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

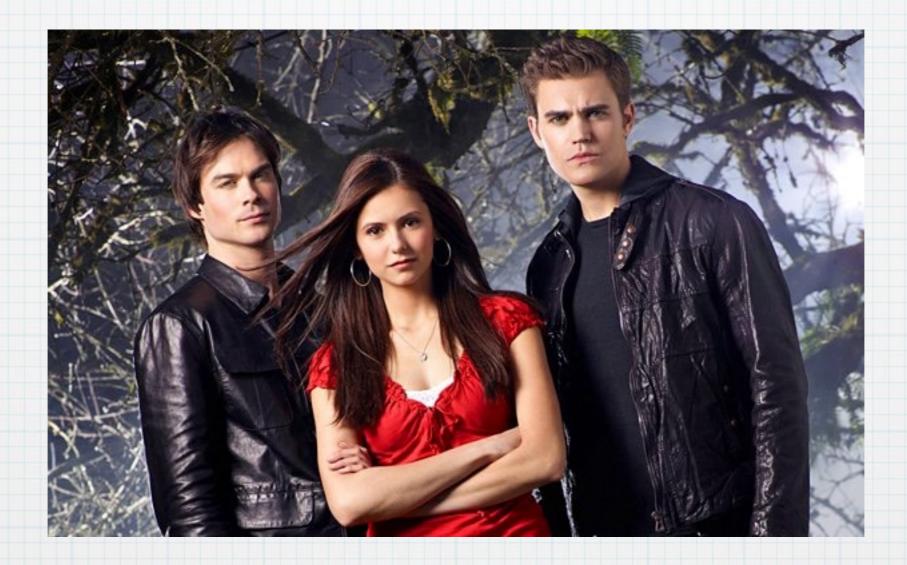
Media and Culture

* Have you ever been influences 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?









- * Children spend more time watching TV then 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?

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

* 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, the were implied.
- * What does violence on TV look like now?

 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



* 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