How does media impact us?

Let's explore our media use

- Which kind of media do use the most?
- Which kind of media do you want to explore today?

| Social Media | What I read | What I watch |

MODEL Exploring my social media use:

The social media I choose to explore is _____ (snapchat, instagram, tiktok, facebook, twitter, other)

When I open the app, these are the first 5 posts I see:
1. How Latino parents pronounce brands

2. Girl in a VR fight

3. Grogu de dieta (Grogu on a diet)

4. Every Mexican family has a white boy

5. When you make $29.50 to draw smiley faces on receipts.

- **What patterns or similarities, if any, do I notice about my posts/stories/videos?**
  4 of them are by/about Latinx people. They are intended to be funny.

- **How many posts are from friends v. others like celebrities, influencers, advertising?**
  None of them are from influencers or celebrities. None of them are people I know.

- **What might someone learn about me by looking at my feed?**
  I like videos about things that I can relate to or that are familiar to my life. I like funny videos.

MODEL Exploring what I read

Here are 5 things I read recently either digitally or in print (not for school).

1. **A Darker Shade of Magic** by V.E. Schwab

2. **When the Tiger Came Down the Mountain** by Nghi Vo

3. **Juliet Takes a Breath** by Gaby Rivera

4. **The House in the Cerulean Sea** by T.J. Klune

5. **Rule of Wolves** by Leigh Bardugo

- **What patterns or similarities, if any, do I notice about my reading?**
  4 of the books were written by women, all of the stories have characters that would be considered part of the LGBTQ+ community.

- **How many of the authors from my list are like me in some way? In what ways are they unlike me?**
  Like me: women
  Unlike me: 1 does not live in the U.S, 1 is Asian

- **What might someone learn about me by looking at my reading list?**
  I like stories about magic and self-discovery.

MODEL Exploring my watch list:

Here are 5 things I watched recently either online or on tv.

1. The Amazing Race

2. Euphoria

3. On My Block

4. Kobra Kai

5. The Office

- **What patterns or similarities, if any, do I notice about the things I watch?**
  Most of the shows are scripted, most of them are dramas

- **How many of the directors/actors from my list are like me in some way? In what ways are they like me?**
  Kobra Kai and On MyBlock have main characters that are Latinx. The main character on Euphoria is a woman. I like adventure and travel like the people on the Amazing Race. I like rewatching shows

- **What might someone learn about me by looking at my recently watched list?**
  I like stories about young people of color. I like stories with lots of characters/big casts.

Work on your own

Choose ONE type of media to explore

Social Media	What I read	What I watch

Exploring my social media use:

The social media I choose to explore is _____ (snapchat, instagram, tiktok, facebook, twitter, other)

When I open the app, these are the first 5 posts I see:
1.

2.

3.

4.

5.

- What patterns or similarities, if any, do I notice about my posts/stories/videos?

- How many posts are from friends v. others like celebrities, influencers, advertising?

- What might someone learn about me by looking at my feed?

Exploring what I read

Here are 5 things I read recently either digitally or in print (not for school).

1.

2.

3.

4.

5.

- ● What patterns or similarities, if any, do I notice about my reading?

- ● How many of the authors from my list are like me in some way? In what ways are they unlike me?

- ● What might someone learn about me by looking at my reading list?

Exploring my watch list:

Here are 5 things I watched recently either online or on tv.

1.

2.

3.

4.

5.

- What patterns or similarities, if any, do I notice about the things I watch?

- How many of the directors/actors from my list are like me in some way? In what ways are they like me?

- What might someone learn about me by looking at my recently watched list?

