



Website TBC...

LEARNING OBJECTIVES



- 1 **Explore;**
the truth and decide if it's possible to have more than one version of it
- 2 **Consider the role of ;**
agenda in how news is presented
- 3 **Learn how;**
to test the validity of news
- 4 **Appreciate the;**
creative benefits & ethical drawbacks of digital photo manipulation
- 5 **Understand the importance of;**
purpose and context in evaluating digitally edited images
- 2 **Appreciate how the internet allows users to;**
both celebrate and regulate our "copy-paste-change" culture



*Make note of what surprises the class

Trust

**That foundational
belief in another's truth
and reliability**

The essential glue of human communities since time, and continues to be what holds us together in our daily social interactions.



Healthy Social Media (HOME)

**Definition of truth*

Trust

Until recently,

communities were small enough that trust was built up face-to-face and through shared social bonds—familial, social, and commercial.

But today, with human interaction mediated so regularly by technology, there are more opportunities for people to deceive one another.



Healthy Social Media (HOME)

**As is*

Trust

Trust may be

one of social media's most serious casualties.

What is it like to live in a world where we can't be sure that the person we're communicating with is who they say they are?



Healthy Social Media (HOME)

**As is*



**Ask class do you agree with this statement?*

Using the Internet

Posting online

We can try to post 'positive' content, which is fine and uplifting, but it doesn't give the full picture.

The truth is that none of us are upbeat and sparkly all the time.

We're human. And being human means that sometimes we're irritated and sad and disappointed and frustrated. But we don't often show the messy stuff, particularly on social media.



Healthy Social Media (HOME)

**Ask the class do they agree with this. Do they think they would be brave enough to share the less sparkly times?*

Sharing online

What to do

How do you think you can share the highlights and share the lowlights without shaving the sharp edges off?

Think of an example of when you're having a bad day. How you would go about posting online without it seeming attention seeking.



Healthy Social Media (HOME)

**Ask class to think of an example. Record feedback*

Sharing online

What to do

It proves difficult to make the dark and dull days look pretty enough for our social media profiles. Does it matter?



Healthy Social Media (HOME)

**As is*

Sharing online

What to do

Well, when we only share the 'good' stuff, we send a message to ourselves and out into the world that the other, messier emotions are unacceptable in some way. And we start to share, and see, a more and more limited range of experiences.



Healthy Social Media (HOME)

**As class to think of an example. Record feedback*

Changing practices

Growth of social media

The rapid growth of social media use, is substantially changing practices such as journalism, public relations and corporate and marketing communication.

Can you think of how this might be the case?



Healthy Social Media (HOME)

**Ask question and record the feedback – would it be the case the news is aiming at younger audiences than just newspaper readers in recent times?*

Changing practices

Growth of social media

This allows corporations and organisations to set the news agenda both directly and through intermediation and remediation (i.e., mass media sourcing leads and republishing content from social media).



Healthy Social Media (HOME)

**How often do you see a news post on your social media channel?*

Changing practices

Growth of social media

On the other hand, some claim that social media are largely deriving most of their information and topics from mass media.



Healthy Social Media (HOME)

As is

Changing practices

Growth of social media

The 24 hour news cycle is an illusion – there is no news ‘cycle’ – today we live in an age of ambient news. News and information criss-cross, intersect, collide, conflict, and coalesce online and offline with no single originating point.



Healthy Social Media (HOME)

**Where do you see news daily? Discuss Online and Offline examples*

Some examples of social media having significant impact on news agendas and public communication

- When US Airways Flight 1549 was forced to crash-land in the Hudson River in 2009, it was photos taken by ferry passenger Janis Krums on a mobile phone and posted on Twitpic that provided the mass media and the world with the first images and record of the event

Social Media
impact on News



Healthy Social Media (HOME)

**Go over the incidents. Can the class see how social media impacts news?*

Some examples of social media having significant impact on news agendas and public communication

- The news of Michael Jackson's death in June 2009 came from the social news web site, TMZ
- News of the death of Osama Bin Laden in 2011 was broken on Twitter when a neighbour tweeted complaining about the noise next door when US security forces attacked Bin Laden's hiding place

Social Media
impact on News



Healthy Social Media (HOME)

**Go over the incidents. Can the class see how social media impacts news?*

Some examples of social media having significant impact on news agendas and public communication

- Twenty-seven minutes before mainstream media broke the news of singer-actor Whitney Houston's death in 2012, the story was on Twitter, reported by a man who tweeted the news to his 14 followers
- The royal family 'tweeted' the announcement of the engagement of prince William to Kate Middleton

