



# Student journal for media literacy education

The Student Journal for Media Literacy Education is published twice each year, and includes articles by undergraduate college students studying media literacy.



## Social Media Impact and Implications on Society

By Nick Pernisco, SJMLE Editor

In the past five years, social media websites have become ubiquitous, giving young people a new way to interact with each other and communicate with the world. This new form of communication depends on user-created content, not mass produced messages coming from large media companies.

But as with other media before it, social media's rise to prominence has experienced some very serious growing pains. Companies like Facebook, MySpace, and Twitter have struggled to balance an inviting interactive environment with the ultimate pursuit of profits. Thanks

to these sites, our expectations of the web, as well as society, have changed.

This issue of the Student Journal for Media Literacy Education aims to explore some of the issues related to social media, and a generation fully engaged in this interactive world. The main focus is popular social media sites such as Facebook, MySpace, Twitter, Wikipedia, YouTube, and LinkedIn, but other social networking sites are explored as well.

All articles in the Journal have been written by college students in Santa Monica College's Reading The Media

course in Spring 2010, under my supervision. The students selected from a list of topic related to current issues in social media. I reviewed all of the articles, and offered suggestions and guidance, but the students were allowed to make the final decisions on all of their work. The research, analyses, and conclusions are the students' own.

I hope you enjoy this premiere issue of the Student Journal for Media Literacy Education. If you have any comments, questions, or suggestions, please send them to [sjmle@understandmedia.com](mailto:sjmle@understandmedia.com).

# Student Journal of Media Literacy Education

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# Embed Codes & Share Buttons: An Invitation to Infringe on Copyrights?

By Isabella G. and Maya C.

In the last couple of years, we have more and more often began to see on the Internet, specifically throughout social media websites such as YouTube, Twitter and Facebook, a little button that reads “share”. What is this buttons all about, and what role does it play in the copyright world?

Embed codes and “share” buttons are a fast and easy way to share and diffuse information: say you have a favorite video on Youtube and you want to share it with all your friends on Facebook, you can just click on “Share – Facebook” and your video will automatically appear on your Facebook page.

But, you may wonder, do these embed codes make copyright infringement easier? If the video page permits embedding, does this give me the right to publish it anywhere I want? How do I know when not to embed without permission? Should a formal request for permission be used whenever I want to share someone else’s material? If I display an embed code on my blog or website, am I allowing my content and material to be spread everywhere?

Apparently, there is no real law on embed codes and copyright as well does not apply. In fact, when you decide to share or embed something that isn’t yours, you are not copying it claiming that the material is yours, you are simply sharing it, providing a link to it; if you don’t copy, then you are not breaking copyright law. The content is never passed through your server, but streamed directly from the host site. Also, there is really no need for a formal permission request to the owner of the material, shall you wish to embed it, because the owner itself decides to make his material embeddable or non-embeddable: he has a choice and if he doesn’t want to have his material shared, it won’t be. Most users actually prefer their material to be spread, so more people can get to experience it and know them.

For further law-natured specifications, Section 107 through 118 of the Copyright Law can be referenced. One of the most important limitations is the doctrine of “Fair Use” that has been codified in Section 107, which contains a list of the various purposes for which the reproduction of a particular work may be considered fair, such as criticism, comment, news reporting, teaching, scholarship, and research. Section 107 specifically states:

“Notwithstanding the provisions of sections 106 and 106A, the fair use of a copyrighted work, including such use by reproduction in copies or phonorecords or by any other means specified by that section, for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright. In determining whether the use made of a work in any particular case is a fair use the factors to be considered shall include —

(1) the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes;

(2) the nature of the copyrighted work;

(3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and

(4) the effect of the use upon the potential market for or value of the copyrighted work.

The fact that a work is unpublished shall not itself bar a finding of fair use if such finding is made upon consideration of all the above factors.” (Copyright Law of the United States of America)

Another practice of Copyright concern is the syndication of non-syndicated material that one does not own. This often happens within RSS feeds.

The acronym RSS commonly stands for Really Simple Syndication, which is a syndication format that was developed by Netscape in 1999 and became very popular for aggregating updates to blogs and the news sites. (RSS has also stood for “Rich Site Summary” and “RDF Site Summary.”)

What RSS does is to provide a regular news feed, allowing its user to have new content delivered to a computer or mobile device as soon as it is published. An RSS aggregator or RSS reader allows the user to see summaries of all their feeds in one place. Instead of visiting multiple Web pages to check for new content, the user can look at the summaries and choose which sites to visit for the full versions. To use RSS, any Web site that wants to “publish” some of its content, such as news headlines or stories, creates a description of the content and specifically where the content is on its site in the form of an RSS document. The publishing site then registers its RSS document with one of several existing directories of RSS publishers. News is only one form of content that can be distributed with an RSS feed. Other possibilities include discussion forum excerpts, software announcements, blog posts, podcasts and any form of content retrievable with a URL. (RSS)

So, if RSS is Really Simple Syndication, does that mean that any material contained in a feed is available for syndication? Not exactly. What RSS means is that the content contained in its feed is syndication friendly, if the copyright holder allows for syndication. Offering a feed for syndication does not, in fact, grant any legal rights to anyone to re-use the feeds content beyond what the Copyright Law grants as Fair Use. (Housley)

Most people publishing content via RSS support the re-publication of their feeds. But, because this technology is fairly new, the laws and legalities on the issue are still uncertain. It is to be assumed that the content in the RSS feeds is protected by the Copyright Law, but at the same time we must remember that the Internet is a global system and there is no centralized body controlling what is legal or illegal. Therefore, the publishers using RSS shouldn’t be surprised if the contents of their RSS feeds are syndicated and replicated. (Housley)

# Embed Codes & Share Buttons: An Invitation to Infringe on Copyrights?

## Continued

It is possible, however, for one to protect its RSS feed. Part of feed protection is ensuring that proper credit is given to the author; this can be arranged by including a copyright assignment in the final line of the Item Description field, where one can additionally include links back to its own website. One can also use teaser copy in the RSS's Item Description field, linking back to its own website which contains the whole content of the post. (Housley) The "RSS 2.0 specification" includes a copyright statement for the entire feed, in the channel's "copyright" field, but not for a particular entry. (Varnum)

Copyright issues these days are also getting sticky throughout the words and images, of say, celebrity bloggers, more notoriously, Perez Hilton.

In April 2007, just days after being slapped with another copyright infringement lawsuit in the U.S., the celebrity blogger was hit again on the other side of the world. (Saskatoon)

Jamie Fawcett of the PhotoNews agency served Hilton, whose real name is Mario Lavandeira, with a lawsuit on Thursday April 26th, 2007 at the arrivals area of Sydney airport. Lavandeira was in the city to attend the MTV Australia Video Music Awards on Sunday April 29th.

Fawcett filed papers on Tuesday alleging that Lavandeira posted an image of John Mayer and Jessica Simpson on PerezHilton.com without permission. He claimed the photo was taken off People.com on April 1st. The lawsuit searched roughly \$4,200 Cdn in damages and fees from Lavandeira. Fawcett later pursued further legal action against the controversial gossip guru in a higher court.