📌 **Talk to a partner**

1 minute per person to complete ONE of the following sentences:

- ◉ Something I noticed in my exploration is...
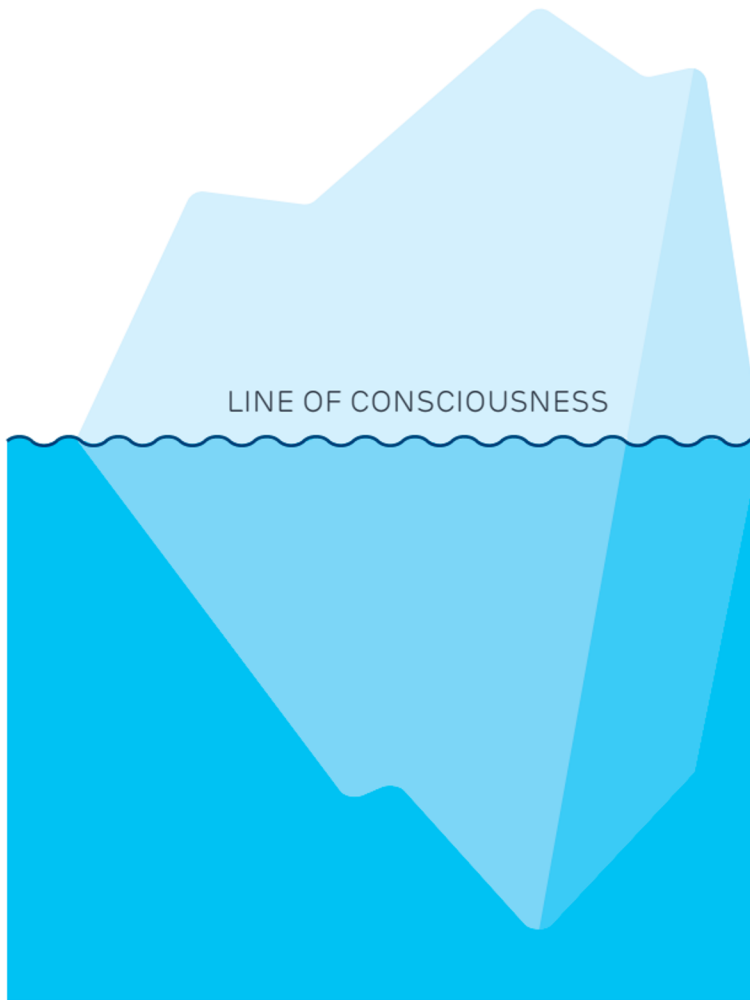
- ◉ Something I am wondering about is...

02:00

"Representation of certain identity groups in the media and elsewhere is often minimal or non-existent, particularly for those in marginalized groups. Even where there is visibility, sometimes those portrayals are one-dimensional, stereotypical, or negative. This deficiency contributes to a lack of understanding of, and empathy for different people. It can contribute to our biases, both implicit and explicit."

- From "Diversity in Media and Why Visibility Matters," published by the Anti-Defamation League on adl.org

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How does media use impact us?
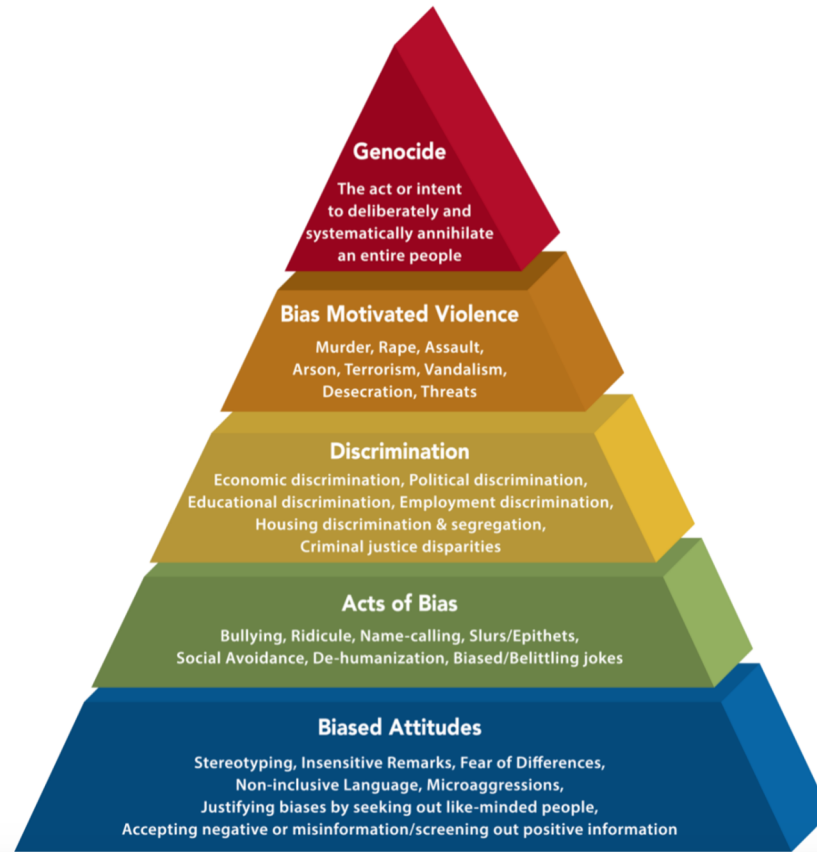
Explicit Bias

