

ASSIGNMENT

Then write a short paragraph answering the following questions:

1. What image did you decide to share and why?
2. Where and with whom did you share the image?
3. Did you choose to alter (e.g. edit, crop, add text) the image in any way before sharing it? What was your motivation behind adapting/not adapting the image?
4. Do you think your post would have different reactions if you did not identify the original source? Why or why not?

TELL YOUR STUDENTS

Turn to the person next to you. Share the image you posted and briefly explain why you chose this particular image.

ASK YOUR STUDENTS

- ▶ What are some of the reasons people might choose to reshare content online?
- ▶ Think of other famous scrapes (versions) you have seen people share online. Are there instances when identifying a source is more/less important than others?

Discussion

IMAGE CLASS INTERACTION

In today's news climate, any image or video can be captured, altered or shared by anyone with access to the internet and a computer or mobile device. In some cases, the content in question can be seen by countless people and altered again and again in such a way that the original image is almost unrecognizable. One particular instance of this phenomenon can be seen when scrapes (versions) become popular memes.

CLASS INTERACTION

Consider this image of the "Selfie Kid" Ryan McKenna.

TELL YOUR STUDENTS

Images of the Selfie Kid became viral after he snapped this photo with Justin Timberlake during the 2018 Super Bowl's Halftime Show. Replicas of the Selfie Kid's original photo with Justin Timberlake, photos of the Selfie Kid taken by others and screenshots of this image have been reshared rapidly online, sometimes without identifying who the Selfie Kid is or when/where the image was taken.

TELL YOUR STUDENTS

Some of these scrapes (versions) have been turned into popular memes that have been featured in major publications. However, these memes oftentimes require some knowledge of the Selfie Kid's original context. As a result, people who see a Selfie Kid meme in isolation may not fully understand it if they do not know who the Selfie Kid is, where he was and who was performing at the show.

ASK YOUR STUDENTS

- ▶ Think of some famous scrapes (versions) that have become memes. Do you have any favorites?
- ▶ Are you familiar with the original source of this meme? What about the original context?

TELL YOUR STUDENTS

Visual information, even more so than text, is designed to grab people's attention on social media. As a responsible news consumer, you can decide how best you want to engage with, share or adapt content that you see your friends, family and other people posting online.

ASK YOUR STUDENTS

- ▶ Based on what you have learned about scrapes (versions) today, how will you respond to scrapes and memes you see in the future?

Resources

- ▶ Video by First Draft: The challenge of dealing with scrapes [youtube.com/watch?v=KoDCwBk90Hc](https://www.youtube.com/watch?v=KoDCwBk90Hc)
- ▶ Article by Ashley Hoffman: The 'Selfie Kid' Who Stole Justin Timberlake's Halftime Show Was the Super Bowl MVP time.com/5133184/selfie-kid-justin-timberlake-super-bowl-halftime-show
- ▶ Article by Alastair Reid (First Draft) : Several news outlets duped into publishing old flight turbulence footage firstdraftnews.org/several-news-outlets-duped-into-publishing-old-flight-turbulence-footage
- ▶ Article by Alastair Reid (First Draft): Why eyewitness media is central to the future of the news industry firstdraftnews.org/why-eyewitness-media-is-central-to-the-future-of-the-news-industry
- ▶ Article by Malachy Browne (First Draft): A pocket guide for verifying details of a video firstdraftnews.org/a-pocket-guide-on-verifying-details-of-a-video



“Selfie kid” image



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