



Session 3 “Social media characteristics” (90 MIN)

INTRODUCTION (5 MIN)

Introduction/Motivation: Brainstorming and survey: Social media

Activity	<ul style="list-style-type: none"> Brainstorming and survey 	5”
Objective	<ul style="list-style-type: none"> Students name social media platforms Students identify the most popular social media platforms among the group and among Cambodian youth 	
Steps	<ul style="list-style-type: none"> 5” Welcome the students and ask them to name different social media platforms, stick their logos on a pinboard or flipchart and ask who uses what. Note down beneath each logo the number of students who use this platform. Identify the most popular social media platform among the students. Ask the students whether this survey represents the usage among Cambodian youth. 	
Material	<ul style="list-style-type: none"> Flipchart “Social media platforms” Logos / icons of social media platforms (Facebook, YouTube, Line, Instagram, Twitter, WhatsApp, Snapchat) Sticky tape 	
Notes		



BODY PART (70 MIN)

Trainee Centered: Game “Have you ever...?” Experiences with social media

Activity	<ul style="list-style-type: none"> ● Game “Have you ever...?” – Experiences with social media (DW Akademie’s MIL Guidebook Page 167) 	10 ”
Objective	<ul style="list-style-type: none"> ● Students reflect on their social media usage and preferences 	
Steps	<ul style="list-style-type: none"> ● 1” Have the students sit in a circle with chairs. Remain the only person standing and explain the game ● 9” Start with asking a “Have you ever...?” The question about their prior usage of social media. Ask everyone whose answer would be yes to stand up and quickly find a new chair (but not their neighbor’s chair). Find a chair yourself and let the last person standing come up with a new “Have you ever...?”-question. <i>Examples: Have you ever shared a post on Facebook? Have you ever uploaded a video on YouTube? Have you ever regretted having posted a picture? Have you ever blocked a person?</i> 	
Material	-	
Notes		



Trainer Centered: Guided input Social media characteristics

Activity	<ul style="list-style-type: none"> • Guided input 	20 ”
Objective	<ul style="list-style-type: none"> • Students define social media and identify how different platforms evolved and vanished as well as how different platforms are popular in different geographical regions • Students explain characteristics of social media in contrast to traditional media (two-way communication, no editorial control, speed, anonymity, multitude of sources, media professionals and private users, multimedia) • Students identify ownership of social media platforms, their intentions, and business concepts 	
Steps	<ul style="list-style-type: none"> • 1” Ask the students whether they know, when Facebook was launched • 4” Explain, when and how different platforms evolved and vanished • Rather than showing slides (evolution of social media), prepare logos for each platform (use the logos from previous activity) and stick on the flipchart paper or whiteboard. Let students guess when were those platforms created? (2004: Facebook launched; 2005: YouTube launched; 2006: Twitter launched; 2009: WhatsApp launched; 2010: Instagram launched; 2011: Snapchat launched; 2017: TikTok launched). • Ask them, what factors determine whether a platform is successful and identify geographical and social differences. Emphasize how 	



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	<p>secure each platform is due to possible interference from the governments in countries like China or the US</p> <ul style="list-style-type: none"> ● 5" Illustrate the business concept (i.e., advertisements, selling personal data about the users) and the intention of the owners of social media ● Explain, how platforms that originally had different characteristics, are now becoming more similar by adding successful features from other platforms. (Facebook started having video on demand in 2012. Instagram was originally only for sharing photos and only introduced videos in 2013. The idea of sharing stories originally came from SnapChat, but Instagram also started offerings this feature in 2016. Finally, Facebook Messenger was developed because of the success of WhatsApp.) ● 8" Guide your students to compare traditional media with social media in terms of *one-way-/two-way communication, editorial control, speed, anonymity, multitude of sources, professionals and private users, multimedia ● Examine how many features can be a blessing and a curse at the same time ● Explain the term "attention industry"
Material	<ul style="list-style-type: none"> ● Flipchart "Social media characteristics" ● PPT-Presentation "Social media characteristics" (included in the annex)
Notes	