On April 23rd 2007, five paparazzi agencies in the U.S. filed a multi-million dollar suit against Lavandeira at the U.S. District Court in Los Angeles. In the statement of claim -- nearly 100 pages long -- Splash, Bauer-Griffin, Flynet, INF and London Entertainment Pictures alleged that Lavandeira unlawfully published their copyright-protected photos without consent, payment or credit.

The suit listed 25 civil counts against the self-described "Queen of All Media" for copyright infringement, unfair competition by misappropriation of hot news, and civil conspiracy.

"Using someone else's only means of earning money to make yourself rich at their expense is most un-American," said Gary Morgan, CEO of Splash News in a release.

"Photographers work incredibly long hours quite often on a commission-only basis to earn their living and Perez's illegal use of the photos devalues their pictures in the legitimate celebrity magazine, TV and online world."

The agencies searched more than \$7 million US in damages as well as fees and legal costs. They also had a court to seize Lavandeira's profits and ordered him to remove all their images from PerezHilton.com.

"Perez Hilton is making a mockery of the copyright laws in this country and all over the world, and it is now time for the U.S. legal system to recognize this and put a stop to it," said Chris Doherty, president of INF.

Lavandeira also had defended himself against a \$7.6 million US federal copyright infringement lawsuit filed in 2006 by California-based paparazzi agency X17 Inc. The suit alleged he used 51 photographs belonging to the agency without permission.

In early April 2007, Canadian photo agency LDP Images also threatened to sue Lavandeira for using some of its images on his site. (Saskatoon)

Another thing that should be taken into consideration when talking about embed codes and file sharing is how does "traditional media", intended as television (broadcast and cable), radio, movie and music studios, newspapers, magazines, books and most print publications react to it and its diffusion? Probably when embed codes began to take over the web it was not too thrilled. After all, if you were, say, CBS, and a video from one of your shows got put on Youtube and then got shared everywhere through embed codes you probably wouldn't be too thrilled about it because it's your show that everybody is taking and circulating around, without having to even turn on the TV and watch your channel... Right? Well, turning the situation around however, if you are part of the traditional media and someone takes the time to grab one of your videos and put it on their blog or Youtube channel, this person is, in effect, promoting your brand and content for you. Hanging onto it tightly makes sense from a traditional media perspective but doesn't hold in a distributed web environment. So, in the end, traditional media is probably better off embracing this whole embed code and share button trend. Also, what a lot of traditional medias are doing nowadays is posting their videos on their own websites, copyrighting them and allowing people to see their material exclusively on their website, which is another, stricter but effective way to go.

So, in conclusion, share buttons and embed codes haven't really triggered web copyright issues, they have just eased our way to communicate in an effortless and fast way. What embed codes do is share material, which is different from copying something and claiming it one's own. Of course the Copyright Law has a lot of revising to do concerning these new communication means, but ultimately embed codes and share buttons stay true to the prime philosophy of Internet and the Web: diffusion of anything for anybody, without excessive limitations.

# Free Speech: Benefit or Liability?

By Kathleen C. and Anuhea R.

In the 21st Century, means of communication have risen to many platforms. Technology has created new templates of communications anywhere from person to person, person to mass media, and vice versa. With such open access to communicate, the notion of free speech is always along for the ride. Technology has risen the amount of free speech to a whole new platform. Instead of reading opinions and propaganda through newspapers, posters, commercials, and even billboards; free speech is written and even texted on the internet all over the world. The coming of the social networking era has brought forth the infinite access to free speech in our social environment. Social media environment through blogging on websites such as Twitter, Wordpress, Myspace and Facebook has manifested free speech. It is not only a Constitution of the United States but it serves as a human rights law. It allows us to have freedom of opinions without any boundaries. In other countries, if you were to speak against the government there is a possibility of getting arrested as a form of punishment, or even worse. As social networks gained a large amount of users, some companies started investigating their employees through these social networks. Therefore, free speech serves as a benefit that is also a liability to certain individuals, groups, and organizations.

The news has posted some of these stories of employees being terminated for something they put or wrote on their Myspace. An article from Business Insider stated, "CareerBuilder ran a survey of hiring managers and found out that just 22% of them are checking MySpace and Facebook to see if their prospective employees are drinking too much, doing drugs, trashing former employers, or letting out trade secrets on their profiles -- up from 11% two years ago." (Sridharan, par. 2). A company should not determine to terminate or hire one based on what was posted online because everyone is entitled to freedom of expression. For example, most people tend to provide false information on their network which can be misleading to a company. Another situation can involve a restaurant employee who is badly blogged about by a customer on a website such as yelp.com. The customer could be charged with slander if he had judged her in a way that was inappropriate. For example, if the customer said that the employee provided him with poor service and the food quality wasn't that great then it would be considered appropriate versus him saying she is fat and ugly then that may be considered slander. Most people will believe anything they read on the internet regardless of its credibility.

Celebrities are always talked about in the media whether the story is true or false. The paparazzi and magazines can make up a false story just to get ratings for their magazine. At times they do get sued for slander depending on what is being said. According to the O'Reilly Factor, National inquirer is one of the known articles who create false articles that end up being true. A recent online article on Hubpages wrote as follows:

"Maintaining a particular image is made difficult by the media, which makes the effort to share information concerning a celebrity's life. These details, public or personal, may cast a negative light upon him or her - and they may not even be true. The fact that there were more counts of exaggeration, opinion and potential falsity means that content does not even need to be supported for viewers to read it and generate opinions from it, rendering media credibility relatively inconsequential..." (Glassvisage, par. 6). Even though this is what is expected in the public eye, celebrities still have their human rights. A story should not be created if it is not supported by evidence. Politicians, on the other hand are restricted from writing in blogs, twittering and online forums. Apparently, there is only so much they can provide to the media.

Most schools have blocked certain websites being accessed by students. For example, in some high schools many students use myspace to write comments about other students and even the facilitator which caused the blocking of sites that allow such comments and opinions, especially during class. Even though there was a way to get around it, the comments section was restricted and could not be accessed through the school computers. As we have seen in the media, there are people who create false web pages of people. One incident that was written in an article of a student who had created a myspace for the school principal ended up being sued for destroying another person's reputation. New York Times published an article stating, "MIAMI — A South Florida teenager who sued her former principal after she was suspended for creating a Facebook page criticizing a teacher can proceed with her lawsuit, a federal judge has ruled." (Gentile, par. 1) The most recent story reported on the news was the mother of a sixteen year old girl creating a fake myspace of a young boy trying to bully a classmate of her daughter's who later committed suicide. Situations like these question how free speech in a social media environment can affect those involved.