Social Media impact on News



Healthy Social Media (HOME)

**Go over the incidents. Can the class see how social media impacts news?*

News consumption and agenda setting remains largely focussed on mass media

- One-third of Americans say that they have deserted a mass media news outlet
- Between 2011 and 2012... 50% of people obtained their news online
- The shift to online – and to social media in particular – is most pronounced amongst younger demographics



Healthy Social Media (HOME)

**Inform class of the stats.*

News consumption and agenda setting remains largely focussed on mass media

- In 2012, 39% of americans obtained news from a mobile device
- Sharing of news...through social media substantially increases distribution and audiences



Healthy Social Media (HOME)

**Inform class of the stats.*

News consumption and agenda setting remains largely focussed on mass media

- It is simplistic to view mass media and social media as oppositional – these forms of media are increasingly interconnected and interrelated



Healthy Social Media (HOME)

**Inform class of the stats.*

A silhouette of a person jumping over a hill against a sunset sky. The person is in mid-air, with arms and legs spread. The sky transitions from dark blue at the top to orange and red near the horizon. The hill is a dark silhouette in the foreground.

Some studies show Social Media follow topics reported in mass media and source content from mass media

- Mainstream media content is the lifeblood of topical social media conversations in the UK
- Mass media are slower to take up an issue than social media, and quicker to drop it

Healthy Social Media (HOME)

**As is*

NEWS ON SOCIAL MEDIA

Others say Social media set their own agenda and they are increasingly being used as a source of leads and news by mass media

- Contrary to media assertions and prior research, local public affairs bloggers do not rely on newspapers for a majority of their sources



Healthy Social Media (HOME)

**As is*

Others say Social media set their own agenda and they are increasingly being used as a source of leads and news by mass media

- Social media are particularly well-suited to 'underdogs'
- Journalists extensively used twitter ...to find out about developments, exchange information with citizens...and check facts

NEWS ON SOCIAL MEDIA



Healthy Social Media (HOME)

**As is*


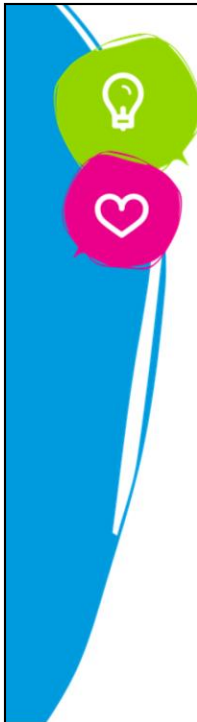


Social media set or influence the news agenda in three ways.

1. Organisations can find themselves criticised or discussed in social media

Healthy Social Media (HOME)

**As is*



Social media set or influence the news agenda in three ways.

2. Consumers increasingly post complaints in social media. These may be picked up by mass media

Healthy Social Media (HOME)

**As is*





Social media set or influence the news agenda in three ways.

3. Employees can intentionally or inadvertently post comment in social media that impact the organisation


Healthy Social Media (HOME)

**As is*



- Following the boston marathon bombing... [from] 148 tweets posted about the crisis, some of which received up to 144,000 retweets
- Morton's steakhouse patron peter shankman jokingly asked over twitter if the restaurant chain could meet him with a porterhouse steak when he landed from an interstate flight...they did

progressive organisations are also creating social media newsrooms



Healthy Social Media (HOME)

*As is



Let's Understand

News online

The speed of social media and the sheer volume of user-generated content make fact-checking by reporters even more important now.

Healthy Social Media (HOME)

**Have you come across a fake news story before?*

Photo manipulation

is a process wherein;
a person is to transform an
image into something that is
even more creative and
expressive, by conveying
what the artist wants, rather
than settling with the
original image.



Healthy Social Media (HOME)

Definition



Photo Enhancement

is where someone makes;
minimal changes to the image,
such as the removing of blemishes
and other skin imperfections,
removing red eye and other
discolorations, and other minimal
touch-ups; often used for Glam
Photography.



Healthy Social Media (HOME)

Definition





ADVANTAGES

- It can boost the subject's self-esteem, positive feedbacks, comments
- It's inexpensive.
- It's accessible, cheaper, and for everyone.

Healthy Social Media (HOME)

*Ask class - *Can you think of anymore?*





DISADVANTAGES

- The subject may rely too much on photo editing programs or applications, and make the others incapable of posting images that haven't been digitally manipulated yet.

Healthy Social Media (HOME)

*As is





DISADVANTAGES

- Photo manipulation can distort people's perception of beauty; and it is actually occurring in the present. People think that being "beautiful" is having small waist, big breasts, long legs, skinny/fit body; basically being sexy.

