

There are two stories to every side

Directions: You have seen one side of the Kony 2012. This was the first side widely seen by online users. It is important to understand techniques advertised and campaigns use to win you over. It is important for you to know both sides of a story, so you can make an informed decision. With social media, you are xposed to a lot of information, and it is up to you to determine what to believe and what to not believe. Anyone can post online, and it is important to research and understand a topic before deciding what to believe or promote yourself.

For the second half of this assignment, you will research the opposing side to the Kony campaign. Use the graphic organizer below to organize the information. After researching both sides, you will have to make a decision on whether you support this campaign or think it is a scam.



Must write down sources as you go.



After you have researched a topic, you should form your own opinion about the topic. This will be a two part reflection. Ideas should be presented clearly and organized.

Part 1: Take a stance on the Kony issue. After researching both sides, do you support the Kony 2012 campaign or not? Why? Use specific information you have found through your research to back up your opinion. There is no right or wrong answer here. You are required to make an educated decision and know both sides before making a decision.

Part 2: How did social media play a role in this campaign? What did you learn about campaigns online and the power of social media? How will you react to campaigns like Kony 2012 in the future? Or when you are presented with information online or in social media? How will you decide what to promote through social media in the future?