

Conscious Communication: Why Brands Should Engage Ethically

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Dedication

I dedicate this thesis to my parents. They are my biggest supporters and even bigger inspiration. I am eternally grateful for the life that they have given me, it's a true honor to be their daughter. Coming to SCAD changed my life and they are the reason I was able to do so. ¡Los amo!

Also, thank you to my sister and cousins that have always pushed me to the best version of myself. You have given me the courage to strive for greatness.

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Abstract

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In today's society, the internet has facilitated widespread access to information, enabling brands to reach larger audiences than ever before. This thesis delves into the impact of brands within the Educational, Medical, and Political sectors and analyzes the repercussions of their decisions on a national scale. These sectors were chosen due to their inherent controversy and the heightened scrutiny faced by key players within them. In an ideal society, the public should be able to have full faith in their educators, healthcare professionals, and politicians, as each is expected to prioritize the common good. However, pervasive misinformation, systemic racism, and power dynamics have bred skepticism among the public. To regain public trust effectively, influential entities within these sectors must strive to generate a positive impact on their target demographics. Viewing community leaders as brands facilitates a more objective assessment and a comprehensive understanding of their societal influence.

Brands benefit from transparency allowing their audience to align with their values, creating a more loyal base. This thesis will delve into the lasting impact of messaging and examine how the historical context of the Educational, Medical, and Political sectors shapes their current public perception. It will underscore the necessity of conducting a thorough assessment of societal impact for future considerations. Falling in favor with the public, especially in these more community-based sectors, will ultimately allow brands to grow favorably to society.

Keywords

Social Responsibility, Social Impact, Brand Ethics, Social Consciousness, Misinformation, Systemic Racism, Impact of Advertising

Intro

In the evolving landscape of advertising, there has been a shift towards authenticity as a pivotal factor in consumer decision-making. With the growing amount of information and social media platforms available, people now have unparalleled access to insights about brands, their practices, and their societal impact. Consequently, consumers are increasingly discerning and demand genuine, ethical, and transparent representation from the brands they engage with. This demand for authenticity differs from traditional advertising tactics that rely on persuasive messaging and aspirational imagery. Instead, modern audiences seek brands that align with their values, beliefs, and ethical standards. The shift reflects a deeper societal awareness and a growing expectation for brands to not only deliver quality products or experiences but also to embody principles of integrity and social responsibility.

In the United States capitalist society, where consumerism and market dynamics play a significant role, brands have become more than just purveyors of goods or services—they serve as symbols of identity and lifestyle. Consumers forge connections with brands that resonate with their personal narratives and cultural affiliations. Thus, brands wield considerable influence over individuals' self-perception and social standing. This intertwining of brands with personal identity amplifies the stakes for companies in the competitive marketplace. In addition to facing scrutiny from consumers, brands must navigate a complex landscape where their actions and messaging are scrutinized not only for authenticity but also for alignment with prevailing societal values. As a result, the pressure on brands to demonstrate authenticity and ethical conduct has never been higher.

This thesis will define responsible messaging and analyze brands' role in ethical engagement. In an era where information is increasingly accessible and distinguishing between fact and fiction has become increasingly confusing for consumers, this study delves into the importance of conscious communication for brands across the diverse industries of Education, Medicine, and Politics.

What is messaging?

For this thesis, messaging will be defined as communication from an influential party to the public or an influenced group. During the analysis of various industries, clarification will be provided regarding the category into which the parties fall. It is important to note that concerning brands, this thesis not only examines the brand of a company but also personal brands. The goal is to highlight communication's impact on society, whether on an individual level or a global scale. Influential parties should acknowledge and take responsibility for their impact, regardless of intent and whether it is positive or negative.

I. Historical messaging in the U.S.

Messaging in the United States started before its founding, with promises of “free land” and new opportunities, establishing the American dream from the beginning. European settlers were sold dreams of a paradise where they could start anew. This hope for a new land was a double edged sword as it came with the disregard of the native people. Being that the U.S. is so young, the sentiments of the colonial era are well-reported. Especially because in 1639, 32 years after the first U.S. colony, Jamestown, was established, the first printing press arrived at Harvard College in

Massachusetts (“Colonial Print Culture”). This allowed for widespread dissemination of information, leading to the support for the independence of the thirteen colonies, the later heightened tensions of the Civil War, and the widespread idea of manifest destiny. These impactful times during the early establishment of the U.S. brought about several advertising opportunities, whether to sway mindsets or promote up-and-coming products to the new U.S. American market.

Though the Civil War “created a need for hundreds of thousands of uniforms, underwear and shoes and ready-made food which triggered mass production of clothing and canned goods” (“Early Advertising”), it also gave way to fugitive slave ads. Campaigns were made not only to ease the life of a housewife but also to return escaped enslaved peoples to their captors. One of the fugitive slave ads, in particular, was that of the first president, “Washington, himself a slave owner, directed one of the best-documented campaigns to recapture a runaway, including placing ads. Ona Judge, an enslaved woman who was Martha Washington’s lady’s maid, fled from the President’s House in Philadelphia” (Balkansky).

indigenous community by “make(ing) them poor by the destruction of their stock and then settle them on the land allotted to them” as said by General Philip Sheridan (qtd. In Lowndes 3:41-53). This strategy gave millions settling west permission to kill for sport and patriotism in their new country. This era even created global celebrities out of buffalo hunters, like Buffalo Bill, romanticizing westward expansion, selling an incomplete image of the effects of the U.S. settler colonialism. When analyzing the sentiment of the time, it is important to note that Manifest Destiny became most popular through the mid-1800s, and “by the end of the 1800s, a combination of commercial and recreational hunting, plus the actions of the U.S. Army, had depleted the bison population to under 1,000, down from tens of millions at the beginning of the century”(Lowndes). This happened while education levels were low, “High school attendance did not become commonplace until the 20th century. In 1910, just 14% of Americans aged 25 and older had completed high school” (“History and Evolution”). This is to say that when individuals are confined to certain points of view without exposure to diverse perspectives, the potential for critical thinking and discernment becomes severely restricted, fostering an environment where misinformation can thrive unchallenged.

In hopes of controlling the narratives shared by advertisers, “the American Advertising Federation was founded at the beginning of the twentieth century to clean up deceptive and unethical advertising. During the 1700s and 1800s, there was virtually no advertising regulation—except for lotteries and mail fraud.” (Snyder 39). This aided as varying levels of education throughout the 19th and 20th centuries prompted individuals to gain knowledge from the available sources in their immediate

surroundings, which continues to this day. Before radio and TV, “for many women, journals directed to them offered one of the major ways to stay informed.” Though they were commercial magazines, they served as a form of education and entertainment. However, the content in such magazines was “fiction, homemaking, and advertising sections of the magazine, all of which carried implicit and explicit messages. In addition to these, at times indirect means of educating, women's magazine editors throughout their history conducted explicitly educational campaigns. These played an important role in the magazines, informing readers on a multitude of topics" which were curated for women, typically of middle or higher class (Zuckerman 86). Advertising functions as more than just a tool for promoting products and services. It embodies a dynamic platform for deliberate and unintentional education alike. Through carefully crafted messages and imagery, advertisers aim to influence consumer behavior, preferences, and perceptions. However, beyond the explicit promotional content lies a subtler form of education. Advertisements often reflect societal values, norms, and aspirations, shaping the collective consciousness in ways both intentional and unintentional.

Into the 20th century means of communication expanded with cable. As more people could afford television sets in the mid-century, network TV expanded the reach of traditional media. The creation of the 24 hour news cycle starting with CNN in 1980, allowed for people to be constantly informed about the happenings of the world. In an interview with NPR, David Folkenflik, NPR's media correspondent, explained that CNN has contributed to journalism through its “real foreign reach. And when a crisis happens, they have the knowledge and ability to go places and to have voices of the place.” (Hansen and Folkenflik). This has allowed for the elevation of stories that would have

gone unnoticed. However, this constant need to engage viewers also led to the need for constant fresh stories. In the book *No Time To Think: The Menace of Media Speed and the 24-hour News Cycle*, Kieth McAllister, Former Executive Vice President and managing editor for CNN's national news gathering, emphasized that "every mistake that's made in the news business is made because of speed. The book analyzes the 24-hour news cycle and its impact on the 2008 election, "the year that politics was as fast-paced as the internet" (McAllister 4). The problem arises when the vetting of information is done in such a fast manner that misinformation slips through the cracks, and retractions do not receive as much attention as the initial story. Credible brands like CNN and various other news sites hold the responsibility to explain and interpret current events in a manner that will not mislead but objectively educate the public. However, Thomas E. Patterson, in his article for Time and News argues that "the news media were not designed for this responsibility" (Patterson 55). Of course, the press traditionally has a duty to inform the public. But this obligation has always been balanced against the media's economic needs." In an attention-driven economy, the more eyes a story has, the more profitable it is, but any brand that is directly communicating with its consumers needs to consider the impact that will be left. For example, NPR explained that "Tucker Carlson used his prime-time Fox News show — the most-watched hour on cable news — to inject a dark strain of conspiracy-mongering into Republican politics" (Bond). Extreme thought and hyperbolic stories create an easy hook for everyday audiences to engage with; however, the problem arises when these views are shared as fact and promoted on a platform that many consider a source for credible journalism. As people get indoctrinated in these ideas, they fall deeper into the

rabbit hole instead of listening to diverse perspectives. Regardless of the information shared, there needs to be care taken in the way that is presented for the audience not to confuse fact and opinion.

The history of messaging in the United States reveals a complex interplay between societal values, commercial interests, and the dissemination of ideas. From the early promises of opportunity to the propagation of ideologies, advertising has been a powerful vehicle for shaping public opinion and behavior. The prevalence of advertising reflects not only the commercial landscape but also deeper cultural currents and historical narratives. As we examine the role of advertising throughout history, it becomes evident that it not only mirrors society but also actively influences and perpetuates certain norms and beliefs. Understanding this dynamic underscores the importance of critical thinking and awareness in interpreting the messages that surround us, as well as the need for a diverse and comprehensive education that enables individuals to navigate the complexities of media and messaging in contemporary society.

II. Social Platforms

Since the turn of the century the internet has taken shape and communication has expanded at a rate that was unimaginable before. The evolution of the cellphone into the smartphone we have all become addicted to has amplified the voices and access of the masses. This transition has led to many ups and downs as it has blurred the lines of credibility. Before the world wide web the public felt at ease trusting anything in print, but now the expansion of social media has changed how the world communicates. The speed at which outlets are able to post with massive reach has led

many to question who fact checks the fact checkers, and whether the responsibility now lies on the shoulders of the impressionable public. Platforms like Facebook, Instagram, TikTok, and many others “have come to dominate almost every aspect of human interaction, from interpersonal relations to the global economy” (Bradshaw 42).

Relationships, whether between brands and individuals or among individuals themselves, often initiate and grow across various apps. Small businesses gain traction, while many individuals entertain and amass a fan base. Brands' use of social media is imperative to their credibility and reach with their audience. However, the accessibility of information has allowed a level of connection that many were not taught to question.

“Today, unlike in the past, when disinformation campaigns were slow, expensive and data-poor, social media provides a plethora of actors with a quick, cheap and data-rich medium to inject disinformation into civic conversations” (Bradshaw 42). Information of all types is at society’s fingertips, allowing for fact and fiction to be spread with little regulation. This creates an opportunity for more voices to share their thoughts and talents but also allows for the manipulation of an oblivious public. “Having the ‘trappings of news’ in terms of look and feel, ‘fake news’ has been defined as consisting of distinctive types with varying intentionality.” (Rogers and Niederer 51) Regardless of intentionality, those with large platforms not only leave an impact on their audience but also have the power to mobilize their following. Business Insider reported that Victoria Paris, a TikTok influencer, shared her story of a lost suitcase, asking her following for help, “her 1.7 million TikTok followers obliged and spammed the airline's social media comments” (Hart). This exemplifies the power of influence individuals can gain through social media. Users are more connected to brands than ever, as socials create a

straight line to communicate through, allowing brands to show their personality and be held accountable in some cases. Unfortunately, this influence can also sway in a more malicious direction. When analyzing the January 6th insurrection, the American Psychological Association describes “the role of social media as a mode of communication promoting divisive perspectives of issues and events is readily apparent in much of the evidence related to the insurrection” (“Group psychology”). Social media, as a tool, opens the floodgates to various forms of communication, enabling individuals to find their niche. While this can yield both positive and negative outcomes, hate and fear have an unparalleled capacity to propagate hate speech and misinformation, spreading them like wildfire. Consequently, fostering responsible digital citizenship and critical thinking skills becomes paramount to mitigate the harmful effects of unchecked dissemination of hate speech and misinformation.

In response to the spread of misinformation, social media platforms have attempted to reduce hate speech by creating regulations and guidelines. However, these attempts have, at times, backfired because of claims of censorship. TikTok has been criticized for doing just that; when it concerns sensitive topics like criticism of world leaders on the app, many creators are “shadow banned by TikTok, meaning that content tagged with them has been suppressed and often totally hidden from public view; posts are made much more difficult to find on the platform though they’re not necessarily deleted” (Ryan et al. 6). Navigating censorship and regulation on social media platforms is delicate, as they also serve as spaces where individuals can freely share their experiences, some of which may reflect harsh realities for other viewers, without necessarily constituting misinformation or hate speech. Facebook, which also has come

under much scrutiny for its practices, decided to implement a “new policy banning paid ads that state that voting is meaningless or discourages people from voting” (Singh and Blase 21) in 2019. However, while the emphasis on paid ads ensures that individuals do not directly profit from spreading misinformation, it fails to eradicate misinformation entirely. Given the vast reach of the internet, implementing a policy that completely eliminates hate speech and misinformation appears unfeasible due to the inherent biases within such content. The concern also arises because according to a “HerCampus study finding that 74% of Gen Z internet users use TikTok for search and 51% favor it over Google, primarily due to its short-form video format” (Goldman). The appeal of TikTok lies in its accessibility, allowing anyone to create content. However, when the platform is relied upon for credible information, the distinction between trustworthy sources and personal opinions becomes blurred. While it's effortless to absorb someone's viewpoint, discerning it as fact requires a more critical approach. Unfortunately, a definitive solution for combatting the widespread dissemination of negative or harmful information on social media remains under development.

In this digital age, social media platforms have revolutionized how individuals connect and communicate. Platforms have become integral to daily life, shaping interpersonal relationships and influencing global conversations. However, with easy access to information comes a double-edged sword: the proliferation of misinformation and hate speech. Despite efforts by social media companies to regulate content and curb the spread of harmful narratives, challenges persist. Issues of censorship, accountability, and the power dynamics inherent in online influence further complicate the landscape. While social media offers unprecedented opportunities for expression

and engagement, it also underscores the urgent need for responsible digital consciousness. As we navigate this complex digital terrain, it becomes increasingly clear that there is no easy solution to the challenges of misinformation and hate speech. Yet, by fostering transparency, empathy, and a commitment to truth, we can strive to create a more informed and inclusive online community where the benefits of social media can be fully realized while mitigating its potential harms.

What is Responsible Messaging?

Responsible messaging is defined by how a brand or influential entity ethically engages with its audience or those it influences. Communication in all its forms has consistently shaped society, underscoring the importance of conscientious communication, particularly on platforms with global reach. When defining Corporate Social Responsibility, the Journal of Advertising Research explains that “being sensitive to the well-being of all stakeholders is vital for corporate success” (Ford). Just as individuals develop reputations based on their actions, brands also cultivate reputations irrespective of the quality of their products. If a customer's values do not align with a brand's perceived reputation, they will contemplate where to allocate their funds. Brands recognize the significance of purchasing power, and ultimately, they must cater to their consumers' preferences. In an article about CSR, the University of North Carolina opens with the idea that Americans love to do business with companies whose activities and ethos reflect their values” (“A Marketing Perspective”). This is particularly true for U.S. Americans as there are so many brands selling the same item, and an easy way to narrow it down is to see which brand aligns most with one's values. As younger

generations become the prime target audience, brands are having to adjust to their social, environmental, and political concerns.

To continue to understand responsible messaging, it is important to note what it is not. Responsible messaging is not a brand being inauthentic in hopes of pleasing its audience. “Recent empirical work finds that the threat of boycott is a significant explanatory for corporate environmentalism, over and above any 'green marketing' and regulatory incentives that may be at play” (Innes 356). Brands should engage with sustainability to leave a better impact on their consumers and the planet rather than to gain favor, as the threat of boycott is ever present if a brand is irresponsible with its platform. The idea of greenwashing, pinkwashing (false support for women), or rainbow washing (false support for the LGBTQIA+ community), for that matter, falls short in its impact. However, it may appear to highlight a certain cause. The UN explains that “by misleading the public to believe that a company or other entity is doing more to protect the environment than it is, greenwashing promotes false solutions to the climate crisis that distract from and delay concrete and credible action” (“Greenwashing”). Authenticity in brands is more important than ever, as much of a company's dealings are public information. The public has also become increasingly cognizant of prevalent greenwashing and manipulative marketing strategies. If consumers perceive deception, it can adversely impact a brand, outweighing potential benefits.

I. Corporate Social Responsibility

In recent years, Corporate Social Responsibility has become a hot topic among large brands. Harvard Business School defines CSR as “the idea that a business has a responsibility to the society that exists around it” (Stobierski). Similar to a personal

reputation, CSR serves as both a self-regulator for brands and a way for consumers to understand the impact that companies have on the world. Sharing this information allows for a level of transparency and accountability that many companies use to promote themselves. The Journal of Advertising Research detailed that “the success of CSR initiatives is influenced by the extent to which customers are made aware of them, as well as of the sponsoring company, via advertising activities” (Rahman et al. 369). The more people know about the effort brands make with CSR, the more they will benefit from it. CSR reports are a chance to share this information yearly. However, they are not mandatory in the U.S. Li-Wen Lin, assistant professor of law at the University of British Columbia, analyzed mandatory CSR legislation across the globe and found that “currently CSR laws generally lack governmental monitoring, legal punishment for non-compliance, and/or any remedial mechanisms for stakeholders” (Lin). Despite regulations and the option to opt-out in the U.S., CSR often functions more as a promotional tool to showcase a company's positive actions rather than being utilized as a genuine metric of its overall impact. While CSR represents a commendable initiative for companies to communicate their values, the public should be informed about the authentic footprint brands leave on the world and their complicity as consumers.

II. Advertising to Children

The Federal Trade Commission (FTC) has implemented truth-in-advertising laws to ensure there is no false advertising that “can affect consumers’ health or their pocketbooks – claims about food, over-the-counter drugs, dietary supplements, alcohol, and tobacco and on conduct related to high-tech products and the Internet” (“Truth in Advertising”). This is especially a concern when advertising to children or their parents;

the commission also passed the Children's Online Privacy Protection Rule (COPPA Rule), which "requires that operators provide notice to parents and obtain verifiable parental consent before collecting, using, or disclosing personal information from children under 13 years of age" ("Children's Online Privacy"). These protections have been made to assure child safety online and in digital spaces, however, with the rapid advancements in technology, these regulations do not cover the extent of the information children are exposed to today. Measures have been taken to ensure that the personal data of minors is not collected. Still, the internet brings a level of anonymity that the FTC is not adjusting for, as the responsibility falls on the parents to regulate the content their children are exposed to. Brands that advertise to children or have a large child audience are responsible for the impact of their communication.

Ethical engagement across industries

This thesis will examine the following influential industries by selecting instances where messaging left a positive or negative impact on the target audience. The question of responsibility and accountability should be top of mind.

I. Education

In education, students are the influential party, while teachers, schools, and school districts serve as influencers who should prioritize ethical engagement in their interactions. In today's political climate, there is much to discuss regarding ethical communication in education, especially concerning book bans and the banning of DEI (Diversity Equity and Inclusion) programs. However, it is important to first study and analyze the sources of the material that is taught in schools.

The best way to change the world is through education; if people are taught something from a young age, it becomes their ultimate truth, making it difficult for people to sway from it. Education campaigns have found a way to become part of the cultural zeitgeist because of the deep impact they leave. An example that has permeated U.S. culture today is the work of the United Daughters of the Confederacy, also known as the UDC. This group of women promoted the “lost cause” narrative, which is based on the idea that the Confederate South did not fight the Civil War because of slavery but because of “states rights” (Hitt and Kumanyika ep.6). This narrative did not start immediately after the Civil War ended, but by the following generation, they felt they had missed out on the glory of the antebellum South. To reframe the memory of their parents and lost loved ones, the UDC led a “propaganda campaign... as they actively sought to gain control of the representations of the war in classroom textbooks” (Coleman). They took matters into their own hands, not only educating their own children but throughout the entire South. Students were taught and indoctrinated to believe a version of history that was not only untrue but promoted ideas of white supremacy into the 20th and 21st centuries. These textbooks promoted the myths that slavery was not that profitable or that slaves were content in their positions, primarily emphasizing the nobility of Southern soldiers. Georgia State Professor Chara Bohan clarified in an interview about this lost cause narrative that “Southern versions of events began infiltrating Northern textbooks as well. As the Southern and Northern narratives merged, Southerners influenced how and what Americans learned about the Civil War no matter where they lived” (Bohan and Marquez) A group of Confederate sympathizers had influenced the whole U.S. to rewrite history in schools, meaning that

many grew up with this narrative do not know another reality. This is paired with the fact that the UDC did not stop at books, but they put up statues of Confederate “heroes” throughout the South. Many of these statues, like these false ideas, remain, Time Magazine highlights” (“Public Opinion”). demonstrated in 2011, on the 150th anniversary of the start of the Civil War. At that point, a significant portion of Americans — more than half, according to some polls — believed that the main cause of the war was states’ rights” (Coleman). Though textbooks started to change in the 70s, being that the Civil War is such a pivotal era and divisive in U.S. history that many refuse to believe the extent of the racism that built this nation. The UDC was created 130 years ago, long before much of the technology we use today was even invented. However, the dissemination of information in schools led to the dissemination of misinformation for generations. The rewriting of history is the most powerful way to shape a society because if certain truths are engrained from childhood, people will assume them to be true, especially when they are perpetuated by respectable leaders in the community, primarily teachers. The UCLA Anderson Review describes that “authoritarian leaders threatened by protests or other forms of civil unrest use mass primary education as a tool to “homogenize” their population around shared values and a national vision” (Alesina et al.). This “national vision” brings a sense of belonging and patriotism to the people, similar to what the UDC did to keep the Confederate ideals alive. Through indoctrination, a society embraces a new truth that transcends the initial generation it is imparted to. With successive generations, individuals who experienced a different reality gradually pass away, yet the ingrained ideas persist. The UDC is an extreme example of irresponsible messaging. Still, it depicts the true impact an organization can have

when the path they choose to use to promote their ideas is education and the impressionable minds of the youth. The UDC believed so deeply in their narrative of entitled privilege that they were an integral part of shaping the systemic racism prevailing throughout the U.S. Any company or organization concerned with education has the duty in the modern day to predict the extent of its impact and acknowledge the implications of societal factors in its ads, products or experiences to ensure children's safety from manipulation.

In the education landscape, book bans in schools often represent attempts by districts to shield students from mature topics gradually. While such measures may seem prudent in theory, they frequently tread into censorship territory, evaluating books through a biased lens rather than recognizing the importance of representing diverse experiences. Students benefit from exposure to social issues they will encounter, albeit not necessarily every adult topic. Yet, examples of books that have been banned, such as "And Tango Makes Three," "Monday's Not Coming," and "It's Perfectly Normal: Changing Bodies, Growing Up, Sex and Sexual Health," amongst many others that also touch on themes of sexuality, racism, and gender (Martin). Despite their developmentally appropriate presentation of crucial themes, these books are seen as a threat rather than an opportunity to learn. Responsible messaging plays a pivotal role in navigating these complexities. Evaluating books entails not only the author's responsibility to create age-appropriate content but also the duty of parents and teachers to provide contextual understanding. Controversial materials, like those associated with the UDC, can be valuable educational tools when presented within an appropriate historical context, fostering critical thinking and open dialogue. Ultimately,

responsible messaging hinges on how communication occurs and whether the impact of shared information is thoughtfully considered. First Book, an organization focused on education equity, found that among educators, “72 percent indicated that restricting book access decreases students’ engagement in reading. More than a third of educators noted that book bans discourage students’ critical thinking, and 78 percent reported that students read more when given the choice to read banned books” (New First Book Study). This is incredibly worrisome as after COVID, many students lost crucial developmental years in the classroom, causing a drop in reading levels. As a former teacher who taught online for most of 2020-2021, I saw the pandemic’s toll on the students, especially when it came back to in-person learning. The banning of books is just another barrier students are facing in today’s schools. The development of critical thinking is one of the most important aspects of schooling, as beyond the fundamentals of reading, writing, and STEAM courses, it teaches students to question and dig deeper into what they are being told. Responsible messaging and critical thinking are interconnected, for without critical thinking, the public becomes more susceptible to misinformation.

Cultural commentator and film producer Franklin Leonard once said “When you’re accustomed to privilege, equality feels like oppression.”() That quote perfectly encapsulates the issue of Diversity, Equity, and Inclusion programs getting banned from universities across the U.S. Lawmakers like Republican Representative Doug Richey from Missouri argued that DEI programs promote “racist policies” and “Marxist ideology that is trying to strip away from us the concepts of the nuclear family, of merit, of character and of being judged by what you are capable of” (Lieb). This is an inherent

misunderstanding of the needs of DEI programs, as they were born out of a need to prioritize diversity in schools and the workplace. This reality comes after the upheaval against Critical Race Theory during the pandemic. The problem is understood that by talking about race in schools students will be influenced in a specific way politically and socially. The reality is that the U.S. has a very dark history that needs to be taught in schools and analyzed in safe spaces for students to understand the subject matter truly. However, the complete banning of such programs forbids even the possibility of such situations. Karma Chavez, chair of the Department of Mexican American and Latina/o Studies and co-chair of the College of Liberal Arts diversity committee at the University of Texas, expresses that "DEI is woven into the fabric of good universities" (Lieb). DEI programs in higher education open the students' minds, fostering empathy for marginalized groups and allowing students to be more self-aware of their privilege. DEI and CRT are not meant to put anyone down but rather give people the context to move forward. The U.S. has had more time with slavery than without it, and not teaching students about those realities continues the false narrative of a color-blind society when the U.S. is far from that. Ignoring history only sets the stage for it to be repeated. Places like Germany and Austria have faced their history head-on, taking accountability and moving forward. However, banning such programs hides U.S. history under the rug, leaving no reasons for today's sociopolitical climate. It is the school's and district's responsibility to ensure that they are setting students to be outstanding citizens, but this can not happen if they are taught a sugar coated version of history. Educators like Catie Sain, the Dean of students at an elementary school in Tulsa, Oklahoma, spoke to me about her experience, saying that though local politicians have passed bills like HB

1775 banning CRT, her district, Tulsa Public Schools, is pushing Social Emotional Learning to be still able to connect with the students about certain sensitive topics. The case of Tulsa is interesting because of the 1921 Tulsa Race Massacre, a tragic reality of the city's history. Though it is considered the worst race massacre in U.S. history, the city only started talking about it a little over 20 years back. During my time in the classroom, 2020-2022, there was still much talk about the specific verbiage connected to the massacre. When the material was first added to the curriculum in 2002, students were taught about the Tulsa Race "Riots." The intentional use of the word "riot" makes this event seem like two parties were involved, and both carried fault. However, the change was made to call this time in history the Tulsa Race "Massacre" because of the unknown number of mass casualties of the black community at the hands of the white community. This was a series of bombings and murders that destroyed generations and devastated the wealth that had been established in the neighborhood of Greenwood, once called "Black Wall Street." The terminology matters because the connotation of fault that it carries, as blaming both sides, waters down the true maliciousness that had empowered the perpetrators of this violence. Now, with the passing of HB 1775, teachers are scared to teach on this topic because of the fear that they could lose their positions. History should not be censored, but doing so in schools like the UDC is the best way to influence future generations.

In hopes of fighting misinformation and starting a collective conversation about the need for discerning the difference between fact and fiction, organizations and think tanks have taken the initiative. The News Literacy Project is dedicated to promoting the importance of identifying factual information. Their site offers valuable resources for

individuals seeking to enhance their news literacy skills. What distinguishes the NLP is its provision of resources for educators, facilitating classroom discussions and collaborations between teachers, students, and journalists to address misinformation and social media topics (Newsroom to Classroom Visits). Organizations like this ask individuals to step out of their circle of influence to analyze the information they are being fed. These critical skills are necessary as social media evolves and the world becomes even more interconnected. There have also been games like Go Viral and Get Bad News that are creating engaging ways to connect with folk about misinformation. There is much nuance in educating people to recognize misleading information, especially in the divisive socio-political climate the U.S. is experiencing.

