

91596R



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

Level 3 Social Studies, 2017

91596 Demonstrate understanding of ideological responses to an issue

2.00 p.m. Friday 24 November 2017
Credits: Four

RESOURCE BOOKLET

Refer to this booklet to answer the task for Social Studies 91596.

Check that this booklet has pages 2–9 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

SOCIAL MEDIA – THE NEW ‘NORMAL’

INTRODUCTION

Social media is the collective name for online communication platforms (such as websites for social networking and microblogging) through which users create online communities to collaborate and share information, ideas, personal messages, and other content (such as videos).

As numbers of social media users continue to grow rapidly every year, what once seemed like a trivial way of keeping in touch with friends and sharing photos and jokes, has become a force for societal change. Interaction through social media is shining light on subjects previously unknown, deepening conversations, and empowering citizens of the world to unite and effect change in a number of ways. Interestingly, social media as a medium for connecting, organising, and communicating, is powering and spreading democracy far better than billions of dollars of aid or war in corners of the world very resistant to such change.

By 2020, it is predicted that over 5 billion people (about two thirds of the world’s population) will use social networks, and that these networks will penetrate all realms of life, as individuals and governments explore new ways to tap into the power of the crowd. Even today, individuals in society are spending more and more time online. Because of this, everything from the way we get our news, to the way we access entertainment, and even where and how we work is changing.

There are huge benefits to using social media, such as keeping in touch easily with friends and family, immediate and first-hand footage of breaking news events, and a greater range of entertainment and educational opportunities. However, there are also a number of negative impacts that we are only just beginning to understand.

Text [adapted]: www.huffingtonpost.com/ritusharma/power-of-social-media-dem_b_6103222.html

Image: www.stats.govt.nz/~media/Statistics/Browse%20for%20stats/ISPSurvey/HOTP2015/monthly-data-use.gif

Monthly data use in the month
of June 2011–2015



IDEOLOGIES

Social justice: Adherents to this ideology support the idea of a society that enables all its members to participate in and have access to the social, cultural, political, and economic resources that define a normative way of life. They believe that social justice is absent when groups of people within a society are excluded from, or have very limited access to social, cultural, political, and economic resources, compared to the majority of that society. Social justice is related to, but is wider than, human rights. People may have their human rights respected and upheld, but still be excluded from participating in or accessing the resources of their society.

Text [adapted]: www.salvationarmy.org.nz/about-us/position-statements/social-justice

Consumerism: Consumerism has been a dominant ideology in the western world since the industrial revolution. It is a social and economic order and ideology that encourages the acquisition of goods and services in ever-increasing amounts. People with this ideology believe that a person has more worth if she or he has more material possessions, and that we are made happier by consuming more goods. In the 21st century’s globalised economy, people are exposed to mass consumerism and product placement in the media, or even in their daily lives. The line between information, entertainment, and promotion of products has been blurred so people are more reformulated into consumerist behaviour.

Text [adapted]: Jon Goss, *The “Magic of the Mall”: An Analysis of Form, Function, and Meaning in the Contemporary Retail Built Environment*, *Annals of the Association of American Geographers*, Vol. 83, No. 1 (Mar., 1993), pp. 18–47.



Source: <https://curatti.com/social-media-growth/>



Source: https://cdn.simplymeasured.com/wp-content/uploads/2016/06/phone_usage.png



Text and Image [adapted]: <http://www.smartinsights.com/internet-marketing-statistics/happens-online-60-seconds/>

The world has fallen in love with social media and now automatically turns to online platforms to research and buy products and services. This gives fantastic opportunities for marketers to engage audiences and encourage content sharing.

However, all that content and constant bombardment with messages presents a huge issue for marketers who need to get their message heard. There's even a term for it – Content Shock – coined by Mark Schaefer who believes that: "This upward trend of content consumption is not sustainable because every human has a physiological, inviolable limit to the amount of content they can consume. I believe as marketers, we have been lulled into a false sense of security thinking that this consumption trend will continue to rise without end. That is simply not possible."