Trainee Centered: Group work: Social media users – Social media activities

Activity	<ul style="list-style-type: none"> • Group work 	40 ”
Objective	<ul style="list-style-type: none"> • Students describe the characteristics of different social media platforms and what activities are possible or central (e.g. post texts, photos, videos; comment; like; share; chat...) • Students identify the users’ habits (e.g. why certain people use Facebook while others prefer Twitter or Line... and recognize the different purposes of the users) 	
Steps	<ul style="list-style-type: none"> • 5” Stick the logos of four social media platforms on a Flipchart paper or pinboard (e.g. Facebook, TikTok, Instagram, YouTube). Ask the students to choose one platform that they already use or that they want to know more about. • If the groups aren’t equal in size, ask some students to change to a smaller group. <p>15” Have a worksheet with 3 questions for the students as well as printed screenshots of each platform prepared. Let each group of students discuss the questions and ask them to visualize their findings on a flipchart so they can present them to the other groups later.</p> <p><i>Examples for questions: What are the most important functions or activities on each platform? How popular is this platform in</i></p>	



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	<p><i>Cambodia / with Cambodian youths? Why do users like spending time on this platform?</i></p> <ul style="list-style-type: none">● 20" Let each group present their results with the help of their flipchart. Encourage the others to ask questions and give feedback.
Material	<ul style="list-style-type: none">● Flipcharts, printed logos, printed screenshots, markers, sticky tape,...● Worksheet with the questions
Notes	



3. CONCLUSION (15 MIN)

Feelings in a hat: What is your personal feeling about social media?

Activity	<ul style="list-style-type: none"> Feelings in a hat 	15
Objective	<ul style="list-style-type: none"> Students reflect on their feelings about social media 	”
Content	<ul style="list-style-type: none"> 5” Let the students write down anonymously on a card, how they feel about social media and briefly give the reason. The feeling can be positive or negative. <i>Examples: “I’m anxious about Social Media, because it is so attractive that everyone spends too much time on it...”</i> 5” Gather the cards in a hat or a basket, mix them, and let each student draw a new card and read it out loud without commenting. 5” Summarize the opinions, wrap up the session, ask for open questions and conclude that social media is not better or worse than traditional media – but it is simply different, bringing along new opportunities and new challenges (e.g. the need for users to become “media literate”). 	
Material	<ul style="list-style-type: none"> Cards, markers, hat / basket 	
Notes		