Attitudes and beliefs that we have about a person or group on a conscious level. We are fully aware of these, so they can be self-reported.
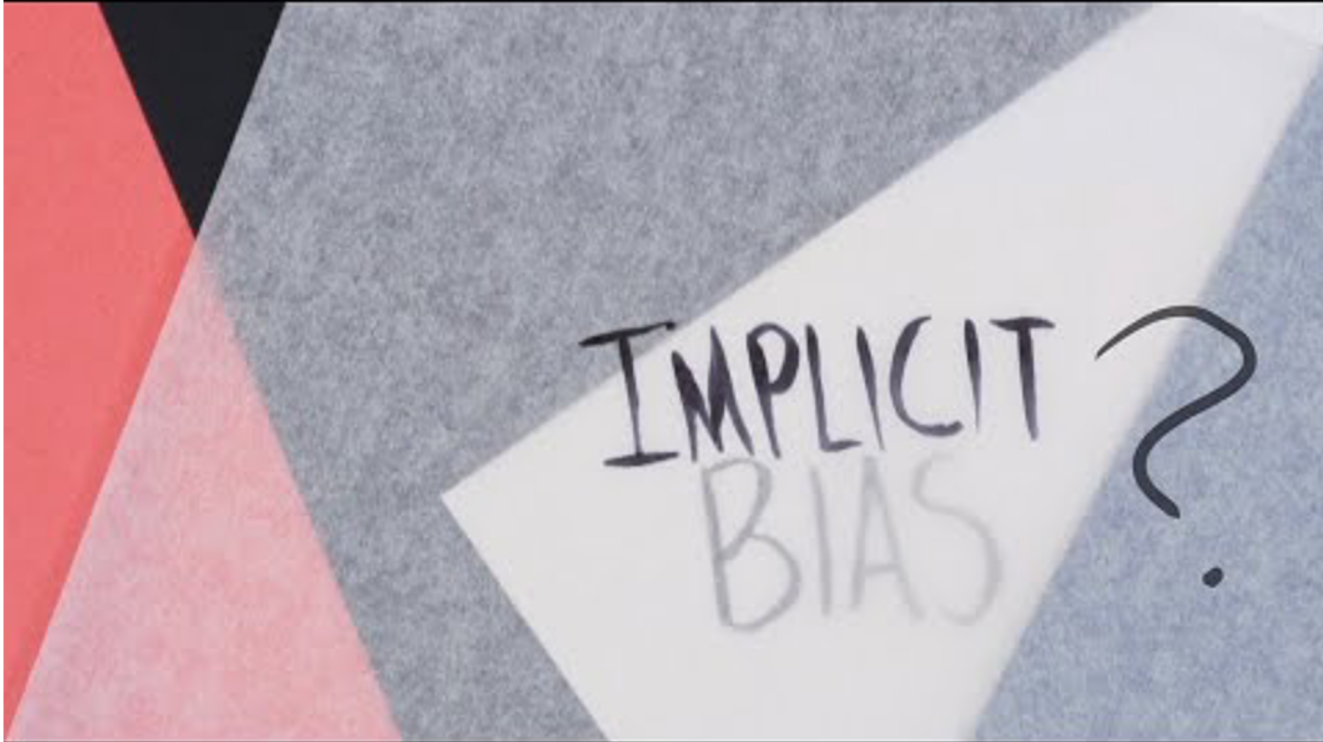
LINE OF CONSCIOUSNESS

Implicit Bias

Unconscious attitudes that lie below the surface, but may influence our behaviors.

