time

Do the designers of these technologies understand what they're doing?

Um, of course?

- FOMO
- Mental Health
- Relationship benefits/drawbacks
- Highlight reels

YOUR ASSIGNMENT:

1. Choose one app, online game or specific platform.
2. Research the following & be prepared to share with the class:
   a. What is the app/game/platform?
   b. When was it created?
   c. How widely is it used? (Support this with #s, growth patterns, etc.)
   d. What are its addictive properties? How does it tap into users bio-chemistry and social behaviors in a way that hooks users?
   e. What do you think? Is this something we should be engaging with as widely as we are?

What do YOU think?

Is the tech industry just exhibiting good business strategy?

<u>OR</u>

Is some of our tech a broader detriment to society & our collective mental health?

Targeted Ads & Big Data

What does our technology know about us?

Targeted Advertising

- What is targeted advertising?

- Do *you* prefer ads that are relevant to you?

What about the underlying cost of that approach? That's our focus for today!

"Data Brokers,"
*Last Week
Tonight*

Video Questions

1. What is a "data broker"?

2. Oliver makes the case that none of us are really anonymous online. Why is that? (Support the statement with 2-3 examples.)

3. How can some of the data collected by these data brokers cause problems for some people?

4. What options exist to fix this problem of data?

Should there be any laws passed in the United States to better protect consumers' data or privacy online?

What does big data know about you?

TRACK YOUR DIGITAL FOOTPRINT

Let's think about the data footprint you have created for the last 24 hours.

- What websites did you visit? (LIST)

- What types of videos did you watch?

- What platforms or apps did you open? How often?

- What terms/questions did you search on Google? (LIST)

- What other Google suite programs did you use? (email, Classroom, etc.)

- If you have an Alexa, Google Home or other smart products in your house, what info were they able to gather on you in the past day?

- If you have a credit or debit card, where did you use it?

- What types of photos/videos/posts did you like or interact with on any social media platform?

Based on the above info, what info can companies glean about who you are & what your interests are?
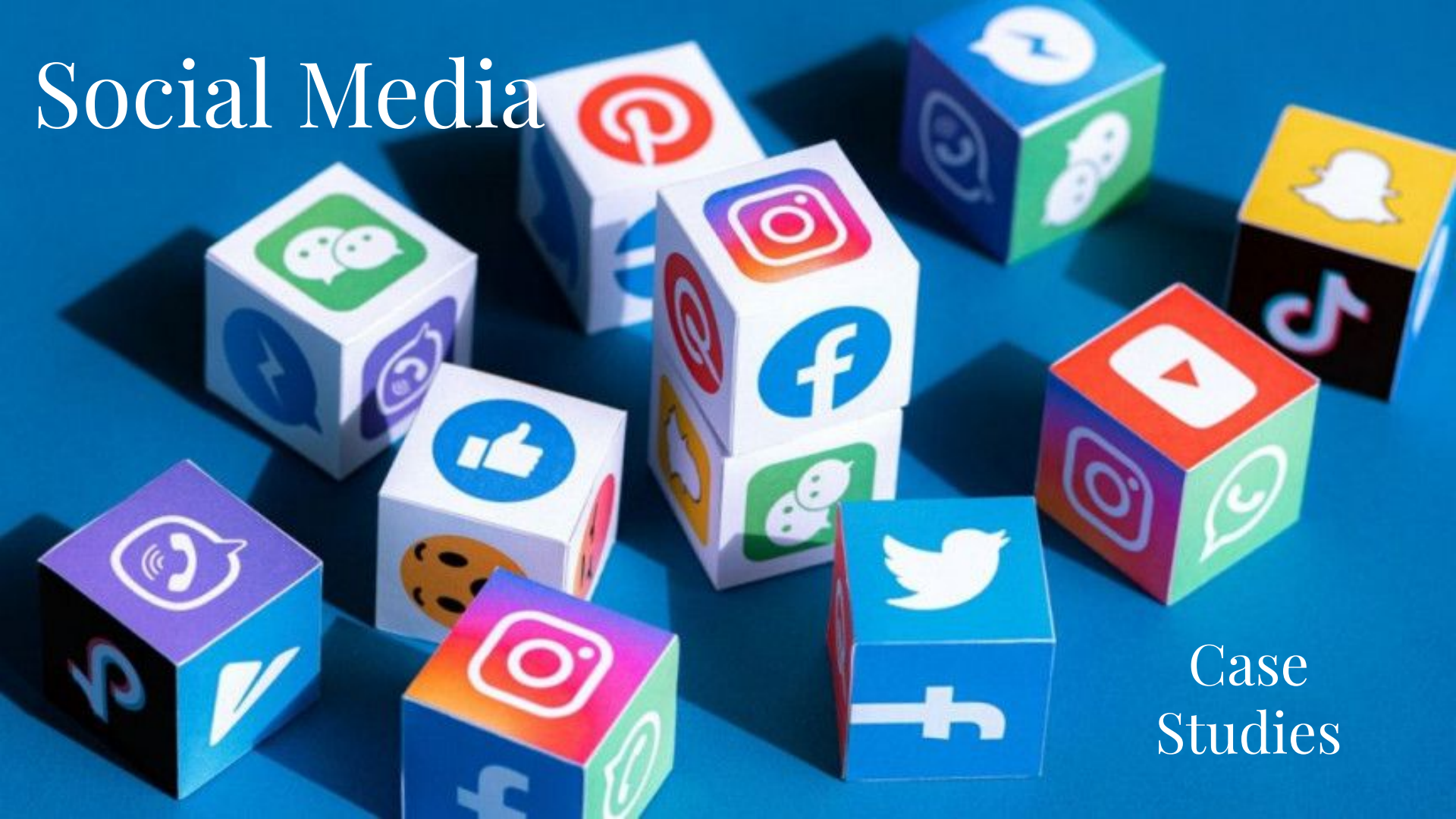
Cheerleader Snapchat case