Healthy Social Media (HOME)

*As is

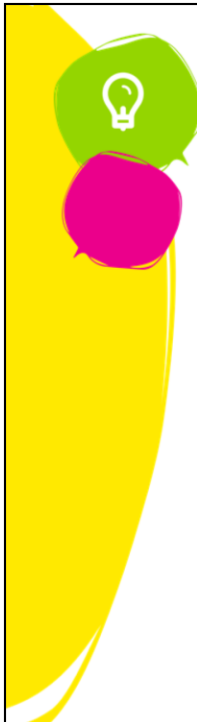


DISADVANTAGES

- Photo manipulation can make the others accept people who look unrealistically, and unbelievably beautiful.

Healthy Social Media (HOME)


*As is



DISADVANTAGES

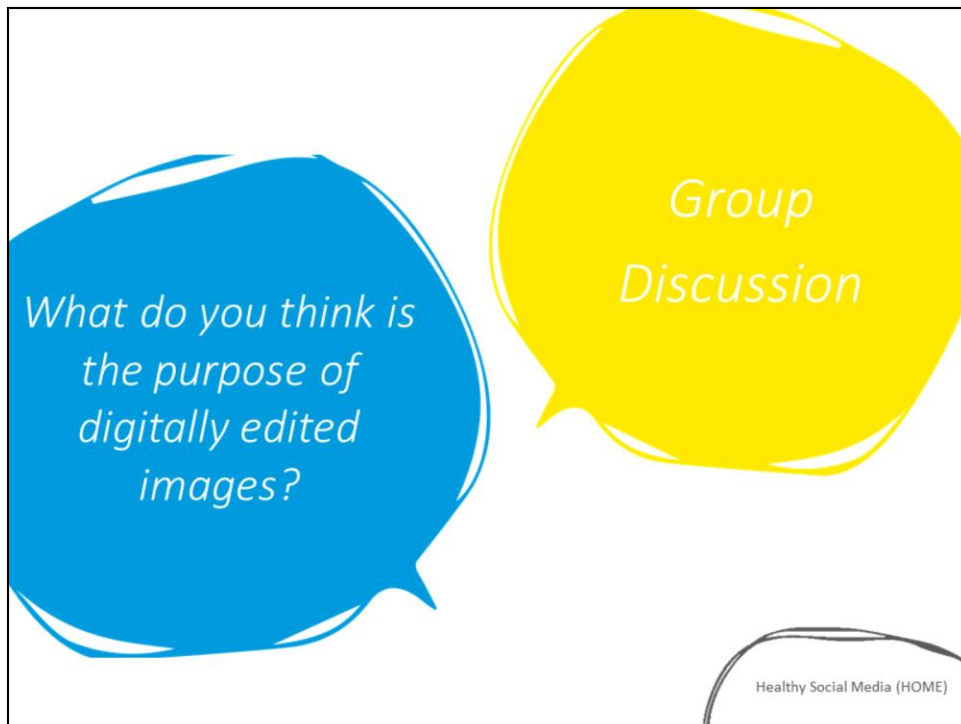
-Deception. This is something that happens most often in dating websites.

Both meet each other through social media, thinking that the other is truly the beauty most people would give to date; but then after meeting in real life, one, if not both, gets disappointed because of expecting that the other would have the perfect, exact same face as shown in the photo.