Social media advertising usage statistics

- Social media advertising budgets have doubled worldwide over the past two years. Despite this growing investment in social advertising, 46% of Business to Business (B2B) marketers say they are unsure whether their channels have generated any revenue for their business.
- Social media ad spending is likely to exceed \$35 billion in 2017, representing 16% of all digital ad spending globally (an increase of almost \$13 billion in just two years).
- Twitter was one of the first networks to recognise and capitalise on the potential of social media advertising. With 60% growth year-over-year, there is little doubt that Twitter ads have proven their worth as an effective option for businesses.
- In their first year of existence, Instagram ads pulled in an impressive \$595 million. Reaching \$1.53 billion in mobile ad revenue worldwide this year, Instagram has over 500 million active monthly users—almost all of whom are under 35.
- The number of YouTube channels earning six figures per year is up 50% year-over-year.

Source [adapted]: blog.hootsuite.com/social-media-advertising-stats/

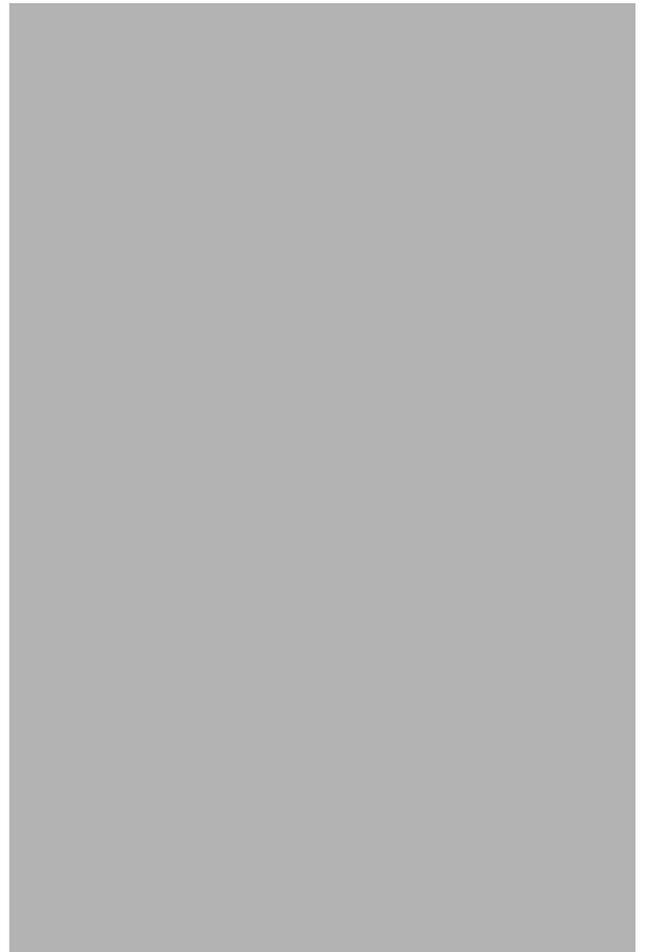


Image: <https://curatti.com/social-media-growth/>

Snapchat – Sponsored Selfie and Geofilters

Despite the rise in ad-blocking, social advertising still presents a huge opportunity for brands. Social platforms also offer vast data collection opportunities to power highly targeted advertising, which is even more important as audiences demand personalised and tailored experiences.

Snapchat – an app that started largely as a form of entertainment and communication – has developed the means to make a profit

by allowing advertisers in the USA to create ‘lenses’ targeting age, gender, and location for their products. Snapchat expanded its ad options in June 2015, launching ‘sponsored geofilters’ for brand locations. McDonald’s was the first to try it out, and the fast food chain paid to make custom filters – illustrations of McDonald’s cheeseburgers and pouches of fries, among others – available to Snapchat users while they were in its physical locations. Snapchat’s sponsored filters are forecast to reach 116 million viewers daily, and cost up to \$750 000 per day.

In its entry for the 2017 Shorty awards (honouring the best in social media), McDonald’s says that its goal in using Snapchat geofilters was to create a first-to-market idea on an emerging platform that not only allowed consumers to create and distribute content on McDonald’s behalf, but also served to drive people in-restaurant seeking out that content. “Reaching on-the-go consumers via their mobile device is critical to McDonald’s quick-service business, so we needed a short-content-focused, mobile-first partner that could deliver the audience we were after.”