The Pyramid of Hate

Genocide
The act or intent to deliberately and systematically annihilate an entire people

Bias Motivated Violence
Murder, Rape, Assault, Arson, Terrorism, Vandalism, Desecration, Threats

Discrimination
Economic discrimination, Political discrimination, Educational discrimination, Employment discrimination, Housing discrimination & segregation, Criminal justice disparities

Acts of Bias
Bullying, Ridicule, Name-calling, Slurs/Epithets, Social Avoidance, De-humanization, Biased/Belittling jokes

Biased Attitudes
Stereotyping, Insensitive Remarks, Fear of Differences, Non-inclusive Language, Microaggressions, Justifying biases by seeking out like-minded people, Accepting negative or misinformation/screening out positive information

Source: The Pyramid of Hate, Anti-defamation league

https://www.adl.org/sites/default/files/documents/pyramid-of-hate.pdf

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From the New York Times, "Implicit Bias: Peanut Butter, Jelly and Racism"

Revisiting my exploration

02:00

from slides 8, 9, or 10.

- ◉ What patterns, if any, did I notice about the creators of the media or the individuals/characters that appear in it?
  - ○ Hints: In what ways are they like me or different from me? Think in terms of race, gender, sexual orientation, socio-economic status, etc..

(write answers here)

Revisiting my exploration

from slides 8, 9, or 10.

- The video says *media images are like a fog that creates associations in our brains*.
  - What associations might I be making in my brain based on the media I read, watch, and listen to?

(write answers here)

How do we minimize biases influenced by media? Research says the *first* steps are...

1 Look for images and stories that counter common stereotypes

2 See and interact with people who challenge common stereotypes

3 Individuation

4 Perspective Taking

5 Stereotype Replacement

Diversify your media

Let's take some time to find more diverse perspectives in the type of media you have been exploring today. Follow the instructions on the slide.

Note: Not every person with the same identity has the same experience. That's why it's important to watch *many* shows by people that share an identity in order to understand the complexity of their experience.

[Diversify my feed](#) | [Diversify my reading list](#) | [Diversify my watch list](#)

Diversify your Social Media

Follow many types of accounts such as:	Search or follow some of these hashtags	Follow people like you and unlike you. Consider the following identities:
Activists Actors Authors Journalists Non-profit organizations Politicians Professors	#AAPI / #StopAAPIHate #BlackExcellence #BlackJoy #BlackLivesMatter / #BLM #Disabilityawareness #Disabilityrights #EnvironmentalActivism #gender #Intersectionality #NativePride / #NativeAmerican #SocialJustice / #RacialJustice #Undocumented / #DACA #FatPositive / #FatPositivity #YouthActivism	• Ability/Disability • Gender and gender expression • Neurodivergence (people who are not neurotypical, e.g. ADHD, autism) • Race • Region of the country (outside CA) • Region of the world (outside the US) • Religion • Skin color • Size inclusive/body positive (not just people who are thin or athletic)

How do I do find accounts?:

Use the internet to search any identity + awareness or visibility or activism or justice to learn more.
Examples: AAPI+activism, fat positivity+visibility, neurodivergence+awareness, undocumented+justice

Diversify what you read

Check out one or more of these resources to search for new books that will diversify your "to be read" list:

- We Need Diverse Books
- Electric Lit
- Social Justice Books

Why can't I just search google, amazon, or goodreads?

Data shows that **89% of authors published in the U.S. in 2018 by the major publishing companies were white**. *(Click here if you want to see the data table).*

As a result, when we search for books without specific attention to the identities of the authors, we are missing an opportunity to access new ideas, types of humor, ways of storytelling, etc. More importantly, we are missing out on people telling their own stories.

