# 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

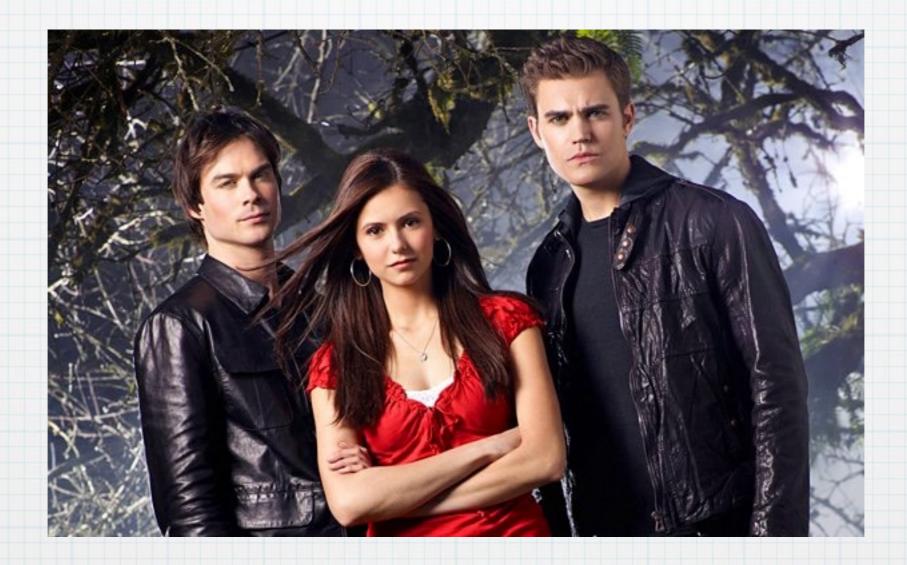
### Media and Culture

# \* 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