Mark Wheeler, director of digital, McDonald’s Australia says: “McDonald’s has a long heritage of innovating in response to the behaviours and needs of all our audiences. As a brand, together with our agency partners, we create great content and experiences for customers and take pride in embracing platforms that help us take this to more Australians.”

The Snapchat filters were a highly effective way to have authentic content created on behalf of the brand.

All in all, McDonald’s achieved:

- 12 million total filter uses / snaps
- 308 million total filter views
- 400 million total filter impressions

Additionally, charted performance over time shows users actively seeking filters, and being driven into the

restaurants to do so. These levels of location-focused engagement and subsequent visibility made this McDonald’s most successful exclusive content activation to date.

Text [adapted]: www.adweek.com/digital/snapchat-releases-sponsored-world-lenses-which-allow-brands-to-augment-reality/

www.geomarketing.com/geomarketing-101-what-are-geofilters

www.shortyawards.com/8th/mcdonalds-geofilters

Images: lacriaturacreativa.com/2016/05/16/mcdonalds-lanza-una-serie-de-filtros-personalizados-en-snapchat/
<http://shortyawards.com/8th/mcdonalds-geofilters>

Eli Pariser Says: Beware Online 'Filter Bubbles'

The term 'Filter Bubble' was coined by Internet activist Eli Pariser.

According to Pariser, the web now adapts depending on the specific user. Eli first noticed this automatic filtering in his own Facebook news feed. He is politically progressive and noticed that he was starting to see less and less of the conservative links posted by his Facebook friends. Facebook had worked out that Eli had been clicking more liberal links than conservative links, and hid them. This invisible, algorithmic editing is used by nearly all major sources of news

and information. Google now uses 57 different signals to determine your search results, ranging from your geographic location to your age and ethnicity. Yahoo News and Huffington Post have also begun to personalize their information.

"The information I get is no longer the information you get," he says, and the problem with this is that while the Internet is showing what we want to see, it's not necessarily what we need to see. It's a bubble of your own unique information, but you can't see what doesn't get into it. These algorithms have been feeding us a steady diet of relevant information. But what we need is a balanced diet that also includes information that is uncomfortable, challenging, and important. The Internet should be something that introduces us to new ideas, new people, and different perspectives. Eli states that the use of filter bubbles "creates the impression that our narrow self-interest is all that exists." It is potentially harmful to both individuals and society, in his view.

Text [adapted]: tedsummaries.com/2014/02/01/eli-pariser-beware-online-filter-bubbles/
www.slate.com/articles/news_and_politics/the_big_idea/2011/06/bubble_trouble.html

Image: <http://perspectiveix.com/wp-content/uploads/2014/12/Filter-Bubble-Over-Personalised-Internet-Behrouz-Jafarnejhad.png>

Online Activism

Being behind a computer screen has become a more comfortable form of interaction for most of our generation, rather than interpersonal communication. It allows us to voice our opinions without fear of rejection and to project our social viewpoints without much thought. These two aspects of social media are single-handedly killing historical forms of activism — marching, public speaking, protests, physical petitions, and strikes. Social media outlets like Facebook and Twitter have allowed us to share a message that we find important, and then step away from it, as we continue to scan our friends' feeds.

We continuously absorb social justice messages, but we don't take the time to act upon them. This inaction is commonly referred to as "slacktivism" or "hashtag activism." And we have all taken part in it. There have been a slew of examples in the past year.