Diversify What You Watch

Check out this list of [shows created by/starring people of color](#)

We encourage you to consider diverse stories about other aspects of identity as well. For example only 9% of characters on scripted, prime-time shows are LGBTQ. ([Read the article about LGBTQ representation here.](#))

Why can't I just watch whatever is on or whatever is in the top 10?
[Only 35% of lead roles](#) on tv and streaming series were played by actors of color in 2018. Only 26% of show creators and only 2% of CEOs in the industry were people of color that same year.

As a result, unless we are specifically seeking out stories being created, directed, and written by people with historically excluded identities, we are missing opportunities to access new ideas, types of humor, ways of storytelling, etc. More importantly, we are missing out on people telling their own stories.

Work on your own

(Optional) Share your ideas on social media

Who is a new influencer/author/director that you discovered today?

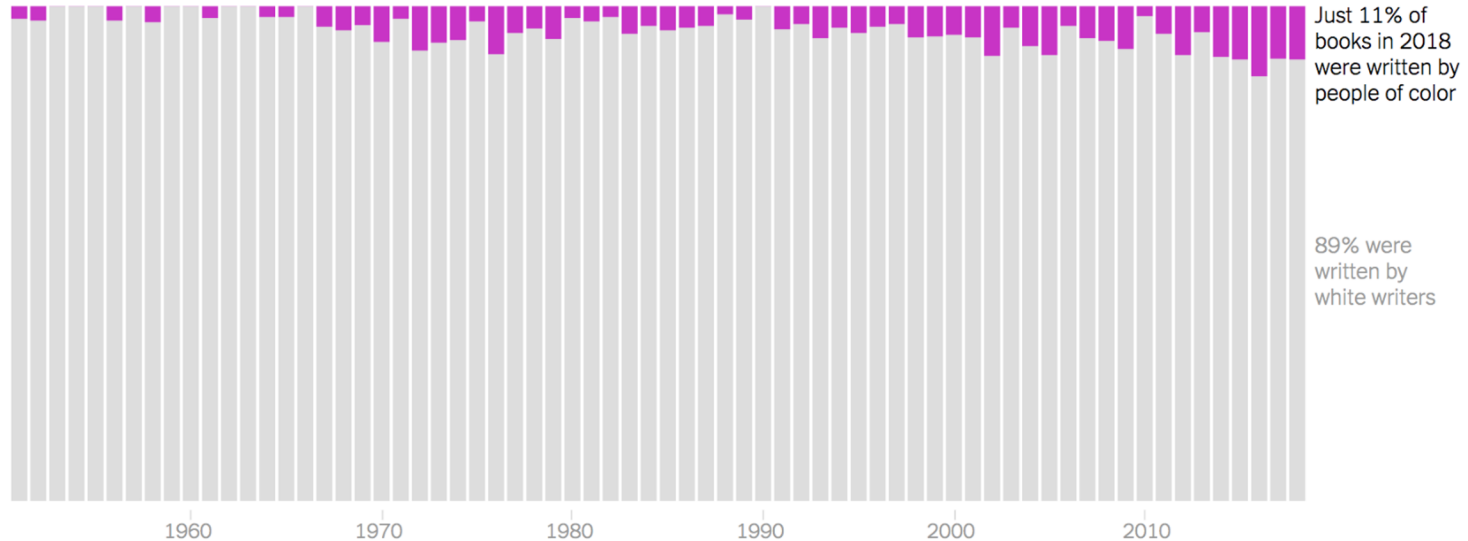What is an account, author, or show that you think every should check out?

◉ On Instagram, tag @fuhsd.advisory

Feel free to follow or add new resources or content to the account in the future.

Diversify what you read

Want your book published? It helps to be white.

100% of fiction books published

Just 11% of books in 2018 were written by people of color

89% were written by white writers

1960   1970   1980   1990   2000   2010

Note: Among a sample of more than 7,000 books published by Simon & Schuster, Penguin Random House, Doubleday, HarperCollins and Macmillan. · Source: "Redlining Culture" by Richard Jean So

Accessed from The New York Times: https://www.nytimes.com/interactive/2020/12/11/opinion/culture/diversity-publishing-industry.html

Return to Diversify What I Read