 Digital Tattoo – University Curriculum

**Audience:** University students and Job Seekers

**Course:** Social media and online identity

**Themes:** Social presence and social media

**Learning outcomes:**

Learners will walk away with a comprehensive understanding of the term social media, what it is, what it entails, and how it might develop in the future.

1. What is Social Media?
2. How is Social Media different than other networking technologies?
3. What are the benefits of Social Media?
4. What are the drawbacks?
5. How can I use it to my advantage?

**Activities:**

*# 1 List Activity*

*Duration 15 minutes*:

Every person needs a pen and paper, or a computer screen. In three minutes list as many social media and social networking sites as you possibly can.

a)How many of these are you a part of?

b)How many of these do you contribute to and how often?

As a group, discuss the findings. At the end of their list, have each participant speculate on the next big social media phenomena.

*# 2 Example Activity.*

*Duration 10 minutes*:

Have a small group discussion about the longevity of social media.

Do you remember the first social media you ever joined? How old were you and what were your interactions within the network? How has social media shaped your personal history? Do you have any strong positive memories immortalized on social media? Any negative ones?

Have a volunteer share the group findings with the rest of the class.

# *3 Debate Activity.*

*Duration 15 minutes:* Is social media a positive addition to human interaction?

Split the workshop in two or four groups. After a brief introduction to the concept of social media by the facilitator, give each group seven minutes to research and develop a position on the question. Half of the group will be assigned yes, the other half no. Facilitate the debate by giving each group a point and counterpoint. Once the debate is finished, allow time for those not elected to be group spokespersons to add their thoughts on the topic.

Final question if not covered: In an era of toddlers using tablets, what could be lost in a few generations? Is the loss of traditional communication purely negative?

*# 4 Further thought.*

*Duration 15 minutes*: Social Media and Democracy. Using the same outline as activity number one, have learners catalogue as many user driven media sources or ‘alternative’ media outlets as possible. Which do you follow? Why?

1. What is media?
2. How are media and democracy linked?
3. What is media’s purpose?
4. Who does the media serve?
5. Does ‘social’ media impact traditional media in anyway, or is it just an extension of existing models?

**Resources/DT Tutorial content:**

Facebook suspends photo tag tool in Europe: <http://www.bbc.com/news/technology-19675172>

Consequences of Social Media Crime: <http://www.abc.net.au/news/2012-09-24/police-action-against-social-media-crime/4277894?section=nsw>

Four Theories of the Press: <http://books.google.ca/books?id=4Q-oePDdcC8C&dq=Four+theories+of+the+press&printsec=frontcover&source=bn&hl=en&ei=kUxkTNvXGYK34gaUzvDgCg&sa=X&oi=book_result&ct=result&resnum=4&ved=0CCMQ6AEwAw#v=onepage&q&f=false>

Social Media Holds Key to Unlock $1.3 Trillion: <http://blogs.wsj.com/tech-europe/2012/09/24/social-media-holds-key-to-unlock-1-3-trillion/>

Social Networks: <http://digitaltattoo.ubc.ca/connect/making-connections/social-networks/>

Social Media: <http://digitaltattoo.ubc.ca/connect/making-connections/social-media/>

Wikis: <http://digitaltattoo.ubc.ca/connect/making-connections/wikis/>

Patriot Act: <http://digitaltattoo.ubc.ca/connect/protecting-connections/usa-patriot-act/>

“We know what you’re doing and we think you should stop” : <http://digitaltattoo.ubc.ca/2012/06/26/callum-haywood-knows-what-youre-doing-and-now-the-world-will-too/>

Can You Be Fired for What You Post on Facebook?: <http://www.slate.com/articles/news_and_politics/jurisprudence/2012/07/getting_fired_for_what_you_post_on_facebook.html>