- #BringBackOurGirls began to encourage political leaders both in the US and Nigeria to put resources into finding the 300 schoolgirls who were kidnapped by Boko Haram, an Islamist militant group. Though the movement gained support from civilians across the globe through the support of celebrities, and even the U.S. First Lady, Michelle Obama, it was largely forgotten within a few weeks. However, the mothers, fathers, siblings, and friends of the Chibok girls have surely not forgotten them. What did our momentary, fleeting compassion mean to them?
- The ALS (motor neurone disease) Ice Bucket Challenge is another example of a largely Internet-based social awareness campaign. Despite the campaign's widespread success, the challenge has done little to educate the public on ALS, or the importance of donations. Many participants in the challenge complete it for its shock value, but don't go on to research the debilitating disease or donate any money. The average participant spends more money on the ice than on funding research that could help make the lives of ALS patients better. What do the thousands of Ice Bucket Challenge videos really mean to ALS patients?
- In 2014, a widely broadcasted social injustice took place in the U.S. town of Ferguson, Missouri when Michael Brown, an unarmed, black teenager, was shot and killed by a police officer. How quickly will we forget this? How can we create social change when we refuse to devote time and thought to our actions? Who is really listening to us when the only voice we are projecting is stuck inside a computer?

When we "retweet", when we "hashtag", when we "share", we allow ourselves to feel more moral. We feel like we are good people because we have shown a level of awareness. But don't we, in fact, become guiltier of furthering social injustice if we do not take action once we are aware? In truth, our new form of activism, our "slacktivism" enables us to be lazy, cowardly, and, in return, to feel good about it.

(Continued over)

As a communications major, I find this deeply troubling. I question what the importance of my profession will be in a decade. I wanted to enter this field so that I could empower people to be agents of change. But when I see how media is overwhelmingly used by our generation, often by myself, I wonder what my impact will realistically be. What is the point of my skill set when people will only forward information on to the next person, rather than receiving it as a call to action, and acting upon it?

Activism should not be an isolating experience. Activism should be rallying, speeches, emotion. So let's step away from the computer, put down the cell phone, and reconnect with the real world in order to take on and help solve its problems.



By Charlotte Robinson

Text [adapted]: www.huffingtonpost.com/charlotte-robertson/slacktivism-the-downfall-_b_5984336.html

Images: <http://www.whydev.org/bringbackourgirls-hashtag-activism-and-the-diaspora/>

<https://www.youtube.com/watch?v=5toYTddMp44>

<https://www.businessinsider.com.au/your-220-million-to-the-als-bucket-challenge-made-a-difference-2015-8>

https://en.wikipedia.org/wiki/Black_Lives_Matter

www.simplilearn.com/real-impact-social-media-article

Rae-Kwon Andrews, Saint Leo University: "Why Social Media Activism is Here to Stay"

Critics are quick to pan slacktivism, but, in doing so, only prove its value.

Too often, I hear critics lament "only tweeting something isn't really doing anything."

While they have a point in some regards, in that a tweet itself rarely leads to change, they forget the importance awareness plays in the odds of creating reform. No one can do anything about a problem unless they know of its existence, which is why slacktivism, while neither ideal nor sufficient by itself, is still much better than inaction. There isn't one correct way to advocate, and passing information along is, and always will be, vital to spreading awareness of a problem.

Social media activism is especially important for younger generations, as many millennials and their peers hardly watch the news. What they find on Facebook, Twitter, Snapchat, and Instagram often constitutes the extent of their information intake regarding the world at large. In light of their limited window of information, social media activism becomes not only important, but critical.



People also should take into account that not everyone is comfortable with participating in vigils, rallies, and boycotts. Some people flourish online, and there is nothing wrong with that. Social media gives you the option to continue scrolling without threatening your life.

In certain instances, online activism goes beyond complementing traditional protest, and actually does better than its predecessor. Certain forms of political expression, such as online petitions, benefit greatly from netizen participation, as they were only a fraction as effective twenty years ago as they are today. In that way, online activism has actually improved upon its ancestor, leading to the ability to make changes that previously would have been impossible.

Society's reliance on social media for its information has only increased – exponentially in many cases – making activism on its platforms more visible than ever. So, it's about time that critics stop discrediting social media activism. Sure, critic Keenan Lo is right – at the end of the day, you can "just scroll past" it. But, that's kind of the point. It's important that society allows a comfortable environment for everyone to voice their opinion and feel confident doing so. In that way, social media activism is the best of both worlds. It's a platform for engaging with different political viewpoints, though one that is safe for all parties involved.

Text [adapted] and image: studybreaks.com/2017/03/04/social-media-activism/