Responsible messaging in education revolves around the profound impact that classroom lessons, whether in K-12 or higher education, have on students. The responsibility rests not only in imparting factual information but also in providing the full context to foster critical thinking skills. It is through this comprehensive approach that students can navigate complexities, analyze information, and develop a deeper understanding of the world around them, ultimately empowering them to become informed and discerning individuals in society. An uninformed or improperly educated population poses a potential threat, underscoring the critical importance of responsible messaging in education. This involves not only delivering factual information but also offering the necessary context to nurture critical thinking skills. The holistic approach equips students to navigate intricacies, scrutinize information, and cultivate a profound comprehension of their surroundings, empowering them to evolve into knowledgeable and perceptive contributors to society.

II. **Medicine**

Responsible messaging in medicine is highly contingent on the culture and healthcare system under consideration; this thesis will focus on the U.S. public health sector. Medical messaging involves stakeholders such as doctors, pharmaceutical companies, advertisers, and researchers, while the affected parties include patients and the general public. Medicine, being ever-evolving, aims to heal and prevent harm; however, historical and contemporary instances highlight key topics concerning responsible messaging, including the Tuskegee Syphilis Study, medical racism, the opioid crisis, pharmaceutical advertisements, and the divisive nature of COVID-19 rhetoric.

Doctors hold more trust than other professions; they are the healers of society, revered for their high education and power to save a life. However, this trust can easily be used to affect an unsuspecting party, and unfortunately, that is what happened with the 1932 Tuskegee Syphilis Study. Black men from a rural low-income town in Alabama were chosen to be part of an experiment to examine their “bad blood,” they were promised free healthcare but were left without treatment and false promises. The Smithsonian Magazine detailed that “archive shows that subjects were explicitly and repeatedly lied to for decades so they wouldn’t seek treatment for syphilis on their own. Even the form letters they received bore the hallmarks of a scam” (Gainty). The patients subject to this testing were not only harmed, many killed by the actions of the researchers, but they were misled to the point where their autonomy was taken from them. The men were not told the extent of the testing; rather, they were told that they were being treated for “bad blood” given treatments that did not cure or treat the syphilis

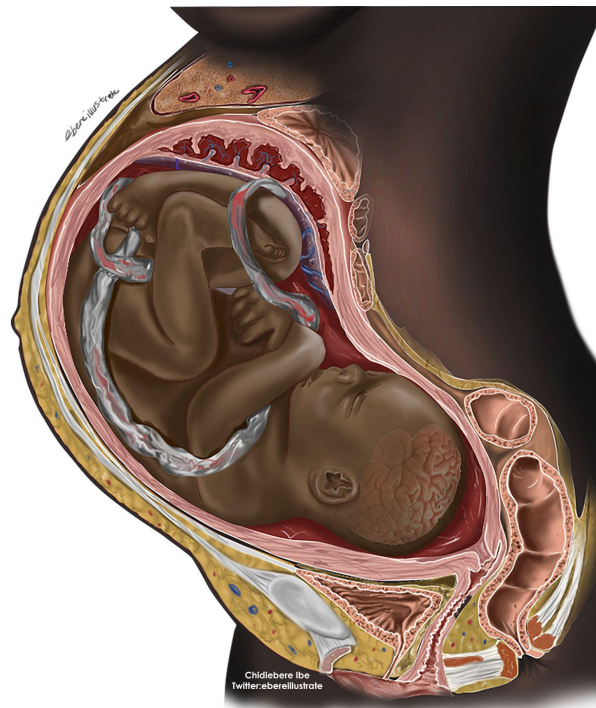
they had been injected with, a prime example of the legacy of scientific racism. The consequence of this extended beyond the initial 600 men, “over the past several decades, researchers have connected the experiment to lower life expectancy among Black men due to broken trust in the health care system” (Gainty). The targeting of the low-income southern town in Alabama, which has a predominantly Black population, held deeper sociopolitical motives and subsequent consequences beyond mere coincidence. The Jim Crow South witnessed the dehumanization of the black community, and this study was just one more way to subjugate black bodies. According to the CDC, “results [were] disproportionately meager compared with known risks to human subjects involved” (“The Untreated Syphilis Study”). This means that the pain and death that many of the participants endured were ultimately done in vain. Regrettably, this incident is one among several where the medical field has failed BIPOC communities. In 1997, President Clinton condemned this study, leading to the allocation of funds for establishing the National Center for Bioethics in Research and Health Care at Tuskegee University. Nonetheless, the legacy of distrust within the Black community persists. Dr. Rueben C. Warren is the Director of the National Center for Bioethics in Research and Health Care and a Professor of Bioethics who has been working to rebuild this trust. The center has started a Journal of Healthcare Science and Humanities, hosts conferences, and created The Public Health Ethics Manual all of which are meant to highlight the intersection of sociology and public health, specifically in marginalized communities. In 2022, with the release of the journal’s special issue on HIV/AIDS and the black community, Dr. Warren spoke with AIDSVu and shared that “resolving the challenges and the issues of minority health and health disparities are not

only scientific issues, they are also grounded in spheres of ethics. They are also issues of equity and justice. They are also issues of morality and social justice. We have to look at more than what the science tells us; we have to look at the limitations of science” (Warren). It is crucial to underscore the influence of these diverse spheres, as it's common to accept scientific research as absolute truth without analyzing potential biases inherent in the information. Although medicine has made significant strides since the Tuskegee Syphilis Study, echoes of past sentiments still resonate in society. In today's increasingly polarized social landscape, where opinions are often elevated to the status of fact, the work of the Center for Bioethics in Research and Health Care is more crucial than ever.

The United States history continues to be present in all aspects of society; this is specifically true when analyzing the distrust many U.S. Americans have in the medical field because of its bias-driven past, which didn't start or end with the Tuskegee Syphilis Study. A prime example of how racist messaging has continued to this day is the commonly believed myth that “African-Americans are more tolerant of pain. One study found that relative to other racial groups, physicians are twice as likely to underestimate black patients' pain” as included in a 2020 Harvard article about racial bias in medicine (Raphael). In the 21st century, the black community is still being disregarded for their pain. This belief perpetuated the dehumanization of enslaved peoples and contributed to the continuation of slavery. The remnants of this racialized past persist in the systemic racism that the U.S. grapples with today. The consequences of this mindset are particularly evident in women's health issues today. To start, much of what is known today about gynecology is because of J. Marion Sims, a 19th-century gynecologist who

experimented on enslaved women, whose statue was taken down from Central Park as recently as 2018 (Domonoske). He has been praised as the father of gynecology, although his abuse of enslaved women is well documented. This is the foundational start of women's health in the United States. Inherent bias is present in every aspect of society, regardless of personal views. It is crucial to recognize this and contextualize history, not to allow it to repeat. New York has decided to move his statue to rectify the misguided praise. Commemoration like this sends the message to the community that the pain their ancestors felt is less important than the person's success. By taking this statue down a message is sent to future medical professionals that there is more to the story that needs to be understood to properly advance. Unfortunately, much remains to be understood about the impact of history on the modern day. The CDC reports that "Black women are three times more likely to die from a pregnancy-related cause than White women" which depicts the presence of some sort of bias as "80% of pregnancy-related deaths in the U.S. are preventable" ("Reduce Black Maternal Mortality"). Regardless if hospitals are promoting a level of quality care for patients, pregnant patients understanding these statistics would be justifiably apprehensive, especially as a BIPOC. There is a collective trauma that has been passed down through generations due to the scientific racism many face and continue to face. Medical professionals must understand the social implications of their inherent bias and strive to do better for their patients. Hospitals acknowledging these disparities, particularly those that have overlooked the pain experienced by the black community, could greatly benefit the community. Such recognition would offer validation and mark the beginning of genuine change. Someone doing this is aspiring Pediatric Neurosurgeon, Chidiebere

Ibe, who took matters into his own hands, using his talents to support his community as a medical illustrator. He expressed “I made a deliberate action to constantly advocate that there be inclusion of Black people in medical literature” (NBC News). This illustration is incredibly important because many diseases go untreated due to misdiagnosis caused by the lack of awareness of how these conditions can present differently on various skin types.



(C) Chidiebere Ibe.
Adapted from the original illustration
© QAI International, 2010.
<https://qai-international.com>

Fig. 2. Chidiebereibe Ibe, *The Black Fetus*, 2010 <https://www.chidiebereibe.com/>

This inclusion gives future physicians a new perspective on the different patients they will encounter. Ibe’s illustrations humanize the black community in a way that will help guide the medical students who come after him. Understanding the inherent bias

stemming from U.S. medical history allows for a clearer picture of why the BIPOC community can misperceive certain messaging. To best connect with a target audience, brands need to truly contextualize their experience understanding what they need to hear, rather than just what brands want to say.

In medicine, the responsibility extends beyond the shoulders of doctors to include pharmaceutical companies manufacturing medications for the public. The 1990s witnessed the emergence of the opioid epidemic in the U.S., attributed mainly to a failure to adhere to regulatory standards, overprescription, and corporate greed. The promotion of addictive medications led doctors to prescribe them to patients seeking pain relief. “Clinicians who previously understood that opioids are addictive, that development of tolerance results in dose escalation, and that dependence would make discontinuation difficult began hearing from spokesmen for opioid manufacturers that addiction was rare, and that long-term use was safe and effective” (Kolodny). Doctors are only people, and in the U.S., like in many places, doctors are overworked to exhaustion. Though they are tied to the Hippocratic oath, many listen to what they are being told by pharmaceutical companies and prescribe accordingly. In the line of communication, it is not enough for one party to focus on the ethics of their correspondence; but everyone needs to do their part. The messaging during this period in the U.S., continuing today, was predatory because if these pharmaceutical companies had followed their own regulations, they would not have seen such a surge in profit. In hopes of combating over-prescription, in 2002, “the FDA convened an advisory committee meeting of 10 outside experts and asked if the broad indication on opioid labels should be narrowed to prohibit marketing for common chronic pain

conditions. Eight experts had financial ties to pharmaceutical companies, including Purdue. They advised the FDA against narrowing the indication” (Kolodny). These ties create a conflict of interest. If the "experts" had altered the accessibility of opioid medications, many lives could have been saved due to the reduced number of patients requiring them, consequently reducing the financial gains associated with prescribing such medications. Unfortunately, the Opioid epidemic has seen many spikes since 2002; as per the Council on Foreign Relations, “fatal fentanyl overdoses nearly doubled in teens between 2019 to 2021. Experts attribute some of this rise to the ease of purchasing counterfeit pills through social media” (Klobucista and Ferragamo). As these drugs hit the market, so do more dangerous versions sold for recreational use, which may be laced with other harder drugs. Drug manufacturers should anticipate this reality, as it is a common occurrence in the pharmaceutical industry, especially with the increase in addiction. To combat this, “Federal regulators have introduced new limits on opioid prescriptions and increased focus on seizing fentanyl and raising public awareness of the drug’s lethality” (Klobucista and Ferragamo). Campaigns like this shed light on a topic that often goes undiscussed in public conversation due to its taboo nature. The Center for Disease Control and Prevention’s national campaign focused on targeting audiences through a variety of touchpoints, assuring accessibility to share information on the dangers of not only fentanyl but polysubstance use, the benefits of Naloxone, and removing the stigma on getting help. The most important aspect is the educational nature of this campaign, as seeing a billboard or YouTube ad on how Naloxone can reverse the effects of an opioid overdose can save someone’s life. This is a prime example of responsible messaging as it yields a positive effect on its target

audience. Campaigns like this have been effective before, as the antismoking campaigns by the CDC, FDA, and organizations like Truth and Campaign for Tobacco-Free Kids have consistently created advertising warnings against the harms of smoking. As compared to other countries, “high-income nations,” there are “stronger American beliefs in the harm of smoking to reduce prevalence. The stronger beliefs result from concerted efforts of government and health advocacy groups to publicize the facts. Government decentralization, the prominence of specialized interest groups, and the actions of numerous health advocacy groups contribute to the lower smoking rate in the United States” (Pampel). Ultimately, advertising is used to impact and inform whether smoking is an individual's decision, but these public service campaigns give people the tools to make informed decisions. If the CDC continues to create campaigns and educational materials about the dangers of fentanyl, it will gradually become common knowledge. This, in turn, can discourage people from initiating addiction in the first place, similar to the antismoking campaigns before it.

Moreover, pharmaceutical brands also wield significant influence through their marketing efforts. While some criticize pharmaceutical advertising for promoting unnecessary drugs, these advertisements play a crucial role in informing the public about their treatment options and facilitating more informed decision-making. At least that is the opinion of Jaime Fergie, Director of Infectious Diseases at Driscoll Children's Hospital; he explained that many doctors do not always stay current with the new medicines available to patients. He argued that there are two sides to this coin, as the information advertised could also generate confusion for patients. Unlike the rest of the world, the U.S. and New Zealand are the only countries that allow direct-to-consumer

prescription drug advertisements...In 1996, pharmaceutical companies spent \$550 million on drug ads (in the U.S.). That number will increase more than 10-fold by 2020, reaching \$6.58 billion annually” (Sood). This places responsibility on the pharmaceutical companies to represent themselves accurately since they speak directly to the consumers. Regarding medication, the consequences can be detrimental if customers or patients are misled by incorrect information. However, medical advertising can also push the common person to research more about their health and empower them to go into the doctor's office with knowledge. Direct-to-consumer advertising allowed for “the introduction of “lifestyle” drugs for which no market yet existed. For example, it would have been difficult for Upjohn to convince physicians to talk with their male patients about the prescription drug Rogaine, a hair restoration product, through traditional forms of promotion” (Donohue). As consumers become more aware of the medicines available, they can research the best fit for them regardless of the doctor's knowledge or lack thereof. These campaigns serve as an educative opportunity, which is why they need to be approached with top most sensitivity.

In the U.S., there is still some distrust for doctors and others in the medical field, thus, these ads can serve as a bridge between the doctor and the patient. To ensure this practice is safe, the FDA developed the Bad Ad Program, which allows people to report false or misleading medical advertising as well as “raise awareness among healthcare providers including physicians, physician assistants, nurse practitioners, nurses, pharmacists, pharmacy technicians, and trainees” (Bad Ad Program). These safeguards are implemented because of the potential impact that irresponsible messaging can have on the misled audience. This, however, is not a foolproof solution

as many stakeholders influence the public when concerning medicine. At the end of the day, pharmaceutical companies prioritize profitability, prompting them to utilize not only advertisements but also other strategies to ensure success. A 2020 systematic review funded by the National Cancer Institute found that “physicians who received industry payments were more likely to prescribe drugs made by the companies that had paid them over alternatives, had higher prescribing costs, and prescribed relatively more brand-name products over generic alternatives” (Mitchell et al.). As previously mentioned, when profitters are both the stakeholder and the regulator, there is a conflict of interest. If doctors are being sent gifts of food or money, there will be a sense of reciprocity. Dr. Fergie explained that there are regulations to prevent this, and doctors are given information on multiple drugs to make informed decisions when prescribing.

Yet, if a doctor is overworked and influenced by external pressures, it becomes easier to yield rather than rigorously analyze every aspect of each product. One of the primary reasons for distrust in the medical field, alongside scientific racism, is this lack of transparency regarding fund allocation. In recent years, the term 'big pharma' has been used as a divisive topic in social discourse, as paying doctors to prescribe certain medicines gives individuals reason to disregard proper healthcare. In an op-ed for Fox News, U.S. Senator Bernie Sanders states that “in a Congress of 100 senators and 435 members of the House, the pharmaceutical industry has more than 1,800 well-paid lobbyists on Capitol Hill. These include former leaders of the Democratic and Republican parties” (Sanders). Lobbyists' main responsibility is influencing politicians in favor of the companies they represent, often leading to skewed laws and regulations. Like doctors, lawmakers may be swayed by gifts or money to support specific

medications. Such influence undermines the credibility of the medication's effectiveness. Regardless of its innovation, if public distrust arises, it will eventually become apparent. Medicine is a complex topic that many fail to grasp fully, making it easy for pharmaceutical brands to make claims that doctors and lawmakers believe, ultimately affecting patients adversely. To break this cycle, FDA regulations are intended to serve as a protective force. The only way the FDA can properly evolve to protect the citizens they serve is by taking accountability, “In 2017, the President’s Commission on Combating Drug Addiction and the Opioid Crisis found that the opioid crisis was caused in part by “inadequate oversight by the Food and Drug Administration,” and the National Academy of Sciences (NAS) publicly called on the FDA to overhaul its opioid policies” in response the FDA “adopted a defensive posture and sought to shift blame” (Kolondy). Accountability is integral to responsible messaging, as credibility with the public hinges on transparency. Companies and organizations are not exempt from making mistakes; rather, they are expected to learn from them instead of perpetuating a cycle of errors.

Every action undertaken by the FDA contributes to their messaging, as their credibility is paramount in the United States, ensuring the health of citizens. Misinformation has a way of seeping into the public rhetoric. To this day, a discredited 1998 “study of 12 children that purported to suggest a link between the MMR (measles, mumps, and rubella) vaccine and autism” (North) continues to be referenced within the community of anti-vaccine proponents, particularly in discussions surrounding the COVID-19 vaccine. Regrettably, due to the internet, social media, and widespread access to information, misinformation spreads too easily. If individuals distrust the medical field, they may become ensnared in these rabbit holes. Dr. Anthony Fauci,

former director of the National Institute of Allergy and Infectious Disease, spoke with the Association of American Medical Colleges on this topic. Dr. Fauci clarified that the current divisive nature of the U.S.'s sociopolitical climate plays a large role in the mistrust in science. To fight this misinformation, he hopes that "over time, when people see how that approach leads to more hospitalizations and deaths of people, and it hits home to people, that they [will then] understand. We've got to get back and realize that the common enemy is the virus, not each other and that we are all in this together" (Fauci). Unfortunately, If the public trust is lost, then there will be a resurgence of curable diseases going untreated because of fear. Though those in the medical sphere cannot eradicate misinformation, they can ensure that the information they put out is credible. The FDA, the CDC, and the NIAID are more responsible than ever to ensure they are in line with their regulations and are not leaving any space for error. It is in society's best interest to pay attention to reputable medical organizations. Still, it requires putting much trust in an industry that has committed many adverse mistakes in the not-so-recent past.

Transparency stands as the most effective approach to combat the spread of misinformation within the medical field. The legacy of scientific racism and misallocation of funds has significantly eroded public trust in physicians and organizations. While numerous conspiracy theories abound, they often carry some underlying merit. Therefore, the medical community must redirect its efforts towards strengthening the bond between doctors and patients, as well as enhancing communication between the public and key organizations such as the CDC, the FDA, and the NIAID. The public's

hesitation is understandable, as for many, the consequence of either heeding or ignoring a physician's advice could be death.

III. Politics and Foreign Relations

Messaging is everything in politics. It is how to connect to constituents, generate popularity, and manipulate for maximum results. There is a reason why one of the first things authoritarian governments do is discredit the media and spew their own radical ideals as true. This ensures that their loyal followers only have one source of truth. In democratic societies, the most coveted law is the freedom of speech, as it allows for accountability for political leaders, who otherwise would merely receive praise. When considering responsible political messaging, it is imperative to understand the role of the media and the political interest and draw lessons from the experiences of other countries.

In a survey conducted for this thesis, with over 80 participants from various industries, the political sector was voted to have the most irresponsible messaging at 57.8%, compared to Journalism and Food at 12% and Fashion at 9.6%. These results are no surprise for several reasons, primarily due to the deep divisions within the U.S. political landscape. This polarization often leads to heavily biased political rhetoric, favoring one side or the other on the political spectrum. If one were to turn on the news, it would be hard to escape the term “fake news,” which has become a buzz word for news outlets and politicians to discredit their opponents. Unfortunately, this has emphasized divisions among US American society leading the public to pick their favorite outlets, completely ignoring differing facts. Misinformation is a critical topic that has been extensively analyzed throughout this thesis, disregarding whole reputable

news outlets as “fake news” creates a public that is isolated from different perspectives. True democracy occurs when there is a balanced discourse from either side of the spectrum. A Statista survey found that Republicans believe political bias in the news is very prevalent at 79% compared to Democrats at 33% (Watson). Trust in the media allows for diversity of thought and accountability for politicians. Though every outlet has a certain level of bias, when the press can elevate voices and explore ideas, the public can widen their worldview. The consequences of receiving news from an echo chamber are best exhibited by The Daily Show’s segment with Jordan Klepper, the comedian who would go to Donald Trump rallies to interview MAGA supporters. In many instances, the interviewees would talk themselves in circles because the information they were sharing to be fact was easily disproved by logic. In a recent video, Klepper went to South Carolina, where he asked their opinion on Trump saying that he would only be a dictator on “day one” (The Daily Show 4:00-45). The response to this comment was complacency, even excitement from one supporter expressing that “is what we need.” Regardless of political affiliation, no politician merits blind support, as what may appear as a simple joke or sly comment could pave the way for an authoritarian regime. Though it may be seen as just a joke, this rhetoric is dangerous as it normalizes extreme thoughts for a community that is not receiving opposing views. When discussing messaging during the Trump presidency with Dr. Nancy Plankey-Videla, an associate sociology professor at Texas A&M University who focuses on immigration and the Latino experience, noted that Trump gave his supporters wings, allowing them to unleash their racism and were empowered “to bully others because of the color of their skin and their nationality.” Before Trump, there was a sense of

politeness that people felt they needed to abide by. However, with political ads, merch, and extreme opinions on every street corner in support of the now-U.S. president, people felt free to follow in his footsteps. Words have power, especially when the President spews hate; it travels like wildfire. In her research paper, “Trump Gave Them Wings”: Precarious Employment, Legal Status, Citizenship, and Racism on La Esquina, Dr. PV details that “following the anti-immigrant rhetoric of the 2016 election and subsequent Trump presidency, Latinx citizens and authorized immigrants suffered more labor abuse as they were racialized as unauthorized” (Dr.PV). The President of the United States, a global superpower, is expected to embody intelligence and wisdom to guide the nation toward prosperity. However, when a leader with such immense power and influence attributes crime levels or societal turmoil to a particular marginalized group, it often leads to the scapegoating of said group. President Trump expressed numerous opinions regarding immigrants during his tenure, some of which were adopted by individuals as their own beliefs. Such influential figures, when espousing hateful rhetoric, can inadvertently perpetuate falsehoods, allowing prejudice to serve their political agendas.

The U.S. has a long history of misleading its citizens regarding controversial political decisions. U.S. American history always frames the U.S. as the winner, as does any country that is trying to invoke patriotism. However, the U.S. does so in a way that reframes history, particularly in its foreign relations. Throughout my studies of U.S. and Latin American relations, there were many times that the United States was the true villain of the story but was presented as having to make the ultimate decision as if having a hero complex. One of these instances was the government’s dealings with the

brand the United Fruit Company founded in 1899, now known as Chiquita. The company was called “El Pulpo” in Central America and South America because it had its hands in many countries. Notably, In Guatemala, a coup was started by the U.S. government, led by the CIA, to replace the democratically elected president Jacobo Arbenz in 1954. The UFC was against Arbenz’s goal that Guatemala’s land was meant to be “divided among the landless” (Ramirez Cabal). While in the states, U.S. Americans were enjoying their bananas, unbeknownst to them, a “thirty-year long period of military dictatorship and civil war, with a legacy of 200,000 civilian deaths” (Ramirez Cabal) was being established in Guatemala. This was done with the excuse of fighting against socialism rather than defending the interests of the UFC. Like this, many other countries throughout Latin America and the world were similarly impacted by U.S. Imperialism. As the U.S. was picking and choosing dictators to support their economic interests, they were simultaneously turning away the refugees from these countries without taking any responsibility for their actions across the world. These actions left a message of power across the globe, partnered by the rise of Hollywood, romanticizing the U.S. American life. Much of the foreign relations the U.S. plays a role in is through the CIA, a way for the government to keep its hands clean. While this is going on backstage, the U.S.’s greatest tool for promoting itself as a world leader is its creation of Hollywood. “The promotion of American culture through films is a phenomenon where America subtly wants to dominate the world by spreading its own culture and tradition through the movies” (Maisuwong). The U.S. has promoted itself as a global superpower through this “soft tool” by sharing its culture throughout the norm. The U.S. establishes what is the global norm. This is the concept that “cultural Imperialism is a domination of

a more recognized culture over other cultures; in other words, cultural imperialism is a soft means of colonization” (Maisuwong). Every aspect of communication is messaging. Hollywood, as captivating as it may be, serves as a medium to portray the U.S., projecting its strength and ideals to global audiences. By depicting the U.S. as a land of enjoyment and opportunity, it entices people to visit, emulate American lifestyles, and embrace American culture. The United States' history of reframing controversial political decisions, coupled with its strategic use of Hollywood to project an image of strength and allure, underscores the subtle but potent influence of American cultural imperialism on a global scale.

Every political decision inherently communicates values, whether centered on community welfare or power dynamics, with messaging as the primary vehicle through which the public perceives societal events. Words wield immense influence, particularly in the intricate web of interconnected political affairs, often deliberately crafted. Achieving responsible messaging in politics necessitates a comprehensive understanding of the broader scope of decisions, acknowledging not only the interests of specific entities but also the broader societal implications at stake.

IV. Measuring Responsibility in Advertising

To truly measure social responsibility in Advertising, it is crucial to ask, “Who benefits? And who is impacted?”. With the rise of social media, and technology that keeps the world interconnected, attention is the most valuable resource. Brands that have gained that attention have to understand the impact that they are leaving on the world. Regardless of how trivial they may seem, their words leave an impact on society. When analyzing weight stigma, one 2008 study found that “viewing advertisements that

portray sociocultural appearance norms, such as Victoria's Secret, resulted in women experiencing lower body satisfaction, more appearance-driven self-esteem, and a greater concern with others' opinions of themselves" (Selensky and Carels). In this case, Victoria's Secret benefits from women having poor body image because it creates a sense of exclusivity but also makes their brand an unreachable ideal to meet. Since then, societal values have shifted to promote more body inclusivity, which has led Victoria's Secret also to shift its image, but only after receiving criticism. Like this example are millions; if it's not brands benefiting off of poor body image, they are benefiting from promoting poor ingredients in their food, leaving a harmful impact on the planet, or exploitative workplace measures. While it's often said that "there is no ethical consumption under capitalism," brand transparency could enable consumers to make more informed decisions.

Anna Beatty, Strategy Director at IRIS Worldwide, shared the importance of having a "guided insight" with a "balance of intuition," explaining that there needs to be a true knowledge of consumer behavior to truly understand how to communicate because if not, the strategy will fall flat. Through credible information and consumer research, brands can safeguard themselves from backlash. This can be seen through the analysis of the brand TOMS. In one of my International Development classes in undergrad we explored the meaning of "bad aid." In the case of TOMS, their business model was set up to donate one pair of TOMS shoes for every one bought. They were marketed as incredibly humanitarian and led many other brands to follow suit. However, with a deeper analysis of the impact, Amanda Taub, Former human rights lawyer now writer for Vox, highlights that TOMS did more to make their Western consumer feel good

about themselves than solving the problem of shoelessness in impoverished communities abroad. In her article, she argued that “the message of TOMS-style giving is that it’s fine for you to make the decision about what the recipient needs, because you (and by extension, TOMS) are smart and know what’s best” (Taub). In advertising, it is easy to do a brief analysis of a target audience and miss the point completely, as TOMS did. It would have been more beneficial for the brand to donate money for the community to allocate it where needed or start programs to propel success. Instead, making an assumption and waiting for praise negated the positive impact, thus the definition of “bad aid.” As advertisers, the experience we create to promote brands will always leave an impact, and we must do so responsibly.

The reality of both the human condition and the current stage of capitalism in the US is that brands may need a little more convincing to consider the consequences, good or bad, of their messaging. Brands need to also consider the effect of their actions because, with the increase of information brands are put under a microscope of accountability. However, what the internet has termed “Cancel culture” is more American than apple pie. Boycotting and protesting brands is the easiest way for many consumers to communicate with brands in terms of what they agree and disagree with, whether it is moral or political. Consumers can leave a big dent in the projected earnings of brands. In 1956, for about that entire year “Montgomery City Lines lost between 30,000 and 40,000 bus fares each day during the boycott” (“Montgomery Bus Boycott”). The city bus system could not handle the amount of financial loss and thus were forced to make a change. This protest started an entire movement, before the internet, mobilizing tens of thousands of people by a single cause.

