

The Early Years of Technology & Social Media

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

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

#1. _____ #9. _____

#2. _____ #10. _____

#3. _____ #11. _____

#4. _____ #12. _____

#5. _____ #13. _____

#6. _____ #14. _____

#7. _____ #15. _____

#8. _____

III. VIDEO: "Did the U.S. govt invent the internet?"

A. How was the development of the internet connected to the Cold War?

B. What problem did TCP/IP help solve?

IV. Who was the creator of the World Wide Web? _____

V. VIDEO: "History of the Internet"

VI. In the 1980s-1990s, online communication services grew.

A. What were two of the web advancements made in this time?

VII. Growth of internet use:

A. In 1983, ____ of U.S. adults used the internet.

B. In 1995, ____ of U.S. adults were now online.

VIII. Social Media grows (1997-2017)

A. Development of apps

B. In 2005, 5% of American adults used social media. By 2011, 50% did. By 2019, that number had grown to ____%.

Modern Technology - Outcomes & Impacts

Think about the technology we have access to today that your parents or grandparents did NOT have as teens. List those forms of tech (both the physical devices and the services provided on those devices) below:

How is the technology you have access to BOTH an asset and a liability?

Asset	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 & the “Science” of Virality

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

VIDEO: “Why Videos Go Viral”

- I. According to Kevin Allocca in his TED Talk, there are 3 factors that determine whether a video will go viral. Explain each of the factors and give an example for each.
 - A. Tastemakers
 1. Example:
 2. Explain:

 - B. Communities of participation
 1. Example:
 2. Explain:

 - C. Unexpectedness
 1. Example:
 2. Explain:

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

YouTube

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

- II. What did YouTube look like when it first started?

- III. Where did the idea for YouTube come from?
 - A. How could posting videos from these 2 events help launch a site like YouTube?

- IV. 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.

- V. What company was one of the first major companies to embrace YouTube's advertising potential?
- VI. In 2007 YouTube launched a program that let people get paid for their viral content.
- A. This made it possible for what?
 - B. What are two examples of content that's gone viral by regular people?
 - C. How did that 2007 change lead to the YouTube of today?

CONSIDER: What impact has YouTube had on society? (entertainment, information, etc.)

Watching vs. Doing culture (“Close Enough,” Hidden Brain NPR)
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Define the term: “Mental simulation”

Explain the concept of watching vs. doing culture.

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

HOMEWORK: TEST THE THEORY

Directions: 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?

Targeted Ads & Big Data

I. DEFINE “targeted advertising”

“Data Brokers,” Last Week Tonight with John Oliver

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?

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?

Social Media Case Studies

#1 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?

#2 Social media accounts to call out racism, sexism, and sexual assault at local school - all posted anonymously, but names/pictures of alleged perpetrators (@Blackat..., @dearlincolnsudbury, etc.)

1. What do you think about anonymous accounts like these?
2. What potential issues, if any, do you see with accounts like this? (for the school, for individuals who are named...)

#3 Employee disciplined due to social media posts

1. How do you feel about an employer being able to discipline or fire someone for their social media posts?
2. Does their position as govt employees make a difference? If so, why? If not, why not?

#4 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?

#5 Parents posting about kids online

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?

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 1 of these topics and research the impact tech/social media has had on your respective topic.

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

- Influencers
- Beauty (standards, accounts, etc)
- Body image
- News and/or politics
- Dating
- Music (new artists, production, industry impacts, etc.)
- Impact on attn span
- Social media algorithms
- Tech & your brain
- Celebrity culture
- Entertainment (new media, streaming, etc.)
- Sports (coverage, training, rules, etc.)
- Bullying
- Communication
- Proliferation (use, by whom, etc.)
- Impact on youth
- Privacy
- Social media activism
- Selfies
- Foodstagramming
- 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. (10 points)
 - 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. (30 points)
 - 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 one other) so think about how you can engage the group throughout. That may mean incorporating images or video to demonstrate what you're talking about, posing a question to start or end, etc.

REMINDERS:

- **You do need a bibliography so make sure to keep track of your text sources when you are researching!** Make an additional slide after your content with your source citations or put your bibliography on the back of your poster.
- Remember what you learned/saw in the cultural icons projects:
 - a. Images & video are important when thoughtfully added.
 - b. Bullet text wherever you can (vs. blocks of paragraph text)
 - c. Add titles to your slides/poster sections to help cue and guide the audience
- Font should be *at least* 18 pt or larger. Also remember that light colors, fancy fonts and text laid over images are hard to read.