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ANNEX



Social media characteristic

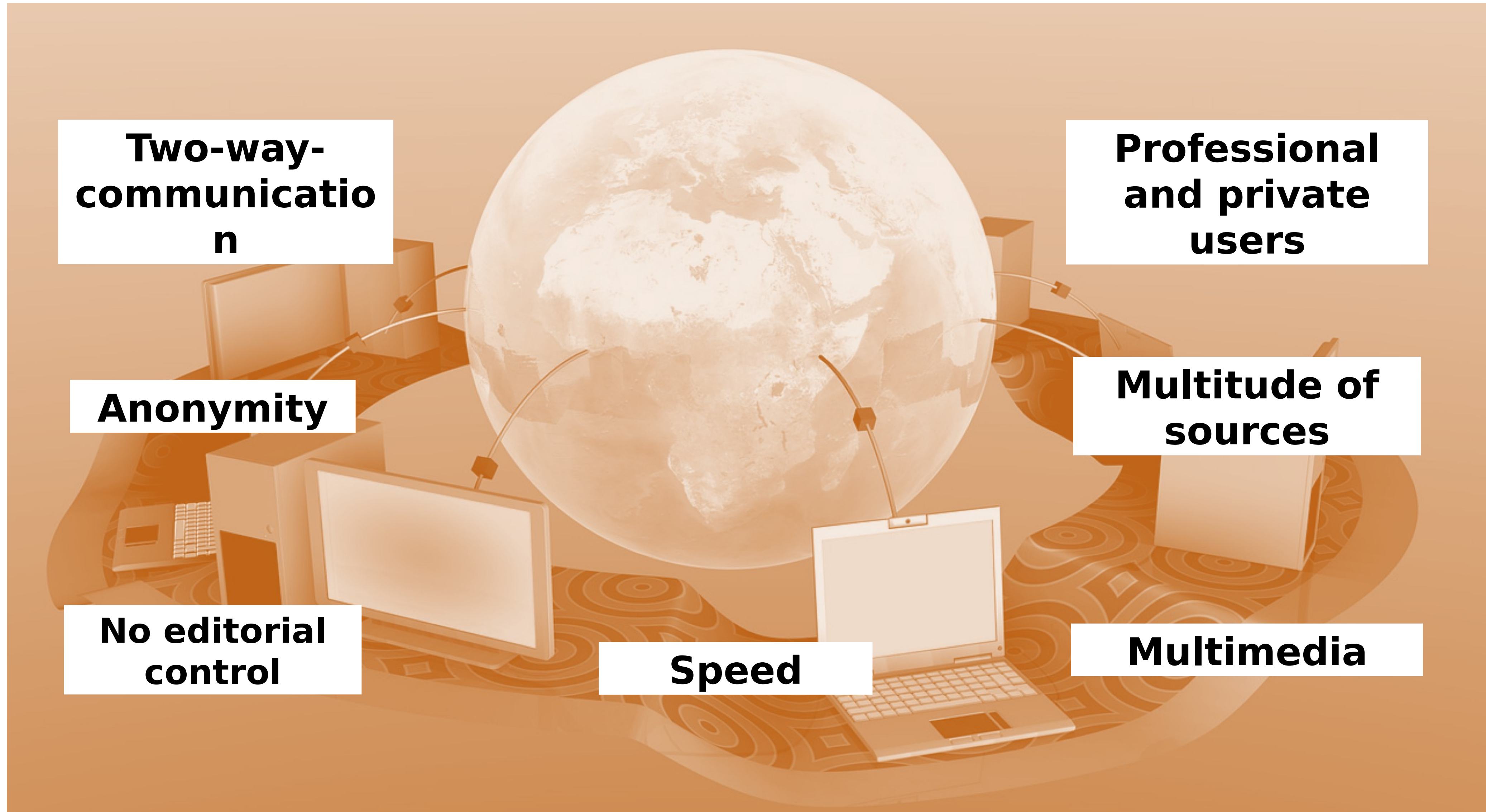
PUC Media 101 Club



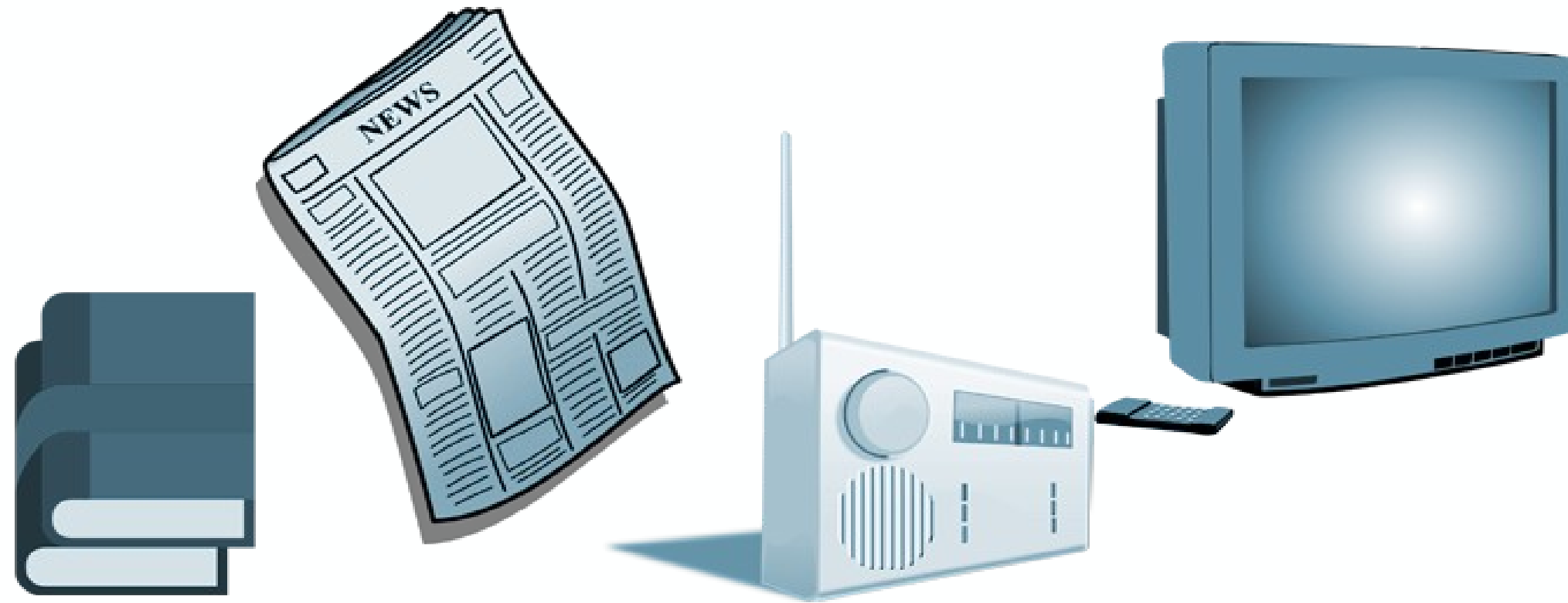
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What is characteristic for social media?