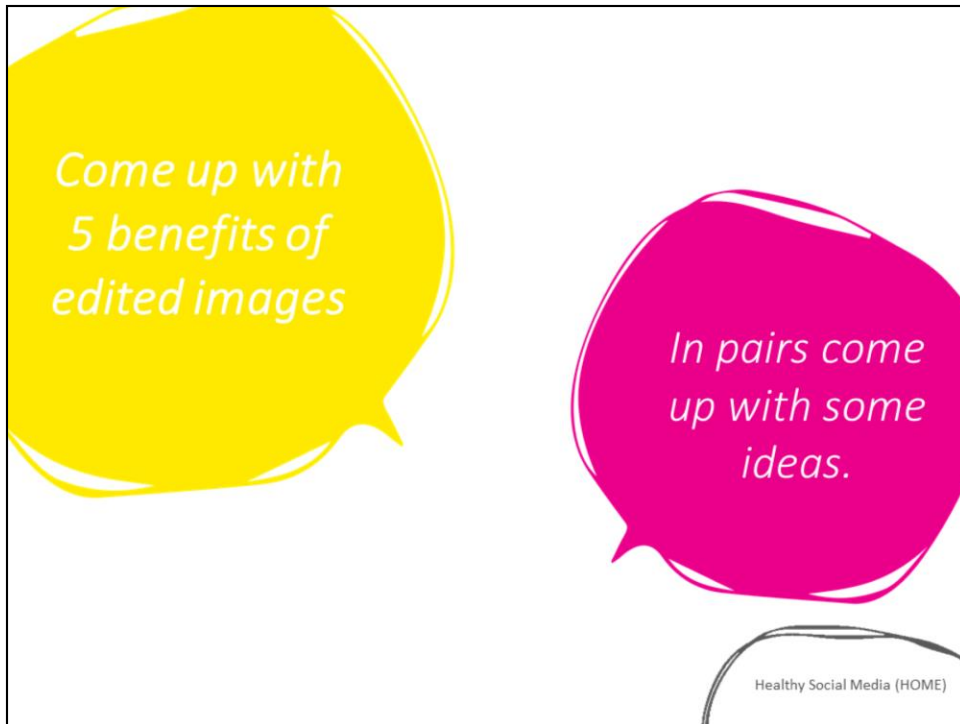


Healthy Social Media (HOME)

*As is



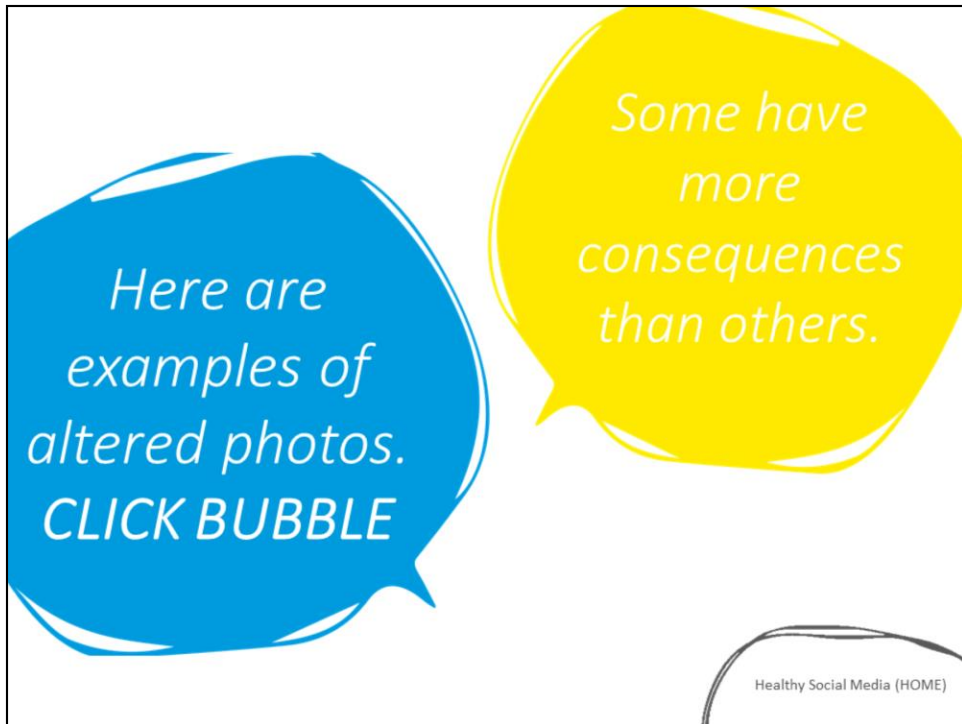
**Group discussion*



**Split into pairs for exercise - Record the feedback*



**Split into pairs for exercise - Record the feedback*



**Group discussion*

Copy-paste-change

"everybody is doing it,"

the student would be right, and he would not be referring to his classmates only -- it's a copying-and-pasting, news-regurgitating, meme-propagating culture.




Healthy Social Media (HOME)

**Ask the class do they agree with this?*

Copy-paste-change

"everybody is doing it,"

Can you outline what you believe is acceptable copy-paste-change behaviour.




Healthy Social Media (HOME)

**Make 3 examples and discuss with the class*

Copy-paste-change

"everybody is doing it,"

Can you think what is the disadvantages of this copy-paste-change culture



Healthy Social Media (HOME)

**Ask class for examples and discuss*

Thank You

Any Questions?



NLDCHP, 206 Duncairn Gardens,
Belfast, United Kingdom, BT15 2GN



00 44 28 9074 5588



info@communityhealthpartnership.co.uk



[@HealthySMedia](https://www.facebook.com/HealthySMedia)