Breaking News!

Using current events and social media to teach power and influence
Introduction/Background

- 2012 USDA-NIFA grant
- Agricultural leadership curriculum supplements
  - 16 supplements written, peer-reviewed, and field-tested
  - Contextualized a leadership topic in a NIFA priority area
Why Incorporate Activities?

• Contextualize concepts in agriculture
• Provide means for students to apply learning
• Increased student satisfaction
Supplement Structure

• Leadership Topic(s)

• NIFA Priority Area

• Learning objectives

• Length

• Activity, Design matrix, Background, Teaching notes, Activity, References, Additional notes and materials
Influence Tactics activity

California Proposition 37: The Social Media Effect on Policy

A “social media simulation activity where students, using knowledge of influence tactics and in the context of the controversial initiative to have genetically modified foods labeled accordingly, post social media responses.”
## Design Matrix

<table>
<thead>
<tr>
<th>Duration</th>
<th>Methods</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - 10 minutes</td>
<td>Discussion – pertinent information related to Proposition 37</td>
<td>Summary of Proposition 37 from Ballotpedia</td>
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<tr>
<td></td>
<td>Watch YouTube videos</td>
<td>Yes on 37</td>
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<td><a href="http://www.youtube.com/watch?v=qyK">http://www.youtube.com/watch?v=qyK</a> Gn20Ifhk</td>
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<td>No on 37</td>
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<tr>
<td>10 - 20 minutes</td>
<td>Team Activity</td>
<td>Flip Chart Paper (1 per group), markers, tape</td>
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<tr>
<td>15 - 25 minutes</td>
<td>Whole class discussion</td>
<td>“Post” and share comments</td>
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SUBWAY® Restaurants Elevates Current Antibiotic-Free Policy
U.S. Restaurants Will Only Serve Animal Proteins That Have Never
Been Treated With Antibiotics
Activity

• Same design as original, simply substituting the more recent news for the Prop 37 information
• Reviewed influence tactics
• Assigned partners
• Provided original news release, response from Beef Magazine, and revised statement from Subway
• Student pairs randomly selected:
  – Influence tactic
  – “Support” or “Oppose” Subway

• Pairs wrote a social media post (tweet) that aligned with their assigned viewpoint and utilized the influence tactic

• Posts were then placed on to the flip-chart paper and discussed
In Support of Subway

"EAT FRESH!"

...Continued on next page.

Opposed to Subway

EAT SMART!

...Continued on next page.
Results

• Students enjoyed responding to a timely and relevant topic

• Working in pairs helped them to self-assess if their post demonstrated the influence tactic

• Discussion allowed for connections to be made between power bases and influence tactics

• Provided opportunity to consider outcomes of influence tactics
Recommendations

• Select a timely and relevant topic

• Prop 37 demonstrates the power of influence through social media

• More information = longer activity

• Increase discussion time

• Prepare additional examples
Alternative Uses

• Helps students to clarify their understanding in a brief statement.

• Articulate learning clearly and concisely.

• Communicate information for diverse audiences.
Comments or Questions?