Now it is much easier to connect people, with the internet and rapid access to information, people are consistently finding the skeletons in a variety of brand's closets. Though many claims of brand cancellations have fallen flat, some tied to polarizing causes like the have lost brands billions and have negatively impacted their reputation. Protests against the beverage industry giant Starbucks, has led to a loss of 9.4% of their market value equating to a decline of nearly \$12 billion in 2023 (Thaler. These protests started after workers represented by the Workers United union staged a walkout to express their frustrations with the company's work conditions. The true tip of the iceberg was when Starbucks attempted to be neutral concerning the divisive Palestine-Israel War, similar to other large brands that have also been included in global protests as their support/opposition comes into question. When concerning increasingly divisive topics, brands need to be incredibly informed and mindful of their words and impact to assure they align to their own mission and are speaking from a place of authenticity rather than fear or prejudice. In a conversation with NPR, "Collins at the University of Michigan argues both-side-ism (ph) is a big reason why the fallout has been so huge for Target and especially Bud Light. The two had spent years supporting the LGBTQ community, but under attack, they flinched, he says. Target pulled Pride-themed clothes and Bud Light even issued a meandering apology" (Detrow et al.). Though time passes the internet does not forget and these instances of weak interaction with important socio-political topics leaves an impact on the brands target audience as it sets a precedent for how they will perceive the brand in the future. In the same conversation NPR mentions that brands like Ben & Jerry's or Patagonia have always shared their political views, thus it is not surprising when they continue to do so.

However if a brand like Bud Light is trying to support a marginalized group and then quickly backs out due to a backlash it shows where the priorities lie rather than the support for the community they were trying to include (Detrow et al.). While it's true that not everyone can be catered to, it is crucial for brands to deeply understand their target audiences, as these individuals hold the key to the brand's future.

Brands in the educational, medical, and political fields have the potential to be the most detrimental, as they are spaces where people should ideally feel the most trust. Advertising is how brands communicate, even if it is not to sell a product; creating ads for any brand is selling an ideal, and the social impact should not be underestimated. Especially with today's socio-political climate, it is easy for communication to lean to one side or another. It is a brand's duty to ensure that their messaging not only aligns with their mission but is also tailored to their audience and mindful of potential negative repercussions, both financial and reputational.

Conclusion

This thesis has examined brand messaging and the responsibility brands have for their impact. It focuses specifically on the Educational, Medical, and Political sectors, exploring critical historical aspects of each industry in the United States to provide context for their influence on American society. Education, medicine, and politics are pivotal spheres communities rely on for growth and progress. Given the importance of public trust, brands and leaders need to ensure the integrity and effectiveness of their communication.

Brands cannot simply function for profit, as the interconnected nature of the globalized world has created ripple effects for every decision made. Especially in community-based sectors, even the most noble ideas, need to examine the true effect they are having in the space.

Understanding a target audience is the most important part of the advertising process. If one does not fully understand the community they are serving, the messaging will not be communicated. It is not merely about knowing their age or spending habits but rather the context of society as a whole. The reason a community is the way it is lies in its history and culture. By understanding this context, one can ensure that the messaging presented to them is ethical. This will ultimately benefit the brand itself as it will leave little room for opposition.

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Survey Results

Figure 2: Age of Respondents

How old are you?

83 responses

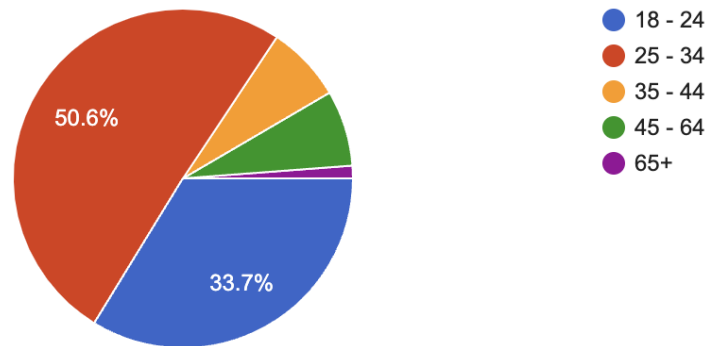


Figure 3: Respondents Industry of work

What industry do you work in?

83 responses

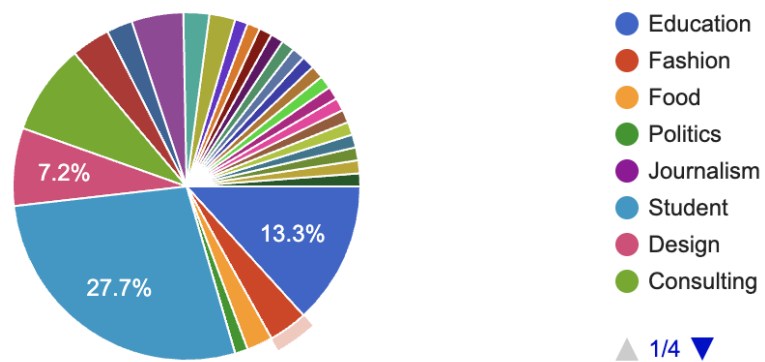


Figure 4: Respondents level of interaction with ads

Where do you interact the most with ads?

83 responses

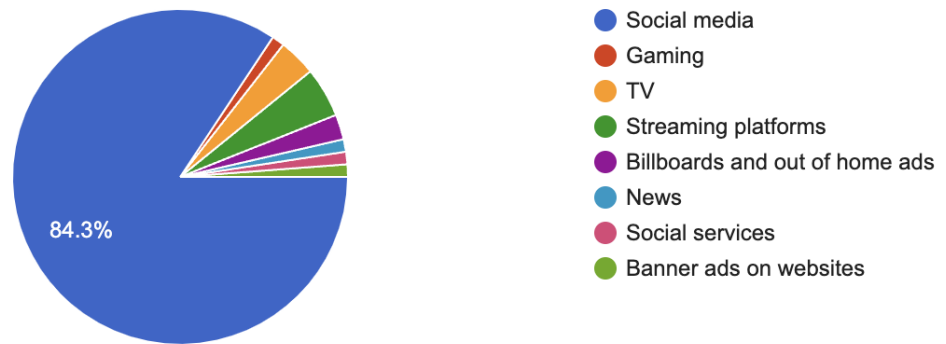


Figure 5: Respondents define “responsible messaging”

What does “responsible messaging” mean to you, choose the all that apply?

83 responses

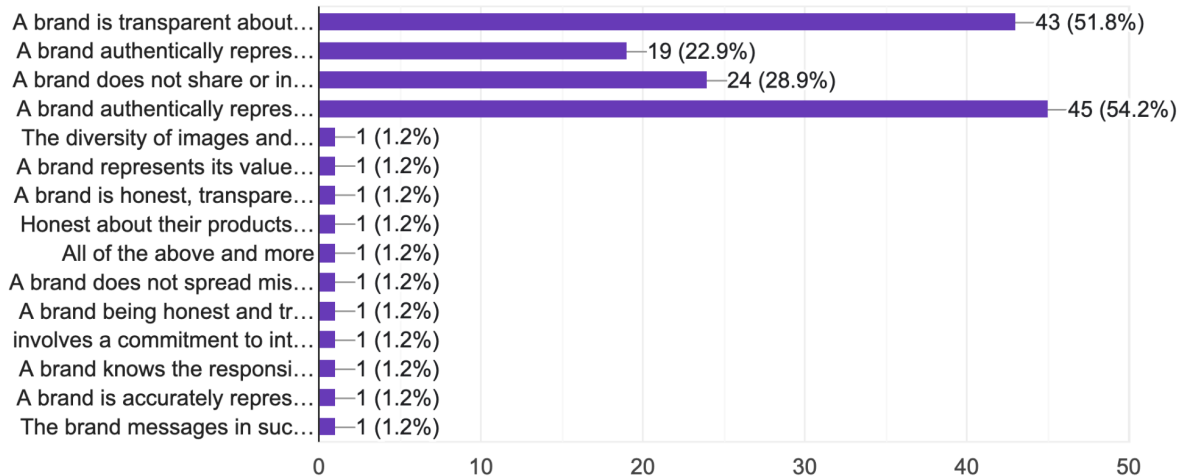


Figure 6: Industry reflection 1

What do you think your industry does right in order to provide accurate non bias information?

81 responses

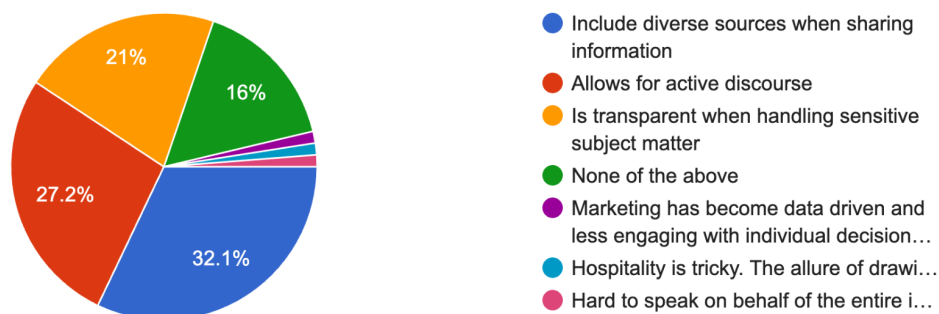


Figure 7: Industry reflection 2

What do you think your industry could do better in order to provide accurate non bias information

83 responses

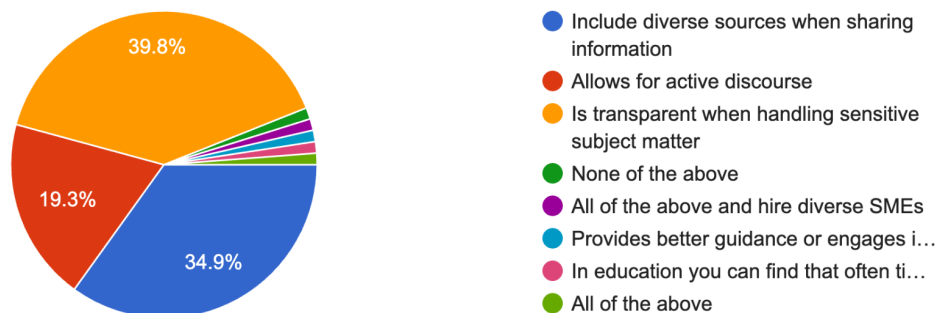


Figure 8: Irresponsible messaging

What industry do you believe has the most irresponsible messaging?

83 responses

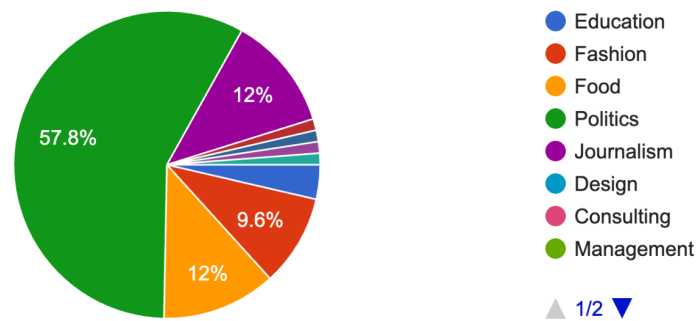


Figure 9: Brand Social Responsibility Importance

Would you interact with a scale that helps identify the levels of a brand social responsibility?

83 responses

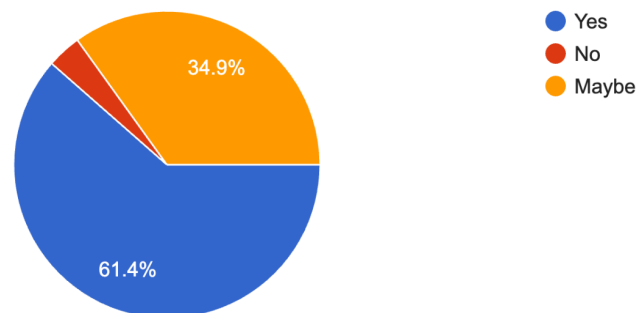


Figure 10: Censorship or regulation 1

Identify this quote as censorship or regulation "Senate Bill 17 effectively bans public universities in the state (Texas) from utilizing admissions or hiring...ntity or sexual orientation." - Houston Public Media
81 responses

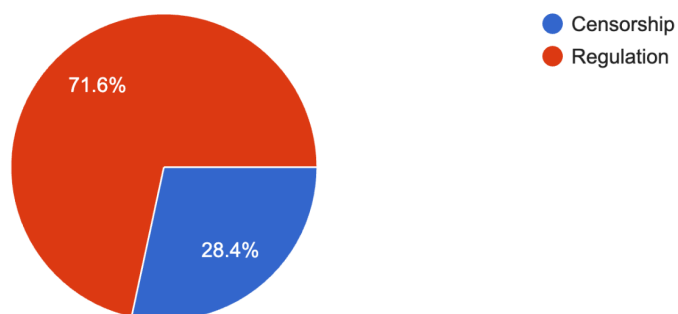


Figure 11: Censorship or regulation 2

Identify this quote as censorship or regulation "During the 2021-2022 school year, more than 1,600 books were banned from school libraries" - CBS News
82 responses

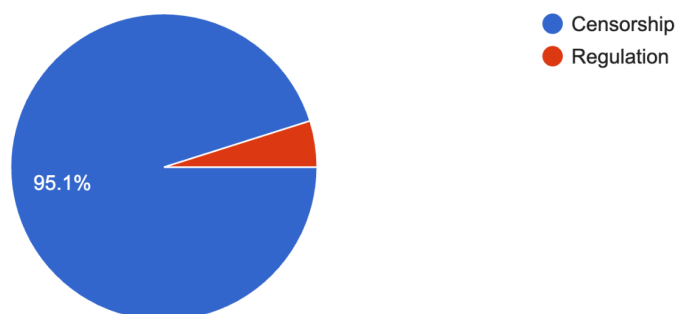


Figure 12: Fact or Opinion 1

Identify this quote as fact or opinion "There are more deaths each year (in the US) from our food than all the combat deaths from the Revolutionary W...in Afghanistan and Iraq." - Harvard Public Health

82 responses

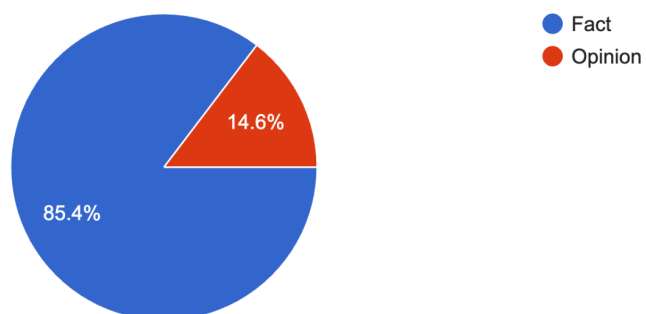


Figure 13: Fact or Opinion 2

Identify this quote as fact or opinion "The border is wide open for cartels & terrorists" - Donald Trump

83 responses

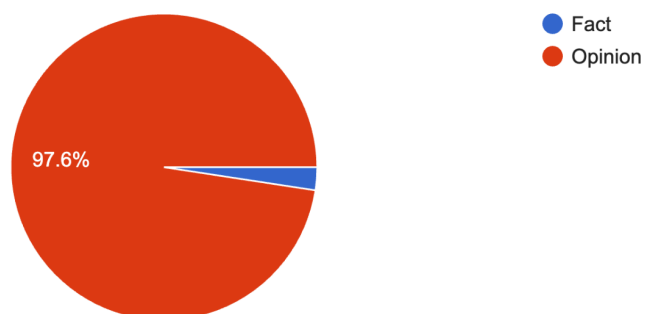


Figure 14: Considering Fact or Opinion

What do you consider when deciding whether a statement is fact or opinion?

83 responses

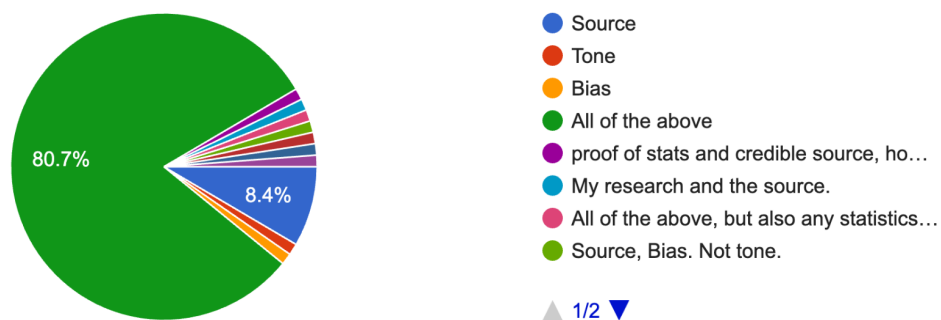


Figure 15: Industry Bias

What factors influence bias most in your industry?

81 responses

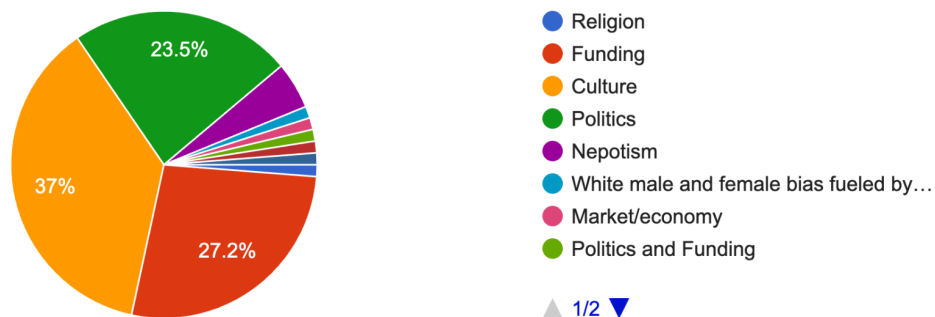


Figure 16: Tools to identify bias

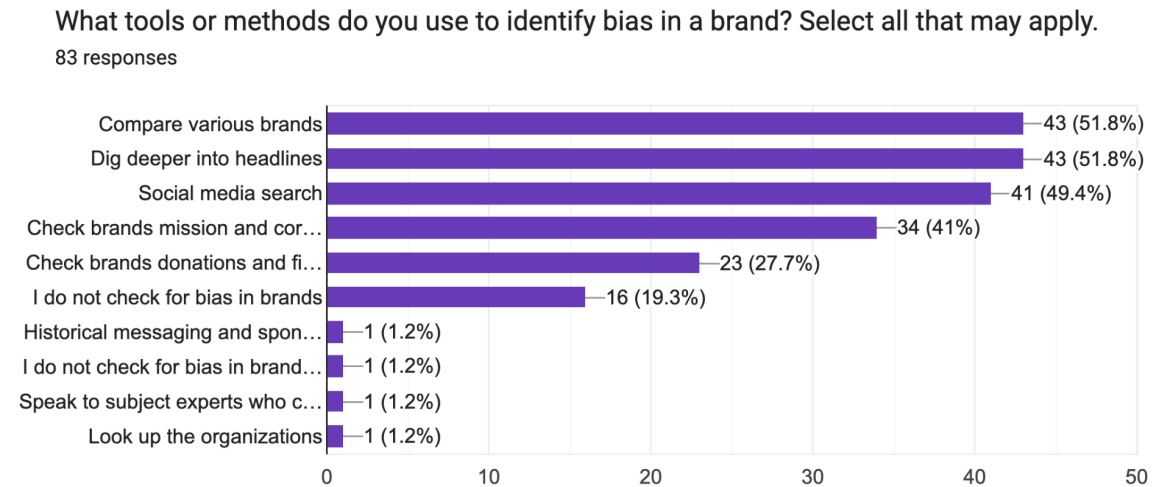


Figure 17: Importance of ethical brands

On a scale from 1 (I could not care less) to 10 (If the brand is not ethical they will not receive a dime from me) How much do you care if a brand is presents themselves as ethical.

83 responses

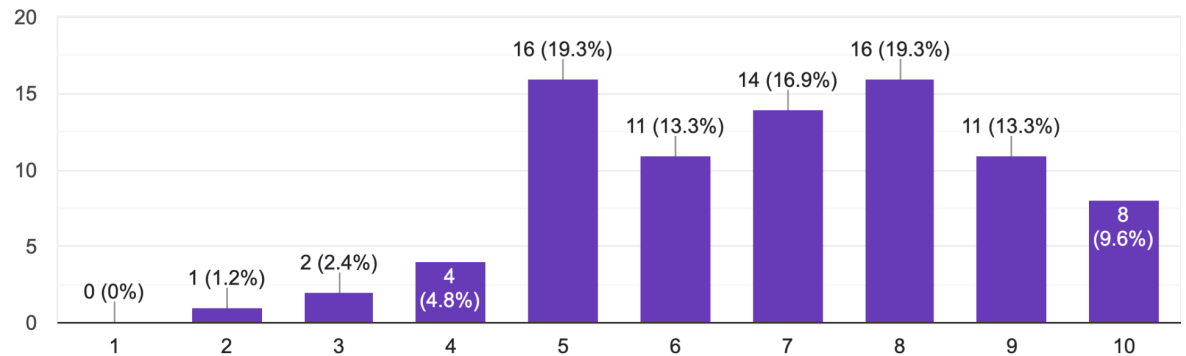


Figure 18: Brand boycott

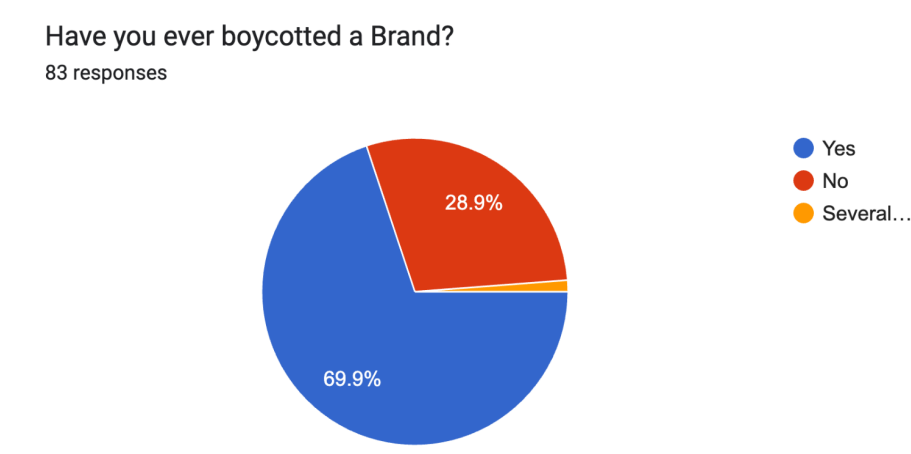
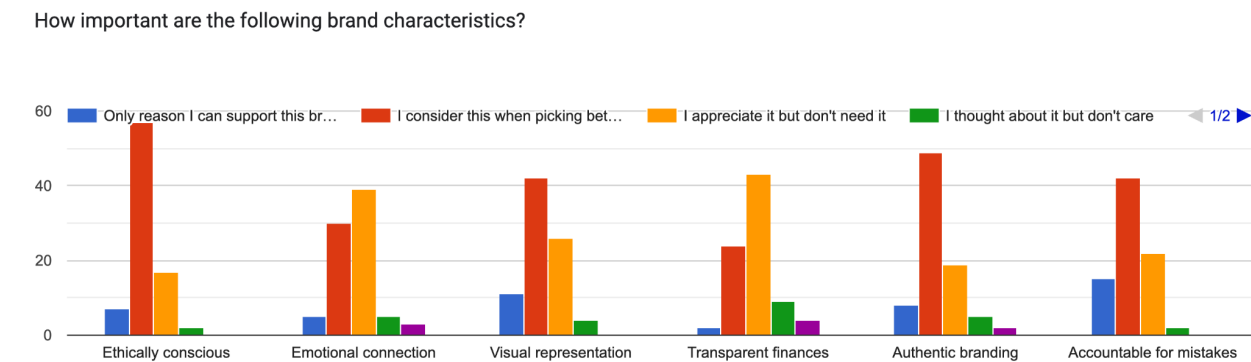


Figure 19: Brand Characteristics



Interview Transcripts

Anna Beatty, Strategist IRIS

[Aimar Diaz] 09:33:45

Okay, well, how are you doing?

[anna.beatty] 09:33:47

I'm good. Doing good.

[Aimar Diaz] 09:33:52

Just to tell you a little bit of what my thesis is about. I'm doing, I'm, I'm doing it on responsible messaging.

[Aimar Diaz] 09:34:00

So essentially how should a brand communicate ethically with their, their public? And I'm investigating different investigating.

[Aimar Diaz] 09:34:10

I'm like researching into different. Industries. So I'm looking at Politics, education, fashion, medicine, and food.

[Aimar Diaz] 09:34:21

So basically like seeing each of those in their respective industries like the brands and how do they communicate with the public being a teacher or a school or I don't like to have elected official, etc.

[Aimar Diaz] 09:34:37

So basically just. Seeing that like what is what would be appropriate what is not like what is misinformation, how do people like analyze that?

[anna.beatty] 09:34:47

Okay.

[Aimar Diaz] 09:34:48

So I really wanted to see Europe, it like your opinion because you are obviously like are working with. Major brands and are doing a lot of like the research and the leg work and like the strategy for it.

[Aimar Diaz] 09:35:00

So before I start asking you, any questions, just any, initial thoughts. That you would like to like in that realm of.

[Aimar Diaz] 09:35:14

The top.

[anna.beatty] 09:35:14

I think I see your questions. I might have some I feel like that would be yeah. Let's take into it.

[Aimar Diaz] 09:35:19

Okay.

[anna.beatty] 09:35:20

I feel like I'll have more thoughts near the end. It just kind of want to see more of the direction because I.

[Aimar Diaz] 09:35:24

It's a very broad topic. Yeah. Great. Well, okay, so when we're when I'm asking you these questions if you have like a rabbit hole that you wanna like dive into.

[anna.beatty] 09:35:26

Yeah, that's exactly exactly. I don't want to kind of go out.

[Aimar Diaz] 09:35:37

Definitely do that because I wanna just like hear like your like candid opinion on. This basically. So, my first question is as a strategy, what ethical considerations do you prioritize when developing communication strategies for brand?

[anna.beatty] 09:35:44

Okay.

[Aimar Diaz] 09:35:55

Particularly in terms of ensuring authenticity, transparency and respect for consumer autonomy and advertising campaigns.

[anna.beatty] 09:36:04

So I mean, I typically am working in the, you know, B to C space. So a lot of the as a call approach is really delivered by the brand, right?

[anna.beatty] 09:36:17

Like they have to set, you know, you work with a lot of like their brand guidelines. Their own communication, their own, you know, approach different affinity groups and whatnot.

[anna.beatty] 09:36:27

Like that's really something that I mean I'm talking obviously like global brands. That's really important for the brand.

[anna.beatty] 09:36:33

So. Just kind of 2 sides of how I'd answer that. The first would be. Every agency I've been at, this is kind of getting a little bit internal.

[anna.beatty] 09:36:42

Will give you the. Right to choose if you would feel comfortable working on a brand. I know that's kind of taking it a step higher, but that's really important.

[anna.beatty] 09:36:50

I was at the agency in DC and we would touch on political things. So if there was a Trump affiliated and you were really, you know, liberal and you've born conservative and you didn't feel comfortable, you did not have to work on that project.

[anna.beatty] 09:37:02

And that's something that's kind of across the board. So if like, a cigarette brand came through.

[anna.beatty] 09:37:09

Cigarettes can't have times but you get alcohol. Brand came through and you really were strongly, you know, against alcohol, you had that choice.

[anna.beatty] 09:37:15

So I think that's important to note just from like a structural process and then

[Aimar Diaz] 09:37:19

Sorry, that doesn't affect like, oh, this person didn't want to work on this campaign.

[Aimar Diaz] 09:37:23

So we're not gonna like. Promote her or whatever.

[anna.beatty] 09:37:26

No, it rarely happens. But it's definitely respected. I mean, it's kind of similar, I would almost say, and that like.

[anna.beatty] 09:37:36

Like we don't have a hospital come through and I just don't have experience and I don't have an interest in beta in that in that space.

[anna.beatty] 09:37:42

Obviously I'm not against hospitals. It wasn't an ethical thing. But I just asked not to be on it and that's not hindering like a hindrance to me.

[anna.beatty] 09:37:50

So it's the same thing. It's definitely respected. If anything, I might be expected more.

[Aimar Diaz] 09:37:51

Okay.

[anna.beatty] 09:37:54

But yeah. I'd say that's one part. And then the other would be.