It was a Saturday in the spring of 2017, and a 9th grade student in Pennsylvania was having a bad day. She had just learned that she had failed to make the varsity cheerleading squad and would remain on JV.

The student expressed her frustration on social media, sending a message on Snapchat to about 250 friends. The message included an image of the student and a friend with their middle fingers raised, along with text expressing a similar sentiment. Using a curse word four times, the student expressed her dissatisfaction, saying "f**k school," "f**k softball," "f**k cheer" and "f**k everything."

Another student took a screenshot of her post and showed it to her mother, a coach. The school suspended the student from cheerleading for a year, saying the punishment was needed to "avoid chaos" and maintain a "teamlike environment."

The student sued the school district, arguing that the 1st Amendment does not allow public schools to punish students for speech outside school grounds.

TODAY
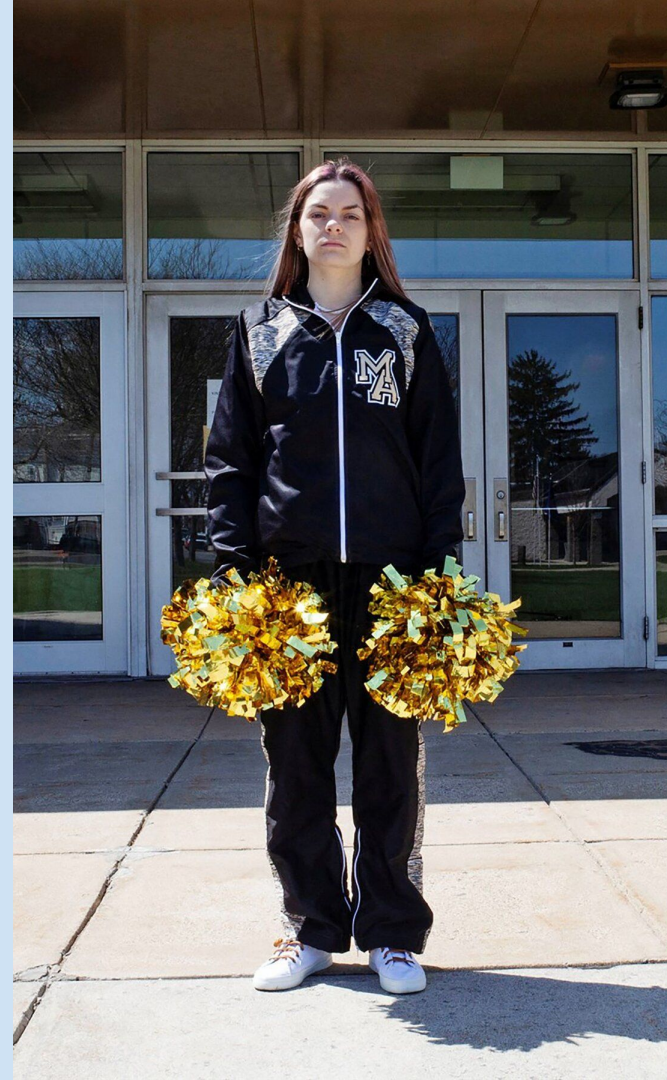
Cheerleader
Snapchat
case

1. What do you think? Should the student have been suspended from the team for her post?

2. Does the school have the ability to discipline students for off-campus speech? Why or why not?

Call out accounts

On June 2, 2021, an anonymous Instagram account dedicated to exposing racism at San Marcos High School in San Marcos, Calif., appeared online. The account was shared across group chats and Instagram Stories, and within a few hours had amassed about 900 new followers. The account began sharing screenshots and videos of students at the school using racial slurs, engaging in cultural appropriation, participating in the "George Floyd challenge" and making insensitive remarks. The names and handles for each student were included in the posts.

