

Forces that Drive Social Change

The impacts of media and politics

Media Consumption

- * Teens spend 25.2 hours a week watching television, 18.3 hours listening to music, 18.0 hours on the internet, and 0.4 hours reading news articles.

Media and Culture

- * Many media figures can often drive social changes
- * When a celebrity like Oprah vouches for a product it increases sales
- * Some celebrities promote the idea that dangerous behaviors are normal and to be expected

Media and Culture

- * Have you ever been influenced by a celebrity or media figure?

Media and Observational Learning

- * **Reminder: Bandura coined observational learning (learning through watching the behaviors of others)**
- * **What behaviors do you think are modeled in popular programming today?**

RIVERDALE









Violence in the Media

- * Children spend more time watching TV than in class
- * The average TV show depicts 812 violent acts per hour, and children's TV shows can show up to 20 violent acts per hour
- * What impacts may this have?

Violence in the Media

- * With increasing amounts of sex and violence on TV people are becoming desensitized (familiar with the stimulus) to the thought of sex and violence in real life

Violence in the Media

- * Violence on TV, then vs now
 - * In the 1960s TV show Batman used the words POW and BAM to imply violence.
 - * While the acts are still happening, they were implied.
 - * What does violence on TV look like now?

Violence in the Media

- * Because violence has become more commonplace, teenagers show a greater desensitization to violence
- * Normalization: process by which a social phenomenon becomes accepted as normal in mainstream beliefs

The Joker over time



The characters evolution demonstrates how violence has increased in social media.

Politics and Social Change

* Did you know?

* Legally you can take three hours off of work to vote

Politics and Social Change

- * Voter participation has been on a steady increase
- * In 1958 79.4% of Canadians voted
- * In 2011, 61.4% of Canadians voted

Politics and Social Change

- * Young voters show the worst voter turnout
- * 44.2% of 18-24 year olds vote
- * 87.3% of 55+ year olds vote

Voting and Education

	University	Diploma	High School	No HS
Searched for information about a political issue	44	26	22	10
Volunteered for a political party	4	3	3	2
Expressed views by contacting a newspaper	18	12	11	6
Signed a petition	31	26	22	12
Boycotted a product for ethical reasons	41	28	22	8
Attended a public meeting	25	19	18	11
Spoke at a public meeting	11	7	8	3
Participated in a demonstration	5	3	3	2