[anna.beatty] 09:37:59

You know, back your data, I think that that's really important is that the sources that you are pulling from, I'm really liberal in that space because I think You know, it's challenging with the way that the.

[anna.beatty] 09:38:13

Internet is there's like a million surveys and you can find a staff that supports really anything you want.

[Aimar Diaz] 09:38:19

Exactly.

[anna.beatty] 09:38:20

And I, definitely take a balance of intuition. With hard data. So if there's something that you know you can almost Prove from observation in the data supports it might not be the most reputable source or might be a really it needs to be a relatively reputable source, might be a small sample size, but if you're able to really, you know, see that through like what's happening

[anna.beatty] 09:38:42

with behavior. I'm okay. I'm okay with that. If it's something that might be a really guided insight that's gonna change the narrative of how we're gonna communicate.

[anna.beatty] 09:38:54

It has to be from McKinsey or. Oh, really reputable sport. source, cause I think that that's really important to make sure that we're like delivering like an accurate approach.

[anna.beatty] 09:39:06

Yeah.

[Aimar Diaz] 09:39:09

I'm taking a couple notes.

[anna.beatty] 09:39:10

Of course.

[Aimar Diaz] 09:39:13

No, that's, that's great. I was gonna ask. And when you were talking, but then I completely lost my train of thought, so we're going to go to the next question and then comes back to me, I'll circle back.

[anna.beatty] 09:39:25

Okay.

[Aimar Diaz] 09:39:31

How do you, oh, actually, yeah, so when you say that the brand, Like it's kind of like the ethical approach is set by the brand.

[Aimar Diaz] 09:39:39

Have you entered a time where the brand was asking you to do something that like Didn't fall in that realm or like something that you thought would get some push back.

[Aimar Diaz] 09:39:50

So. A relevant example, but like imagine like Kendall Jenner and the Pepsi campaign, like did you?

[anna.beatty] 09:39:56

Yes. Definitely. I totally understand what you're asking. Yeah.

[Aimar Diaz] 09:39:57

Okay.

[anna.beatty] 09:40:01

So Right now we're at a really I think we're kind of like we're in the midst of a very like pivotal time in regards of like affinity marketing because you have there's so much pand in regards of like affinity marketing because you have, there's so much pandering that happens from brands, whether it's greenwashing with, like, being eco friendly or it's pink washing with women or it's, you know, rainbow washing with

[anna.beatty] 09:40:30

LGBTQ. It's something that from a strategic perspective, I've actually worked not as much of my current role, but my last wall, I can give it a great example.

[anna.beatty] 09:40:38

I've actually developed some. Guides to affinity marketing where to be completely honest, my approach is don't say anything until you really know what you want to say.

[anna.beatty] 09:40:44

Because there is this really challenging ethical balance of profiting if you if you dig into like LGBTQ plus it's really fascinating how much corporate brands have just profited off of like this like higher income, you know, demographic with you know, some ridiculous things like it's like there was like a sandwich that was like called the like BLT but they called it like the LBL, LBQLT and it

[anna.beatty] 09:41:09

was just a BLTC. There's no, you know, nothing giving back. It was just like, how do I sell this same much more?

[anna.beatty] 09:41:15

So that's gotten pushed back, which is great. I was working on a running. Or an athletic brand that was on the global scale and they were doing something for women's.

[anna.beatty] 09:41:29

For like women, and it was very flat. It was like the year before it was like.

[anna.beatty] 09:41:37

Purple and pink shirts and it said like, you know, women run. It was very kind of what is this, you know, and they're getting to push back too.

[anna.beatty] 09:41:45

Like, okay, is it just because I'm a woman, I'm wearing pink, you know, yadda.

[anna.beatty] 09:41:51

So I actually put together a point of view for the company to take into consideration on affinity to take into consideration on affinity marketing and basically, you know, a consideration on affinity marketing and basically, you know, explaining how if you're going to stand behind an issue.

[anna.beatty] 09:42:04

There has to be. A you know support base like something back to the community you have to be doing good it can not be just strictly marketing and strictly messaging.

[anna.beatty] 09:42:14

You have to either be donating or supporting or uplifting voices. Or whatever that might be for the given issue.

[anna.beatty] 09:42:22

And, they responded really well. And it was something that they were starting to kind of create their own arm of, you know, their affinity marketing program.

[anna.beatty] 09:42:29

So that was something that helped, you know, get them to not. Go into year 2 of just like purple women are purple, you know, exactly.

[anna.beatty] 09:42:40

So, yeah, and I've seen that a lot. I think a lot of brands.

[anna.beatty] 09:42:43

Like Ben and Jerry's is a great example because they know how to make take a stand they know how to give back, they know you know they're so authentic when they come forward and I think other brands see that and then they'll Just try to do it on a whim and it fails.

[anna.beatty] 09:43:00

So my advice is typically. Don't say anything. Put the time and the effort into figuring out a plan.

[anna.beatty] 09:43:06

Which we can do together, usually PR will come into that too. And figure out which company believes in and then that can be like the most you know incredible marketing but you can't just kind of hop on the bandwagon.

[Aimar Diaz] 09:43:20

I agree. Have you encountered a time where you kind of had to. Like something happened, something was put out and you had to fix it.

[anna.beatty] 09:43:31

Hmm

[anna.beatty] 09:43:35

I'm sure, let me give me a second to think about that. I'm sure that's happened.

[anna.beatty] 09:43:45

I don't think I've ever it's never been in this spot where we've had to fix something.

[Aimar Diaz] 09:43:49

Hmm.

[anna.beatty] 09:43:50

It's been like some, I mean, just like your common push back, like on campaigns.

[anna.beatty] 09:43:55

It. I've been very lucky. That we haven't necessarily run into like. Something that got a lot of negative attention that we had to like, like a PR.

[anna.beatty] 09:44:08

A response to. So yeah, I guess yes and no. I mean, my answer would probably be no, thankfully.

[anna.beatty] 09:44:14

And typically too, I mean, if this is helpful, usually when something comes out that gets a negative response, it would go more to their PR and they'll have their contingency plan in place.

[anna.beatty] 09:44:28

We have actually done contingency planning. Which are you familiar with?

[Aimar Diaz] 09:44:32

No, please.

[anna.beatty] 09:44:33

Okay, so I've done contingency planning and with that is if you're working on a campaign and you identify that there might be issues, you come up with a response plan in advance.

[anna.beatty] 09:44:46

So you have a proactive response that allows you to be very immediate. Very thoughtful and not panicky, like, you know, leaving someone on red for 4 days and coming back.

[anna.beatty] 09:44:57

The first time I did contingency planning was around COVID. It was going back to sports.

[anna.beatty] 09:45:03

So I was in sports marketing. And we were doing some campaign work for Aflac.

[anna.beatty] 09:45:09

And what was the campaign called?

[anna.beatty] 09:45:13

It was something, oh. The Aflac campaign was the comeback. Nothing to do with COVID. It was about like the comeback in a game.

[anna.beatty] 09:45:22

But because the language was the comeback and then we missed sports for a year and we were coming back from sports we were really like can we use it right is there a double meaning here or because people were so sensitive to COVID and we're also talking about insurance supplemental insurance for your health is that going to be an issue and so we did a lot of different planning like layers and layers of comms planning to figure out, you know.

[anna.beatty] 09:45:46

How can we make optimize this opportunity but then not put ourselves in a hole and if there is a push back what our responses and they ended up not being a push back.

[anna.beatty] 09:45:58

We did very light, you know, come back, like we're excited for sports, more of a celebration of sports and then it was very into the game.

[anna.beatty] 09:46:01

So we didn't have a push back there. Similarly on Sam's night, we had the Travel Back to Now campaign.

[Aimar Diaz] 09:46:10

Yeah.

[anna.beatty] 09:46:11

And that was something we did a little bit of contingency planning and talking about about race because that was something that we wanted really sensitive to because we were talking about the seventys and we're trying to travel like your parents and going back to like the 70 sixties like previous decades and it was really important for Sam because they're definitely like a very multicultural brand like they want to make sure that they're you know not

[anna.beatty] 09:46:32

minimizing an experience that they weren't putting out a message that someone could be like, well, my parents couldn't travel then or they didn't have the same rights then or it was discrimination and so no issues came up from that but it was a really important conversation to have to make sure that we were thinking about this from everyone's experience and not just, you know, a very single track mine.

[Aimar Diaz] 09:47:01

That's, I feel like more places need to do that.

[anna.beatty] 09:47:04

Yeah, yeah, I, and I think they do. Well, I don't know. It's so tough because it's interesting like watching the Kendall Jenner thing.

[anna.beatty] 09:47:14

Because it's so obvious and like.

[Aimar Diaz] 09:47:17

So big, like it's such a big brand that you should know better too.

[anna.beatty] 09:47:21

Exactly, but I also see how they get lost. I don't, I really don't think I would, but I also think I'm a very anxious person and I think of worst case scenarios.

[Aimar Diaz] 09:47:30

Me too.

[anna.beatty] 09:47:31

But I You know, like I think that's where I'm like, sometimes that can be my like downfall where I'll be like too safe, you know, you need to take chances but it's interesting because you can see where that insight travel.

[anna.beatty] 09:47:43

Right. I think that's why having a PR on is so important. That's really their job, right?

[anna.beatty] 09:47:51

Like they We have a, PR on our, head of PR on our team and it's really interesting in a lot.

[anna.beatty] 09:48:01

I mean, it's not just her job. Like she's not PR like crisis PR, but she'll help us, you know, optimize experiences, but she flags things that we might not necessarily notice.

[anna.beatty] 09:48:11

So that's really hopeful.

[Aimar Diaz] 09:48:13

Happy worked with crisis PR.

[anna.beatty] 09:48:15

Not particularly, no. Like I said, I haven't really been on any, campaigns that have had a negative response.

[anna.beatty] 09:48:26

I know most agencies. That are most brands I've worked with have that you don't really typically have a crisis PR like.

[anna.beatty] 09:48:33

I mean it's on retainer but not an active use. It's like it's like your lawyer.

[Aimar Diaz] 09:48:39

Okay. For them when you need them.

[anna.beatty] 09:48:39

Right? Like you know them? Hmm. And you hope you don't.

[Aimar Diaz] 09:48:44

Yeah.

[Aimar Diaz] 09:48:50

So next question, how do you approach the balance between meeting business objectives and maintaining Maintaining ethical standards and advertising, especially when faced with prejudice to employ persuasive or manipulative tactics to drive engagement and sales.

[Aimar Diaz] 09:49:06

If this is relevant to your. Experience.

[anna.beatty] 09:49:12

I mean, I think it's not, I haven't really unfortunately have not been in a situation where we've had to have too much push back.

[anna.beatty] 09:49:18

I, I think What's going back to that first thing I said about if you don't feel comfortable working on something, that's the extreme.

[anna.beatty] 09:49:28

Every agency I've been a part of. Has is a great job of this. If you feel like something is wrong.

[anna.beatty] 09:49:36

Or if you feel like there's a message that might not be ethical. You push and you tell the the client, you bring it to the client.

[anna.beatty] 09:49:45

You need to bring it to the client with, you know, some thought out. Approach. Typically the client is going to be more anxious about going wrong than you are.

[Aimar Diaz] 09:49:52

Okay.

[anna.beatty] 09:49:54

So that's always met well and then you can have that conversation of like, I don't feel like this is accurately representing, you know, There's one stat, I can't remember what it was.

[anna.beatty] 09:50:07

But we've got a stat about. It was an athletic brand years ago and it was like something about women's safety and the way that they had written the brief was very much.

[anna.beatty] 09:50:18

Like It was like women don't feel safe running. So there was something about how they made a product to help the women that didn't feel safe, but they like the product negated like.

[anna.beatty] 09:50:32

Being attacked or rape or anything like that. It was just like, and so it was like, well, you're not.

[anna.beatty] 09:50:37

You're not necessarily getting what the staff might mean. So it's like this is it, you know, and we were able to kind of push them in the brand responded well to kind of change it so it wasn't.

[anna.beatty] 09:50:47

Like this female based issue because it was really kind of getting away from that and we thought that there could be some issues.

[anna.beatty] 09:50:55

So typically clients respond very well, I would say.

[anna.beatty] 09:51:00

They don't, yeah, I don't think that there's very many times where like if you come with a concern about something being misinterpreted, offensive, unethical that a client will be like, we don't care go.

[anna.beatty] 09:51:14

Yeah, they typically appreciate that. If anything, you're trying to get them to do not play it safe.

[Aimar Diaz] 09:51:14

Thanks.

[Aimar Diaz] 09:51:19

Deep.

[anna.beatty] 09:51:22

If any, they're trying to push them into a space that they're nervous to go.

[Aimar Diaz] 09:51:26

Do you think that this has increased like that maybe like their anxiety or like their cautiousness has increased like after COVID after George Floyd or even with social media.

[anna.beatty] 09:51:36

Yeah. Oh yeah, everything right now can be offensive. If there's such a sensitive culture, it's gonna be interesting to see if like.

[anna.beatty] 09:51:44

Like what is what's after cancel culture, right? Like it's like, is there cancel cancel cancel culture?

[anna.beatty] 09:51:52

I don't even know what layer that is, but. Everything. It's very challenging to get brands to take a chance.

[anna.beatty] 09:51:59

Because the most minuscule copy, like those competitions are happening. Well, could this be inferred to me this could this mean that or, is this shoot diverse enough?

[anna.beatty] 09:52:13

Another actually good issue on this too. Was a brand. Oh yeah. But Brand was putting out a, product.

[anna.beatty] 09:52:27

I'm talking about, by the way, I'm talking about brands a little bit vaguely, intentionally.

[Aimar Diaz] 09:52:32

Yeah, yeah, no, definitely. I don't, I don't want you to cross any NDA is or anything.

[anna.beatty] 09:52:32

Is that okay?

[anna.beatty] 09:52:35

Exactly, yeah, if it's okay with you, I would just say like anytime I'm talking about a brand, if you can be as vague as possible, just because I'm not sure, you know.

[Aimar Diaz] 09:52:43

No, that's perfect.

[anna.beatty] 09:52:46

Okay. Cause I don't mind giving these examples, but I don't totally know.

[anna.beatty] 09:52:50

Which work has gone through.

[anna.beatty] 09:52:52

So, Yeah, so a brand that I was working on, was talking about the lovely body positivity, right?

[Aimar Diaz] 09:52:53

Yeah, that.

[anna.beatty] 09:53:05

Body positivity and body inclusivity is super interesting with kind of ethical messaging because it again in the same way as greenwashing and pink washing all the it became this trend that then basically, I can find an article to send you, but there being a trend that actually.

[Aimar Diaz] 09:53:20

Okay. It's like body neutrality.

[anna.beatty] 09:53:22

What? Exactly, where people start to feel really bad about themselves. So it was like moving into like why are you talking about it?

[anna.beatty] 09:53:30

Same thing with like race. Like why would you talk about it? And that kind of trickles across everything where I get frustrated sometimes.

[anna.beatty] 09:53:37

If we're doing a shoot and it's like if you if I see an ad And it's like, they got their disabled person, they have their black person, they have their white person, they have their Latina, it's like that looks so fake to me. Yeah.

[Aimar Diaz] 09:53:45

It's like.

[anna.beatty] 09:53:48

It's like check the boxes. I'm more in a way bothered by that and I don't notice an ad that might be all white people, white all white women or I don't notice now that I go a black man.

[anna.beatty] 09:53:59

That doesn't even stand out to me. Because it's a group of people as opposed to when they're like, so obviously being like, we love everybody.

[anna.beatty] 09:54:08

It's like, so I think that's a really interesting kind of response. Like body neutrality.

[anna.beatty] 09:54:13

It's great you're touching on that because that's that response to body positivity and inclusivity, it's really what I think will start to happen elsewhere.

[anna.beatty] 09:54:21

But brands haven't been able to nail it yet. It's very few brands I think.

[anna.beatty] 09:54:25

They still talk about your body too much, you know?

[Aimar Diaz] 09:54:30

And can you tell me more about like your, experience with, cancel culture?

[Aimar Diaz] 09:54:40

Cause I feel like if for someone who's not like If a completely objective person were to like That doesn't work in advertising or in the media space or with brands.

[Aimar Diaz] 09:54:51

They could just think that. Nothing really happens. So do you do you feel like that's true?

[Aimar Diaz] 09:54:58

Do you feel like brands are held accountable?

[anna.beatty] 09:55:00

I see, I hate cancer culture. I mean, I know there's positives in it.

[anna.beatty] 09:55:05

For sure. I think calling out people is wonderful, but I think it's gotten to such an extreme.

[anna.beatty] 09:55:11

That it's problematic in itself. I think like bud light, the whole bud light thing infuriated me.

[anna.beatty] 09:55:22

I couldn't like, I couldn't even read about it and I couldn't read comments because it made me so.

[anna.beatty] 09:55:26

Just in in blood light response. I can't I don't wanna speak too much too excited and even like really look into it because I mean so mad but but let's response bothered me like they didn't like support their decision and everything.

[anna.beatty] 09:55:38

And yeah, and I think so many people like bandwagon cancel culture for completely different agendas.

[anna.beatty] 09:55:46

They enjoy it. Like it's like cancel corporate XYZ. And so it became so scapegoaty and then.

[anna.beatty] 09:55:54

Sometimes you're like, why are they being can't, you know, like what's the issue and, yeah, so.

[Aimar Diaz] 09:55:59

Like why? Like why do we hate them now?

[anna.beatty] 09:56:01

What? Exactly, and it's like so many things can be sensitive so many things can be issues.

[anna.beatty] 09:56:08

It's like you know, I'm excited for that to kind of flip. Again, there's been so many positives from it, which is great, like the Me Too movement, like there's so many things that have been empowering.

[anna.beatty] 09:56:21

But I think from a brand active it's just be it's just so. It makes brands feel like they have to play it safe.

[Aimar Diaz] 09:56:22

Remember.

[anna.beatty] 09:56:30

It makes brands question things that

[anna.beatty] 09:56:33

They should question, which I think can make brands have less, you know, powerful voices, which again, maybe that's what needs to happen.

[anna.beatty] 09:56:42

Brands, I think that the good side of it that Gen Z is really affecting is that brands are.

[anna.beatty] 09:56:47

Are taking back their position as brands, they're not your friend, right? Like, and I think that's good.

[anna.beatty] 09:56:53

But, I'm excited for the next. Whatever the response to cancer culture is

[Aimar Diaz] 09:57:01

What do you, what would you think that would be? Like, what do you think the next phase in that or what would you like?

[Aimar Diaz] 09:57:09

Hope.

[anna.beatty] 09:57:10

I, what I would hope is, that if a brand does something offensive, they're cancelled.

[anna.beatty] 09:57:15

But that's a very like clear, like it's offensive. It's not this, well, I interpret it from my experience.

[anna.beatty] 09:57:23

It's like really looked at as like, yeah. Yes, this is black and white. You don't do this or you don't say this.

[Aimar Diaz] 09:57:24

Okay.

[anna.beatty] 09:57:29

This is wrong. I think that is great, but that shouldn't be a culture. That should just be an expectation and part of being human, right?

[anna.beatty] 09:57:37

I think

[Aimar Diaz] 09:57:38

What do you mean cancelled? Like what do you mean? Like people's like boycott the brand like goes out of business.

[anna.beatty] 09:57:45

You know, I don't see, I mean, I don't think that many brands are getting get cancelled, go out of business.

[anna.beatty] 09:57:51

I think it's just the, Yeah, people talk about it constantly and then they won't buy it for 2 months and then they buy it again or they say that they won't buy it, It's just the conversation, the narrative.

[anna.beatty] 09:58:02

So it's really like. You know, that's what I think is so annoying too because it floods all these, you know, social media and news articles and everything.

[anna.beatty] 09:58:13

But yeah. I think what will happen. Counter cancel culture which is actually you know I say like I'm running for the next thing that could potentially be really annoying because it could be like.

[anna.beatty] 09:58:25

I'm canceling you for canceling this. Might become more of a consumer thing, but it's like.

[Aimar Diaz] 09:58:31

Do you think it's more it's gonna be even more divisive?

[anna.beatty] 09:58:31

Like.

[anna.beatty] 09:58:35

Yeah, because I think people are gonna bring back in things that are offensive and be like, why are you gonna defended by this?

[anna.beatty] 09:58:42

It, again, I, I don't think it'll get the same. Like,

[anna.beatty] 09:58:49

Numbers. Oh, I hate Pepsi because Kendal Gener. It's like everyone, you know, the everyone's opinion.

[anna.beatty] 09:58:54

This will be more like niche groups, but I can totally see it being like. Like your snowflake. This isn't something to be offended by.

[anna.beatty] 09:59:08

I mean, honestly, is kind of an example of counter cancel culture because a lot of times kids culture is very much led by more of the like liberal sensitive point of view and then bud light was this kind of like flip.

[anna.beatty] 09:59:19

Of like, why would you, you know what I mean? Like, why would you support our trans?

[anna.beatty] 09:59:24

And then it was like this. Kid Rock shooting a bus like him with this gun, but It I think I mean that still was canceled.

[Aimar Diaz] 09:59:31

Yeah.

[anna.beatty] 09:59:33

Well, I think that will like have more of this like urban flow of like, you know, you're being too sensitive and flow of like, you know, you're being too sensitive and then it's just kind of like, you know, you're being too sensitive and then it just kind of kind of get to a point where like the extremists will take it too far.

[Aimar Diaz] 09:59:44

That blood lighting is so funny.

[anna.beatty] 09:59:46

It's I couldn't it like it literally made like whenever people talk about it it would make me so obviously we have to do subject I could get so Yeah, I was just like, reading comments.

[Aimar Diaz] 09:59:53

Really?

[anna.beatty] 09:59:58

And then they were like, there's also, I don't know if you've got into this far, but there's also like, Oh, we found out why this happened that but they had a woman had their market like lead their marketing and then that was a new story and I'm just like I want to individually talk, I don't want to talk to you, I just want to individually put nails under every single one

[anna.beatty] 10:00:19

of these. Tire and just have a bad day. I want them to have a bad day because this is so Oh, the logic is so lost.

[Aimar Diaz] 10:00:22

Yeah.

[Aimar Diaz] 10:00:34

Right, like they're only going to be diverse because a woman's on there.

[anna.beatty] 10:00:38

Exactly.

[Aimar Diaz] 10:00:39

It's being sensitive.

[anna.beatty] 10:00:41

This never would happen with a man. It's like, oh god.

[Aimar Diaz] 10:00:46

Yeah.

[Aimar Diaz] 10:00:50

I, yeah, it was just so funny that people were like, Hi, and then they were like, and this is all the public that I just bought.

[anna.beatty] 10:00:58

I know or they were like drinking Budweiser and it's like Okay, well, they have the same.

[anna.beatty] 10:01:04

Same parent. I do have to run. I have a 10.

[Aimar Diaz] 10:01:04

Yeah.

[Aimar Diaz] 10:01:07

Okay, but thank you. Thank you so much. You could send me the Or like if you could share or you've been like.

[anna.beatty] 10:01:11

Worse.

[Aimar Diaz] 10:01:17

Send me a little bit about those like guides to affiliate marketing. That would be really nice.

[Aimar Diaz] 10:01:23

I don't know if they has like you have like any NDA or anything like that.

[anna.beatty] 10:01:27

I probably can't send the ones I've created, but if I find anything similar, I can definitely send it.

[anna.beatty] 10:01:32

It was just a different.

[Aimar Diaz] 10:01:33

Yeah. Anything like that? That would be super nice. And I really appreciate talking you.

[Aimar Diaz] 10:01:43

I have feel like I have a lot of good, things to look into.

[anna.beatty] 10:01:43

Of course, yeah, no, it sounds good. I find it's gonna definitely send it over.

[Aimar Diaz] 10:01:45

Thank you. Thank you so much. Have a great day. Bye.

[anna.beatty] 10:01:48

Are you too? Bye.

Dr. Plankey Videla, Sociology Professor

[Aimar Diaz] 21:11:36

Perfect. Okay. First of all, thank you so much for, doing this. But.

[Nancy Plankey Videla] 21:11:42

You're welcome.

[Aimar Diaz] 21:11:45

So I'm doing my thesis on responsible messaging. So it's basically, I originally wanted to do advertising versus propaganda, but then they told me it was too political.

[Aimar Diaz] 21:11:54

So I had to kinda water you down a little bit and I'm doing, basically like what is ethical engagement, what is like how should brands and different people because I'm doing it throughout different industries really present themselves.

[Aimar Diaz] 21:12:10

Ethically to their consumers, their clients, their patients, etc. So I'm focusing on.

[Aimar Diaz] 21:12:18

Fashion, food, policy. Education and,

[Aimar Diaz] 21:12:27

I always I always get it like confused. Fashion food pulse. Education, fashion, food, medicine, and politics.

[Aimar Diaz] 21:12:35

Medicine is the one that I was missing. But just because I feel like all of those have had.

[Aimar Diaz] 21:12:41

They're said of kind of controversy when it comes to how people need to interact with them. So I just wanted to give like get your opinion.

[Aimar Diaz] 21:12:49

I know that you're incredibly involved in like local politics and also everything that you studied through about immigration, immigration, and Just really like your opinions.

[Aimar Diaz] 21:13:00

On like society. On really on how people should interact with each other how politicians present themselves and they should present themselves and the information that they're being given.

[Aimar Diaz] 21:13:12

Are giving to their constituents and that sort. So first I just wanna get any like initial thoughts.

[Aimar Diaz] 21:13:20

I'm gonna be taking notes throughout. IS called.

[Nancy Plankey Videla] 21:13:22

Okay, those are huge questions.

[Aimar Diaz] 21:13:25

I know, I know. I can't do anything simple.

[Nancy Plankey Videla] 21:13:35

I think society.

[Nancy Plankey Videla] 21:13:39

Is built on interactions. From the smallest level to the largest. And how we interact with each other is important.

[Nancy Plankey Videla] 21:13:49

And that it be respectful and

[Nancy Plankey Videla] 21:14:00

Reciprocal. Important. You can't build bonds of trust. If you're not reciprocal.

[Nancy Plankey Videla] 21:14:09

And you can't build relationships and futures if you don't have that trust. And so I think that's really important.

[Nancy Plankey Videla] 21:14:24

In this very politicized moment.

[Nancy Plankey Videla] 21:14:30

I have no trust in what I'm being told. It seems like politicians especially,

[Nancy Plankey Videla] 21:14:39

There has been a disconnect.

[Nancy Plankey Videla] 21:14:42

Since the rise of President Trump from

[Nancy Plankey Videla] 21:14:47

Thanks. They don't seem to matter anymore and that is very, very troubling. Because if you can't Trust that someone is telling the truth and that you have a similar understanding based on the truth.

[Nancy Plankey Videla] 21:15:03

What do you have? And so I find that very, very worrying. It seems like emotion is more important than fact.

[Nancy Plankey Videla] 21:15:15

And I give you a motion is very important and emotion brings people together and as well. But emotion can't be devoid effect.

[Nancy Plankey Videla] 21:15:38

I mean, as general comments, they have something more specific.

[Aimar Diaz] 21:15:42

Yes, I have I have some some questions here for you. And mind you, these are kind of just like starting off points.

[Nancy Plankey Videla] 21:15:45

Okay.

[Aimar Diaz] 21:15:49

So if you have any like tangents or rabbit holes that you would like to like go off on.

[Aimar Diaz] 21:15:57

You're more than welcome to do that because I just want to see really like your experiences what What you think in all honesty I talked yesterday to one of my teacher friends and she was explaining about like.

[Aimar Diaz] 21:16:11

The school board and how they've been, she lives in Oklahoma. So how it's been like shifting to be more like business like leaders.

[Aimar Diaz] 21:16:22

And like versus people who have been in education working in education and like the reasons for that because the governor there has been trying to like have this like conservative like power struggle whatever.

[Aimar Diaz] 21:16:37

So anything we so moral sorry if we were like deep diving into that so really anything that you think could be kind of relevant to me.

[Aimar Diaz] 21:16:45

I'm looking at this. This is like anything is really a brand. So like a politician has their own brand and how they communicate with their constituents or their public or their like people that they represent, etc, etc.

[Aimar Diaz] 21:16:58

So. First question, more of the story. First question is how should politicians, political campaigns and policymakers ensure the integrity of their research findings and avoid influence on social policies.

[Nancy Plankey Videla] 21:17:14

Well, I think that. Sorry, just give me a

[Aimar Diaz] 21:17:20

Well, I say, how are you?

[Nancy Plankey Videla] 21:17:22

It's, I'm not wants to say. I might have wants to say hi to you.