Within 48 hours, the account had grown to nearly 3,000 followers. Pretty much the whole school was following. Some students, angry after being outed, began submitting fake and Photoshopped images to the account in an attempt at retaliation. Virtual fights broke out between friends. Soon after, the page was shut down.

The San Marcos High School call–out page is one of dozens that have appeared on Instagram in recent weeks. Several large meme accounts have also now devoted themselves to exposing racist behavior.

Students are invited to submit screenshots of problematic behavior, which are in turn shared to an audience of sometimes thousands online. "They allow people to submit anonymous info or images or videos. They'll cross out the sender's name but leave the racist person's contact info basically for everyone to call them out," Mr. Ramirez said.

Call out accounts

BLACK AT

Senior year hs: my ap lit teacher brought up the conversation in class about immigration. She said that people that get caught at the border deserve to die and be buried there. She also told a black male student that he was absent probably to get an aids shot.

WEST ORANGE

View More on Instagram

120 likes
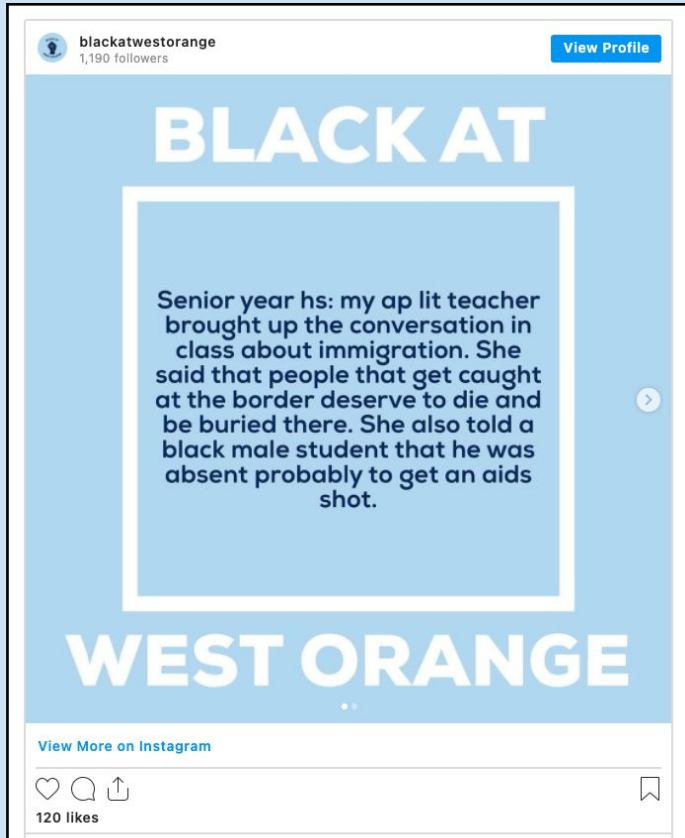
Francesca Valle, 17, a student at Verona High School in Verona, N.J., started an account called @exposingracists.nj for her school district and those around it.

