**Digital Literacy Grade 12, Lesson 2, “Becoming a Web Celeb”** (Adapted from Common Sense Media)

**Learning Objectives**:

•Evaluate the benefits and drawbacks of becoming an online celebrity, using case studies to frame and support their arguments.

•Identify the different kinds of criticism that men and women receive as they gain public attention, and how this reflects broader gender roles.

•Discuss the impact that negative comments can have on both their targets and their viewers.

**Essential Question**

*What does it mean to become an Internet celebrity?*

**Key Vocabulary**:

•**Internet meme**: an idea – whether a phrase, expression, image, or video – that gains widespread recognition online.

•**Viral**: the rapid spread of information, particularly online.

•**Gender roles**: a set of rules and expectations that govern how both men and women, as well as boys and girls, are supposed to look and act within a certain culture.

\*\*This lesson may take up to 2 days to complete\*\*

**Warm Up**:

Ask:

1. What does it take to become famous online?

2. Do you think the factors for Internet fame are different for men than they are for women?

**Procedure**:

**ASK** students to raise their hands if they have ever heard of **Dude Perfect™.** Invite students to describe the group to the rest of the class. (**Dude Perfect™** is a group of guys who became famous through YouTube for their backyard basketball trick shots. After being featured in a local news story, their YouTube channel went viral and soon gained national recognition. The guys are now sponsored by GMC and the NBA, have their own online merchandise and iPhone game, and even published a book about their journey to fame.)

**Show this video**: (It is now on the approved list, but you may want to launch it before class begins for streaming purposes.)

<https://www.youtube.com/watch?v=PD6eQY7yCfw&feature=plcp>

**DISCUSS** with students the benefits of being able to share one’s talents and passions online and have them seen by others. Ask students to provide examples of Web celebs or even lesser-known people who have inspired them online (bloggers, vloggers, etc.). Use this as a springboard for discussing the appeal of receiving widespread attention online.

**INVITE** students to share their own experiences creating and posting videos online. What made them post the video? Who did they imagine would see the video? Did the video receive comments or feedback? If so, were they positive or negative and how did the comments make them feel?

**NEXT** show **“Rebecca Black Video Case Study”** video: (Double click on the icon to load on Windows Media Player)



**DISCUSS**

•What were the positive aspects of Rebecca’s road to fame? The negative?

•To what extent did the backlash that Rebecca experienced have anything to do with gender? Are there double standards for things like appearance, body image, and talent?

**WRAP UP**

1**.** Do you feel that people make comments to bring down women online? What are some of the trigger words used?

2. Do you feel that people make comments to bring down men online? What are some of the trigger words used?

3. How has the Internet changed the way we think about, and experience, fame? Are there upsides to becoming famous online? Downsides?

4. How might negative online comments affect people who read them? What have you read or heard about in these situations?