

Evaluate sources to determine fairness, balance, and credibility: Kony 2012

Teacher notes:

With the presence of social media it is important for students to learn that just because it is on Facebook or Twitter doesn't mean that it is true or the whole story is shown. Students have to think critically about everything they see and read, so they can form their own opinions. That is the goal of this lesson: students will think critically about a campaign and after researching both sides, they will make their own decision on the topic. There is no right or wrong choice here, but rather students make an informed decision.

1. The teacher will go over how advertisements and campaigns appeal to a person's emotion, logic and ethics. The teacher will show examples from each category.

2. The teacher will introduce the Kony 2012 campaign. This video reached 100 million views in 6 days due to how it exploded on social media. Could be considered the most viral video to date. The teacher will then show students the original Kony 2012 video: <http://www.youtube.com/watch?v=Y4MnpzG5Sqc> .

3. After the video student will write down their reaction to the video, and fill out a graphic organizer citing the specific appeals made and the scenes in the video that stuck out to them the most.

4. The teacher will have students share out what they liked about the video and questions they may have. Ask students if they would support the campaign based on this video.

5. Show the online article and video from Mashable hinting at another side to the story and how social media influenced the rise of this video: <http://mashable.com/2012/03/16/kony-2012-pew-study/>

6. Ask students what questions they have now about the Kony campaign.

7. Students will now move onto the assessment part of the assignment by researching the other side to this campaign and settle on a decision for themselves.



Kony 2012 documentary video launched on March 5, 2012. According to Visable Measures, Kony 2012 reached 100 million views in 6 days. The fastest video to reach that number. There must have been reasons why this video went viral so fast. As we watch the video, fill out the graphic organizer below. Pay attention to the types of appeal the video contains and the specific places those are presented.

Emotional appeal with specific examples from the video:

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Logical appeal with specific examples from the video:

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Ethical appeal with specific examples from the video:

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Questions you have about the campaign:

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What is your initial reaction to this video? Would you promote it online? Would you support it and donate to the cause? Why?

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