"I get a lot of DMs from people sending racist things their classmates have said online, things people have said in livestreams, on Snapchat stories," she said. "If I have their Instagram or Snapchat, I'll post that along with their racist behavior because I believe in having productive conversations. My aim is not to send people to bully these people; it's to send people to go educate and inform them about what they're saying and how they're wrong."

But often, the result is a social media pile-on.

These lists often contain students' full names, school information, social media profiles, contact information, the college they plan to attend if available and sometimes screenshots or an overview of their racist behavior. "Some people say, 'You're ruining their lives,'" Karina Carbajal, 22 and the creator of one of the Google Docs, told *Forbes*. "I think it's the only way to prove to them that actions do have consequences."

1. What do you think of anonymous accounts like these?

dear
lincoln sudbury
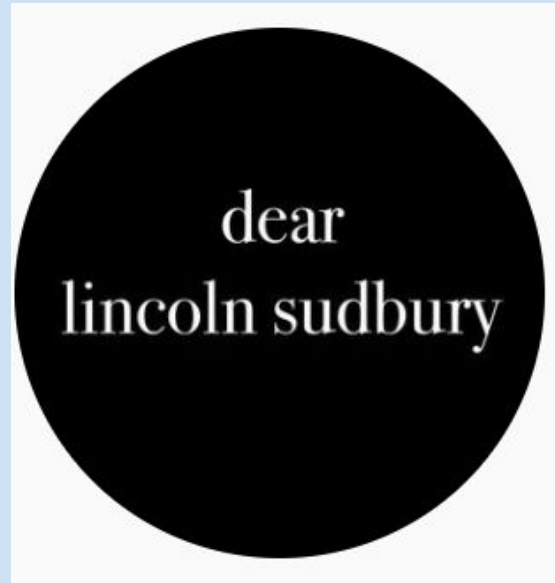
2. What potential issues, if any, do you see with accounts like this? (for the school, for individuals who are named, etc.)

Employee disciplined due to social media posts

Anna Land, a middle school teacher in a Michigan school district, attended a combined bachelor – bachelorette party in the summer of 2005.

During the course of the festivities, Land, in what can be assumed was a joke, donned a giant penis shaped balloon hat and danced provocatively with a male stripper. Unbeknownst to Land, she was photographed and the pictures were posted on a social media site.

Two years later, students became aware of the photos and began to circulate them. Even though the social media site immediately deleted the photographs at Land's request, the school district terminated her employment "for engaging in lewd behavior contrary to the moral values of the educational and school community, which undermined her moral authority and professional responsibilities as a role model for students."

Employee disciplined due to social media posts

Employees of the SPD are prohibited from using the internet or any other electronic communications medium to harass, annoy, embarrass, belittle or oppress any other person. This prohibition applies to both on-duty and off-duty conduct.

LIVE. LOCAL. NOW.
OFFICER FIRED OVER SOCIAL MEDIA POST
SAVANNAH POLICE DEPARTMENT
WTOC
Live. Local. Now.
93° | 6:05
ARROWHEAD CLINIC
NEWS
reports 1,900 new COVID-19 cases in Ga. on Friday

1. How do you feel about an employer being able to discipline or fire someone for something that happened outside of work? (i.e., social media posts, images that surface, etc.)

2. Does holding a position as a govt employee make a difference? (Why or why not?)

Teen commits suicide due to cyberbullying

The case of Tyler Clementi ignited a national debate in 2010 about the prevalence and consequences of cyberbullying and homophobia.

Dharun Ravi, Clementi's former roommate, was tried for committing a hate crime, invasion of privacy and bias intimidation. Ravi faced up to a decade in prison for his actions leading up to and following Clementi's suicide: he used a webcam to spy on Clementi kissing another man in their dorm room, tweeted about it and goaded other students to watch, and set up another (ultimately failed) viewing for students days later.

A few days after the first incident, when Ravi sent Clementi a long, almost-apologetic text message: "I've known you were gay and I have no problem with it…. I just suspected you were shy about it which is why I never broached the topic." That was five minutes after Clementi had posted to his Facebook page: "Jumping off the gw bridge sorry."