[Aimar Diaz] 21:17:29

Hi, how are you?

[Nancy Plankey Videla] 21:17:32

Good.

[Aimar Diaz] 21:17:33

You're so grown up. Oh my gosh. I feel like no time has passed, but it definitely.

[Nancy Plankey Videla] 21:17:40

Give this one to daddy.

[Aimar Diaz] 21:17:43

Hmm.

[Nancy Plankey Videla] 21:17:44

Yeah, she's 17 now.

[Aimar Diaz] 21:17:47

How old, that's, that was 4 years ago. Not even more, way more. I graduated in 2020, so like 5, 6 years, that's crazy.

[Nancy Plankey Videla] 21:17:48

He zones.

[Nancy Plankey Videla] 21:17:59

So I'm sorry, how could you repeat the question? I got distracted with Sophia.

[Aimar Diaz] 21:18:06

No, no, you're fine. Yeah, basically how should politicians and their political campaigns and policy makers.

[Nancy Plankey Videla] 21:18:14

Hmm.

[Aimar Diaz] 21:18:16

Like what do they need to do to ensure that there's integrity in their research findings and there's they are avoiding certain influences or biases which I know it's very hard for them to do.

[Nancy Plankey Videla] 21:18:27

Well, I think there has to be transparency. And by transparency they need to cite what they what they study.

[Nancy Plankey Videla] 21:18:35

And

[Nancy Plankey Videla] 21:18:38

If they're think tanks, for example. It's think tanks often are funded by political.

[Nancy Plankey Videla] 21:18:47

Groups and so They have to say who's funding the research. So that we know whether we can trust it or not.

[Nancy Plankey Videla] 21:18:58

But it doesn't just fall on them. I think it also falls on the individual to be informed on and look up, okay, so what organization is that?

[Nancy Plankey Videla] 21:19:08

Who wrote it? Where does he or she or they?

[Nancy Plankey Videla] 21:19:16

You know, are they an academic or yes think tank are they were they getting their money? Who funded the research.

[Aimar Diaz] 21:19:17

Okay.

[Nancy Plankey Videla] 21:19:23

And so I think the the

[Nancy Plankey Videla] 21:19:28

Politicians need to be transparent about where they get their information, but the public also has to be informed.

[Nancy Plankey Videla] 21:19:36

They can't expect to be spoon fed. They need to. Investigate. They need to look a little deeper.

[Nancy Plankey Videla] 21:19:45

They need to question. And so, I think it's both parties responsibilities.

[Aimar Diaz] 21:19:52

How do you think, social media has played a role in that?

[Nancy Plankey Videla] 21:19:57

Oh, I think it's had a hugely.

[Nancy Plankey Videla] 21:20:02

Deficient role. Because I often.

[Nancy Plankey Videla] 21:20:11

Something that gets a lot of attention is, I don't know what, what is what to treat a hundred 42.

[Nancy Plankey Videla] 21:20:20

Characters or a TikTok or, it has to be. It has to grab your attention.

[Nancy Plankey Videla] 21:20:27

It has to be flashy. It has to be And I think it. Dumbs down the message.

[Nancy Plankey Videla] 21:20:33

And goes for It's only for emotion. I don't think it's all bad.

[Nancy Plankey Videla] 21:20:41

I just think that again, we need to be

[Nancy Plankey Videla] 21:20:49

Educated consumers of social media. And I don't think many people are. They see it and they report it and oh yeah it's got to be true.

[Nancy Plankey Videla] 21:20:58

Not looking as to what are they retweeting, what are they reposting? Where is the original idea or fact come from?

[Nancy Plankey Videla] 21:21:07

And so we get these outlandish. Stories that become. These conspiracy theories that are untethered with reality.

[Nancy Plankey Videla] 21:21:20

And I think that social media has played a role in that.

[Aimar Diaz] 21:21:33

Yeah, I feel like you're giving me a lot of good quote. Very excited.

[Aimar Diaz] 21:21:42

I was gonna say something and I kind of lost my train of thought but let's go on to and next the next question and then I'll probably come back to what I was thinking.

[Nancy Plankey Videla] 21:21:50

Okay.

[Aimar Diaz] 21:21:54

So in your experience, what are primary, primary ethical considerations that sociologists must address when engaging with political actors advocating for specific social policies or reforms.

[Nancy Plankey Videla] 21:22:09

Well, I think we have the ethical responsibility to speak with truth. To be informed ourselves and to use research.

[Nancy Plankey Videla] 21:22:18

To make our points and not to cherry pick the data but rather look at it from a holistic point of view.

[Nancy Plankey Videla] 21:22:33

I think we have a responsibility.

[Nancy Plankey Videla] 21:22:37

Knowledge producers but also as

[Nancy Plankey Videla] 21:22:45

Our job is to read and think and reflect and to do that.

[Nancy Plankey Videla] 21:22:57

For the good of society. And some people like in Florida. Say that sociology has become become too social justice.

[Nancy Plankey Videla] 21:23:08

But sociology has always been about understanding inequality. From the most conservative sociologist, they cared about inequality because it caused conflict because it caused what they called an unbalanced society.

[Nancy Plankey Videla] 21:23:25

And so our goal has always been to

[Nancy Plankey Videla] 21:23:31

Create a more just society.

[Nancy Plankey Videla] 21:23:37

Perhaps in a sense, social media and All the TV shows and everything have heightened the role that knowledge producers play.

[Nancy Plankey Videla] 21:23:48

The information that they share maybe makes it seem more politicized.

[Nancy Plankey Videla] 21:23:59

But if it's based on research and that research is based on good methods and those methods are transparent.

[Nancy Plankey Videla] 21:24:09

So that others can say, well, let's see if I come to the same conclusions if I do what you do.

[Nancy Plankey Videla] 21:24:14

Then we can say, okay, what you're saying has some truth to it. There's some fact there.

[Nancy Plankey Videla] 21:24:19

And so again, it goes back to transparency. And.

[Nancy Plankey Videla] 21:24:38

And I think that our role as educators is also very important because

[Nancy Plankey Videla] 21:24:44

Because students come to school and are so influenced by social media. And schools are teaching to the test, not teaching for understanding, not teaching for.

[Nancy Plankey Videla] 21:24:56

Knowledge sake.

[Nancy Plankey Videla] 21:25:00

There are a lot of deficits to overcome. A lot of knowledge deficits. To overcome, a lot of preconceived notions.

[Nancy Plankey Videla] 21:25:09

A lot of stereotypes. And so, college is a time when you I have an opportunity to break those stairs stereotype stone.

[Nancy Plankey Videla] 21:25:21

Excuse me. Or you can go into the into the.

[Aimar Diaz] 21:25:23

I'm so sorry.

[Nancy Plankey Videla] 21:25:29

Into the reasons for past wars or where we can understand that.

[Nancy Plankey Videla] 21:25:38

We say we're a nation of immigrants, for example, but. What about those who lived here before us?

[Nancy Plankey Videla] 21:25:45

Didn't arrive and there was nothing here. And it wasn't just any immigrant, it was those immigrants that were allowed to come and they happened to be white

[Nancy Plankey Videla] 21:25:55

5. So when you start uncovering

[Nancy Plankey Videla] 21:26:01

The ways in which

[Nancy Plankey Videla] 21:26:05

Society itself.

[Nancy Plankey Videla] 21:26:10

Has been constructed to believe in certain ways and that some people are better than others, then you can start asking why.

[Nancy Plankey Videla] 21:26:18

And then how to change it. And so. That role as an educator is really to tear back kind of like the onion tear back the the different levels of office.

[Nancy Plankey Videla] 21:26:36

And mistruths.

[Nancy Plankey Videla] 21:26:41

And it doesn't mean that we love our country less. It actually means that we want to make it better, but you can't make it better if you don't understand where it comes from.

[Aimar Diaz] 21:26:51

Or if you take the time to even criticize it or like analyze it or understand it.

[Nancy Plankey Videla] 21:26:58

Yeah.

[Aimar Diaz] 21:26:58

How do you think this? Because Maybe. This like gotten more intense after COVID or in the past like 10 years.

[Aimar Diaz] 21:27:13

Do you have you felt a sort of shift? In misinformation and stuff like that beyond like the Trump years.

[Aimar Diaz] 21:27:20

Or like specifically in that.

[Nancy Plankey Videla] 21:27:24

Thank you, got a lot worse during the Trump years.

[Nancy Plankey Videla] 21:27:27

And it got a lot a lot worse. When he was a candidate. Like going up to his presidency.

[Aimar Diaz] 21:27:32

Hmm.

[Nancy Plankey Videla] 21:27:40

COVID.

[Nancy Plankey Videla] 21:27:44

It's like people. Often stayed in her bubble and many went down an internet rabbit hole and so nonsense conspiracy theories perhaps.

[Nancy Plankey Videla] 21:27:53

Were

[Aimar Diaz] 21:27:56

Maybe more isolated? Hmm. They they stayed in their own like sector kind of like they were echoing themselves versus like spreading out.

[Nancy Plankey Videla] 21:27:56

Tightened?

[Nancy Plankey Videla] 21:28:06

No, I don't know. I haven't really thought about that or really. Look into it, but.

[Nancy Plankey Videla] 21:28:18

January sixth was after COVID, right? But still during COVID. Wasn't it 2021?

[Aimar Diaz] 21:28:23

I think it was before.

[Aimar Diaz] 21:28:32

Let's look it up. That was ridiculous.

[Aimar Diaz] 21:28:37

Yeah, 2021 if it was after COVID.

[Nancy Plankey Videla] 21:28:41

It was during.

[Aimar Diaz] 21:28:43

Yeah, during.

[Nancy Plankey Videla] 21:28:53

Not my research has to do with immigration and I I've done a lot of work with looking at how things changed before and after code after Trump.

[Nancy Plankey Videla] 21:29:04

And so a little more focused on Trump.

[Nancy Plankey Videla] 21:29:08

Sorry. And what.

[Nancy Plankey Videla] 21:29:15

The vitriol.

[Nancy Plankey Videla] 21:29:19

Really increased under Trump. I've shown through my research that employers of day laborers. Used more.

[Nancy Plankey Videla] 21:29:31
Racist language. And

[Nancy Plankey Videla] 21:29:37
Increased their levels of weight theft during Trump. Than before Trump. Somehow Trump gave

[Nancy Plankey Videla] 21:29:48
Many people.

[Nancy Plankey Videla] 21:29:53
The right to be racist. I mean, it was like this individuality where you, you can say whatever you want.

[Nancy Plankey Videla] 21:30:00
You can be as racist as you want. The right to. Put down other people. Is just amazing to me.

[Nancy Plankey Videla] 21:30:13
It unleashed in the words of some of my.

[Nancy Plankey Videla] 21:30:19
One of my research subjects, Trump. Unleashed. Their racism. He gave them wings.

[Nancy Plankey Videla] 21:30:28
We're talking about employers. Mistreating them because they were Latinos. And he said Trump gave them wings.

[Nancy Plankey Videla] 21:30:36
He gave them permission and not just permission, but empowered them. To bully others because of the color of their skin and their nationality.

[Nancy Plankey Videla] 21:30:48
And I think that that has just transferred to so many other areas beyond integration. It's transfer transfer to looking at how we look at the poor.

[Nancy Plankey Videla] 21:31:00
How we look at women. How we look at.

[Nancy Plankey Videla] 21:31:06

Transgender individuals.

[Nancy Plankey Videla] 21:31:12

It just, it just blows my mind.

[Aimar Diaz] 21:31:18

That's I, no, I remember when he got elected, I literally cried. Cause I was like, this is not.

[Nancy Plankey Videla] 21:31:25

Yeah.

[Aimar Diaz] 21:31:27

This is not gonna get better anytime soon. And then with Biden, people have been thinking that our thought that like, oh, things are gonna get better now, everything's gonna be perfect, it's gonna be great.

[Aimar Diaz] 21:31:37

And it's just. Kind of gone back to normal but just like sweeping everything under the rug but everything is fine, but we're also like killing millions and millions of people and like handling millions of millions of dollars overseas to kill even more people.

[Nancy Plankey Videla] 21:31:55

Man.

[Aimar Diaz] 21:31:58

Can you, can you speak some more about, your research and just the like taking in of that information or like even how that how Trump's information has been disseminated or like.

[Aimar Diaz] 21:32:12

Views.

[Nancy Plankey Videla] 21:32:18

Some of the people I've interviewed talked about watching it on the news. And watch the way that people hate them on the news and treat them on the radio.

[Nancy Plankey Videla] 21:32:28

Or for example, one individual said, I was at the store with my mother. Who was an elderly woman.

[Nancy Plankey Videla] 21:32:38

This is a middle aged woman and someone, heard us talk in Spanish and screamed at us, speak Spanish.

[Nancy Plankey Videla] 21:32:46

Again, this. The fact that Trump has given permission to take off the reins of normal behavior.

[Nancy Plankey Videla] 21:33:00

Common decency. And so. What they were saying was You don't belong here. Go back to your country.

[Nancy Plankey Videla] 21:33:12

And that was things that day laborers heard on the on the corners as well, people driving by saying go back to your country, get out of here.

[Nancy Plankey Videla] 21:33:21

And so again, this is not something that they experienced before.

[Aimar Diaz] 21:33:32

Do you think it's like it's continued to this intensity like post like now just still during Biden?

[Aimar Diaz] 21:33:39

Do you think it's been something that like Okay.

[Nancy Plankey Videla] 21:33:41

Yeah, I don't think that we can put the genie back in the bottle.

[Aimar Diaz] 21:33:46

Right.

[Nancy Plankey Videla] 21:33:48

Yeah.

[Aimar Diaz] 21:33:51

That's a good way to phrase it.

[Aimar Diaz] 21:33:55

What do you think would need to happen in order for that like shift to be made? To kind of like understand.

[Aimar Diaz] 21:34:05

What needs to be fixed maybe? Like to change people or opinions or anything really to change that mentality back or like.

[Aimar Diaz] 21:34:16

Because back it was never back. It was just kinda like suppressed.

[Nancy Plankey Videla] 21:34:19

You're just kidding. Yeah, suppressed it was it was hidden because it wasn't It wasn't what nice people do.

[Nancy Plankey Videla] 21:34:26

It wasn't what decent people do. I don't, I don't know and that's what is so.

[Aimar Diaz] 21:34:30

How do we move on from that?

[Nancy Plankey Videla] 21:34:35

Fills me with despairs and I don't know how we walk it back. It's not that we didn't know it was there, you're right.

[Nancy Plankey Videla] 21:34:43

But it didn't have this vitriol. It didn't make children cry. Like it does now.

[Nancy Plankey Videla] 21:34:55

I like and think of is that and maybe this has to do with branding and and stuff but that

[Nancy Plankey Videla] 21:35:04

Personal experiences.

[Nancy Plankey Videla] 21:35:08

You can't tell someone what to believe, but if they have an experience. That is different from their own belief that might question there.

[Nancy Plankey Videla] 21:35:18

Belief. So If they experience the kindness of an immigrant when they didn't expect it when they were thinking the worst of that person.

[Nancy Plankey Videla] 21:35:30

Maybe that will change their relief. So that's also a lot of wishful thinking because they're probably gonna say oh Quan is nice, but the rest are all their killers and write this and But I got to believe that the human connection is the only thing that can change it.

[Aimar Diaz] 21:35:39

One person

[Nancy Plankey Videla] 21:35:49

And so if

[Nancy Plankey Videla] 21:35:51

We highlight those human connections that the shared humanness. The fact that our kids sit together in the classroom.

[Nancy Plankey Videla] 21:36:04

Though that might make them mad. I don't know. But you can tell them.

[Aimar Diaz] 21:36:06

Yeah.

[Nancy Plankey Videla] 21:36:12

Give them facts until you're blue in the face and it's not going to make a difference.

[Nancy Plankey Videla] 21:36:18

I think only personal stories will make a difference.

[Aimar Diaz] 21:36:21

And do you think who's responsibility do you think that is? Like do you think that could be like?

[Aimar Diaz] 21:36:28

Any like random brand or do you think it's more like political or like even education?

[Nancy Plankey Videla] 21:36:34

Thank everyone. If everyone doesn't do it. Nothing's gonna happen because it's so.

[Nancy Plankey Videla] 21:36:45

Divisive. It's so deeply ingrained. It's so ugly. That I think.

[Nancy Plankey Videla] 21:36:54

Getting it from all directions. Is the only way to Maybe change some minds. And I think we're not going to change a lot lots of nights.

[Aimar Diaz] 21:37:08

And have you seen it?

[Aimar Diaz] 21:37:12

Also among like younger. Okay. So, like students on campus, like this is not, you're not just speaking on.

[Nancy Plankey Videla] 21:37:17

Hmm.

[Aimar Diaz] 21:37:22

Like older people.

[Nancy Plankey Videla] 21:37:24

I I have not, I have not personally experienced it. That I have colleagues who have.

[Aimar Diaz] 21:37:25

They do think this is continuing.

[Nancy Plankey Videla] 21:37:39

Who've experienced this type of vitriol in the classroom. But if you go to, I mean, just listening to the news like Trump was at a, at a college and there are tons of people there and the things that the students were saying.

[Nancy Plankey Videla] 21:37:55

Just. Made my my jaw drop. You know, so I don't think it's only older people, but I think older people do tend to be more racist, more sexist.

[Aimar Diaz] 21:38:00

Hmm.

[Nancy Plankey Videla] 21:38:12

Everyist because younger people have grown up in a different environment for the most part we're on TV you see people of now you see people of different races You know, you see.

[Aimar Diaz] 21:38:26

But it's not something that's just gonna like die off with like one generation.

[Nancy Plankey Videla] 21:38:30

No, no.

[Aimar Diaz] 21:38:35

No, I remember my when I was over there when I was at A and M. One of the professors I didn't have her, but she got like.

[Aimar Diaz] 21:38:43

Like people were like harassing her and like giving her a lot of like like racist comments and just being incredibly vile towards her and she quit she didn't last very long.

[Aimar Diaz] 21:38:55

I know her name. I think so.

[Nancy Plankey Videla] 21:38:56

And my department, right? No.

[Aimar Diaz] 21:39:03

Do this. And I'll never forget, like Richard Spencer going there.

[Nancy Plankey Videla] 21:39:09

That. And that some people were inside praising him. Young people.

[Aimar Diaz] 21:39:21

I was there. I was there with CMSA, like protesting. So.

[Nancy Plankey Videla] 21:39:27

Inside the room.

[Aimar Diaz] 21:39:27

Yeah, and inside the room. How, could you tell me about your experience? Like in that like close to that space or like during that time.

[Aimar Diaz] 21:39:39

Like as a professor.

[Nancy Plankey Videla] 21:39:42
That was really concerned about the

[Nancy Plankey Videla] 21:39:48
The safety of the students. And I was outside. I didn't go inside.

[Nancy Plankey Videla] 21:39:55
I was outside where all the horses were. And I was just sort of.

[Aimar Diaz] 21:40:00
Like SWAT note?

[Nancy Plankey Videla] 21:40:01
I was protesting, yeah, like swap. I was protesting, but I was also very much concerned with the students and making sure that they were okay.

[Nancy Plankey Videla] 21:40:10
Because it was a military. Intervention. I mean, you have the horses with policemen on horses with, you know, the full gear.

[Nancy Plankey Videla] 21:40:20
You had people in Bryant. In riot gear and they were pushing the protesters back.

[Nancy Plankey Videla] 21:40:26
Very very forcefully like I almost fell several times they could have very easily fallen and then trampled people they didn't care.

[Nancy Plankey Videla] 21:40:36
They were just pushing. And they were there to protect. Spencer. That's they weren't there to protect free speech.

[Aimar Diaz] 21:40:42
Yeah.

[Nancy Plankey Videla] 21:40:46
I mean, supposedly for speech, but they were there to protect Spencer and make sure the unruly students didn't.

[Nancy Plankey Videla] 21:40:56
Didn't become too unruly. But it was.

[Nancy Plankey Videla] 21:41:01

Is very, very disappointing.

[Aimar Diaz] 21:41:05

Do you think A and M? After that after especially like the Black Lives Matter moving during COVID.

[Aimar Diaz] 21:41:16

Do you think A and M has shifted their thought in any way or like changed in that sense at all.

[Nancy Plankey Videla] 21:41:24

As a university, no. During Black Lives Matter. They were protecting the Solras.

[Nancy Plankey Videla] 21:41:33

Statue. And there were. Old Aggies and justable people from the community, older members who were there with guns protecting S.

[Aimar Diaz] 21:41:35

Hmm, of course.

[Nancy Plankey Videla] 21:41:46

And they're like pointing to their pocket and say, yeah, just go for it. Just go for it.

[Aimar Diaz] 21:41:46

Were they?

[Nancy Plankey Videla] 21:41:51

You know, you think you're gonna get away with it?

[Aimar Diaz] 21:41:56

Yeah, cause I think.

[Nancy Plankey Videla] 21:41:56

And the students were were trying to get onto the statue and these people were pushing them off. It was.

[Nancy Plankey Videla] 21:42:06

There were face to face like this close screaming at each other.

[Nancy Plankey Videla] 21:42:11

And the university was trying to keep them apart. But it's not going to do anything about Sor Ross.

[Nancy Plankey Videla] 21:42:18

It didn't put it an alternative alternate marker. That said something more historically. They didn't do anything.

[Nancy Plankey Videla] 21:42:27

They put a fence around to protect them.

[Aimar Diaz] 21:42:32

I haven't been back, so I don't have it. That's I'm not surprised.

[Aimar Diaz] 21:42:38

I'm not surprised.

[Aimar Diaz] 21:42:44

Have there been? Protest since then. For students, I continuing.

[Aimar Diaz] 21:42:52

To like to protest against like, and like, etc, on A and M. Or has it kind of like died down?

[Nancy Plankey Videla] 21:43:01

Let's tie it down a little bit.

[Aimar Diaz] 21:43:07

I remember when I was there there was protest all the time.

[Nancy Plankey Videla] 21:43:10

Yeah. I don't know if Maybe I'm just since we're not at academic plaza anymore.

[Nancy Plankey Videla] 21:43:20

They've moved us to West Campus. Maybe they did. I'm not as

[Aimar Diaz] 21:43:22

They do.

[Aimar Diaz] 21:43:28

Like in the center.

[Nancy Plankey Videla] 21:43:28

Oh, yeah, I'm not at the center anymore. Maybe I'm not aware.

[Aimar Diaz] 21:43:35

I'm gonna I know it's late and I don't want to take up too much of your time but Ask you, one more question.

[Nancy Plankey Videla] 21:43:39

Okay.

[Aimar Diaz] 21:43:44

And it's.

[Aimar Diaz] 21:43:50

What, or is there any sort of like ethical guidelines, professional codes, or like scales that are used to Test the ethical nature of the of like the politicians of like the communication that they're like sending out.

[Aimar Diaz] 21:44:16

So I don't know if that made any sense.

[Nancy Plankey Videla] 21:44:24

I don't know. I don't think they have a code. I don't think that they are.

[Aimar Diaz] 21:44:26

Hmm.

[Nancy Plankey Videla] 21:44:32

Think that in the past there were norms. There were norms about.

[Nancy Plankey Videla] 21:44:42

Staying close to the truth, I won't say necessarily the truth. Because they always They're very shifty.

[Nancy Plankey Videla] 21:44:50

But there was accountability that if they

[Nancy Plankey Videla] 21:44:56

Lied it. They tended to matter more, but that's just not the case anymore. Well, but you know, that's not always the truth for, for example.

[Nancy Plankey Videla] 21:45:06

There was a norm during Roosevelt that you didn't talk about people's health about president's health because he wasn't well.

[Nancy Plankey Videla] 21:45:13

And so journalists just didn't cover it. But more recently, I think there are norms that, You could that the journalists had politicians accountable.

[Nancy Plankey Videla] 21:45:27

And that you didn't want to be caught in a lie. That just doesn't matter anymore.

[Aimar Diaz] 21:45:33

You feel like there's any sense of accountability for them?

[Aimar Diaz] 21:45:38

You've been like in local politics.

[Nancy Plankey Videla] 21:45:50

I think it doesn't matter at all for Trump, for Biden, I think it still matters, but whether Trump has changed it for everybody.

[Nancy Plankey Videla] 21:45:57

Perhaps I'm not sure. At the local level.

[Nancy Plankey Videla] 21:46:01

See

[Nancy Plankey Videla] 21:46:05

I guess I've become a little.

[Nancy Plankey Videla] 21:46:08

Disconnected at the local level.

[Nancy Plankey Videla] 21:46:13

I was very active during the. Beto campaign, the first petal campaign, the second beto campaign, but then it just kind of feels like, you know what?

[Nancy Plankey Videla] 21:46:23

It's never gonna change no matter what you do. And then my daughter asked, can you please not put signs up in the, in the yard because I don't feel safe.

[Nancy Plankey Videla] 21:46:33

And so. I no longer put signs up in the yard and I don't stay as active in local politics.

[Nancy Plankey Videla] 21:46:44

I'm disillusioned and it takes a lot for me to be disillusioned.

[Nancy Plankey Videla] 21:46:53

But I think that the national politics have. What is their way down to local politics? Because I hear just commercials.

[Nancy Plankey Videla] 21:47:05

Repeating the things that we hear Trump say. And so it makes me think that people will follow them because they're Trump like and not because of anything that they say.

[Nancy Plankey Videla] 21:47:16

And since it doesn't matter if Trump lies, maybe it doesn't matter if they lie, I don't know.

[Nancy Plankey Videla] 21:47:21

I don't know.

[Nancy Plankey Videla] 21:47:27

But if anywhere there could be more accountability, it would be at the at the local level.

[Aimar Diaz] 21:47:37

Perhaps ridiculous. No, but. I, I agree. I, 100%.

[Aimar Diaz] 21:47:44

When I was at A and I was very into everything and then it was giving me a lot of anxiety and then with COVID I was teaching.

[Aimar Diaz] 21:47:52

I did teach for America and so that was also like incredibly overwhelming. I was like, I just need to do something that I enjoy and it's not gonna give me so much anxiety.

[Aimar Diaz] 21:48:02

So unfortunately, I obviously not to your level, but I definitely empathize. But I really appreciate you, talking to me because This has been very helpful and I have a lot of.

[Aimar Diaz] 21:48:19

Good things that I can add. And if. I don't know if you're publishing any like articles or journals or anything.

[Aimar Diaz] 21:48:27

But if you are and if you can send them to me, I would love to read them and include them in my thesis.

[Nancy Plankey Videla] 21:48:34

Sure.

[Aimar Diaz] 21:48:34

Because I like you have a lot of like important insights. That I would love people to or I would I would love to share.

[Nancy Plankey Videla] 21:48:41

Yeah. I'll send you 2 articles. A chapter and article and then I will send you a

[Nancy Plankey Videla] 21:48:49

Draft of an article that is really like 3 articles together in one but you can get some quotes from the community there.

[Aimar Diaz] 21:48:57

Perfect, yes, that's amazing.

[Nancy Plankey Videla] 21:48:59

Okay, okay, sounds good. And I'm sorry, I was so out of it, but if you have follow-ups, feel free to call me.

[Aimar Diaz] 21:49:07

No, I definitely will and I think this has been really good and I really appreciate you and I miss you.

[Aimar Diaz] 21:49:13

I hope you're doing good. Hmm. I appreciate that. That's what I'm focusing on.

[Nancy Plankey Videla] 21:49:13

Yeah, let me see here. And all your wonderful art.

[Nancy Plankey Videla] 21:49:21
Yeah.

[Nancy Plankey Videla] 21:49:24
Good, so when you were talking before just something that occurred. We're talking about brands and about if people people could be brands.

[Aimar Diaz] 21:49:24
So.

[Aimar Diaz] 21:49:28
Please, yes, anything.

[Nancy Plankey Videla] 21:49:35
I guess I think of Ely Wiseell a little bit like that. Do you know who he is?

[Nancy Plankey Videla] 21:49:41
He is a Holocaust survivor, Nobel Peace Prize winner. And he's the one that said, illegal people?

[Aimar Diaz] 21:49:41
Hmm.

[Nancy Plankey Videla] 21:49:54
How can there be illegal people? There are fat people, skinny people, tall people, short people, but illegal.

[Nancy Plankey Videla] 21:50:01
A person can't be illegal. And I think of him, his brand as a Lifetime Peace Activist.

[Nancy Plankey Videla] 21:50:10
That crosses over into other areas like immigration isn't his part particular ball of wax but it's about the humanity of people.

[Nancy Plankey Videla] 21:50:23
Isn't that what everything is about? About it's about. Respecting that innate.