The obvious solution to combat all the negative outcomes of free speech is censorship. As part of the social media environment it is important to take the criticism. By absorbing other opinions one can improve and even develop a better means for themselves. If a chef did not perform well and was never criticized then that chef will have never acknowledged their downside and never improve. Because of free speech we can see a change and that is the bottom line in a social media environment. Nothing can move forward without realizing the faults and correcting them. For some it comes with the job of constantly being criticized, but at the same time those criticisms keep them afloat and known in social media. We would even have forgotten about them if not for someone criticizing it on the internet.

# Social Media and Companies

By Vinnie P. and Ayuna C.

The oldest and most powerful form of mass media is the word, both written and spoken; from catholic priests to traveling storytellers, the word has held credibility. A new platform, social media, has taken the power of the word to new levels, transforming companies, society communication. Platforms such as Twitter and Facebook are conduits for dialogues between many to many, held in a very visible format. This new format is altering the methods of advertising, merging both the advertiser and the advertised. If a company hopes to succeed in this new generation of technology they must embrace social media.

The borders of countries and states have dissolved to the credit of the Internet and social media. Through Facebook and Twitter, among others, companies are able to fabricate and build virtual personalities. Through history as the communication platforms evolved the method of communicating also had to adapt. Just as the telephone made distance relative, social media has made cultures and companies relative. The result from this confluence is opportunity for a dialogue between customer and business, rather than the typical one-sided communication that has existed through advertising. And this communication is visible to the world population through MySpace, Twitter, Facebook, Second life, and many others. Social media has transformed companies into large personalities, transcending them beyond just a brand, they can operate as a personal connection, and they can be our friends.

Social networking sites are small virtual villages. They operate as pools or collect for like-minded individuals. They operate like a bar or a bookstore, a meeting place orbiting a set of ideals. This is apparent just in the age demographic which frequently visits specific sites. According to Malcolm Gladwell, author of the Tipping Point, the characteristic that wins people over and keeps our loyalty is personality traits. In turn, the most successful brands and companies can be categorized by personalities. Why would we see a company differently than a friend or family member? The collective social networking sites offer companies an opportunity to fine-tune these personality characteristics. Just as friends and peers carry on conversations, share gossip, and get feedback, so too can large companies.

The most fascinating element of the relationships between company and customer via the social networks is that of the form the dialogue takes. There is an enormous amount of accessibility. Everything is visible. Gone are the days when a customer would complain and the effect would only be miniscule. Now if a customer makes a comment about the business it is heard across the globe. According to Shel Israel, author of Twitterville, a U-Haul customer typed a few sentences into Twitter complaining of the lousy service he received and suddenly there was an enormous explosion of comments from all around the world of similar stories. It caused such a stir that U-Haul's CEO went on a national TV

show, the Today Show, to save the company's image. He reportedly gave out his personal cell number, saying he would make sure to do right by the American customer. That's a huge effect from under 140 characters. Who thought social media could carry such a powerful punch? Using this super-powered platform companies can engage in a visible dialogue with their customers.

Using such instantaneous dialogues gives companies a chance to release promotional offers and deals faster than ever. Jet Blue has taken full advantage of Twitter. The company's Twitter page is followed by just over 1.6 million people, and employees of the company often reply to the complaints of their followers, creating a literal dialogue between customer and company. And to make their followers feel like they are gaining something, they often post limited-time deals on flights. The brand Jet Blue becomes mixed in with the tweets of your close friends, and there becomes a natural sense that you have meaningful interaction with the company. Social networking sites do not only seek out new customers, but they also keep their customers coming back.

However, marketing through social networking is not always successful. In 2004, Myspace was the breakthrough social networking website. It was relatively simple, and featured a mixture of user pages and band pages. In July 2005, Rupert Murdoch purchased Myspace for \$580 million and slowly began to turn the website into a media empire. One year later, Myspace was the most popular social networking website on the Internet. However, within two years, many people simply stopped using it, making Facebook the most internationally popular social networking website on the Internet.

Why did this happen? There is no definitive answer. However, you can see as Myspace became more and more infested with advertisements, videos, music, games, instant messaging, etc., more and more people stopped using the website. Companies saw Myspace as a profit haven, and they over advertised, which drew users who preferred a much simpler interface to websites like Facebook and now Twitter: the simpler the website, the more popular it becomes.

Companies now understand this idea. The failure of Myspace taught them that social networking websites are a great way to connect with their customers on a more personal level. With browser applications such as Ad-blocker, many of their ads aren't even seen by the public, so it is natural that they are connecting to the people in a dialogue rather than a media attack.

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# Social Media Harassment

By Alyssa B. and Nick M.

As computer technology increases, social media becomes more and more of a widely used source of communication. It has become so popular that it is completely changing the way people view and respond to society, and opening up new ways for people to interact with each other. This is both a good and bad thing. Two advantages being that it has given people the convenience of being able to connect with others all over the world without having to step a foot out of their homes and also the rare cases that crimes are sometimes solved through the help of a social media site. For example, the man convicted of murdering Joseph Duprey, Robert Powell, had a photograph of pictured of Duprey with a caption reading “rest in peace” hours before the crime was reported to the police. However, the problems created by these sites are much more prevalent than advantages because it gives malicious people the ability to create more danger among the millions of internet users. Information that is posted on the internet by people who believe it to only to be viewable among their friends often find that they have unintentionally shared personal facts with hundreds of people, some whom plan to use it against them. People are able to get through loopholes in the social media that allow them to stalk others, sell illegal substances, verbally, emotionally, and sexually abuse others, commit fraud, and more. Though hundreds of great prospects have resulted from social media, it is something that desperately needs to be controlled so that the users are better protected.

The lists go on forever about all the crimes that have been committed on only websites such as, Facebook, Myspace, and Twitter, so it is obvious that the measures people have taken to stop crimes through social media sites are incompetent. For example, according to the ‘MastersinCriminalJustice’ website, “in October 2008, Michael Macalindong was sentenced to 34 years in federal prison for posing as a teenage girl, soliciting a teenage boy, and trying to blackmail him for not posting sexual videos of himself on Facebook.” On another instance, a thirteen-year-old girl named Olivia Gardner was harassed on Myspace when a group of girls from her school set up a club on the site titled “Olivia Haters Club”. Copyrighting and hacking are two more common types of crimes that take place on social media sites. In the summer of 2007, Miss New Jersey Amy Polumbo had private Facebook photos published in tabloids.

Currently, the only two main forms of prevention against harassment and illegal activities on social media sites are users making an agreement to abide by the terms of service upon making an account and being able to report a problem when they feel it is necessary. Though it is a start, it is hardly enough to make people feel safe and secure when browsing through and utilizing social media sites. Some of the problems that exist with the present forms of obviating harassment are that any one can act against the terms of service they agree to and the only way they will be caught is if someone reports them.

However, many people do not bother with reporting the negativity they come across on the internet for fear of the trouble it may cause them or the thought that no one may even read it anyway. Additionally, some are not aware of what exactly can be considered harassment or an illegal activity. Too many times people are harassed in so many ways over the internet and nothing is ever done about it because people do not know what to do. Social media sites need to be taking more responsibility over the protection of their users.