□ Remember: Shift in Media System



Traditional media

- One-to-many-communication
- Professionals / workers (journalists, movie maker, tv-entertainer, photographers, musicians, ...)
- Earn money and/or power

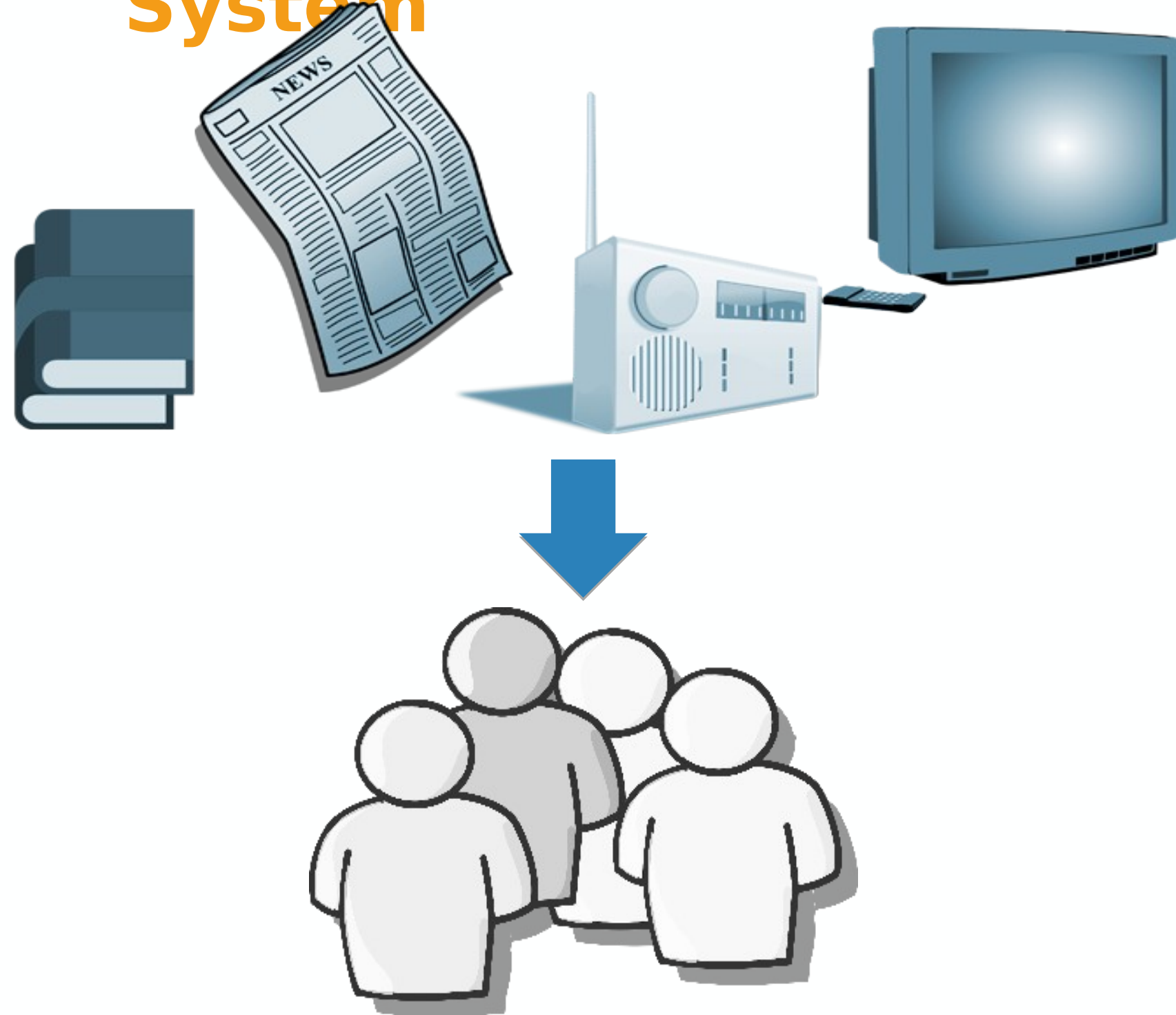


Social Media

- Many-to-many-communication
- Most are non-professionals, some professionals, adapt to the new format (YouTuber)
- Earn reputation, clicks, money and/or power

