COSI: THE POWER OF MEDIA IN SOCIAL MOVEMENTS

Sahira Barajas, BTS Transition Center Coordinator and Co-chair for the Undocumented Students Support Team
WHAT ARE SOCIAL MOVEMENTS?

These are movements that are a public response to political, economic, environmental and overall social issues that often target marginalized communities.
WHAT ARE SOME EXAMPLES OF SOCIAL MOVEMENTS?

- Occupy Movement (2011)
- Black Lives Matter (2013)
- Women’s March (2017)
- LGBTQ Pride Movement (1970)
- United We Dream (2008)
- International Workers Day (May 1/MayDay)
- Environmental Movements
10 principles which lead to the concentration of wealth and power:

1. Reduce Democracy
2. Shape Ideology
3. Redesign the Economy
4. Shift the Burden
5. Attack Solidarity
6. Run the Regulators
7. Engineer Elections
8. Keep the Rabble in Line
9. Manufacture Consent
10. Marginalize the Population
HOW DO SOCIAL MOVEMENTS START?

DISCUSS AT YOUR TABLE (5 MINS)
HOW DO SOCIAL MOVEMENTS START?

- Inequality
- Wealth gap
- Marginalized communities
- Anger/frustration
- Loss of trust towards the government
- When the social construction is only benefiting a few rather than the greater population
HOW DO PEOPLE GET INFORMED?

- Moved from oral to print and currently in a digital form of communication
- The shifts of information distribution have had a huge impact on how engaged the general population is in social issues
  - Access
  - Immediacy
About two-thirds of Americans get news on social media

% of U.S. adults who get news on social media...

![Pie chart showing the distribution of how often U.S. adults get news on social media, with 68% ever getting news, 20% often, 27% sometimes, and 32% never.]

But most social media news consumers expect news there to be inaccurate

% of social media news consumers who say they expect the news they see on social media to be...

<table>
<thead>
<tr>
<th>Largely inaccurate</th>
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<td>57%</td>
<td>42%</td>
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Social media sites as pathways to news

% of U.S. adults who get news on each social media site

- Facebook: 43%
- YouTube: 21%
- Twitter: 12%
- Instagram: 8%
- LinkedIn: 6%
- Reddit: 5%
- Snapchat: 5%
- WhatsApp: 2%
- Tumblr: 1%


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Members of the caravan listen to a meeting and spiritual service at an evening camp on October 30, 2018 in Juchitan, de Zaragoza, Mexico. Spencer Platt/VGetty Images
DISCUSSION

• Has anyone watched the news and live streams to notice the difference in reporting?

• What gets left out from the news or worded a certain way?

Trump inauguration crowd photos were edited after he intervened

Exclusive: documents released to Guardian reveal government photographer cropped space ‘where crowd ended’

A combination of photos shows the crowds attending the inauguration ceremonies of Donald Trump, left, and Barack Obama. These pictures were taken by Reuters, and were not the edited NPS images. Photograph: Staff/Reuters
FACTS/REALITY VS. PROPAGANDA IN THE MEDIA

- Focus on a social movement and write down what facts/reality you have seen online or in real life vs. what you have heard in the media
ANY ADDITIONAL COMMENTS OR QUESTIONS?