

THE CREATION AND DEVELOPMENT OF SOCIAL MEDIA AS A POPULAR CULTURE: PART II

Popular Culture

Kendra Bruseker, Oakhill College

Syllabus Content

- the role of mythology in the creation and perpetuation of social media
- continuities and changes in social media.

Related concepts

- commercialisation • consumption
- ideology • commodification • change
- institutional power • continuity • conflict
- values

Syllabus Outcomes

- H1 evaluates and effectively applies social and cultural concepts
- H3 analyses relationships and interactions within and between social and cultural groups
- H5 analyses continuity and change and their influence on personal and social futures

Rationale

The following resource can be used to help students explore the creation and development of Social Media as an example of a Popular Culture. A collection of readings and student-centred activities help to build student understanding and enable analysis. Follow up an activity of this nature with teacher led discussion and writing practice to further apply knowledge.

Learning Intention

Understand the following:

- the role of mythology in the creation and perpetuation of social media
- continuities and changes in social media.

Success Criteria

- Explain mythology associated with social media
- Evaluate continuities and changes in social media

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Activity 1: The role of MYTHOLOGY in the creation and perpetuation of social media

Class task: Watch – TedX: A Year Offline, what I have learned

WHAT IS A MYTH?

- an idea or story that is believed by many people but that is not true
- a widely held but false belief or idea
- a traditional or legendary story, usually concerning some being or hero or event, with or without a determinable basis of fact or a natural explanation
- a made-up story that explains the existence of a natural phenomenon



The easiest way to create a myth is to post it on social media

With the development of social media, many people have come to criticise the online tool as a way of hiding the reality of life; you can be anything you want to be on social media. Using the following links, we will explore the creation and perpetuation of mythology in social media.

In groups, you will read the article allocated to your group and provide a summary/annotation of the article and write it into a shared document using this scaffold:

Article name:

Date:

Author:

Annotation:

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The unbearable truth about the ‘Sunday night Facebook blues’

Essena O’Neill quits Instagram claiming ‘Social Media is not real life’

Why Everything and Everyone on Social Media is fake

The psychology of social media: How our online lives are hurting real life happiness

10 Social Media Myths that need to be busted

Answer the following questions:

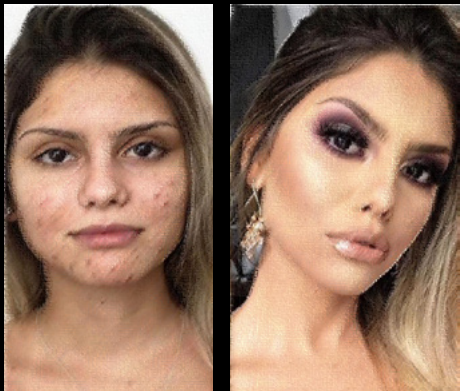
1. After reading the article summaries, what MYTH/S do you think social media perpetuates?

2. As social media continues to constantly change and evolve, explain the impact this has on perpetuating the myth of the ‘perfect’ self.

3. How has this myth evolved with the evolution of social media?

4. Is social media real life? Use this [article/clip](#) as a point of discussion.

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Proposed law in UK would make celebrities label as “edited” photos posted to Instagram that are photoshopped. Member of Parliament: “Edited photos on Instagram are fuelling a mental health crisis because they’re creating a warped sense of beauty.”

Image source: Instagram @ mac_meover

Activity 2: Continuities and changes in social media

Using the stimulus, answer the following questions:

1. What has remained constant with social media networks since they were created (eg Facebook, Twitter, etc)?
 - Why do people resist new technologies?
 - What are the top social media sites people are using?

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2. Using specific examples, explain how social media has evolved over time?

- [Facebook live is changing the world: But not they way they hoped](#)
- [7 Types Of Awesome Social Media Content Your Brand Can Be Creating Right Now](#)
- [Five ways social media has changed in 10 years](#)
- [3 Predictions On The Future of Social Media by Experts](#)