One way this could be done would be to have undercover officers patrolling various web sites at various times. This was an idea that the Obama administration considered doing not too long ago. However, they did not go through with the idea because of the fact that it would violate social media sites' terms of service by making accounts under names other than your own. But if the terms of service could be changed to notify users that they may be under surveillance at any given time, by an authority figure, I believe that some of the harassment that goes on could be minimized. Another suggestion would be to educate people in the workforce and in schools about when, where, and how harassment and illegal activities should be reported. If people were better educated, they would feel more comfortable expressing their negative experiences they encounter.

Social media harassment is also committed by prisoners in an attempt to further terrorize their victims and families while still behind bars. Facebook has taken action by removing all reported offenders' pages from the website. This, however, does nothing to stop the future inmates who may commit these acts, nor does it stop family or friends of the inmates from updating the page for them.

The only way to make a noticeable difference in security is to hire more moderators for these sites. Major social media sites, such as Facebook and Myspace, act under a “user report system”. Meaning that the only way harassment or illegal activities are brought to their attention is by the users themselves. This technique of policing has been proved disastrous on many occasions. For example, the suicide of 15 year old Phoebe Prince, was brought on by hate messages posted on her Facebook by nine other students. The bullying went on for days, but went unreported to the authorities or Facebook staff. If there were moderators patrolling the page, then the verbal attacks on Prince may have been discovered and reported. Another case involving suicide occurred in 2006, when a 13 year old Missouri teenager took her own life after becoming involved with a fake myspace account portraying a boy who was interested in Megan.

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# The Importance of Being Literate

By Leif H. and Colin N.

Imagine a world that runs parallel to our own, a world that billions of people, every single person on earth, encounters every single day. Every day, people create this world. The rules of this world effect our own, and the rules of ours dictate it as well. And yet, this is a world that many people aren't wholly aware of, and even those that are aware of it, barely consider it.

This world is media. And, once you get past all the theatrics, you realize that, yes, media is a very integral part of our reality. Media refers a way to communicate an idea or a message to someone; television, radio, movies, internet, media is significant. Our relationship with the world of media is one of duality; we dictate what media is, what stories are told in movie theaters and on the five o'clock news, and our own world is shaped accordingly. And these stories, these messages, are becoming more personal.

The advent of social media websites like Facebook, Myspace, Twitter, and even communal sites like Youtube and communal editing sites like Wikipedia, mean that more people are creating media, choosing what messages will shape our society, as well as what junk you'll have to wade through on the internet. And yet, very few people are "media literate." Media literacy refers to being able to analyze, evaluate and create your own media. Many people have the ability to do these things, and more people are doing it.

According to The Guardian, in 2006, "The number of blogs being written...has been doubling every six months for the past three years: there are now, as of July 31, more than fifty million blogs on the internet; 175,000 new blogs are created every day - that's two every second" (Lanchester).

And that's not even counting all the Youtube accounts out there. And yet, despite these staggering numbers (they can only be larger now), very few people consider the consequences of putting something onto a social media site. It's the equivalent of everyone owning and operating a car, but no one being required to have a driver's license. Or, if that's not good enough for you, it's as if everyone owned a gun, but there were no laws about having any training, or restrictions, involved in using one.

The problem is, although we're used to being surrounded by media everywhere we look, and even being able to create it, we're not used to what we consider to be personal information being so publicly available. For instance, consider the case of Conner Riley, who posted a micro blog on the social media site Twitter, concerning how she had a job opportunity at Cisco. "Now I have to weigh the utility of a fatty paycheck," she quipped, "Against the daily commute to San Jose and hating the work."

Not only was the tweet not all that funny (when you stop and think about it), but several of her followers on Twitter happened to be Cisco employees. They responded to her tweet with snarky comments on their own, and the resulting explosion was known forever more as the "Cisco Fatty" incident; "Other Twitterers picked up the posts, and soon the

Internet was all atwitter about a prospective employee who squandered a job opportunity in this dire economy for saying something stupid online. Riley ended up writing a post on her personal blog apologizing for her tweet, explaining that she was being sarcastic and that she'd actually already turned down the offer" (Mangla). Sounds just a tad sour grapes to me.

However, for some people, random posts DO result in a current job being lost, and in an even less personal way. Kimberley Swann posted something as seemingly innocent as "my job is boring" on her Facebook page, not bothering to name the company she worked for. Shortly afterwards, her company commented on her post, letting her know that, if she didn't enjoy her job, she might as well quit. "Swann...was stunned. She told the Daily Telegraph: 'I did not even put the company's name, I just put that my job was boring. They were just being nosy, going through everything. I think it is really sad, it makes them look stupid that they are going to be so petty'" (Matyszczyk).

When do we ever think about the consequences something as simple as firing off a tweet, uploading a video on Youtube or posting a photo of ourselves on Facebook, might bring? We don't spend the time thinking about that when we post that photo, because we forget how the world of media blends with the "real" world. We don't think of it like that. We think of it as our own little personal world online, when in fact, anything you put online becomes a part of everyone's world. And, by default, anything that's online becomes part of the "real world."

Let's say you are connected to two hundred friends on Facebook. That many people, at least, have an opportunity to see the image, let alone anyone who stumbles onto your page if you haven't set up a secure profile. Now ask yourself, would you honestly print over two hundred copies of a photo and hand it out to all that many people, including co-workers? Casual acquaintances? Random people on the street? Probably not. I mean, come on.

Rumors spread quickly, even before the internet, before the means to broadcast something to a large number of people within seconds. And the worst part is, you don't even have to be responsible; that infamous photo of yours can be placed in a single spot online and viewed by friends...who post it to other friends, who post it to other friends, it gets in the hands of your employer, you lose your job, your wife leaves you, and your dog dies. Or something like that. Media literacy could be a cure for this. "When you are media literate, you have clear maps to help you navigate better in the media world so that you can get to those experiences you want without becoming distracted by things that are harmful to you. You are able to build the life that you want" (Potter 9).

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# Methods Advertisers Use on Social Media Sites

By Allie B. and Merve O.

Social media sites are web-based sites used to broadcast information and interact with individuals. The most popular forms of social media sites are: Blogs, interactive web pages such as FaceBook, Twitter, and Myspace, podcasts, or any electronic media with “sharing” syndication or search technologies. With an increase in popularity in this form of media businesses are reaching out and finding these sites as a new way to get attention from the consumer.

When an individual creates a social media account they input information about themselves that can be viewed by the public. Information such as occupation, location, age, gender, likes/dislikes etc. can be viewed publicly unless privacy setting are enforced. Recently companies have been using these sites to gather information about the types of people using them. This access helps the company target their ideal consumers.

For example, Facebook has 1.4 million business pages that are able to reach certain demographics by filtering the information the consumer broadcasts on their personal page (New York Times 3/27/10). Depending on what “groups” an individual is a part of and their interests listed, Facebook determines what advertisements a person will see on the side of the site. Females may see advertisements for weight loss products or a whole sale bathing suit site. Males may see advertisements for energy drinks or sports equipment. Facebook can even place ads on a person’s page that pertain to their specific location in the world.