[Nancy Plankey Videla] 21:50:31

Goodness that everybody. Has. And I think of that as kind of a brand.

[Aimar Diaz] 21:50:44

I agree. I agree. Yeah, I just, I think that anything that you put out to the public, it's like.

[Aimar Diaz] 21:50:53

To me, a brand is what people like perceive of a person or of like the information that's being put out there.

[Aimar Diaz] 21:51:01

So like, a, a, an M has a brand, like you as a professor have a brand and like your students are the ones that are kind of like being influenced by you.

[Aimar Diaz] 21:51:10

So it all is important about how people on an individual level communicate with each other and how. Especially when we have a wide reach like A and M does.

[Aimar Diaz] 21:51:23

It's it's incredibly important to be mindful of the information and the opinion even that are being put out because opinion can easily be taken as fact and then radicalized and emphasized and just gone, taken to.

[Aimar Diaz] 21:51:42

The level a level that shouldn't be. So that's really what I'm focusing on.

[Aimar Diaz] 21:51:48

Throughout my thesis and I'm. More excited to write it now.

[Nancy Plankey Videla] 21:51:52

Good, good. I'll send you stuff in a minute. You're welcome. Big hug.

[Aimar Diaz] 21:51:56

Definitely. Thank you so much. I really appreciate. Hi.

[Nancy Plankey Videla] 21:52:00

Bye.

Jaime Fergie, Director Infectious Diseases (Translated, Spanish to English)

Perfect. Thanks this aj. So I'm doing my re, my thesis in responsible messaging, basically seeing in different industries how brands interact and how they should present like present themselves ethically so me, my initial idea was to be like adverti sing versus propaganda, but then they told me that it was very political.

So I decided to kind of look at different industries and how they participate. So. I'm doing education. I'll tell you which ones I'm doing. I am doing education in this fashion food, food like nutrition, medicine and politics. Okay. So, for medicine, what I want to talk to you about most is.

What do you mean, how do you interact with different like medical reps and the different brands that sell medicine here in the United States? As? How does that system work? And what is your responsibility in that as a doctor who wants, that is, as a professional, as a doctor who wants his patients to be well and healthy and all that, I have some questions for you here.

But first to see, what do you think?

Well, look at the interaction has been subject to enormous regulation by the federal government. Tremendous regulation. The interaction between medical professionals and the pharmaceutical industry has changed enormously. I would say that in the last 20 years, when an edition called pharma, which is what brings together large pharmaceutical companies, they self-regulated themselves and put in place a certain amount of regulation.

And furthermore, the states independently and the government put more regulation and sometimes the hospitals throughout the country of hospitals that do not allow representation in the pharmaceutical industry. Come in or talk to the doctors, right? There are medical groups that do not allow pharmaceutical representatives to visit them.

So, there is enormous variability in all of this, true of state state of institution, institution. Many times university institutions do not allow their employees to, uh, interact, uh, with pharmaceutical companies.

Mm-hmm.

So it has become a very complicated study.

All this is because there were a lot of abuses ago, well, I went 25 years ago, things like that, abuse of the sense that the doctors, for example, gave them these trips or today's game to play golf or go acar and a lot of things, The truth was, therefore, very doubtful. Reputation. All that. All that is over. Okay? And that doesn't mean that it doesn't really exist.

So the situation is totally in now. Even the training industry doesn't have, can't even bring you a pen. They can't give you anything before. You know that the industry for ace and to the north in Venezuela and other parts you see, well they brought books, they brought you a stethoscope, they brought you whatever you wanted or they sent you to.

They invited you to dinner or trips. And in Venezuela it was very common for these trips and that the doctors were paid. They paid for their trips to a conference, right? Those types of things that they were paid simply to go, no, they didn't have to do anything, but go to those types of things. I believe that in the United States it cannot be done.

I believe that other countries can do everything, but not here. So what can I tell you? The interactions are very regulated. Tremendously regulated. But tell me specifically, Aimar, this isn't that. That helps me a lot because as I say, I'm kind of doing research in different, uh, industries.

So I wanted to see how the the of everything so look for the bste, the of the of this pharmacy with with with p p p, p, h. To r. M. To pharma.

Yes, because there is a lot of disagreement with big pharma and the people who are with them, I don't know what's going on in the social discussion. There are many people who criticize him a lot, that's not

that they criticize.

Well, there was reason to criticize a long time ago. Not really, no, there's not much, huh?

And what did you see that it was like the shift that would be like the opium crisis.

No, no, not very much. Before that, long before that came with that came. You have to look for how to start the regulations that what the farm did.

Mm-hmm.

And things need to be changed. It is already so regulated. For example, the farming industry can still make meetings and invite dinner to a group of people, but it has to be exclusively to listen to a conference. He can't invite you to dinner for g. Let's have a nice time.

You cannot be invited by a group of doctors if there is a conference that they themselves are sponsoring.

Okay

and it has reached the point where they can no longer even serve alcohol to the participants. They can give them food, but they can't give them drinks. It has not become rigid.

No, don't abuse it, so don't manipulate it. Wow.

Silly, but because life and wine are not so much. But hey, you can't just invite people who, well, we're going out for a walk or dinner or they don't have to be bringing a professor from somewhere who's giving a lecture. Then he can invite you to go to the conference and before, before, before you could even go with your wife or husband, no, and girlfriend now they don't allow you to go with anyone else.

That has no direct relationship with medicine. And I can only invite people who have a relationship with the product they are sponsoring. That is, if they are talking about a medicine, hey, it is exclusive to people for children. They can't invite adult doctors, right?

Wow,

They are inviting, that is, if they are giving a conference on a logical rheumatic medicine, then they have to invite people who have something to do with it.

With the logical rheumatism area to listen to the conference. You cannot invite people to a conference who are not related to that. So the relationship with the industry is very, very complicated. I have a relationship with the industry because I, I have a relationship with the industry for a very long time, because I am one of those people who gives conferences for them.

Clear,

and gives lectures for them. And that is highly regulated too. For example, when I give a lecture. For the pharmaceutical industry in vaccines, which is what I talk about a lot. What I say about vaccines is regulated by the federal drug administration. The FDA, I mean, I can't even today, I can't even create my own material to give the lecture.

The slides, for example. They are created by the pharmaceutical company. They are approved by the FDA and then I can present them, but I cannot alter or remove or add. Maybe that's giving you an idea of what

of the esp of the like rigid,

the rigidity in that, eh? The fear that pharmaceutical companies have of getting out of that because they are afraid of being sued for some reason.

So I can tell you that, huh. Because I want to or I don't want to, that is, because they want to be good people, they don't want to be good people. It's not that. It's just that it's totally regulated. Of course, they can cause a lot of trouble. And when those regulations are broken, there are gigantic demands, for example, eh, Aimar medicines are, they have what is called the indication.

That is, a medicine. Medicine a is for problem a and. If the doctor starts, he can use it, well, I believe that this urination can cure several diseases, but the pharmaceutical company cannot say, well, look, why don't you also use it for this and for this for this. And that has happened. And if they have filed lawsuits and lost, if the government has sued us, they lose hundreds of millions of dollars.

If it occurs to them to say, look at this medicine that the government approved for this indication because they don't use it for these other things. And so that, that's a question.

In other words, it has to be re-approved for the other thing.

It has to be an acetic company can't promote a drug for indications that are not approved by the FDA, right?

So, sometimes it has happened that they insinuate that the doctor, for example, is the one who attends the conference and it could be me, for example. If it occurs to you to insinuate that perhaps that medicine could be good because and maybe they are right,

right? That this Zion could also serve for this other thing, no, there there. One is one, it is one fault.

There they can catch them That's why

It's interesting. The doctor himself can independently use any medicine in the way the doctor wants. But what the government doesn't want is for the pharmaceutical industry to tell doctors money because you don't use it that way. So, a doctor might or might not tell the patient either.

Yes, no, the doctor. Yes. The doctor is interesting. The doctor can basically do what he wants with a medicine that is approved. The doctor could use it in the way he saw fit, an office that is already approved, but the pharmaceutical company cannot promote the use of the medicine.

Another like he can't advertise it

he can not.

The only thing you can advertise is what is approved. And there where they can invite problems, if they start to insinuate themselves, of course. But something else there already got into trouble.

This is super interesting.

It's, it's very, I'm into that in a way because. I give a conference for a pharmaceutical company.

Even though I know the situation, I am very careful not to say anything. The thing is that I vaccinate and vaccines don't, they're not controversial, right? They are not from the government's industry point of view. Vaccines are not controversial, some are the best that has been created in medicine in the history of medicine.

I agree. 100 percent. I agree. How did you handle that during COVID?

Well, there were very few conferences during COVID very little in person, but there was quite a bit in virtual. So, the conferences he gave were virtual and it was, well, it was much more regular, with much more care because who knows who could hear what he was saying,

clear,

but it was success, it was virtual.

But what I want to tell you, Aimar, those types of conferences. Every word, every device, every image that you show must already be pre-approved by the federal government by the FDA.

And what happens if someone likes the TV of what they have already been told, how can they file a lawsuit against you?

They can file a lawsuit against the company and the doctor who presents it as well.

What has happened is very strange, but generally when you work for a pharmaceutical company, they make it very clear to you that you have become a representative of the pharmaceutical company and what you say can affect the company. Then it makes you someone to be with. Surely don't think of saying anything that isn't approved.

Sure, wow,

TRUE? So, nowadays, it would really be, it's extraordinarily rare that something is going to happen, huh? No ethic. So it may be that things like this happen under the guise of saying that it is not what happened before.

before. Look 30 years ago and you used so much, they even saw how many prescriptions the doctor wrote for the medicine they promoted. There was a way to know it and there is still a way to know it. True, a stop

And there is a quota that you have to sell this amount of insulin or this amount of whatever.

good or or not? I think I told the doctor that he wants, look, I want you to put as much of this antibiotic as this other thing, but they could see, and surely those who did it the most.

Well, in some way I received more benefit, not all of those that no longer exist,

but not clear anymore.

That hasn't existed for decades. But there was that reason, which is why we have the pendulum, as they say here, swinging from one side to the other that is already towards the other end of the regulation.

gu

And how do you feel that this compares with, that is, you believe that this has been better or worse, like how it compares with Venezuela. The co. I mean, like, what do you think is which system seems better to you? Basically,

overall it's better

clear

certain regulations, huh? Because the subjectivity of the person is already, this is what I am most psychologically altered, right?

When you know there may be some benefit later, right? You know, the mind begins to play games with you and it is better, then, that it be regulated. I think I exaggerated a little too much. This thing about stopping a conference now, eh, you know that now they're not even going to give you a glass of wine because you can be known to corrupt, that's nonsense now, right?

Eh, that's already a bit, eh? Exaggerated. But. The fact that there is no longer an invitation, which I didn't get, just in case, that there are no invitations to take you to the Bahamas or that there are no more invitations to play golf except for that one yet, right? That's good,

I just remember that Abi went to many conferences,

clear. In, for example, in the third, what he called the third world, right?

Well no, no. The possibility of going to these international conferences is very financially limited. So the financial companies helped with that. But that also at the same time created potential for conflict a little bit. No, because this gave a commitment. If someone is paying dollars for a trip, then he feels

TRUE.

Ah, relationship. Well with this person. Eh, but you have to understand that in countries like Venezuela today, the situation is horrible, well, for the doctor

can a national conference of which will have a lot of benefit for the patients in the end, well it is a, it is a reasonable situation that the United States has, well no, because not in the doctors they have, eh, gift, they have the ability to themselves, go and.

And if the doctor is independent, they put it as expenses of his medical company or if he works for, like me, a hospital or a group. Well, all these organizations, universities, hospitals, have money specifically allocated for doctors to attend conferences.

Okay, okay, okay, so it's not that they don't go to conferences anymore, it's that different people pay for it.

So less conflict of interest

less conflict of interest, which. So I don't mean, the pharmaceutical company isn't going to tell you, oh well. Oh, go away. We are going to take you to this conference in Hawaii so you can see it. No, the company was his help. You can tell me, look, I want you to leave a conference in Hawaii. Mm-hmm. They can take me to give the conference in Hawaii, but they are not going to take me and they must pay me in addition, but.

He can't tell me look at this look like he sets up a sentence with me. Look, there's a conference in Hawaii, right? How very attractive. And we're going to let you go see it. No.

So, as the host of the conference or as one of the keynote speakers, you can go or be taken, but not as a person who is simply going to go to hear the talk.

They're not going to invite you. Oh no. And I think, you're still in Venezuela. No, no, they don't do it here. Don't know. So, well, what can that tell you that the relationship has become very rigid, eh? The representatives of the pharmaceutical company who are going to visit you, those who can visit you, can only talk to you about things approved by the federal government.

It seems. Look, doctor, here he is, he was approved, eh? By the government by the FDA. This new antibiotic, huh? Studies for which the medicine to which the studies are included was approved and the way to use it is this.

And it has happened to you that you have two different medicines, brands that are the same for the same thing, and you have to choose between one or that does not necessarily happen.

That happens a lot from the point of view, for example, of common infections of things that you know very well, ear infections, throat infections. Well look, there you have 10 possibilities of antibiotics and you can use them. So that's what the pharmaceutical companies can do. That is, each one of saying well, my, these are the studies for my my medicine.

We have ours by percentage of cures 95 percent for this pair for this one. For this germ of 94 for the other. And then I have no company to say, well, we, this medicine has so much percentage for this other thing, but my medicine causes less effects. Sec causes few side effects, less diarrhea, less vomiting.

Then the doctor has to decide on that increase. Well, what are we going to do? And what happens a lot is that doctors decide to concentrate on two or three medicines because there are too many and use simple things, generally one goes. Eh, what is better tolerated by the patient, what has fewer side effects, but is effective at the same time.

So the doctor has to use his judgment there in that increase.

So, they kind of give all that information to the doctor. And since he can choose, it's not like we are the best. And so he can kind of

And and it's very reasonable, Formio is going to present the information to you in the most positive way they can, eh, within the regulations, right?

That's pretty reasonable. So there you have to use his criteria and what he thinks is best. That's it, that's how it is.

And my last question is, do you think about the advertisements that appear on television, like your doctor telling you this is for x and thing and

so I that.

Yes, exactly what do you think about TV medical advertisements?

a good, interesting and good, good, interesting question.

And there are two positions, two answers. I would have to personally, in a way, be in favor because doctors are not updated.

Hmm.

They are not updated, they are very complacent and there are many doctors who are not studying, who graduated and are practicing, but are not very interested in things.

For example, if you watch television now there is a lot of propaganda for a respiratory vaccine for the vaccine. The GSK company is doing a lot of advertising for a thing, it's called, right? And. I would say that I agree because it is a good vaccine that is proven by the FDA through studies and approved to reduce the disease in adults and is worth it.

But what happens many times, if the company was the one I would not want to spend millions and millions of dollars uselessly if the doctors were using it. Well, in the sense that every person over 60 years of age receives or is offered the vaccine. Well, the acetic company spends a clear half on that, what I see.

And this I am taking on the side of the pharmaceutical company. What they see is that we are 1 billion dollars developing this vaccine or 1000 500,000,000 dollars. Develop this vaccine. What is Cuba developing vaccines for? Sometimes not 800,000,000 dollars 900 is not being used.

It should be used because it is good so because you use it for people, you don't know why the doctors aren't telling you why. So they are going to do propaganda. So that's the part, that's the positive part. Now there is the most complicated part, that is, with another type of medicine, not a vaccine, but medicine.

Then the doctor dawned. I didn't want to use not intending. He is using other medicine for patients. For example, you think of medicines to make your idea rhyme. So, look, ask your doctor about this. Well, the humorous doctor already knew if he is a specialist, he already knew. But then now he has to explain why he's not using this one because he's using the other one.

So it could be the negative part? No, no, it's not very white, black. Clear. It has two, two, two sides of that coin. I think it is good in one way for people to know and in another way, because sometimes there is a little confusion, there can be a little confusion.

Very good. Thank you 1,000,000. I think that, eh, I have taken your enough notes and I am going to release the transcript as well. And I think this is going to really help me a lot for my thesis.

Catie Sain, Dean of Students, and Emily Roiger, 9th grade English Teacher

00:00:00.000 --> 00:00:04.000

I was recording, but then I stopped recording because I needed to see. I think right now. Yeah, I'm recording now.

00:00:04.000 --> 00:00:08.000

No, I was recording, but then I took it off. Cause I was like, let's.

00:00:08.000 --> 00:00:14.000

Say hi, but it was because I was trying to find the transcript and I thought the transcript was like next to the recording but it wasn't.

00:00:14.000 --> 00:00:16.000

Gotcha.

00:00:16.000 --> 00:00:20.000

Let me open up my like a little outline one.

00:00:20.000 --> 00:00:27.000

Can you remember that? Okay. Okay.

00:00:27.000 --> 00:00:32.000

I have so much to write and I've done. Literally nothing.

00:00:32.000 --> 00:00:34.000

When is it like, do?

00:00:34.000 --> 00:00:36.000

Don't ask me such questions. Don't do that.

00:00:36.000 --> 00:00:52.000

Okay.

00:00:52.000 --> 00:00:53.000

Yeah.

00:00:53.000 --> 00:00:57.000

Hmm. Okay, so basically I'm just gonna be taking notes about like all of our like our conversation and like I told you my thesis is gonna be taking notes about like all of our

like our conversation and like I told you my thesis is about responsible messaging so just how interact ethically with their public.

00:00:57.000 --> 00:01:05.000

So a brand being literally anything because I'm looking at these different industries. So I'm looking at education, politics, food.

00:01:05.000 --> 00:01:09.000

Fashion and.

00:01:09.000 --> 00:01:18.000

Education politics food fashion. And medicine. So like, for example, if a, imagine like a teacher is a brand.

00:01:18.000 --> 00:01:26.000

Like how do you think or what are your opinions on how they should like present themselves to their students in that in that sense?

00:01:26.000 --> 00:01:27.000

Hmm.

00:01:27.000 --> 00:01:37.000

In case of like. How the curriculum is presented, how policy influences, students and the curriculum also.

00:01:37.000 --> 00:01:45.000

Just like how like society and history is thought out so like in my like education section Just to give you guys like a Context.

00:01:45.000 --> 00:02:13.000

I'm talking about like the daughters of the Confederacy. And. How like children's content is created and band books and DEI programs and adds to kids and how that's regulated especially with like YouTube and how like there's not much regulations for kids like there were before when they were like specific kids channels.

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And just like how history is kind of rebranded through like schools. So just initial thoughts and all of that.

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What I've just said.

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I mean, I feel like YouTube was when you asked about it, that's like exactly where my head went, was our kids are addicted to YouTube.

00:02:37.000 --> 00:02:38.000

Hello, kind of.

00:02:38.000 --> 00:02:46.000

Like I know that it's not actually an addiction, but we Yeah, when you take away the like screen time from them or even like the actual device, they go Berserk.

00:02:46.000 --> 00:02:59.000

They don't know how to function without like the constant. Stimulation of a screen and usually that translates almost directly to YouTube or TikTok.

00:02:59.000 --> 00:03:07.000

Yeah, that's so interesting too. The students I teach that are addicted to screens. They're on YouTube all day.

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Do you think that's like TikTok or YouTube's like responsibility or like? Whose responsibility is it to like regulate that?

00:03:14.000 --> 00:03:24.000

I mean, I think that they specifically take talk is like specifically designing their algorithm to bring people back, just like Instagram and everything else.

00:03:24.000 --> 00:03:38.000

Feeds you the dopamine feeds you, you know, the brain chemicals that make you happy to to want to come back to it and that's Like the kids are just striving for the dopamine hit from YouTube, from TikTok, from whatever.

00:03:38.000 --> 00:03:41.000

So I think that

00:03:41.000 --> 00:03:57.000

Youtube is a little bit more tricky I feel like because they Their algorithm is different. You search what you want and find it, whereas TikTok is more like branded to you, like they wrap it around things that they know that you'll be interested in know that you'll buy into.

00:03:57.000 --> 00:04:01.000

And so I don't know.

00:04:01.000 --> 00:04:02.000

Good point.

00:04:02.000 --> 00:04:04.000

Give me 2 s. I'm burning my.

00:04:04.000 --> 00:04:11.000

Yeah.

00:04:11.000 --> 00:04:22.000

Okay.

00:04:22.000 --> 00:04:26.000

Okay.

00:04:26.000 --> 00:04:30.000

All professional of me. Okay.

00:04:30.000 --> 00:04:34.000

She also back in there.

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I feel like I was gonna say like for high schoolers I feel like it gets a little bit different because they're like consuming adult content.

00:04:44.000 --> 00:05:06.000

Like maybe sometimes too much. Adult content for still being like 1314 But I wouldn't say like, I don't think of TikTok and Instagram as being like at fault for the amount of content children are consuming as teenager almost because I feel like it's our responsibility to teach them how to navigate those platforms and to be conscious consumers.

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I don't necessarily.

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Like a teacher responsibility like a school like a parent.

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I feel like it's a parent's responsibility, but it's not happening. So as a teacher, because I noticed that I try to fill that gap.

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And like I don't blame. Anyone for like trying to hustle and make some money and use ads and like planned strategic algorithms.

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I feel like that's just our future in our world and our students. Are always gonna like gonna have those platforms they're using them to make money.

00:05:45.000 --> 00:06:02.000

So I ideally would like to teach them how to like consciously consume media on those platforms but kind of like Katie said and we've actually recently talked about how kids that are raised by screens are like seemingly having a really really difficult time.

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Separating them. Yes, from that and like forming connections to other. Humans instead of a screen like it's taking away from the developmentally appropriate.

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Milestones because they're not able to like socially interact with other humans because they've just been drawn to, I stare at the screen and the screen gives me what I want.

00:06:25.000 --> 00:06:31.000

So I mean, I feel like I'm kind of on. Yes, we are set up in like us.

00:06:31.000 --> 00:06:34.000

I don't know. In a world where We're supposed to make money, capitalism is, you know, cash is king.

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But like, But I don't support it and I don't, I feel like there should be some guidelines in place and some like guardrails for kids because kids cannot make that decision for themselves and they won't.

00:06:54.000 --> 00:07:02.000

Like if you offer them the thing that they want. They'll just go and go and go and go and go.

00:07:02.000 --> 00:07:03.000

Okay.

00:07:03.000 --> 00:07:12.000

And so whether that's, you know, watching Mario all day or. Skivity toilet, which is what the kids are watching now.

00:07:12.000 --> 00:07:13.000

Okay.

00:07:13.000 --> 00:07:23.000

Yeah. And, they will like consume content if they're not. If it's not moderated for them.

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So, like she said, her 13 to 14 year olds are consuming adult content. My you know, 4 to 10 year olds are consuming skivvy toilet, which is all violence all day.

00:07:34.000 --> 00:07:58.000

And like, I mean, 100% of my students could have shown me that Drake leaked sex tape video like they were fully watching it this multiple of them had put it on their own Instagram stories because it's just like it was fully accessible and it was so alarming how like nonchalant they were about it.

00:07:58.000 --> 00:07:59.000

Sorry, no.

00:07:59.000 --> 00:08:10.000

See it. And can you tell me a little bit more about like how you are Trying to I really like what you said about like creating conscious consumers conscious consumers.

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How do you try to like implement that in your classroom?

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I feel like.

00:08:17.000 --> 00:08:21.000

You can see the conversations that you have with them. Like it doesn't have to be like a lesson plan.

00:08:21.000 --> 00:08:33.000

Yeah, recently one of my students read this Japanese book called School Girl and I didn't read it but her like synopsis was basically like this teenage girl in Japan.

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Is the book, entire book covers one day in her life and she's like having an existential crisis because she feels like 100% of who she is is shaped by other people.

00:08:37.000 --> 00:09:02.000

And we were connecting that to current day and how my students feel like. A lot of them are very self-aware and they can tell that like a hundred percent of their likes and dislikes, someone told them on TikTok what to like and what to dislike and like the kids who are cool and like dressed like Adam Sandler.

00:09:02.000 --> 00:09:08.000

Like that they don't like that like someone told them to like that and to dress like that to look cool.

00:09:08.000 --> 00:09:17.000

And I feel like at TSAS, that's very much the brand of children that we serve as like the weird artistic, a G, misfit kids who are like.

00:09:17.000 --> 00:09:28.000

All trying to be cool, but like they don't know what cool is they're not deciding what cool is people on the internet are telling them like they know that that's happening but They like as an individual can't break out of that cycle.

00:09:28.000 --> 00:09:48.000

So we've had really interesting conversations about that. Even like We're like, okay, so if you don't want to shop at like fast fashion that sets trends like okay now we're thrifting but that's because people on the internet told us that thrifting was like cool and trendy now and not for people who are living in poverty.

00:09:48.000 --> 00:09:55.000

Okay, so like now where do we shop? Oh designer fashion because it's exclusive. Okay, but you don't actually have the money or the access to do that.

00:09:55.000 --> 00:10:05.000

Like they truly cannot win. In terms of like escaping what the machine has told them to become. So they've kind of like given into it.

00:10:05.000 --> 00:10:16.000

And then I also have children who seem to have the mental capacity of like a ten-year-old and still just watch to give it a toilet and like are so unselfish, you can't even have a conversation with them.

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So there's like drastic developmental stages. In ninth grade. Yeah.

00:10:25.000 --> 00:10:33.000

How do you think that that's different from when y'all were growing up?

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I feel like because the internet wasn't like there weren't platforms like TikTok and YouTube was How to videos and like channel marbles.

00:10:44.000 --> 00:10:52.000

But Jenna Marble is even growing up like When I think of growing up, I'm thinking when I was like an actual child and not a teenager.

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And so like When we were kids, we didn't have as much of like the constant.

00:11:00.000 --> 00:11:09.000

Feedback and people weren't telling us who to be. On the internet. It was more Nickelodeon Disney Channel.

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What was, you know, Hannah Montana doing, what, what was Drake and Josh doing? You know, what, how did they dress?

00:11:15.000 --> 00:11:20.000

What brands were we seeing on? On their shelves. Kind of thing.

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So do you think it was more like? Curated almost.

00:11:28.000 --> 00:11:29.000

Like

00:11:29.000 --> 00:11:44.000

Yeah. I feel like I also I like think of high school because I feel like I'm talking about my kids so it's funny that you're like a nice child but like I feel like when I was in high school Like, we had no phone policy, we just like weren't on them.

00:11:44.000 --> 00:12:00.000

We didn't even at that point yet have to have like school wide phone procedures. And I remember like I would go home from a full day of school and I would like catch up on my phone and it would take me maybe like 20 min and then I'd be like, okay, good, doing my homework.

00:12:00.000 --> 00:12:15.000

But I feel like our trends and like personalities were very much like regionally influenced. Like, I remember Just like little things like for a while everyone at my school was wearing like slides.

00:12:15.000 --> 00:12:19.000

But with socks to school, that was like a thing, but we didn't call them slides.

00:12:19.000 --> 00:12:36.000

The entire town called the Mandles, like man sandals. And then I remember we were like at a basketball tournament and we met people from closer to the Twin Cities and they called them slides and we were all like that's so fucking weird they're Mandles like we were like pure influencing each other.

00:12:36.000 --> 00:12:43.000

With face to face discussions and like going shopping together and like setting our own little microcosm trends.

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Based on probably just a few people we thought were cool and like had truly no regard for what people even like 10 min away in a different town were doing.

00:12:54.000 --> 00:12:59.000

I think that specific example like Slides and Nike socks were a thing. Everywhere like everybody did that.

00:12:59.000 --> 00:13:07.000

So where did that come from?

00:13:07.000 --> 00:13:08.000

Hmm.

00:13:08.000 --> 00:13:13.000

I like my guess is NBA. Yeah, I think I think NBA players were probably doing that in their free time.

00:13:13.000 --> 00:13:14.000

Their feet probably hurt.

00:13:14.000 --> 00:13:20.000

Just like. Yeah, they're just chilling. I don't know.

00:13:20.000 --> 00:13:40.000

That's good. How do you all But a lot of like universities and schools like banning DEI programs and banning certain books, how have you all worked with that or how have your schools kind of like addressed that.

00:13:40.000 --> 00:14:04.000

I think they phrase it differently. That's how you get around it as far as like TPS is policy towards DEI, they're still Kind of trying to push and in their way of doing it they're doing like SEO and then kind of incorporating.

00:14:04.000 --> 00:14:17.000

We're all different and here's what that looks like because they're tiptoeing around you know state bill 1775 where we're not allowed to teach about race and critical race theory.

00:14:17.000 --> 00:14:18.000

Hmm.

00:14:18.000 --> 00:14:24.000

5 state bill, 1775.