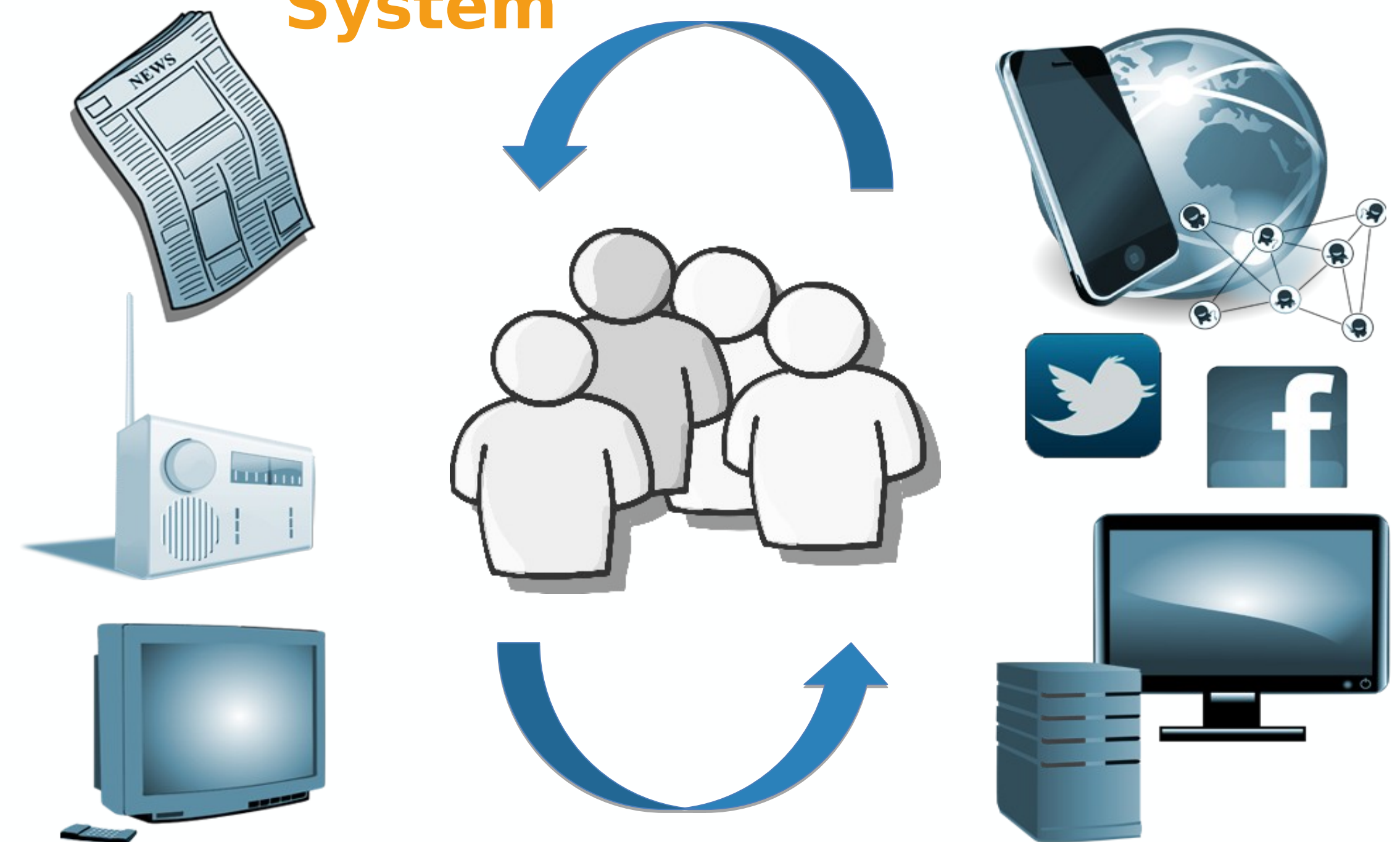
□ Remember: Shift in Media System

Top-Down Media System



Push Media

Horizontal Media System



Pull & Push Media

□ Shifting Media Makers

- Everyone can be a media maker and reach a large audience, publish user generated content almost always without spending money
- **Information:** Online Journalist, Blogging, Digital photojournalism, Citizen Journalism
- **Entertainment:** Post pictures, videos, live streaming, audio, comics
- **Self-expression**