According to an article in the New York Times, Sprinkles Cupcakes have been targeting people in the Los Angeles area. The company created an ad that one can click on to become a “fan” of this type of cupcake which will then show on that person’s webpage as a form of “free advertising”. Taking this further, this type of interaction gets people’s attention so the company tries to get more interest by asking questions like: “Where should the next location be?” or “What would be a good new flavor?”.

Games, contests, and “give-aways” are often typical of the advertisements on these sites. An example would be an ad seen on the corner of the social media site “Myspace” which said: “25 people will get a free Burton Snowboard! Click here to get one”. Once the individual clicks on the advertisements they are bombarded with many other advertisements for the same product or similar, only to find out there are no “free” Burton Snowboards, you have to subscribe to certain magazines or sites to get the gear.

Blog sites and sites such as Twitter are also favorable for marketing. Perez Hilton, for example, has a popular celebrity blog with thousands of viewers a day. Businesses take notice of this and pay to place advertisements on his blog so those thousands of people reading it will see the ads as well.

When a person visits a social media site, the controllers of that site have a data base that tells how many times a person visits a site or page and what they are viewing on that page.

This information is like gold for businesses because it’s a way to get the true interests of the consumer. Some people consider this as an invasion of privacy but until laws are put in place to stop this information gathering all one can do is apply personal privacy settings and hope for the best.

A Negative affect of this form of advertising is that people are constantly bombarded with ads every click they make. Companies will send text messages to a person’s cell phone or they will send emails to get your attention. Most of the people will receive text messages from a random number like “0133” only to find that it is an advertisement for a sale at Payless. Companies will use emails to get your attention by marking the sender as with a person’s name and including a serious title like “important!” When you click on it, it will open up to be an advertisement.

Businesses are also using online “chatting” networks, such as AIM, Yahoo, and MSN, as marketing tools. MSN is the most popular chat link on computers in Europe. Recently this link has been hacked into and there are advertisements containing viruses that pop out from no where while people talk with their friends. The person who is being “hacked” cannot see it but the person on the other end can and she or he will be hacked also. Not having control over these pop-up advertisements can be frustrating annoying to the social media user, after all, no one goes on the internet to anticipate looking at hundreds of ads and commercials.

In some point it’s a good way to advertise the product they sell, because even if the person wants it or not advertisements will pop out and introduce themselves anyway. It can be a good technique for introducing a product and familiarizing people with it. On the other side, it will annoy people who get the all of the advertisements and spam, and they might shut it down or block it. Even if a person was interested in a product, they may consider not using the product simply because they are annoyed by all the ads that have been popping up.

One can only imagine where the future of marketing on social media sites will take us. There are new forms of advertisements on these sites everyday from pop-ups, to commercials, to interactive games and surveys. Before we know it advertisements will start taking over your computer screen and the only way to make it stop will be to shut down the computer entirely, who knows? Advertisers do and will do anything they can to get the attention of the consumer and sell their products.

# Balancing Social Media Advertising with User Freedoms

By Aline K. and Sasha L.

Communication is the essential element that creates and maintains relationships. In this day and age, communication technology has developed to become both simple and fast. For example, we no longer need to look up old classmates in phone directories anymore in order to find out what they've been doing. Instead, we use social media networks such as Facebook and Myspace in order to keep ourselves updated on our family and friends' lives no matter where they are in the world. According to statistics, Facebook has more than 400 million active users, and about 50% of them log on to Facebook at any given day. Social media networks like Facebook have become the ultimate way to not only to allow people to easily communicate with their family, friends and coworkers, but also to expose a large audience to various different advertisements. Users of these networks are exposed to advertising in two major ways: one, users actively seek products and advertisements on these sites (such as people selling/trading things on Facebook), and two, the user comes across banners and advertisements on the side panels while using the site's primary tool (social networking). Because these social media networks are businesses that need to make profit, it is vital that these sites put out a certain number of ads in order to create revenue. However, it is also important that they balance this with user freedom, and allow users to use their site without being constantly bombarded with ads. This is because if advertising is over imposed, users might get irritated that they are being detracted from the main function of the site and use it less frequently, if at all. So how do they balance this?

The advertisements on the website have to be created in such a way that they are both efficient and effective, in other words, that the content is relevant to users. This can be done by making sure that both the user and advertiser will benefit from the exposure of the ad. For example, Facebook allows their advertisers to go through a "targeting" step while creating their ad. Facebook states that by default, "Facebook targets all users 18 and older in the default location." However, it is suggested that advertisers specify their target audience in order to reach the most appropriate people based on demographics and psychographics. Facebook allows advertisers to target audiences by location, age, gender, keywords, education, relationship status, languages, etc, which helps ads reach their target market more efficiently. Facebook is cable of selecting the right people at the right time, as long as the advertiser knows who their target audience is (or at least that's what they aim for). For example, a profile may tell Facebook that the user is a female college student who lives in California. Therefore, this user may see ads for alternative education institutes, tips about the area she lives in, restaurant coupons, etc. Without this "targeting" process, Facebook would be much more prone to "junk" ads: ads that seem to have no relevance to the user, which causes them to feel irritated and hindered instead of interested in the product or service that is being advertised. This may lead to a

decrease in the user traffic of the site if they find the ads to be too intolerable. For example, a thirteen-year-old male user would probably not respond well to endless ads for age-defying beauty products and diet supplements, but would have a potentially good response to new video games or sports related ads.

Although user tolerance to what they might consider to be "junk" ads varies depending on many audience-related factors, social media networks can attempt to limit intolerance in various ways, such as how creatively well-placed the ads are. Some users may not mind advertisements on social media sites if they are on the site's side panel and not too flashy and distracting, such as many of Facebook's short and straightforward text ads. On the other hand, some users might prefer ads that are exciting and bold, such as some of Myspace's image-based ads.

It will all depend on how well the target audience is approached and how well research was made on how to address this target audience. Teenagers, for example, like games, competition, and images. A common ad format on Myspace, social network site preferred by this audience, is the one where the user has to click a button in order to win a race on screen, something that is intriguing and that urges interaction such as clicking on a button as many times and as fast as one can to win that simulated race on screen. The next step happens when the race ends and the user is not taken to a different screen with the actual content of the ad. Facebook users are older, and therefore more exigent about the content they are exposed to. The key thing for the advertiser to do is do research and know their broad audience: who uses one social media site and not another? By knowing more about the shared characteristics of the site's broad audience and narrowing the audience, advertisers can eliminate the amount of people who will consider their ads to be "junk" ads and concentrate their ads on the target market.

Facebook is the epitome of a successful social media network. As mentioned previously, the site boasts over 50 million users, and has been translated to over 70 different languages. Not only this, but advertisers have had success in advertising with Facebook. In a year's time, CM Photographics generated "nearly \$40,000 in revenue directly from a \$600 advertising investment on Facebook. Of the Facebook users who were directed to CM Photographics' website from the adverts, 60% became qualified leads and actively expressed interest in more information." The success of Facebook advertising has lead to an increase in the number of ads shown on the site. However, this has not stunted the rapidly-growing number of active users.