00:14:24.000 --> 00:14:32.000

And everybody, I mean, in our core year for TFA was terrified of teaching. Kids have got their own history.

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Specifically, was like the Tulsa Race Massacre. We weren't allowed to teach about it because the state superintendent is anti.

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And the governor doesn't want to talk about it.

00:14:44.000 --> 00:14:57.000

My year, they started talking about it. So that was a very short like short lived era. Cause I was just, we're like a year apart in the, and like the.

00:14:57.000 --> 00:15:08.000

Okay. I don't really care. I feel like I teach it. I've taught at charter schools and we do not have to follow.

00:15:08.000 --> 00:15:19.000

Like public school guidelines and laws. So it's kind of a pre- for us. The like one.

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Kind of related like influence that I have felt was that this year we have to like do a moment of silence at the beginning of every day for students to pray.

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Which was like a bill pushed by the governor. But other than that, I've like honestly kind of built it up to my students as like.

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Here's what's happening in other schools. Book censorship is happening in other schools. These are the books that are being censored and we have the opportunities still to learn about them.

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So this is a privilege and like our responsibility because in a few years you'll be in college classrooms with students who like do not know that these voices exist and then at that point like So sorry, you carry the burden of educating your peers.

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I like built it up last year. We read the bluest eye. By Tony Morrison and They like walked into the classroom and their books were in Manila envelopes and this like huge band like stamp was over the front and they like had a lot of anticipation to see what they were getting to read and we had a lot of discussions throughout the whole story of like whose voice is represented, whose point of view are we reading

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from and why would we ban this book. And we like escalated those conversations because it's like such a relevant topic.

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I would bring them headlines throughout that unit. Of like our freedom of speech is literally being jeopardized at this point like they fully understood that and how it could like so easily lead to.

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Like schools banning books could lead to publishers facing consequences for publishing books could lead to no one's picking up stories from.

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Minority authors could lead to entire populations of people who share your same identities like don't get a space in media anymore and we talked about that a lot a lot of them still didn't read the book, but at least they were like kind of thinking about it.

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You were surrounded by others that days.

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Yes. They were in the conversation. They just didn't know what the book was. And now my new school.

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Actually has like a library and we have So many diverse books just today, Queen Anna Barrows is doing a unit on immigration and her seventh grade students were

collaborating with the librarian to collect all of the voice or all the books in our library that highlighted immigrant voices and they're like.

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Categorising them by their great level and then giving lists to those grade level teachers to provide. Like recommendations to students for independent reading and like all over it.

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Yeah.

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Believe that's a lesson plan at our school, right? And we're just like, heck yeah.

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I will say though, like we have had individual cases of parent push back so We like still technically tiptoe around because we know that if like Ryan Walters did want to target our school specifically because he hates Tulsa so much and we're like waving gay flags in the air and like basically he could come for us.

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So when parents do like push back. Independently we've like had conversations about how to

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Almost like rephrase what we're doing it basically just turns into like we'll revoke the privilege of that child to use the school library which is kind of fucked up but but I also now.

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Recommend some strange books to parents and I'll like sometimes send just personal Quinn to be like, hey, this is a controversial title your child will be reading like and then I put the burden on them to investigate further if they like feel the need to.

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Take away what their child has been given. This is less like a DI thing, but 2 notes.

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From hers. Okay, so I don't know if you know, but there is a law in Oklahoma about like presenting your sexuality in the classroom.

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Like I can't when I was in the classroom couldn't tell my students that I was gay explicitly.

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Oh, you don't know that.

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And even though she is. In a charter school, she's still in like they're funded by.

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The state government so she also cannot present her sexuality she does she doesn't care i didn't care either like they were pictures of her in my classroom but i have a postcard in my classroom that says gay up the world it's propaganda but like legislation is fully oppressing free speech.

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What's letter station? Letter station?

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In that way for teachers so what? Representation. I don't know.

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I think I probably broke up a little bit.

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Like, letter station, tell me more.

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Yeah. And then the other thing I was going to say you were talking about, oh, like parent pushback.

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For we have, I mean. You were there when this happened also, but like the fifth graders go through the sex ed conversation where they're talking about your body is changing and this and this and this and this and there were several parents who opted out for their children just learning about their own bodies.

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So it's find interesting. I don't know if that has anything to do with your.

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No, it does. Yeah, anything that like Feel free to like just trail off anything that like you think is slightly relevant because that's the point.

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Like I want to see. To me, anything's a brand, right? So like a school is a brand in itself.

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So like how are they representing themselves with their students that they're influencing. How are they doing that in the state against other people or like the senator?

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How is that? How does he have influence on the schools and anything of like that sort of nature. Have you had any?

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Other situations and where you've been kind of like told that you can't do that you can't do this or push back from administration because of something that you found like stupid.

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For example, when we were at spring day they told us not to play this turning red

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Yeah Hmm. Because I talked about it was all about periods, metaphor for periods. Which our kids were actively going through and we kept stashes of period products for them.

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Yeah.

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Just freely everywhere.

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Would actually be better if they blood through their pants. Yeah. Much better. I'm trying to think.

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I feel like now that I work under, and like she's my direct supervisor. There are a lot of times when she pushes back and she's like, well, don't do that because of but I I can't give you a specific example.

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I wish I could. And it'll be for something like we can't talk about race.

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Hmm.

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We can't. Like, we're not going to teach about Black History Month or Hispanic Heritage Month.

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We're not going to like do specific units on that or even like Native American heritage. We're not going to talk about this because it's going to single out the other kids.

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Even though those are district wide.

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That's how they phrase it, that it singles out like it or other kids.

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Yeah. She has, I feel like phrased it that way, but it's not coming from the district.

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So that's us. And now that you've said that, I'm thinking about like coming from one TPS school going to another and hearing from the admin level the conversations about like our school versus our data versus theirs are population versus theirs.

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And when she's presenting in even like interviews, she talks about the demographics first.

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Before she talks about anything else. Related to the school and this may just be that school leader specific but I feel like that's a trend that you see when you go to look at a website for a school, demographics are right there on the page.

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Why do you think that is?

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I have no idea. I feel like

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Like mentioned like not mentioned but like have like First.

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It's yeah, it's very important like they put it as if it's extremely important what race our kids are.

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I mean, though, like, To me that feels important because I would hope that like these blatantly racist teachers would be like, oh, maybe I shouldn't work at a school.

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That's 75% but that's not the case and then we're having we're having teachers like better explicitly saying things I mean you've experienced it you were there with me hearing Teachers say things.

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And Yeah, to you about our

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I like me. Yeah.

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Okay.

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Like saying things like. Oh, the Spanish kids. Like. Just things like that and I'm like none of these kids are from Spain.

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Not one.

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Not a single one. Yeah. I don't know, just.

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Thinking about like the branding for how you even market like come to Mitchell overcome to Springdale.

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Or like we're in the backyard of 2 other schools. There's Celia Clinton right next to us and Bell across the street.

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Like the way that we're competing for. For students and for funding and for sponsors for events and.

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Can you tell me a little bit more about that like funding?

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Okay.

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So, I mean. The funding is a little bit more above my pay grade, but what I do know about it is like we receive a special grant for our black students because they were underperforming.

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That's it.

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Like their test scores were lower and they, found that black students specifically were being under served essentially.

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So they gave you a, called like, Silk the Black Kids. I can't, I can't find the name of it, but yes, yeah.

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It is beautiful.

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Is that something that you all needed to apply for?

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I think we get those just

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Or is it like given based on like test?

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I feel like it's based on test scores. Yeah, and they they find that like oh in this because they break down all of the data and then they look at the numbers and they say like get Springdale was happening but it wasn't to the level of where Mitchell was at.

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Yeah.

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So, and that funding goes towards. Like the Reading Sufficiency Act, teaching kids. Like we're gonna hire a teacher specifically to teach the black kids to read.

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Is what was happening. We no longer have that position. She was probably racist. Yes, but that's not why.

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But.

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Did you like take all the black kids out of the room and they were like, you don't know how to read.

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So let's like.

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Yes, that is exactly what happened in the fourth and fifth grade classrooms. They would target those kids and they would and it's still happening like I am doing tutoring after school on Tuesdays and Wednesdays.

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And me and 3 other teachers. Full kids and they were like specifically like you can pull any of this list of 50 kids you can pull 20 of those kids.

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If you can get parent permission, whatever. But specifically, find the black kids first and then go from there because you're being paid out of this.

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Fund that was given to the state.

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Specifically for them.

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Or for black students. Yeah.

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How do you think?

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Yeah.

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That affects other students and also how do you think the black students themselves are like reacting to that. Because it's like, it's good in part because like they're getting the attention that they need because they are being underserved.

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Bye.

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But it's also like they're being specifically targeted and it's because they're, it's almost like you're black so you obviously don't know how to read so we need to give you money.

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Yeah, it almost comes across like that. And I don't know. I feel like it was such a short period of time when we actually had one.

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Teacher whose job it was. Like whose only position was to pull. The kids for this. I, I wanna say it's titled like.

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I feel like it has a 5 in it. I don't know. I can get you the number later.

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Yeah, that'd be great.

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Was she herself?

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I'll ask. Don't with what the is actually called, but it's like titles, some, and when it was such a short period of time, but she would, she would be walking down the hallway with a group of 6.

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Oh, how did I get?

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Wait and 64. You can just imagine. No, great.

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I can picture a person specifically.

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She would just be walking down the hallway with a group of 6 black students going to her room. And they wrote to kill Mockingbird.

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No, they would they were doing specific like reading curriculum but she would take them and from their classrooms, walk them all the way down what we call the Mitchell Mile into her classroom and then walk them all the way back.

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So it was like a showcase of these are the kids that I'm pulling. And I can't speak for how that made them feel, to be honest with you.

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I don't know. But from my view, it was, they were obviously being targeted because they were black.

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So for

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And I, and I, because of like I knew why she had the position and he's like, why they were doing it, but I think anybody could see that that was what was happening.

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That's ridiculous.

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And it is. It's like a double edged thing because We're trying to help them, but the way that we're going about it.

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Is

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Ineffective. Also, We had her and now we don't, so we're still not serving him.

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Okay. We also have the grant, you just don't have her.

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And that money is going somewhere. It's going. Yes. Well, we still have her, but she got moved to a different position because the black kids weren't important enough, but she got moved to a different position because the black kids weren't important enough.

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We needed to put her in a classroom because the black kids weren't important enough. We needed to put her in a classroom because we had a vacancy.

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So.

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So. I don't know. And she still is like, how can we spin this?

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Where we're helping. The black kids through this. Like how can we're spending this money out of this grant?

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So how can we make sure that we're hoping the black kids. We're going to help the other kids too.

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But this was earmarked for. These kids. So we've got to make sure. That were.

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We're working it in for them too. And I'm trying to think of other things she's like, we've spent the money on.

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For them. She's pulling in. People from an outside like outsourcing. From a different company to come in and still it's for reading but she's paying.

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Individuals to come in from outside of our school. To work on reading intervention with the kids.

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Do you think those people are those people like reading specialists that are qualified for that or is that just like random people that are available.

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They are from a company that markets themselves as reading specialists. I don't know that they are credentialed in that way, if that makes sense.

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Right.

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I don't know that they had school. And training that aligns as much as they have a title at a company.

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Do you know the or are you at Liberty to tell me the name of the company?

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Okay, Water and And.

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If I figure it out, I can, I'll tell you. Yeah. I haven't said nothing.

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I have a contract.

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Yeah.

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Oh my gosh, this has been amazing. Sad but I figured can you tell me a little bit about your experience like teaching bilingual kids and I know about it but I wanted to get it like for This specifically is like get it in the transcript.

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In Spanish, please.

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And.

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Yeah. Okay. Like what aspect of it?

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Just like how did you feel with like the structuring of the bilingual program and how did you feel effective in that?

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Me to pull up my pieces.

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Please let me know because I have my opinions, but I have to be objective.

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Okay. We were talking about this so much, it's crazy. Okay.

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No.

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I feel like In theory, like let's just zoom out in theory. We're looking at a program and you're like okay this population.

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Because that's we're all about the numbers we're all about the population right so let's look at the population we have a 70% Hispanic population.

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So it would be great if we could teach them in their native language, right? Let's teach them Spanish, but also they're in the United States, so we have to teach them English, right?

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Great.

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So that's how TPS is like beautiful we're making everybody happy so on paper it sounds great we're gonna teach kids they're not gonna you know Oh, language can be lost in 2 generations.

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We're not, we're not going to let that happen. We're going to teach them Spanish and continue to foster that but also teach them English and have them be able to thrive in this country without a national language, but we're still teaching them they have to learn in English.

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That doesn't work. What?

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Yeah, so. Yeah. So TPS says this is great. And we're gonna do this.

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And it looks great on paper. But in practice, It falls short in nearly every aspect. We take kids and we put them in a dual language program.

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And then they are they're at school for 8 HA day. You take out their specials time, which is 40 min, and that's in English, through and through.

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It's in English. Their lunchtime they can speak whatever language they are comfortable speaking in.

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But

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And they have like a ton of Hispanic teachers, right?

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No, I'm getting there. I promise. But just we're just looking at the schedule right now.

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Okay.

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So they they are in class for the exact same amount of time as all of the other kids as the traditional track kids who are only learning in English.

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And they're cramming 2 languages into these same amount of curriculum time. But we can't, instead of giving them more time for languages and taking away from a different.

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Subject area or adding an hour to their day or literally anything else they say these foundational skills will transfer.

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Yeah.

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Oh And I don't know if you know any more languages. You do. But the sounds, the letters make different sounds in different languages.

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That's kind of what makes them different languages and the way that we arrange sentences and use words is completely different.

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And they say, but those will transfer. So what we're gonna do is we're gonna take the 90 min.

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Language block and we're going to split it in half. So we have 45 min for English now in 45 min for Spanish.

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And also what TPS does is they have 2 teachers to teach it. In most cases, not in yours.

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Yeah. It's, Bye.

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But in most cases. It's a I feel like you had advantages in some aspects though.

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Yes, yes. Yeah.

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I did in some and others I was drowning. Actually, I hope I was. My favorite thing was they would just be like, you're doing so good.

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Just keep doing what you're doing. And I would just be like.

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Thank you.

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Administrators who do not speak Spanish. And yeah, yeah. So they can't actually give you feedback because they don't speak the language that you're teaching in.

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The teacher coaches that literally would just like sit there and be like

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But, But the kids have 2 teachers, right? So then they also have to you have to take away transition time because now they have to switch classrooms.

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And that's instructional time that's being taken from them. So now they're 90 min block that split into 45 min is not really down to like 37 min because of the transition times.

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So they have 37 min to learn the foundational skills, the vocabulary, the reading.

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The communication skills. All of yadda yadda and writing. All of that is in this 37 min block that we've given them for language.

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I also, if I could interject, really liked the part. When Katie wrote about her theory of change to like tie in your project is just the way that like TPS marketed this program to families.

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Who were like extremely vulnerable. Oftentimes their parents would have to talk to the English speaking front desk registration person to like understand the program.

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They don't truly understand what's going on in classrooms. Parents are just like from my understanding.

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Just feel very grateful that like their child is here and has found a school and that the school is doing so much for us because it sounds good like on paper and then Truly like Katie had would tell me about like talking to Cong or having conversations with parents at the end of the year and the parents still didn't seem to like understand that their kid had 2 teachers like they were so ill-informed about what their child was

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getting into. Like that's the heartbreaking part was how it was like. Fake it brought this to our school and it's so amazing and it's the best opportunity but like The nitty gritty was that their kid was getting half an education and no one was telling them.

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That's it. Exactly.

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Right. Okay. Yeah, take it to your earlier point. They're being taught by teachers from Spain.

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Who don't speak the same Spanish. That they speak. So, and then refer to it as proper Spanish.

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Yeah.

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Yeah. And telling kids that the language that they speak in the words that they use are incorrect and they have to correct their language.

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So it was actually I had the unique perspective of having a teacher from Spain as my co-teacher one year and the next year teacher from Mexico.

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And the relationships that were built with the students were completely different. The interactions with parents were completely different.

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The confidence in the kids was different the like Okay, the ability for them to actually feel comfortable and grow and take in the knowledge was different.

00:39:05.000 --> 00:39:17.000

In that when they were taught by a teacher who actually looked like them. Who had the same color skin as them who spoke the same dialect as them as most of them.

00:39:17.000 --> 00:39:31.000

Not all of them are from Mexico. Majority of them are from Mexico, but it was much closer.

00:39:31.000 --> 00:39:32.000

Yeah.

00:39:32.000 --> 00:39:45.000

To the language that they spoke and they heard at home. Then somebody who's they They were much more comfortable translating what they were learning because They weren't struggling so much because really when they were learning from a teacher from Spain they were learning 3 languages because they were learning English from me.

00:39:45.000 --> 00:39:57.000

Spanish Spain from him and then the language that they were speaking at home. Like their Spanish at home was so foundationally different.

00:39:57.000 --> 00:39:59.000

From his.

00:39:59.000 --> 00:40:12.000

And Spanish from Spain has such like the, the grammar is even different. And it's so confusing that like at my big age, I still like don't understand like what they're saying.

00:40:12.000 --> 00:40:23.000

I don't know if you'll experience this. I'm sure you did. I don't know why you said that.

00:40:23.000 --> 00:40:24.000

Yeah.

00:40:24.000 --> 00:40:27.000

But she would be teaching the curriculum and it was written and Spanish. Like in Spain Spanish. And she would be like, this doesn't really make sense.

00:40:27.000 --> 00:40:38.000

And the like the language that I know the links I'm comfortable with the language that they understood none of us understand what this curriculum is trying to say here and it's not because we can't read.

00:40:38.000 --> 00:40:39.000

No.

00:40:39.000 --> 00:40:46.000

But it's because the way that they're teaching you, they're using a different word for this thing that all of us understand is something different.

00:40:46.000 --> 00:40:55.000

Like a notebook, we don't call it that. This is different. I don't know if that's an actual example I feel like it is, but.

00:40:55.000 --> 00:40:56.000

No, it's like.

00:40:56.000 --> 00:40:58.000

But.

00:40:58.000 --> 00:41:09.000

That was to me. The biggest like in my pro con list of like staying and leaving. That was my like biggest pro to stay.

00:41:09.000 --> 00:41:18.000

Because I felt like they weren't getting the representation that they needed and I felt bad being like the only Hispanic teacher and then I leave.

00:41:18.000 --> 00:41:24.000

No, we would. If you would walk down the hallway of a dual language program.

00:41:24.000 --> 00:41:36.000

You would see. A TA. That was actually Hispanic. And our secretary.

00:41:36.000 --> 00:41:49.000

And you. And that was it. And then. Last year we had oh and Adelia Who taught brick?

00:41:49.000 --> 00:42:07.000

So there were 4 in a building of 2425 classrooms. So, yeah, the representation just isn't there.

00:42:07.000 --> 00:42:08.000

Yeah.

00:42:08.000 --> 00:42:11.000

And now I'm teaching the same population and we're not to a language. I'm not teaching but I'm it the same, the numbers are the same.

00:42:11.000 --> 00:42:22.000

And we don't have dual language. And we somehow have more teachers. That look like our kids that sound like our kids.

00:42:22.000 --> 00:42:34.000

That come from similar backgrounds to our kids. Because we're not pushing a program. That is it's false advertising.

00:42:34.000 --> 00:42:43.000

But I mean, if we want to get more into my thesis, I went to the district.

00:42:43.000 --> 00:42:49.000

For that project and I talked to the head of dual language at the time and I was like Here are all of my questions and why aren't we doing this?

00:42:49.000 --> 00:43:06.000

Why are my kids parents? Not aware that their day is split half in English and in in Spanish like it's not even it's not an even though it never is.

00:43:06.000 --> 00:43:16.000

But why are we like saying this but but it's not happening but their parents don't even know that that's the case they don't know that they have 2 teachers.

00:43:16.000 --> 00:43:22.000

You're not telling them, I didn't know, as a teacher in the program.

00:43:22.000 --> 00:43:30.000

Until much too late that kids weren't even learning English. In the one way dual program because now there's a two-way dual program.

00:43:30.000 --> 00:43:37.000

So we're just gonna talk about the one way that kids weren't learning English. Until they were in second grade.

00:43:37.000 --> 00:43:38.000

Yeah.

00:43:38.000 --> 00:43:45.000

That's what I was teaching. So I didn't know that my kids had no foundational skills for English.

00:43:45.000 --> 00:43:54.000

They didn't, oh, I remember specifically one time I had never taken a Spanish class. And I was learning Spanish from my kids.

00:43:54.000 --> 00:44:01.000

And their parents and my friends.

00:44:01.000 --> 00:44:15.000

I remember specifically a student we were doing a letter assessment. And the student looked at the letter V and I said what sound does this make and she said

00:44:15.000 --> 00:44:19.000

Okay.

00:44:19.000 --> 00:44:20.000

Yeah.

00:44:20.000 --> 00:44:26.000

And I said, what? No. Because to me that made and nothing else. And it wasn't until the Baka Budo conversation where I learned that that was a thing.

00:44:26.000 --> 00:44:37.000

And. Yeah, but anyways, so. Our kids. Their parents don't know what they're going through in.

00:44:37.000 --> 00:44:51.000

Allegedly they were supposed to be recruiting teachers from the communities with radio advertisements with posters with on like Spanish radio stations.

00:44:51.000 --> 00:45:04.000

They were supposed to be advertising that the dual language program was looking for teachers. In all of these ways that I was like this would be great if we were actually having people come in from the community.

00:45:04.000 --> 00:45:20.000

For our kids like if they had somebody that looked like them that was like from where they're from, that understood any part of their identity.

00:45:20.000 --> 00:45:21.000

What are they?

00:45:21.000 --> 00:45:24.000

Without like looking at it from the outside. Okay, allegedly that was supposed to be happening, but it just didn't work.

00:45:24.000 --> 00:45:47.000

Also allegedly the program is supposed to have multiple information sessions for parents where they come from people from the the dual English department come to the dual language schools and have information sessions where all of the parents can come and they are in Spanish.

00:45:47.000 --> 00:45:52.000

Who's giving?

00:45:52.000 --> 00:45:53.000

Am I?

00:45:53.000 --> 00:45:59.000

But I I never saw this happen. They were supposed to come and break down in kindergarten, your kid will do this in first grade, your kid will do this.

00:45:59.000 --> 00:46:09.000

And second grade, they'll transition to this yadda yadda yadda all the way on up to twelfth grade because that's what TPS says is that they're going to have a bilingual certificate on their diploma when they graduate high school.

00:46:09.000 --> 00:46:16.000

Correct me if I'm wrong. Do they continue the program in middle school and high school in other schools?

00:46:16.000 --> 00:46:31.000

Not the same one. They can take Spanish classes. That's basically it. There's in high school there were a couple of extracurricular and they're all extracurricular but a couple of extracurricular classes that were like.

00:46:31.000 --> 00:46:45.000

Math in Spanish. They had different titles but they were They were elective and like extracurricular and not

00:46:45.000 --> 00:46:46.000

Something that you like this is the track where every kid that's in this program will take this and every kid like where they don't have classes in Spanish.

00:46:46.000 --> 00:46:53.000

Cause I, So.

00:46:53.000 --> 00:47:02.000

They don't offer computer classes in Spanish. They don't offer science because in elementary school they're learning science social studies.

00:47:02.000 --> 00:47:12.000

And Spanish and in Spanish and then on up through high school they say they're bilingually educated but they're not teaching those same skills all the way on up.

00:47:12.000 --> 00:47:16.000

As far as. To the same degree.

00:47:16.000 --> 00:47:19.000

I'm on that again.

00:47:19.000 --> 00:47:27.000

Yeah. I wanna pull it up. I feel like I have more points.

00:47:27.000 --> 00:47:30.000

Just send it to her. Follow up.

00:47:30.000 --> 00:47:34.000

Yeah, yeah, send it to me. I would, I'll quote it.

00:47:34.000 --> 00:47:35.000

Okay.

00:47:35.000 --> 00:47:39.000

Okay, and multiple places. Oh

00:47:39.000 --> 00:47:41.000

Just switching.

00:47:41.000 --> 00:47:48.000

Yeah.

00:47:48.000 --> 00:47:56.000

I'm trying to think the time break down, the lack of transparency with. Parents.

00:47:56.000 --> 00:48:07.000

Teachers not looking like them, not sounding like them.

00:48:07.000 --> 00:48:08.000

Yeah.

00:48:08.000 --> 00:48:14.000

How did the teachers that didn't look like them? We're just. I'm, I'm gonna hit the.

00:48:14.000 --> 00:48:22.000

The spade latitudes and then I'm gonna come just back to like American attitudes.

00:48:22.000 --> 00:48:35.000

So. Spanish, I'm gonna reference what individual. Unnamed, left and right. Would talk about how our kids would.

00:48:35.000 --> 00:48:44.000

Not amount to be anything other than a line cook at McDonald's. Because their parents couldn't read.

00:48:44.000 --> 00:48:52.000

And. What talk about how they were illegal. And.

00:48:52.000 --> 00:49:00.000

That like was talking about undocumented students and was saying that they were I'm just clarifying for the purposes of here.

00:49:00.000 --> 00:49:02.000

I appreciate it.

00:49:02.000 --> 00:49:09.000

We talk about undocumented students and talk about how they were illegal and that because their parents were just.

00:49:09.000 --> 00:49:21.000

Riding off of the government which didn't make sense to me because if we're undocumented how are we receiving services from the government it doesn't really make sense to me and I still don't understand where that came from.

00:49:21.000 --> 00:49:28.000

And when I pushed back. He couldn't answer me.

00:49:28.000 --> 00:49:31.000

But,

00:49:31.000 --> 00:49:39.000

People really love to say that like undocumented people like don't pay taxes and like really don't understand like how taxes like work.

00:49:39.000 --> 00:49:40.000

I digress.

00:49:40.000 --> 00:49:51.000

Hmm. Yeah, we're just like. Say these horrible things about the character of the students and their families.

00:49:51.000 --> 00:50:10.000

Based purely on the fact that they were from Honduras or Mexico or Guatemala or Yeah, like they were talking about our students because Like they immigrated here in a way that they felt was.

00:50:10.000 --> 00:50:18.000

Not appropriate or unfair to them. It was disadvantaging them because these kids were and their families were coming for a better opportunity.

00:50:18.000 --> 00:50:32.000

Better opportunity. But yeah. So just the attitudes of Lake.

00:50:32.000 --> 00:50:42.000

Horrible stereotypes. Which I don't know, the stereotypes that I heard were that Hispanic people were hard working.

00:50:42.000 --> 00:50:52.000

And we're skilled workers. I don't, I don't understand. Like I have never understood it.

00:50:52.000 --> 00:50:53.000

Yeah.

00:50:53.000 --> 00:51:00.000

How can we paint somebody to be both lazy and a mooch? Also the person that is building your home.

00:51:00.000 --> 00:51:01.000

They're so lazy.

00:51:01.000 --> 00:51:02.000

Putting the roof on it like I don't understand These stereotypes don't make sense to me.

00:51:02.000 --> 00:51:15.000

How like we portrayed these things and it's purely because They are not speaking the language in the way that you think that they should and the color of their skin makes them less than.

00:51:15.000 --> 00:51:20.000

And it was interesting to me because I had never dealt with. Straight up Europeans in that way.

00:51:20.000 --> 00:51:27.000

And I didn't realize that it was.

00:51:27.000 --> 00:51:28.000

Okay.

00:51:28.000 --> 00:51:32.000

That way. I don't know. So yeah, the just. And that wasn't something that I heard from only one person.

00:51:32.000 --> 00:51:40.000

It, I mean, I heard it most from that one person, but I heard it from his colleagues.

00:51:40.000 --> 00:51:48.000

Who said similar things. And talking about how they They can't even read, they don't understand.

00:51:48.000 --> 00:51:56.000

They'll never work hard enough to be able to try. They just don't care. There was something I heard all the time talking about seven-year-olds.

00:51:56.000 --> 00:52:14.000

They just don't care. They don't want to do the work. I can't teach them because They, there's no point in me teaching them because I've never going to be anything.

00:52:14.000 --> 00:52:21.000

I'm just completely giving up on. The kids.

00:52:21.000 --> 00:52:28.000

On the other side, not on the other side, but along the same lines I heard my neighbor across the hall who did not teach.