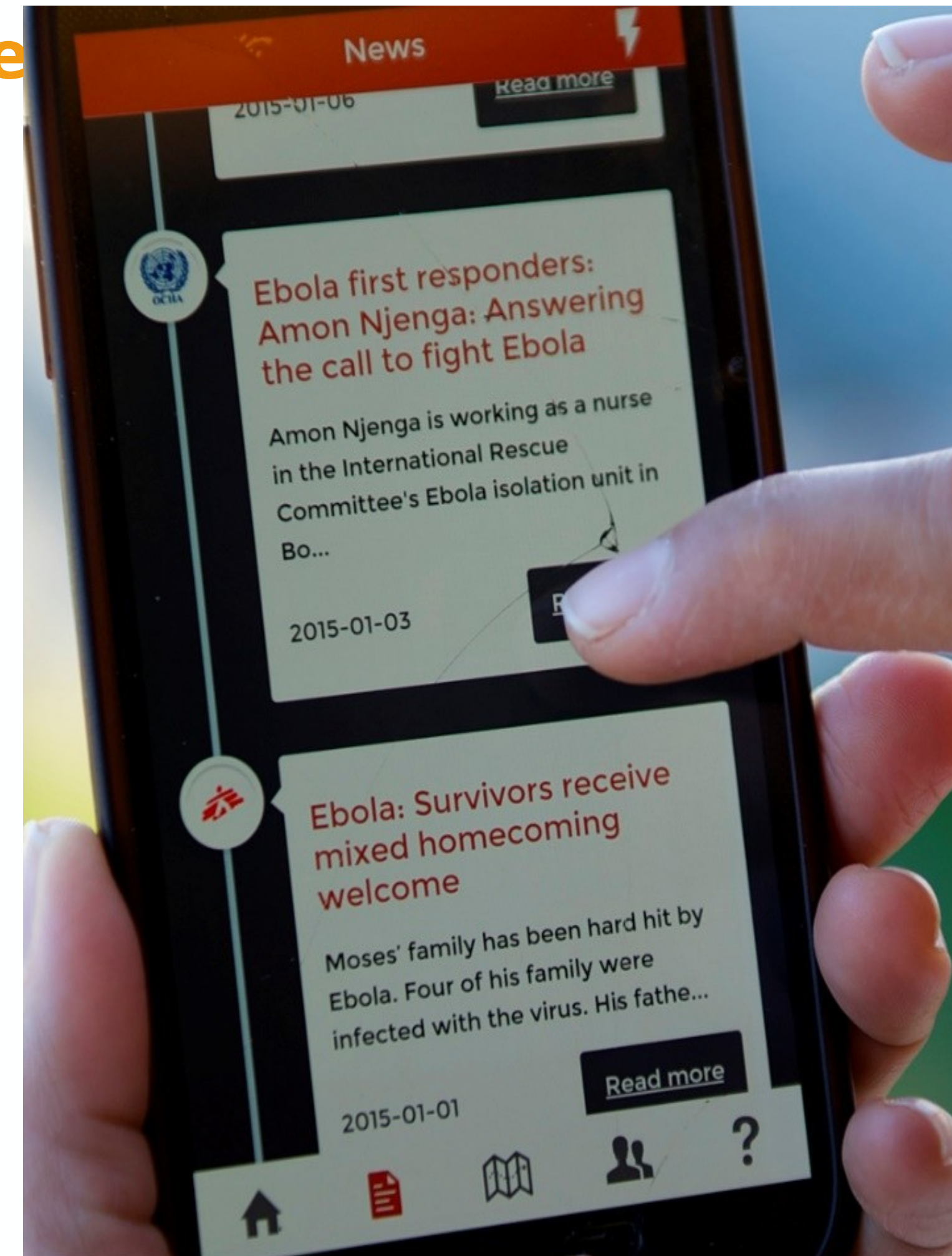
□ Shifting Audience

- **Independent from time and venue** to get informed or entertained, to communicate with others, 24-h-a-day, shortened attention span (mobile phones)
- **Empowered Audience:**
 - Pull information for own interests
 - Choose entertain formats
 - Communicate worldwide
- **Actively interact** by sharing or commenting, public dialogue



□ Shifting Content & Formats, Media Convergence

- **Multimedia** (Text, Pictures, Videos, Live-Videos, Audio)
- **Broader variety** of topics and viewpoints, e.g. from citizen and marginalized groups, among them unverified information, rumours, lies, propaganda, fakes
- **Fast publishing** (speed, time pressure), break down content (short attention span)
- **Eye-catching** headlines and pictures to attract the audience (high competition)



"ITU's EBOLA-INFO SHARING MOBILE APP"
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Thank you

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