

# Social Media or Social Madness - Assessment Resource

## I Am Who I Am or Am I?

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<http://www.vickisweet.co.nz/socialisation.html>

### SOCIALISATION

In this assessment you will be assessed on your ability to examine **socialisation**, focusing particularly on its influence on individuals and on society through the **use of social media**.

**To complete this assessment task successfully you will need to be able to:**

1. Identify and explain the main ideas and components of socialisation in general and any issues involved with socialisation.
2. Examine the socialisation in terms of its influence on individuals and on society linking your ideas and words to a social media context. This will require you to:
  - a. Investigate, identify and describe the interactions between the social structures, institutions, groups and individuals involved in the socialisation process as it occurs within the context of social media.
  - b. You need to recognise discuss and explain the power dynamics that are present in a social media context that influence the socialisation process. This means being able to differentiate between those who have **power** which are the 'agents' and those who are 'passive' participants (those who are being influenced).

### SOCIALISATION – THE MAIN IDEAS, COMPONENTS & ISSUES INVOLVED

Generally speaking socialisation refers to the process of interaction through which we as individuals and society go through to learn habits, attitudes, values, and beliefs of the social group into which we have been born and the social structures/social institutions we are a part of throughout our lives.

Socialisation is a **two way process** but often occurs without people really knowing that it is happening. For example, in a school environment because of the interaction between different social groups young people learn quite quickly to modify the way they look and talk if they want to be accepted into the 'popular group'. This becomes what is called a social norm where a person dresses and acts a certain way in order to be liked by others. When socialisation occurs whether it be in the real world or the world of social media there are **agents of power** and **passive participants**. The 'agents' tend to

**TASK 1**

be those who have authority or influence over others. The two way process of socialisation occurs between agents and passive participants.

What I have written above is very close to how you would be expected to write for **Task 1** in the assessment activity. But you need to go into a bit **more detail about the main ideas and components** to explain how socialisation works. You would also need to explain a bit more how socialisation occurs between agents and passive participants as well as **talking about the negative impact of agents of power on passive participants**.

You would also need to provide examples of how socialisation occurs without people really knowing. **You should use examples from the real world and from a social media context.**

## **SOCIALISATION – IT’S INFLUENCE ON INDIVIDUALS & SOCIETY.**

Socialisation affects us in different ways as both individuals and a society. More often than not agents of power are influencing those who are passive participants. It is this two way process between agents of power and passive participants that reinforces socialisation processes making them occur over and over again.

To be able to identify and explain how people are influenced by socialisation you will need to decide on your specific focus within the social media context. Some suggestions are:

- Examine how a specific social media platform (Facebook, Instagram, Snapchat, Twitter etc) influences how person’s identity is shaped.
- Investigating how ‘influencers’ or celebrities use social media to influence individuals and society
- Exploring how social media is used to publicise a specific cause, issue or big event (Christchurch attack, Body Positivity, Global Strike for Climate etc.)
- Researching how different social groups use social media to influence people (Feminists, Racists, Environmentalists, Fitness, Weight Loss, Gun Lobbyists etc.)

## **TASK 2**

### **WHEN YOU’VE SELECTED YOUR FOCUS – WHAT NEXT?**

Once you have selected your focus your next step is to discuss how both individuals and society is influenced in relation to your focus. To do this you will need to clearly identify how the thinking, actions and behaviour of individuals and society is shaped and influenced. Here are some questions that might help you think about what to write:

- Who is being influenced (passive participants) and who (agent(s) is doing the influencing?
- How is the agent(s) influencing the passive participants?
- How is the behaviour, thinking and actions of the passive participants being changed?
- Why do you think the agent(s) is able to influence the passive participants?

**AN EXEMPLAR OF THIS ASSESSMENT TASK WILL BE AVAILABLE FOR YOU ON THE 12<sup>TH</sup> OF JUNE**