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# Social Media Changing Social Interactions

By Kaitlin C.

Social networking websites provide tools by which people can communicate, share information, and create new relationships. With the popularity of social networking websites on the rise, our social interaction is effected in multiple ways as we adapt to our increasingly technological world. The way that web 2.0 users interact and talk to each other has changed and continues to change. These users now socialize through the Internet and it takes away from the in person socialization that has been around forever. Social networking websites effect our social interaction by changing the way we interact face-to-face, how we receive information, and the dynamics of our social groups and friendships.

Communicating through the Internet and social networking websites is quite different than communicating in person. When users communicate through these websites, they use things like IM and chatting as well as status or Twitter updates to talk to friends and express themselves. Chatting online is quick and easy and allows you to connect to an almost unlimited amount of people from all over the Earth. Although the Internet connects millions of people and allows them to chat, it changes the traditional in person conversation that is important to our social lives and friendships. This change to our social interaction is not necessarily positive or negative. The change expands the different outlets through which we can communicate and as long as we remember the importance of face-to-face contact in our social lives, we can find a healthy balance between the two.

These social networking websites also affect the way we receive information and news. The sites open up different portals through which we get information and create a more diverse news outlet. Rather than reading the newspaper or hearing the news on TV, we rely on our “friends” on the sites to give us updates on the world around us. Through Facebook or Myspace statuses, posts, comments, etc., web 2.0 users find new information that is most likely relevant to them. “As society becomes increasingly dynamic, with access to information playing a growing role, having many diverse connections will be key”(Donath). These new diverse outlets lead to users discussing world news or other information on the sites and can remove the need to discuss these events in person.

Another way that web 2.0 sites affect the way we socially interact with one another is by changing the dynamics of our social groups and friendships. “They devalue the meaning of “friend.” Our traditional notion of friendship embraces trust, support, compatible values, etc. On social network sites, a “friend” may simply be someone on whose link you have clicked”(Donath). Social networking sites create a new model of social interaction and friendships. As people’s social circles grow, the ties of the online friendships are not always as strong as in person close friendships. Although these sites can alter the dynamics of friendships in that way, it also creates lots of new friendships and increases our social interaction.

The many effects of social networking websites on our social interaction with one another can be both positive and negative, all that is sure is that there is a definite effect. “Social media is mirroring and magnifying all of the good, bad, and ugly about today’s society” (Boyd). We must embrace the increasing use of web 2.0 sites and the different roles they play in our social lives. There is not really a need to focus on the positive or negative effects of these sites because whether the effects are good or bad depends upon the things in society that you value, and that is different for most every person. These sites will most likely continue to grow in popularity and continue to alter the way we socialize with one another and we must embrace it.

## Balancing Social Media Advertising with User Freedoms *Continued from previous page*

Point being, social media networks will find that users are likely to be comfortable with the advertisements on a site as long as they do not detract from, or outshine, the major content of the site. Facebook is constantly thinking of new ways to impress and satisfy their users so that they never get bored, such as applications, games, fan pages, new layouts, etc. There is also the option to remove an ad from a user's home page. Once the ad is removed by the user, a list of options prompts possible reasons why that ad was removed, such as being irrelevant, repetitive, misleading, offensive, and other reasons. That way Facebook makes sure their users are being approached with relevant content, lessening the chances of them feeling bombarded with spam-like messages. Although the core function of Facebook remains the same, it is always changing in order to keep up with the fluidity of its audience’s interests.

The trick for social media sites to balance advertising to users and user freedom is to keep the advertisements relevant and supplementary to the main content. Thus including topics of relevancy to the users they are aiming toward. Ads bring most of the profit of social media networks, but instead of only making money, a network must be also concerned about how happy their users are, in order to keep their business and success up. Myspace platform, for example, lost many users to Facebook for different reasons. One of them is because Facebook’s platform has considerably less ad space than Myspace. Myspace nowadays is a place where musicians and other types of artists expose their work, rather than the user to user bridge it used to be. Nowadays users of Myspace are a much younger crowd than the one present on Facebook, and much smaller as well, and that shows us what is working best for the majority of users. Facebook is currently, as this is being written, the pioneer of social networking among young and not so young adults for its site traffic and company revenue.

# Social Media Changing How We Receive News and Other Information

By Kari P. and Marcos A.

Along the decades, there have been many changes as to how we receive our information and how it effects us. Outlets such as television, films, music, the internet, print, billboards, and other pictures are examples of ways we keep up with today's world and its events; both important and unimportant to people. Apart from material things feeding us our information, word-of-mouth is also a very powerful thing amongst people themselves, where one person tells another person, and suddenly a piece of news is everywhere. Sometimes the piece of news is even incorrect or misinterpreted after it has gone through different people. This doesn't always happen intentionally, but just because different people take news in different ways there is room for error. When there isn't anything written out or typed then news is easily skewed. When you really think about it though, even today the way a lot of these news outlets receive their information in the first place is still by word-of-mouth.

It might sound hard to believe for people in this generation, but once upon a time, only word-of-mouth existed, eventually being accompanied by written letters. News could not reach very far when only people by themselves were involved. They were only able to write each other letters if they wanted someone far away to hear about the news. Nowadays, writing letters sounds like something so ancient. Today you can easily log into a computer and hear news from halfway around the world just minutes after it happens. Even by phone, someone from half way across the country is able to call you and fill you in on things. It is amazing how technology has sped up every process of life, from social interaction to your local public getting its news. The social media also has a way of molding the minds of people, especially the youth, to opinions presented on television and the internet. These stories are usually based on entertainment and political values. People begin to see what is popular and what the majority of people think about certain events. This can alter the way they may think of something that happens even if it wasn't their initial opinion in the first place. One example of this is [www.youtube.com](http://www.youtube.com). This is a website where you can see videos and comments from other people instantly on something someone else has posted. You are able to interact with anyone by just typing and sending your feedback in. If you choose to do so you can become a member and upload your own videos and have people comment on them as well. This website has become extremely popular in a short period of time and companies have quickly picked up on it. Since the website is free to use they have to make their money on advertising. If you go to the website to watch a video you now get a preview in the beginning. To many viewers it is just really annoying, but there is a method to all of this madness and it all falls into place for the website.

Technology isn't the only way people receive information today. Even just by walking down the street people are constantly being shown advertisements and receiving news, many times not even knowing it. Billboards or even just a brand name on peoples' clothing, bags, hats, or shoes, show people the new trends and what is thought of as popular. It seems as if peoples' opinions of what is "hip" or "acceptable" or not, are based mainly off of who they see wearing, or using it. Take the brand Ed Hardy for example. This brand used to be popular and cool a few years ago. We used to see people of all ages and genders wearing Ed Hardy shirts or sunglasses. Even admired celebrities were wearing it. Although after the show Jersey Shore came out Ed Hardy seemed to take a turn for the worse. Since the people on that show were looked at in a mostly negative way and they were seen many times wearing the brand, a lot of viewers were turned off by it and thought twice when deciding what they want to buy and how they want people to perceive them. Although companies can't control who wears their clothes, they can control how they market their products and who they aim it towards.

