

Debate Guidance

TITLE :

MEDIA (Social Media / Gaming) is a malign on Society??

Some Guidance Pointers for the Topic:

Media

- Television:
- Developed = 1930's. BBC first started experimenting with TV.
- In 1936, the world's first public TV service began operating (short periods of broadcasting - suspended during war time -----resumed in 1946).
- By 1950, a mass TV audience had been created - - - - coinciding with the Queen Elizabeth II Coronation.
- TV is now a VERY important part of Leisure! Developed greatly in recent years – EG: Smart TVs which 'bridge' the gap between TV and Internet.

Media

- Television:
- Most popular leisure pursuit!!!
- TV facilitates many forms of Leisure – Sports on TV, Arts on TV, Tourism on TV.....

- Can follow progress of many leisure activities.
- In less than 50 years, TV has become a 'massive' cultural institution and is used and abused in many ways by different organisations and individuals.

Media

- Television (Cultural Institution)??????
- Powerful Economic Ventures.
- A Symbol of Cultural Decline (Everything becomes the same – McDonalds / Adidas)
- News and Information
- Control and Censorship (Used by Government)
- Reinforcement of Values (Soaps)
- Entertainment
- Political Propaganda (Party Political Broadcasts)
- ALSO USED FOR GAMING / SOCIAL MEDIA ACCESS = **SMART TVs**.

Media

- Internet:
- Originally developed by the US Defence Dept. (Military Usage – Early 1960's) - Initial Network = ARPANET (*Advanced Research Projects Agency Network*).
- World Wide Web (WWW) – commercial usage - Invented by an English Physicist : Sir Tim Berners-Lee in 1989.
- Web has grown at an exponential rate in recent years.



- Global Internet Users (2015) = Asia 45% / Europe 21% / North America 11% (internetworldstats.com). Influenced by SMART PHONES.
- Social Media has had a significant impact on TOURISM = Marketing / Advertising capabilities.....

Media

- **Regulatory Bodies**
 - IWF = Internet Watch Foundation
 - BBC = British Broadcasting Corporation (Public Licences)
 - Ofcom = Independent Regulator and Competition Authority for the UK Communications Industries.
 - OFCOM – Established by the Office of Communications Act 2002 – Received full authority from the Communications Act 2003.
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- Inherited duties that were previously under the remit of the: Broadcasting Standards Commission, Independent Television Commission, Office of Telecommunications (OFTEL), Radio Authority.....

Advantages and Disadvantages of the Media (Social Media + Gaming)

Advantages:

- Education – learning opportunities on line (Social Media / Gaming) for both children and adults
- Instant News Source – Feeds direct to your phone via Social Media platforms.
- Entertainment – many games / platforms creating joy and fun – for children and adults. Games / Platforms for individual enjoyment as well as group connections.
- Social Benefits – Family Viewing / Gaming / Contact (capacity to connect with anyone around the world!).
- Advertising / Promotions – information available on a range of products / services via the web.
- Leisure / Relaxation (media -TV - most popular form of leisure pursuit!)
- Gaming - can aid an individual's capacity to problem solve / aid concentration and coordination.
- Social Media –can make a person feel more connected – global linkages – family and friends abroad.
- Diverse content being made available from all around the world - through differing platforms - -facebook / Instagram / pinterest / snapchat / whatsapp / twitter.....
- Individuals can feel more empowered due to online resources.
- During recent times - -(Covid 19), social media / gaming has supported individuals to stay busy and connected.

Disadvantages:

- Promoting Sedentary Lifestyles – obesity / Poor Fitness
- Advertising – Product Awareness – Social Media Advertising / In Game Advertising.....
- Propaganda – Political Bias / Fake News on Social Media.
- News Bias – Direct Influences – Social Media / and through Gaming.
- Inappropriate Content – Violence / Sex / Drugs Content / Crime Acceptance / General Anti Social Behaviour
- Reality Vrs Fiction – From viewing Social Media / Gaming, individuals (particularly children) are unable to determine actual life scenarios....
- Restricts Social Interaction – constant scrolling on social media / obsessive / addictive time spent on games - - leads to introvert behaviour. Populations unable to communicate apart from in a virtual world.
- Encourages negative personality types – jealous emotions from comparing + contrasting oneself to other 'celebrity' social media profiles / online bullying / aggression through violent + competitive games....
- Excessive Spend – through social media adverts / copy cat fashions / in game purchases / excessive need to buy new games.....
- Predatory access from social media platforms / online gaming – stalking / cyber bullying / hacking.....

GAMING Specific Content:

Disadvantages of Gaming

- According to Craig Anderson of the American Psychological Association.....”The interactive nature of games makes them more influential in teaching violence than more passive media like television or books”.
- “Time spent in front of the computer has increased for kids ages 8 to 18, and media use now stands at an average of 7.5 hours per day, taking into account computers, television and other media”
REF : Kaiser Foundation.

REF: itstillworks.com

GAMING Specific Content:

Disadvantages of Media

- Two-thirds of babies and toddlers watch about two hours of TV or video every day, according to a 2008 Kaiser Family Foundation study. The American Academy of Paediatrics recommends that babies and toddlers age two and younger do not watch any TV or videos, because it keeps them from exploring, questioning, learning and interacting with people, all of which help develop their brains at an age where development occurs rapidly.
- Children who spend too much time on TV, video games and the computer tend to have poorer reading abilities, to be overweight, to have less interest in other activities and, according to the UNICEF study, have less satisfying relationships with their families.
- A large area of concern when children are too heavily involved with electronic media is what they are not doing instead.....according to the American Academy of Paediatrics, when children are watching TV, playing video games or on the computer, they're not reading books, doing schoolwork or studying, interacting with family, getting exercise, practicing a sport, enjoying a hobby or learning a new skill.

Supportive of Media / Gaming	Non Supportive of Media / Gaming
Many games can be very sociable, either playing against others in the same household or online with other people	Many games are aimed for single player and can be criticised for isolating individuals from family and friends
Games can be intellectual where you use clever strategy to compete against others.	Playing games over long periods, is time lost for more productive activities.
Games can be educational such as simulations of flight or real-life situations	Constant use of thumbs, wrist and eyes can lead to problems such as eye strain, RSI and other physical problems
Improved eye-hand co-ordination for playing action games	Games do not need much physical activity and so could be criticised for causing poor health.
Improved reaction times and quick thinking as a result of playing challenging games	Often computer hardware and software together are very expensive, which can lead to individuals over indulging - excessive spend, for new technologies / games.....
Games can be purely enjoyment based.	Many Games are inappropriate when measures against social ideals – eg; Gambling based games - online casinos / Violence based games – Doom / Fortnight... Crime Based games – Grand Theft Auto.....