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.
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?
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 though 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 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
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

<table>
<thead>
<tr>
<th>Activity</th>
<th>University</th>
<th>Diploma</th>
<th>High School</th>
<th>No HS</th>
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<tbody>
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<td>Searched for information about a political issue</td>
<td>44</td>
<td>26</td>
<td>22</td>
<td>10</td>
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<td>Volunteered for a political party</td>
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<td>3</td>
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<td>Expressed views by contacting a newspaper</td>
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<tr>
<td>Signed a petition</td>
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<td>Boycotted a product for ethical reasons</td>
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<td>28</td>
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<td>8</td>
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<td>Attended a public meeting</td>
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<td>19</td>
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<tr>
<td>Spoke at a public meeting</td>
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<td>3</td>
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<tr>
<td>Participated in a demonstration</td>
<td>5</td>
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