It is easy to be a part of the social media even if you live in an isolate part of the world. Because the ways we are able to receive information and news these days is so broad, there is really no limit about what you can learn and be a part of. This might sound like a good thing right now, but it seems as if the world has come to the point where most people cannot stay away from the social media. In the beginning it seemed as if there wasn't enough ways to get information, and now it is almost overwhelming. This can also be just as dangerous as knowing too little. You can look up the same story in two different places and get two totally different stories and never really know which one is the correct information. This can cause many debates and issues between people which could potentially lead to breaking news itself..

## Social Media and Companies

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Youtube has worked companies right into the interface of their website. Many companies pay big money to have their own customized and specially designed Youtube pages. There are also more and more "sponsored links." It will say "Videos You May Also Like" on the side of the screen, but have nothing to do with videos you might actually like, just videos uploaded by companies.

The companies who wish to survive the transformation into the virtual world must jump on the bandwagon of social media. The need for interactive company personalities is growing by the day. This offers the savvy business an opportunity to steer their image back to the personal, iconic the mom and pop feeling, creating a personal persona. The power of the social media is no longer something that can be overlooked. It is the way of the future.

# How Much Information Should Advertisers Know About Users?

By Divine T. and Ezra F.

Users have little idea how information is being gathered, who has access to it or how it is being used. With little to no legal rules on the internet about how user's information can be used, companies are free to use this information as they please, says Stanley Herbed of Texas Tech University in Dallas, Texas. The data used for a target as today could become a detailed personal profile sold to large cooperation or government agency tomorrow. Most social network sites don't offer any legal privacy promises and if they do, it is in extreme fine print which can hardly be seen or noticed.

With or without your knowledge, "people are giving information to websites in order for these sites to provide them with services". They don't expect that the sites will then take the information and share with six or more other sites, in turn those other sites use the information to profile people and give them to advertisers who will decide whether you are in their market base or not, but still they are using information you didn't permit.

Most users are unaware that their internet searches are recorded and are used for other purposes than just the services you are getting on the site. Internet records are very intrusive records and sometimes might affect the way you live your life on a day by day bases.

Dan Jeff, Vice president of government relations for the association of national advertisers said, advertisers justify collection of information in two ways. First, they argue that advertising is critical to keep the web vibrant and that's why there are a lot of sites providing free services to consumers because they are able to sustain their sites through advertising than charging the customers a fee for services. Second, advertisers say they collect users information to help advertiser's better serve the consumer, targeted advertising is extraordinary important for everybody because the more information advertising have about users the few irrelevant ads will be delivered to those users.

As a matter of fact, the information that sites collect should be limited to age , gender, and location in order to offer you with their products or services.

Age is a big factor that can be allowed by websites to provide to advertisers. There are certain ads that target adults and some that lean towards kids. So the advertiser can use the information to target that specific market or provide services to those consumers.

Gender information can be given out too. If the advertiser is in the market for male of female products or services, they will want their ads to target men or women only, so it's fine to get information on how many men or women visit the website everyday, month, or year. This will help the advertiser target his market.

Location can be collected to know where their loyal customers are located. Different countries and areas have different needs and services, something that appeals to one

person might not appeal to another person. Your location will help to identify where the advertisers should put more ads for the right people to see, said James Jones of colonial ads. These are the limits to how information can be collected, anything more than these might be invading privacy.

## Social Media Harassment

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The fake account was ran by a people who went to school with Megan, and eventually the "boy" lashed out at Megan and broke off the anticipated relationship with malicious words against her that led to her death.

The justice system in America must step in and do something about social networking safety. The restrictions these sites enforce are only encouraging criminals to target individuals and most of the time without being noticed. The Obama administrations attempt to encourage social networking sites to change their policy should be enacted again. Perhaps this time there should be a stronger emphasis on the numerous cases of suicides due to these sites. Harassment and illegal activities on social media sites will always be ongoing issues; however, by implementing the previously stated recommendations, safety on these sites could greatly increase. Imagine a world where you could log into your social media site and not have to worry about who's on the other side.

## The Importance of Being Literate

*Continued from page 8.*

Perhaps media literacy should be taught by sites like Facebook themselves. More than a small warning tacked onto a set of instructions or hidden in a site agreement governing membership, but a step by step guide reminding site members of what's in store for them, and how they should conduct themselves online. Better still would be more media literacy taught in schools. Programs like Just Think would seem to agree. The non-profit organization "teaches young people to lead healthy, responsible, independent lives in a culture highly impacted by media" ("Just Think: About"). This organization is not alone; several similar programs and studies exist (like the Media Literacy Task Force and 24 Hours: Unplugged) and preach a similar message, but media literacy itself is not a requirement.

Children learn to read because they live in a world of books, letters and words. Children learn history because it is a vital backbone to the world we have created for ourselves. And yet interactive media is not taught, despite its growing importance. But as the world of media and the world that we live in grow ever more personal, soon the necessity of media literacy will be impossible to ignore.

# Employers and Social Networking

By Eric A. and Miles A.

There was once a time in the world of employment when the average citizen seeking a job would go pick up an application at a local business, speak to a manager, fill out the application by hand and go turn it in face to face. It was a chance to get to know a potential employer and really show them that you are the person for the job. You could show them your accolades and accomplishments from your prior work experiences, and convert with the boss to seal the deal that you were right for the position. But things have changed. With the advancement in communication technology and social networking via the internet, a resume and interview is not the only thing a company looks at when hiring you. It now appears that companies looking for employees don't even need to wait until an interview to make first impressions about the applicant. We are now living in a world where a person's online profile on a social networking site like Myspace and Facebook is a deciding factor in whether or not a person is right for a job. Although, the idea seems to be a quicker way to weed out unsatisfactory workers from the application process, this strategy possesses serious flaws.

Today, complete privacy is rare for people. It is not like there is a mass influx of identity theft, rather, people are willing if not anxious to let the world into their life. Facebook and other social networking sites have become commonplace in the online community. It has come to the point where it is odd if you do not have one of these accounts. On these sites, you update "friends" on current events taking place day to day in your life. You can post pictures, write on other "friends" pages, as well as many other features. I don't believe there is anything on a person's Facebook page that could tell an employer what kind of employee they would be hiring. A face to face self-evaluation can tell you so much more about someone you are trying to hire. You can see body language, communication skills, and get a more in touch feel of the person. These sites are intended to be a place where you can chat with your "friends" and reconnect with people you know, not a resume for companies. Although these social networking sites are intended for friends to see, a recent Microsoft survey found that 79 percent of employers use these sites to evaluate potential employees. Microsoft also found that 70 percent of recruiters and hiring managers have rejected an applicant based on information they had found online.

