

**America Through Multimedia**  
**Unit 4 Social Media: The Evolution of the “Me” Generation**

LT #	Learning Target	Location
4A	I can identify the technologies that made the Internet accessible	
4B	I can define social media and identify what is considered social media	
4C	I can analyze how social media has evolved over time and how it has impacted American society	
4D	I can evaluate the usefulness of social media and compare and contrast the negatives and positives of it	
4E	I can identify how privacy has been addressed on the Internet and social media	
4F	I can examine whether or not social media can be used as a tool for social change	
4G	I can describe the effects of globalization on culture	
4H	I can define and explain the Internet paradox	
4I	I can define information superhighway and explain how it has revolutionized access to information	
4J	I can identify bias in online resources and find ways to identify credible resources	
4K	I can define net neutrality and describe its impact	
4L	I can describe some of the effects of the Internet and social media on traditional media	

**Chapter 4, Section 1**

Learning Targets Covered:

***4A. I can identify the technologies that made the Internet accessible***

**Define essential vocabulary:**

Protocols:

E-Mail:

Hypertext:

IP address:

**Answer the following questions:**

1. Where did the Internet actually begin?
2. What was the military concerned about during the Cold War?
3. How does an IP address work?
4. When did email begin?
5. How does HTTP work?
6. Why was AOL important?

7. What two new technologies came out of AOL?
  8. What happened during the “dot-com boom” and “dot-com crash?”
  9. What are the three important aspects of communication that the Internet changed?
  10. What piece of technology made in the 1970’s made it possible for anyone around the world to access the Internet?
  11. What was GeoCities?
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## **Chapter 4, Section 2**

### **Learning Targets Covered:**

***4B. I can define social media and identify what is considered social media***

***4C. I can analyze how social media has evolved over time and how it has impacted American society***

### **Define essential vocabulary:**

Social networking:

Blog:

Web 2.0:

Viral:

Viral Marketing:

Rickrolling:

Internet meme:

### **Answer the following questions:**

1. What kinds of media are considered to be social media? What makes them “social media?”
2. Is social media useful? Why or why not?
3. What are some of the differences between social networking sites, and how do they reflect a tendency to cater to a specific demographic?
4. How might blogs help the flow of information around the world? How might they damage that information?
5. What kinds of media are NOT social media?
6. What does it mean to “go viral?”

7. How can viral marketing make it into the mainstream news?

***4D. I can evaluate the usefulness of social media and compare and contrast the negatives and positives of it***

8. What are some of the benefits of social media? List 4 from the text.

9. What are some of the downsides of social media? List 4 from the text.

***4E. I can identify how privacy has been addressed on the Internet and social media***

10. How has privacy been treated on social networking sites, and how does this affect culture?

11. How did Facebook respond to privacy policy issues? What are the settings you can use now?

12. How have marketers tried to use social networking to their advantage?

***4F. I can examine whether or not social media can be used as a tool for social change***

13. How can social media be used as a tool for social change? Explain and give an example.

14. What did protesters do in Tunisia and other places when protests were happening?

15. How has social media changed how we connect with each other?

16. What should be shared on social media? What shouldn't be shared on social media?

17. Where does the future of social media take us?

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**Chapter 4, Section 3**

**Learning Targets Covered:**

***4G. I can describe the effects of globalization on culture***

**Define essential vocabulary:**

Globalization:

Media convergence:

**Answer the following questions:**

1. Give two examples of globalization.

2. What is one of the primary ways for American entertainment to reach foreign shores?

3. What are three impediments to transmission of entertainment and culture?
4. What country has overcome those hurdles?
5. When did the Internet overtake print media as a primary source of information of news?
6. How have internet news organizations changed the way news is delivered?
7. How has Hulu changed the way users watch television?
8. What are the top 3 online video brands, according to the top 10 chart?

#### ***4H. I can define and explain the Internet paradox***

##### **Define essential vocabulary:**

Internet paradox:

IRL:

MMORPG:

##### **Answer the following questions:**

1. Why was the Internet stigmatized during the early years?
  2. What were the two different arguments being made about the connection between spending lots of time on the internet and psychological distress?
  3. Where did Facebook originate?
  4. How has Facebook debunked (proven wrong) the idea of the Internet paradox?
  5. Why were people concerned about the idea of meeting up “in real life” after being in a chat room?
  6. How has Meetup.com changed the idea of meeting up “in real life?”
  7. What is the most popular MMORPG of all time?
  8. How has *WoW* helped people form social groups?
  9. How has *WoW* broken the boundaries of previous MMORPG’s?
  10. What have been some of the educational benefits of the Internet?
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### **Chapter 4, Section 3**

***4I: I can define information superhighway and explain how it has revolutionized access to information***

**Define essential vocabulary:**

Information superhighway:

Digital divide:

Broadband Internet access:

3G/4G Network:

**Answer the following questions:**

1. What did Al Gore think the government should do when it comes to the Internet?
2. What are some of the metaphors used to compare a highway to the information superhighway?
3. What are 2 examples of how the Bush administration “bridged” the digital divide?
4. How has the Internet helped those that live in rural areas?
5. How does the concept of “The Cloud” work?

***4J: I can identify bias in online resources and find ways to identify credible resources***

**Define essential vocabulary:**

Bias:

Credibility:

Verifiability:

**Answer the following questions:**

1. Why is it more difficult to figure out what is credible online versus what is credible in a textbook?
2. How can you verify if something is reliable or trusted online?
3. How can you identify bias when looking at something online?
4. What are the guidelines for editing Wikipedia?
5. What’s the “catch” when it comes to Wikipedia?
6. How can Wikipedia actually be useful to a researcher?

***4K. I can define net neutrality and describe its impact***

**Define essential vocabulary:**

Net neutrality:

ISP:

**Answer the following questions:**

1. What do ISP's want to do when it comes to corporations?
2. Why did the FCC introduce net neutrality?
3. What do defenders of net neutrality say about the ISP's proposal?
4. Why is net neutrality difficult to legislate?

***4L. I can describe some of the effects of the Internet and social media on traditional media***

**Define essential vocabulary:**

None for this target :)

**Answer the following questions:**

1. How has digital duplication affected traditional media outlets like CD's or newspapers?
2. How has traditional media had to evolve?
3. How has the Internet affected the music and movie business?
4. How has the Internet affected the artists themselves?

**End of Chapter Critical Thinking:**

1. One of the repeated promises of the Internet is that it is truly democratic and that anyone can have a voice. Is this true? Why or why not?
2. How have social networks transformed marketing? What are some of the new ways that marketers can target specific people?
3. How has the Internet changed the way people socialize online? Are there entirely new forms of socializing that did not exist before the Internet?
4. How has the concept of verifiability changed the way that "truth" is regarded on the Internet—even in the culture at large? Has the speed and volume with which new information becomes available on the Internet made verifiable information more difficult to come by?