Ravi was sentenced to 30 days in jail for invasion of privacy, bias intimidation, witness tampering and hindering arrest. He was also sentenced to three years probation, ordered to complete 300 hours of community service and attend counseling programs for cyber-bullying and alternative lifestyles. He was also ordered to pay a $10,000 assessment to the probation department in increments of $300 per month. The money went to victims of bias crimes.

Teen commits suicide due to cyberbullying

1. What responsibility, if any, do you think perpetrators of cyberbullying have for their actions?

Should they be held accountable legally for anything that stems from that bullying?

2. What concerns do you have with applying legal consequences to cyberbullying?

OPINION

Parents posting about their kids online

Parents posting about their kids online

In the U.S., the vast majority of 2-year-olds—more than 90% of them, according to a 2010 survey—already have an online presence. More than 80% of babies younger than that are already on social media, too. Many children make their internet debut as grainy gray blobs on Facebook-posted ultrasound images before they're even born.

While many kids may not yet have accounts themselves, their parents, schools, sports teams, and organizations have been curating an online presence for them since birth. The shock of realizing that details about your life—or, in some cases, an entire narrative of it—have been shared online without your consent or knowledge has become a pivotal experience in the lives of many young teens and tweens.

Preschools and elementary schools often keep blogs or upload photos of kids to Instagram accounts and Facebook pages so that working parents can feel like a part of their kids' day. Sports scores are recorded online, as are notable moments from after-school clubs.

Parents posting about their kids online

Kids' online identities are already being shaped in some depth, and usually by their parents. Given the searchable, shareable, long-lasting nature of what's published on the web, this dual role of parent and publisher raises a host of questions about privacy, consent, and the parent–child relationship more broadly.

The implications of all this sharing extend far beyond questions of security, and get at the heart of a new paradigm in parenting. Caregivers are no longer merely gatekeepers for their children but also, in many cases, potentially the distributors of information about their children to mass audiences.

Researchers, pediatricians, and other children's advocates are in the early stages of designing a public-health campaign to draw attention to what they say is an inherent conflict between a parent's freedom to publish and a child's right to privacy. Children's advocates argue that kids have a moral right to control their own digital footprint, and perhaps even a legal right.

1. How would/do you feel about pictures/video of you existing on the web courtesy of your family?

2. The EU has passed "right to be forgotten" laws, which allow an individual to request personal information be scrubbed from search-engine results. In France, strict privacy laws allow kids to sue their own parents for publishing intimate or private details of their lives without consent.

Do you think laws like this should be created to protect minors in the U.S.? Why or why not?

Outcomes & Influences of Modern Technology Project

PROJECT: Outcomes & Impacts of Modern Technology

In this unit, we've been exploring the ways that technology & social media have changed our society. We've talked about a lot of different areas of life which have been impacted, as well as how social interactions too have shifted with the advent of technology. Choose a topic & research the impact tech/social media has had on your respective topic.

Possible topics to consider (you may add to this list):

- Influencers
- Beauty or body image (standards, accounts, etc)
- News and/or politics
- Dating
- Music (new artists, production, industry impacts, etc.)
- Impact on attention spans, mental health
- Social media algorithms

- Tech & your brain
- Celebrity culture
- Entertainment (new media, streaming, etc.)
- Sports (coverage, for training, impact on rules, NIL, etc.)
- Bullying
- Communication (social changes, Black Twitter, use by various groups to organize, etc.)

- Proliferation (use, by whom, etc.)
- Impact on youth
- Privacy
- Social media activism
- Selfies
- Foodstagraming
- Memes as social dialogue
- Advertising

YOUR ASSIGNMENT:

1. Choose one way that society has changed/been impacted by technology & research that topic (using *at least 3 reliable sources*) & take notes on your topic.
   a. Notes should include:
      i. an overview of your topic
      ii. an exploration of the role technology plays in accelerating/influencing the topic
      iii. a before/after (or during) look at the influence of tech on the topic
      iv. and a look at how people are impacted by it
2. Using your notes, build a presentation to share with the class.
   a. That presentation could take the form of a slideshow or poster.
   b. ***You will be presenting to ½ the class*** for this assignment (the equivalent of your table group and 1 ½ others) so think about how you can engage the group throughout. That may mean incorporating images or short videos to demonstrate what you're talking about, posing a question to the class to start or end your presentation, etc.