Lets say you are an employer looking over somebody's application and resume. Everything is looking good, this person seems to be qualified, they have a good resume and no runs-ins with the law. Now all you have to do is check their Facebook or Myspace to see how they spend their time out of the office to try to get a feel of what kind of person they are. But you get to the page and look at the pictures to find that they are pictures of you at parties; drinking or using drugs (and by drugs I mean weed, which is only has a bad light because of the negative associations in crime grouped together with recreational use in

society). In a CNN article, student Matt Gawel stated, "There's nothing illegal or too ridiculous in the photos...but people don't take pictures of people studying or doing work. They take pictures of people at parties and doing silly things." When employers see photos like these, it is then that they should ask themselves if they have ever cut lose and had fun too. Pictures on someone's profile are not a good representation of the quality of work they are capable of.

It isn't just the photos that are causing employees to make rash decisions, but also text content found on users home pages. A study conducted by Career Builder about what content caused employers to not hire candidates showed: inappropriate photographs or information, content about drinking or using drugs, bad-mouthed their previous employer/co-worker/client, showed poor communication skills, made discriminatory comments, lied about qualifications. Employers also disregard a candidate based on if they sent a message with a smiley face, or using text lingo such as GR8 in an email or application. Many people are beginning to change their names or block their profiles before they apply to protect their privacy. There is a question if this is illegal or not. In the Facebook terms of agreement, it states that the web site is available for person, not commercial use, and that it is not for the purpose of sending unsolicited emails or other unsolicited communications. It mentions other terms about privacy, but does not clearly state anything about employees using Facebook, making it completely legal.

That's when you have to look back at that neat application and stellar resume and see that the person who is all of sudden in question must not be too crazy because the work is there to prove it. They have shown over the years that work and play are separate. To not hire someone for sharing a fun party experience with friends on a social networking site would not be fair to them and as long as they are not giving the company a bad name or bringing their issues into work with them there should be no problem. You could even have a lot of pictures with you at a party, even if you do not party too often. This could just be the images you would like to display. A good example of this is Babe Ruth. The Babe was known for his heavy drinking late nights off the field but no one ever questioned him because when he got work he took care of business and the same could be said about many modern day athletes. If the employee in question is not hurting the company's reputation or its employees in any way, the pictures or content in question should be over-looked. Whether a person gets hired or not, should be based on the prospect if he/she has good work and does it hard, not based on their personal life.

# Global Advertising

By T'Ana A. and Brooke W.

There are a lot of methods that advertisers use to expose their products. Not only through the newest source, the internet, but the old school way; billboards, buses magazines, and newspapers. There is never a moment in our day to day lives that we aren't faced with ads. We live in an economy that thrives on money, and I believe that advertisers take advantage of the world to make their money. Some things we encounter with are not really in the form of an ad so we may not notice right away. An example would be a single company selling laxatives and also bathroom tissue. These two things go hand and hand with one another so the company is benefiting from both sides.

Advertisers use whatever is necessary in order to sell their product. In recent years I've noticed that there are more movies, clothing, and transportation ads rather than food, home appliances, or jewelry billboards. I believe that more worldly products are advertised in places that they will be seen more, whereas necessities are shown to a certain crowd at a certain time of day. Advertisers also use or take advantage of social media sites while advertising outside of the internet. Since a lot of people now use Facebook, Twitter, Myspace, and Youtube, I think a lot of companies take advantage of these new ways of communication to reach the public. Flyers used to be a great way for advertisements to be seen. Now many advertisers used flyers but focus much of the flyer around an internet link that will give the viewer more detailed information. Also, commercials now advertise their social media sites by saying "find us on Facebook" or "following us on Twitter." These sites are the future and advertisers see that. Just as fast as the internet grows, advertisers grow. There are ads in sports, movies, radio, and many more places. Ads have been in those places for a long time, and I think that social media sites are only going to fall into those categories of where we accept advertisements.

Advertisers have many ways of communicating their products to the public through the internet. For example, Myspace, Facebook, and Twitter use personal information about a person to show ads on the home page of the site. They have ways of figuring out what we like as individuals and displaying those stories/advertisements for us to see. These three sites are extremely clever in the way that they advertise to the public because they create an "it's all about you" feel to the site. By doing this they are able to gather information about people from their profiles and the site will automatically focus on keywords from the text. Once it does this the Myspace advertisers will be able to post adverts in someone's homepage that would most likely appeal to that person in hopes of them clicking on the ad. Google is another site that does this.

Google allows advertisers to bid on the specific keywords that they want. The bidding price depends on how popular the keyword is. For example, an advertiser bidding 50 cents CPM for the keyword "cat" will be outweighed by an advertiser

bidding 70 cents CPM for the same keyword. CPM stands for cost per thousand impressions. M is the roman numeral for thousand and impression is the word used for a view of the advert. Whoever pays the most on the bidding will be the site that is listed at the top of the search page. It's also kind of interesting because the website owner is paid every time somebody visits their site and the people who are advertising on the site get charged every time somebody sees their site online. The usual charge is about one dollar for every thousand views. This does not seem so bad considering how many people may see it and decide to actually find out more about the product or purchase something from it.

Another site that is very good at using the "it's all about you" technique is Youtube. I never used to think twice about the fact that each time I visited youtube.com there would somehow be a "videos recommended for you" section with all different types of videos I really would want to watch. Finally I did some research and realized how the site was able to do this. They use cookies. For example, when I would search something about Lady Gaga on a Tuesday I would eventually close the window that same day after watching some videos. Then, when I would come back on Thursday to look something up on Youtube, there would be the "videos recommended for you" section with a bunch of different Lady Gaga videos. It is kind of convenient but a little bit invasive at the same time.



Photo by Nick Pernisco

# bibliographies and citations

## Free Speech: Benefit or Liability?

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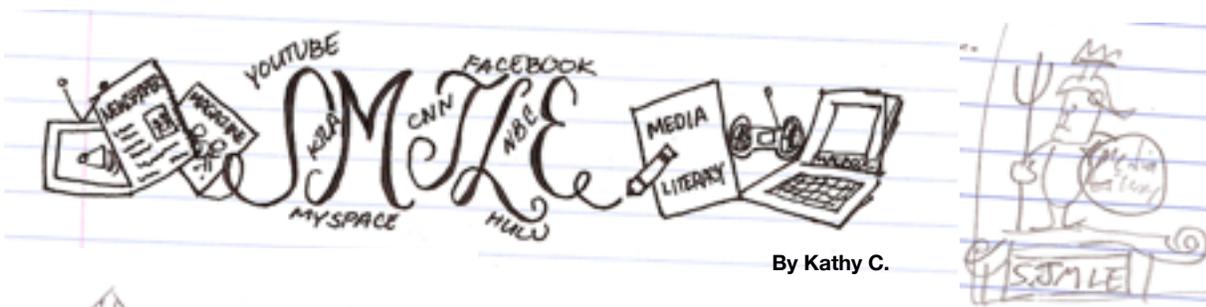
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