00:52:28.000 --> 00:52:58.000

To a language. But still taught in our community in our school. Who would say things about how She wished that the kids would just speak in English

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Figure 20: Game Materials and Goals

Radical Truthical

The Card Game for Skeptics

Materials

- 8 role cards – 2 speakers, 1 bank, 5 public
- 50 large topic cards
- 10 bills of each \$50, \$100, \$500, \$1,000 total worth \$16,500 for each player
- 5 voting chips for each member of the public

Goal

This is the game to share what you know and make up what you don't. See how many of your friends are ready to fall for it all. Are you informed? gullible? or both? It's your time to find out.

Role Cards



Topic Cards



Money



Voting Chips

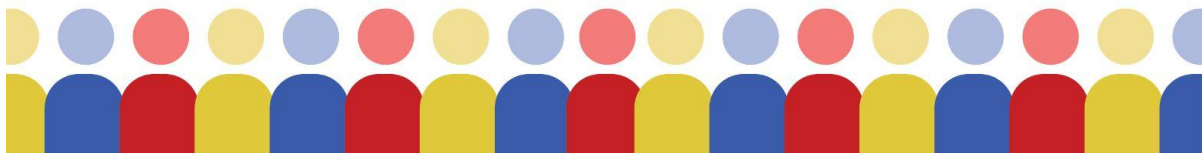


Figure 21: Instructions

Instructions

- Select the first speaker, either a volunteer or the oldest player
- Speaker picks a Truth or Lie card without showing the rest of the players, and puts the other speaker card back in the role deck
- Role deck is shuffled and handed out to rest of the players
- The speakers will continue clockwise with varied opponents, assuring that each player can be the speaker at least one time
- The player who chooses to be the bank can decide to be the bank the whole game or change every round
- Both speakers grab 1 topic card to share and check their role card for whether they are speaking the truth or spreading lies
- Each speaker has 30 seconds to think and 30 seconds - 1 minute to speak
- The goal of the speaker is to convince the public, assure that the public cannot see the speaker's role card
- After each speaker has a chance to share, the public will vote
- Speakers can only answer 1 clarifying Yes or No question each during the voting period
- Majority rules, the speaker with the most votes wins this round
- **If the player spreading the lies wins the most votes** - the speaker wins the amount indicated on the topic card while their followers have to pay the bank their amount indicated
- **If the player speaking the truth wins most votes** - the speaker and followers win the amount of money indicated on the topic card
- **If there is a tie** - the speakers get an additional 30 seconds to convince the public
- There are up to 7 rounds, so each player has at least one chance to be a speaker
- **Final Round** - to win the 2 players with the most go head to head go head to head

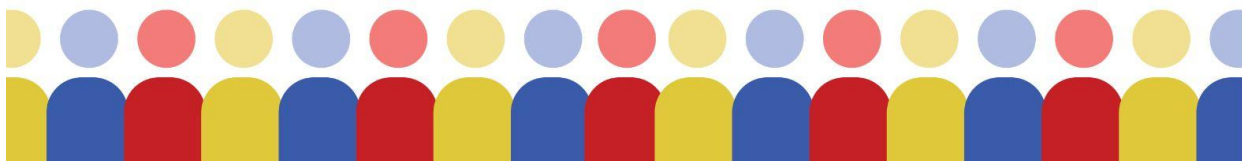


Figure 22: List of Topics

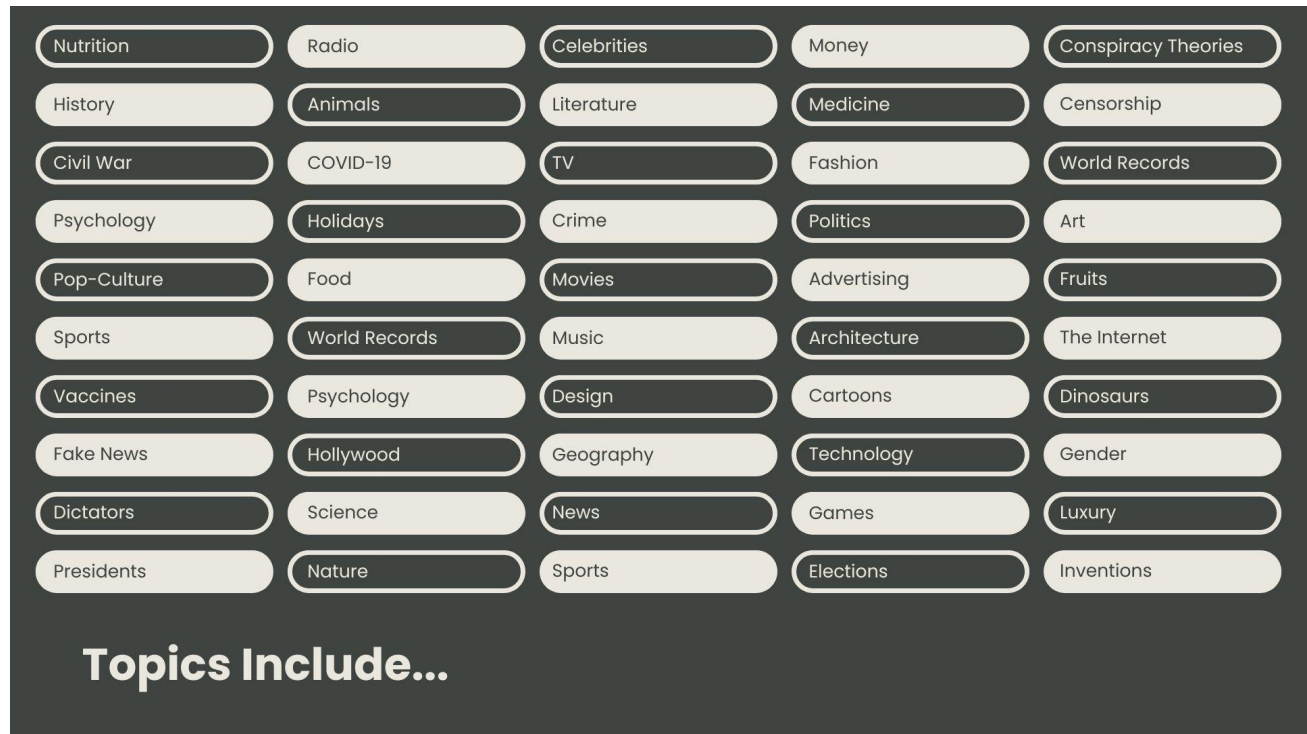


Figure 23: Topic Sheet A

TOPIC	FACT 1	FACT 2	FACT 3	LIE 1	LIE 2	LIE 3
Celebrities	Forbes named Taylor Swift #5 most powerful women of 2023	16 states do not regulate child entertainment	Both Meg Ryan and Tom Hanks have Asteroids named after them: 12818 Tomhanks and 8353 Megryan	Jordan Peele stated in an interview with People Magazine that he gets his inspiration from reworking kids movies into horror	After a 2015 LASIK eye surgery, Stevie Wonder regained 50% of his vision	In a vulnerable family documentary, highlighting her humble beginnings Victoria Beckham shared about growing up in a foster home .
Nutrition	Researchers found that choosing a fat-free product to reduce calories can actually increase hunger	Magnesium can help improve your mood, sleep, exercise performance, blood sugar regulation, and more	Foods labeled "no trans fat" may legally contain some .	The Mayo Clinic revealed that certain foods such as grapefruit, cayenne pepper and vinegar burn fat	Eating vegetables raw , particularly carrots and tomatoes, is optimal for retaining their nutritional value, as they contain higher levels of antioxidants	The human digestive system may struggle to fully process gluten, thus gluten-free diets are universally healthier
Civil War	The Emancipation Proclamation did not free all the slaves in the then US, it wasn't until the 13th amendment was ratified in 1865	In 1863, Harriet Tubman became the first woman to lead an armed expedition in the war, liberating more than 700 slaves.	The Daughters of the Confederacy conducted a nationwide reeducation campaign promoting the "Lost Cause" narrative, which asserts that the South was not acutally defeated in the Civil War. https://gimletmedia.com/shows/uncivil	Once the Civil War ended, freed Black Americans were given 40 acres and a mule as reparations in certain norther states	The Civil War started because of states rights, tariffs, cultural differences, and financial interest	The Union went to war beacuse it was morally and financially opposed to slavery
News	According to Reporters without Borders in 2024, the United States had a press freedom index score of 66.59 points, down from 10 points from a decade earlier 76.51 in 2014	The earliest known journalistic product was a news sheet circulated in ancient Rome: the Acta Diuma, said to date from before 59 BCE.	After the world found out about President Clinton's affair with then former intern Monica Lewinsky was vilified, called " a little tart ," a "ditzzy, predatory White House intern" and one publication even asked readers in a poll to rate her attractiveness.	A 2022 Pew Research Study found that Facebook is the most used social media platform among journalists in the US	24 hour news cycle starting with ABC in 1942, allowed for people to be constantly informed about the happenings of the world due to rising interest in WW2	Tucker Carlson, was fired in 2023 for instigating and participating at the 2021 Insurrection, after an internal investigation spotted him on the White House security footage in desgluse
Medicine	The medication is Naloxone is defined by the CDC as "life-saving" as it can reverse an overdose from opioids	The first ever prosthetics are two atificial toes from ancient Egypt, thought to be between 2,600 and 3,400 years old	Aspiring Pediatric Neurosurgeon, Chidiebere Ike created and went viral for the first illustration of a Black pregnant woman and Black fetus in 2021	19th-century gynecologist J. Marion Sims is considered the father of gynecology, due to his focus on ethics, consent and advocacy for women's rights	The US ranks in the 10 countries of lowest infant mortality rates	Oral cancers are detected by discoloration or the oral mucosa most commonly amongst smokers
Vaccines	More than 2–3 million deaths are prevented worldwide every year because of immunization WHO	The global mortality rate for measles has dropped 84%. WHO	In 2019 , an unvaccinated French boy brought measles to Costa Rica after the disease had been eradicated from the country 5 years before	After a vaccine trial for the Johnson & Johnson Varicella vaccine, participants reported odd side effects such as growth of extra toes, excessive facial hair growth and slight hallucinations	In 1970, a contaminated batch of flu shot vaccines handled by CVS changed the sense of taste and smell for 549 recipients	New developments on the debunked 1998 study previously stating that the MMR vaccine was linked to the development of autism, now state that the true link was to jaundice
Television (TV)	Studies show that those who grew up watching black and white television often dream in black and white.	The Television Academy ranks Astronaut Neil Armstrong iconic line "One small step for man, one giant leap for mankind" as the #1 best moment in TV history	The first season of Wednesday is Netflix's most streamed show with 1,718,800,000 views	Seaseme Street is the longest running US TV show running for 53 seasons and counting	Ellen DeGeneres was the first openly gay protagonist on her 90s sitcom " Ellen "	America's Most Wanted helped to find and arrest over 2,600 fugitives, including Golden State Killer, Joseph James DeAngelo
Holidays	The largest Easter egg ever made was 25 feet high and weighed over 8,000 pounds.	Cinco de Mayo became commercialized after a 1989 beer ad	Thanksgiving was established in 1863, only a year after the Dakota War of 1862 and the mass execution of Dakota tribal members	About 16% of all the candy consumed in the United States occurs on a single day – Halloween , more than any other country per capita	The US tops the list for the most public holidays observed annually	Following the death of President Woodrow Wilson's mother in 1914, he issued a proclamation to officially establish Mother's Day in May as a tribute to her
Music						
Politics						
Architecture						

Figure 24: Topic Sheet B

Animals *	The first cloned mammal was born in 1996, Dolly the sheep	The Endangered Species Act lists over 1,300 species listed as either endangered or threatened in the United States, including both plants and animals	The Beefalo is a mix between a bison and a cox, 3/8 bison, 5/8 domestic bovine not to be confused with the cattalo	While swimming underwater, freshwater crocodiles depend on sticking out their tongue to catch small insects	It is best practice to refrain from touching baby animals, particularly birds as there is a risk that the human scent causes the mother to reject the offspring	The WWF Living Report detailed that an average of 49% decrease in monitored wildlife populations since 1970, wildlife efforts hacc lowered this number that was once predicted to be at 80% by 2030
Space				More than half a century later, the first lunar landing of 1969 was proven to be a hoax by AI and motion tracking technology		
Design						
Hollywood *	Historians consider Hollywood to be the propaganda arm of the US military, as no other country has as many war movies framing themselves as the hero	The original vision for Hollywood was to be a real-estate subdivision for a community based on his sober religious principles, as it was prohibitionist Harvey Wilcox who first set the layout for Hollywood in 1887	In the 2002 Spider-Man, Tobey Maguire took 156 takes in a scene where he caught all of the items on Mary Jane's tray after she tripped in the cafeteria, since they did not use CGI or any visual effects for that scene	The Hollywood Walk of Fame mandates a sponsorship fee of \$100,000 for each star, which celebrities typically crowdfund as a demonstration of their popularity .	The early years of Hollywood started with very wholesome movies mostly catered to kids, after the Great Depression and societies need for escapism, more scadoulous movies started to arise	Greta Gerwig's 2023 Barbie is is the movie with the most domestic box office sales of all time
Crime						
Literature						
Pop culture *	Pamela Anderson Attended the 2023 Paris Fashion Week makeup free explaining to Vogue France that she felt free and wanted to encourage other women to express themselves .	Jason Alexander and Britney Spears were married for 55 Hours making it the shortest Hollywood marriage	Billy McFarland, organizer of the Fyre Festival scam was sentenced to 6 years in prison for fraud in 2018	After a viral photo of Taylor Swift was posted by a fan with the caption "Taylor Swift was eating a piece of chicken with ketchup and seemingly ranch " Hidden Valley Ranch decidedd to become the official sponsor of the star's Eras Tour	Megan Boni, known as Girl on Couch's debut song " Man in Finance " was remixed by 1000 DJ's worldwide making it the most adapted son on Billboard's Top 100	The final issue of New York Magazine in 2022 sparked controversy by identifying numerous "Nepe babies" in Hollywood, resulting in several defamation lawsuits .

Figure 25: Role Card 1



Figure 26: Role Card 2



Figure 27: Role Card 3



Figure 28: Role Card 4

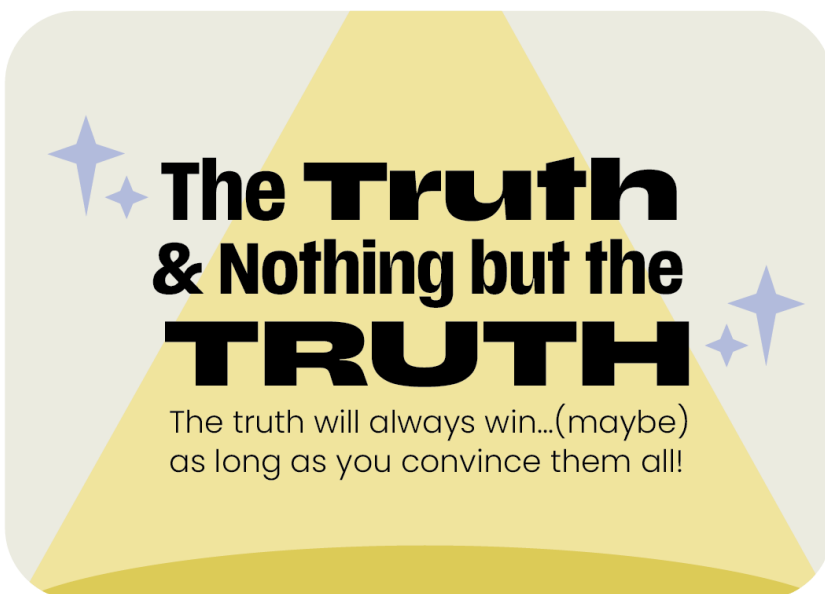


Figure 29: Topic Card 1

Topic: TV

Speaker Wins: **\$1,000**
Public Wins/Loses: **\$500**

Truth

- ✓ Studies show that those who **grew up watching black and white television** often will **dream in black and white**.
- ✓ The Television Academy ranks **Astronaut Neil Armstrong** iconic line **"One small step for man, one giant leap for mankind"** as the **#1 best moment in TV history**.
- ✓ The first season of **Wednesday** is **Netflix's most streamed show** with **1,718,800,000 views**.

Lies

- ✗ **Seasame Street** is the **longest running US TV show** running for **53 seasons** and counting.
- ✗ **Ellen DeGeneres** was the **first openly gay** protagonist on TV, when she starred in her **90s sitcom "Ellen."**
- ✗ **America's Most Wanted** helped to find and arrest **over 2,600 fugitives**, including the **Golden State Killer**, **Joseph James DeAngelo**

Figure 30: Topic Card 2

Topic: Animals

Speaker Wins: **\$1,000**
Public Wins/Loses: **\$500**

Truth

- ✓ The first cloned **mammal** was born in 1996, Dolly the **sheep**.
- ✓ The **Endangered Species Act** lists over **1,300 species** listed as either endangered or threatened in the **United States**, including both plants and animals.
- ✓ The **Beefalo** is a mix between a **bison** and a **cow**, **3/8 bison**, **5/8 domestic bovine** not to be confused with the cattalo.

Lies

- ✗ While swimming underwater, **freshwater crocodiles** depend on **sticking out their tongue** to catch small insects.
- ✗ It is **best practice to refrain from touching baby birds**, as there is a risk that the human scent **causes the mother to reject the offspring**.
- ✗ The **WWF Living Report** detailed that an **average of 49% decrease in monitored wildlife populations** since 1970, wildlife efforts have **lowered** this number as it was once **predicted it would be at 80% by 2030**.

Figure 31: Topic Card 3

Topic: **Nutrition**

Speaker Wins: **\$2,000**
Public Wins/Loses: **\$1,000**

Truth

- ✓ Researchers found that choosing a **fat-free product to reduce calories** can actually increase hunger.
- ✓ **Magnesium** can help improve your mood, sleep, exercise performance, blood sugar regulation and much more.
- ✓ Foods labeled “**no trans fat**” may legally contain some.

Lies

- ✗ **The Mayo Clinic** revealed that certain foods such as **grapefruit, cayenne pepper and vinegar** burn fat.
- ✗ Eating carrots and tomatoes raw is optimal for retaining their **nutritional value, as they contain higher levels of antioxidants** uncooked.
- ✗ The human digestive system struggles to **fully process gluten**, thus gluten-free diets are **universally healthier**.

Figure 32: Topic Card 4

Topic: **Holidays**

Speaker Wins: **\$2,000**
Public Wins/Loses: **\$1500**

Truth

- ✓ The largest **Easter egg** ever made was **25 feet high** and weighed **over 8,000 pounds**.
- ✓ **Cinco de Mayo** became commercialized after a **1989 US beer ad**.
- ✓ **Thanksgiving** was established in **1863**, only a year after the **Dakota War of 1862 and the mass execution of Dakota tribal members**, to better US relations with Indigenous Peoples.

Lies

- ✗ About **16% of all the candy consumed in the United States** occurs on a single day – **Halloween**. This is more than any other country per capita.
- ✗ The **US** ranks in the **top 5** countries for the **most public holidays** observed annually.
- ✗ Following the **death of President Woodrow Wilson's mother in 1914**, he issued a **proclamation** to officially establish **Mother's Day** in May as a tribute to her.

Figure 33: Topic Card 5

Topic: Civil War

Speaker Wins: **\$3,000**
Public Wins/Loses: **\$1,500**

Truth

- ✓ It wasn't until the **13th amendment** was ratified in **1865** that the **last slaves in Texas were notified**, however exploitation persisted.
- ✓ In 1863, **Harriet Tumban** became the **first woman to lead an armed expedition** in the war, **liberating more than 700 slaves**.
- ✓ The **Daughters of the Confederacy** conducted a **nationwide reeducation campaign** promoting the **"Lost Cause" narrative**, which asserts that the South was not acutally defeated in the Civil War.

Lies

- ✗ Once the Civil War ended, **freed Black Americans were given 40 acres and a mule as reparations** in all norther and certain southern states.
- ✗ The Civil War started because of **states rights, tariffs, cultural differences, and financial interest**.
- ✗ The Union went to war beacuse it was **morally and financially opposed to slavery**.

Figure 34: Topic Card 6

Topic: Medicine

Speaker Wins: **\$3,000**
Public Wins/Loses: **\$1,500**

Truth

- ✓ The medication **Naloxone** is defined by the CDC as “**life-saving**” as it can **reverse an overdose from opioids** if given on time.
- ✓ The first ever **prosthetics** are two **artificial toes from ancient Egypt**, thought to be between 2,600 and 3,400 years old.
- ✓ Aspiring Pediatric Neurosurgeon, **Chidiebere Ibe** created and went viral for **the first illustration of a Black pregnant woman and Black fetus** in 2021.

Lies

- ✗ 19th-century gynecologist **J. Marion Sims** is considered **the father of gynecology**, due to his focus on **ethics, consent and advocacy for women's rights**.
- ✗ The US ranks in **the 10** countries of **lowest infant mortality rates**.
- ✗ Oral cancers are detected by **discoloration or the oral mucosa** most commonly amongst smokers.

Figure 35: Topic Card 7

Topic: Pop-Culture

Speaker Wins: \$1,000
Public Wins/Loses: \$500

Truth

- ✓ Pamela Anderson Attended the 2023 **Paris Fashion Week without makeup** explaining to Vogue France that she felt free.
- ✓ Jason Alexander and Britney Spears were married for **55 hours** making it the **shortest Hollywood marriage**.
- ✓ Billy McFarland, **organizer of the Fyre Festival** scam was sentenced to 6 years **in prison for fraud** in 2018.

Lies

- ✗ After a **viral fan post of Taylor Swift** inspired **Hidden Valley Ranch** to become the **official sponsor of the star's Eras Tour**.
- ✗ Megan Boni, known as Girl on Couch's debut song "**Man in Finance**" was **remixed by 1000 DJ's worldwide** making it the **most adapted song on Billboard's Top 100**.
- ✗ The **final issue of New York Magazine** in 2022 sparked controversy by **identifying numerous "Nepo babies"** in Hollywood, resulting in **several defamation lawsuits**.

Figure 36: Topic Card 8

Topic: Celebrities

Speaker Wins: **\$1,000**
Public Wins/Loses: **\$500**

Truth

- ✓ Forbes named **Taylor Swift** **#5** most powerful women of 2023.
- ✓ **16 states** in the US do not regulate child entertainment.
- ✓ Both **Meg Ryan** and **Tom Hanks** have **Asteroids** named after them: **12818 Tomhanks** and **8353 Megryan**.

Lies

- ✗ **Jordan Peele** stated in an interview with People Magazine that he gets his inspiration from **reworking kids movies** into horror.
- ✗ In a vulnerable family documentary, highlighting her **humble beginnings** **Victoria Beckham** shared about growing up in a foster home.
- ✗ After a 2015 LASIK eye surgery, **Stevie Wonder** regained **45%** of his vision.

Figure 37: Topic Card 9

Topic: News

Speaker Wins: **\$2,000**
Public Wins/Loses: **\$1,000**

Truth

- ✓ According to **Reporters without Borders** in 2024, the United States had a **press freedom index** score of **66.59 points**, down 10 points from a decade earlier 76.51 points in 2014.
- ✓ The earliest known **journalistic product** was a **news sheet** circulated in **ancient Rome: the Acta Diurna**, said to date from before 59 BCE.
- ✓ Now activist and public speaker **Monica Lewinsky** was vilified by the 90s media, called **"a little tart,"** a **"ditzy, predatory White House intern"** and readers were even asked to **poll** to rate her attractiveness.

Lies

- ✗ A 2022 Pew Research Study found that **Facebook** is the most used **social media platform** among **journalists in the US**.
- ✗ The 24 hour news cycle starting with **ABC in 1942**, allowed for people to be constantly informed about the **happenings of the world** due to rising interest in **WW2**.
- ✗ **Tucker Carlson**, was fired from **FOX News** in 2023 for **instigating** and **participating in the 2021 Inseccion**, after an internal investigation spotted him **red handed on the White House** security footage in **desgiuse**.

Figure 38: Topic Card 10

Topic: Vaccines

Speaker Wins: **\$3,000**
Public Wins/Loses: **\$1,500**

Truth

- ✓ More than 2–3 million deaths are prevented worldwide every year because of immunization according to the WHO.
- ✓ The WHO reports that the global mortality rate for measles has dropped 84%.
- ✓ In 2019, an unvaccinated French boy brought measles to Costa Rica after the disease had been eradicated

Lies

- ✗ After a vaccine trial for the Johnson & Johnson Varicella vaccine, participants reported odd side effects such as growth of extra toes, excessive facial hair growth and slight hallucinations.
- ✗ In 1970, a contaminated batch of the flu vaccines handled by CVS changed the sense of taste and smell for 549 recipients.
- ✗ New developments on the debunked 1998 study previously stating that the MMR vaccine was linked to the development of autism, now state that the true link was to jaundice.

Figure 39: Topic Card 11

Topic: _____

Speaker Wins: **\$1,000**
Public Wins/Loses: **\$500**

Truth

✓

✓

✓

Lies

X

X

X

Figure 40: Back of Card 1



Figure 41: Back of Card 2



Figure 42: Voting Chips



Figure 43: The Big Bucks





Figure 44: Mock up 1



Figure 45: Mock up 2





Figure 47: Mock up 4



Figure 48: Mock up 5

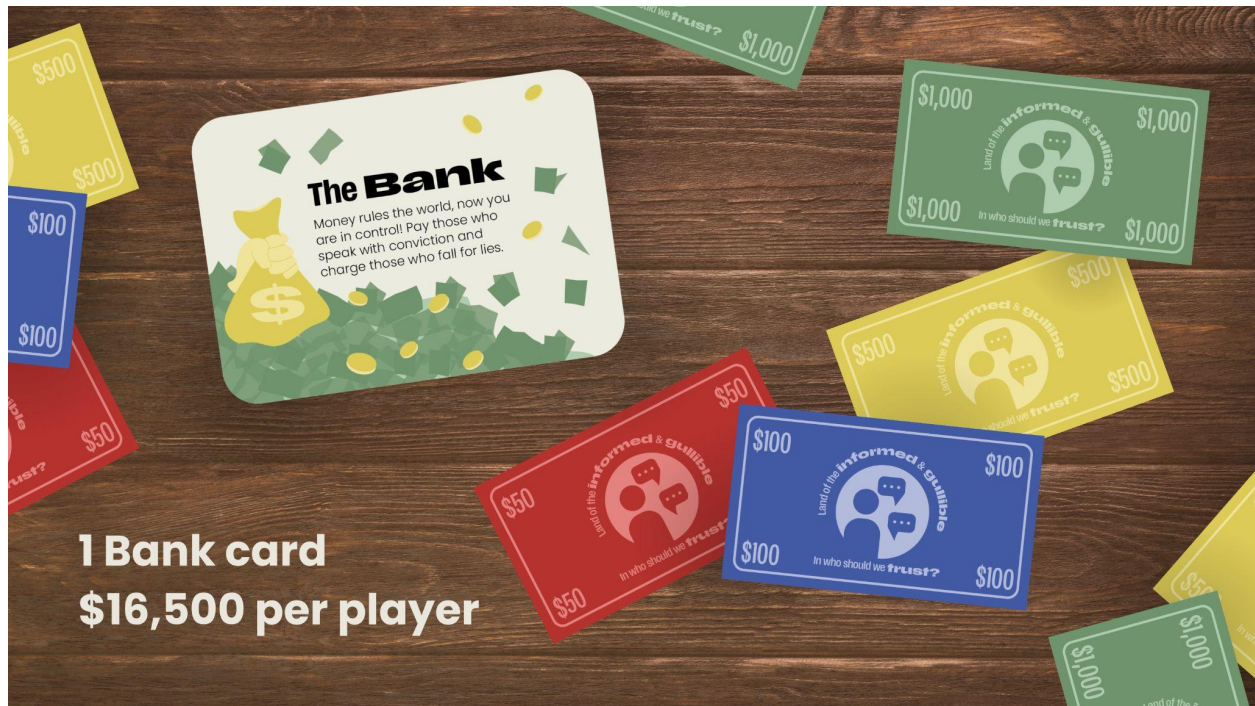


Figure 49: Mock up 6



Figure 50: Mock up 7



Figure 51: Mock up 8





Figure 53: Mock up 10

Figure 54: Mock up 11



Figure 55: Further Extension



I thoroughly enjoyed this project, as I truly believe that it is an important topic for people of all ages. In order to best cater to the highschool, college and young professional audience I would develop a lesson plan available on Teachers Pay Teachers, to make it accessible for teachers to play this game as part of their Social Studies classes. Also, for the older audience, converting the Radical Truthical™ into a drinking game, to really get people having fun with the topic of misinformation that could be seen as dense. For each age group the topic cards would be adapted to cater to assure they are appropriate.

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