

The ACE/AVID Collaborative Blog

Overview

- Part One of the Public Blog: The Post (All three parts of this post are composed by Dennis Lum, Jonmanuel Lopez, and Leo Leyva)
- Part Two of the Public Blog: Metacognitive Reflection (Jonmanuel Lopez's submission)

Part One of the Public Blog: A Reflective Piece

For our portion of the public blog, we wanted to show the power of social media trends. More specifically, we wanted to express how social media trends can be used to bring major attention to certain issues in the real world. The issues we chose to discuss are the ALS Ice Bucket Challenge and the #BlackLivesMatter movement. We chose to use these topics because they are current and both have positive messages that set good examples for teenagers. By incorporating recent issues, we felt the AVID students would be more inclined to pay attention to the blog.

The ALS Ice Bucket Challenge comes around every August and is always a hit on social media, with people challenging their friends to do the challenge. The #BlackLivesMatter movement is currently all over Twitter and other social media sites, and it has a strong presence on major media outlets as well, so we believed that the AVID students would be familiar with the topic, increasing their interest in the subject. We wanted to bring attention to the fact that if these certain issues were not trending topics on the Internet, then they would not have gotten nearly the recognition that they have gotten otherwise.

This form of the blog post has a mixture of multimodal elements. As discussed in class, the age of the AVID students is something we really needed to take into consideration. We wanted to make the blog post look aesthetically pleasing by incorporating pictures and videos and limiting the word count for each topic. We wanted to limit the word count because students that age have a very limited attention span, so we wanted to keep them interested in the blog post. As mentioned in class, we also wanted to break the content into smaller paragraphs, as students of that age may be intimidated when they see a huge block of writing.

Composing for the web, I think, is actually fun. I was not sure exactly how to do so when we first started the Collaborative Class Blog, but I feel I have gotten the hang of it, especially adding multimodal elements. After reading many of my classmate's blog posts, you can see the multimodal elements at work by supplementing the word portion of the post. Writing for the Internet has a more lax feel to it, but it also has this pressure to do well on it because anyone can possibly see it.

The role I played on my team was to write the ALS Ice Bucket Challenge part of the blog post. I first wanted to introduce the challenge and the rules in a picture in order to capture the attention of the young crowd. I then wanted to describe the background information to inform the students of the actual purpose of the challenge. When describing the background to the students, I tried to keep the details of the disease as simple as possible again to not lose the students interest. However, I did post a link to learn more about the disease at the bottom of the post. In the post, I chose to emphasize how the challenge grew because of the ice bucket challenge; it grew a whopping 500%. This shows how a simple trend and persuasion as well as incorporating a fun aspect can help bring an issue into the light. I ended the worded portion of the blog by including a quote from a doctor that sums up what the post was about. I chose to add the doctor's

quotation because I felt that the students might be more inclined to believe the statement. Kids that age believe that doctors have high authority, so I wanted to build the credibility of the post by including his testimony. I decided to finally end the blog post with a video containing celebrities doing the ice bucket challenge. My rationale behind including the video was a sort of reward for the students. I felt like they would like watching celebrities doing the challenge, as they are really into pop culture at that age. I also participated by coming up with the subthemes for our main theme. I also came up with many other suggestions, but we all decided that the ones we have right now are best.

Writing for the age group was a challenge mainly because we wanted to create something that would first grab the attention of the young teenagers as well as maintain their attention. Another small problem was creating a tone that was appropriate for the age group. We of course didn't want to use any foul or confusing language. We also needed to create a tone that the age group will be comfortable with.

The kids left many comments about how they liked the blog. One aspect of the blog that they really liked was the video about the celebrities doing the challenge. I am glad they enjoyed that aspect because it shows that my prediction worked. Some students also commented on how they had no idea that the main reason for the challenge was to raise awareness for the disease; many had just thought that the challenge was for fun. In order to make the blog more audience friendly, we made the intro longer in order to introduce our concept of social media trends further. We also included more pictures to grasp the eyes of the teens.

Part II: Public Blog Post Metacognitive Reflection (Dennis Lum's submission)

For my group's public blog, we decided to focus on a theme about the influences social media trends have in society. In the beginning, our group had difficulties deciding what topic we were interested in because we had to create a blog post that would cater to the 7th and 8th grade students at RJ Frank Intermediate School. After a couple of days, we thought it would be ideal to write about the influences of social media trends because these students are most likely up to date with the latest trends on social media. For our focus, we decided to be more specific and chose to write about the Black Lives Matter movement and the ALS Ice Bucket challenge and how these trends sent out a positive message to the masses. Also we decided to include the negative influences social media trends can have, such as the Kylie Lip Challenge. Our main focus was to create a blog driven by pictures and videos because our audience, young teenagers, would most likely thoroughly read a blog post that has an equal balance of both elements. If we wrote a blog post with too many words, the students at RJ Frank will most likely read a few sentences and stop. At the same time, if we made a blog with too many pictures and videos, they would not understand the message of the blog. We made sure to utilize pictures and videos with an equal balance of words.

Creating a blog post for young teenagers is a different experience than the collaborative class blog for Writing 2ACE. For the collaborative class blog, we did not have to use too many pictures and/or videos because college students, our audience, are more likely to read longer, more involved paragraphs than the AVID students we worked with. We were also able to use mature content and language in the collaborative class blog, whereas we did not use any for the public blog because the students at RJ Frank should not be exposed to such content at a young age. We also had to write in a tone that would entertain the students; we could not use a formal

tone. By utilizing a tone that caters to our audience, we were confident that the students would find our blog post informative, interesting, and entertaining.

During the process of writing the public blog, I created an outline because it was important that we had a structure prior to writing. With my outline, we were able to narrow our scope on the ideal blog we planned together. My main focus in writing my sections was to inform the students how a simple hashtag can unite a community to stand up against social injustice and police brutality that targeted minorities, especially African Americans. The #BlackLivesMatter hashtag was all over social media for a certain period of time, and the students at RJ Frank most likely have seen the hashtag utilized. I made sure not to give too much background information on the movement because it would bore my audience. Instead, I gave one or two sentences on what sparked the movement, and then I shifted the main focus to social media connecting people around the world that shared the same motives. I also wanted to inform my audience on the negative influences of the Kylie Lip Challenge by showing the negative consequences that can result from it. Since technology and social media are relevant in today's society, the students at RJ Frank would be interested in knowing how social media can expand certain trends. For my part, I included pictures of people protesting and the hashtag, #BlackLivesMatter. For the lip challenge, I included pictures and videos of people participating in the challenge and the physical consequences that can happen. I believe that the students at RJ Frank would find my sections to be an interesting read.

Without Jon and Leo, this blog post would not be how it is as of now because they contributed as individuals. Leo was our main editor and Jon worked on the ALS Ice Bucket challenge section. Both of them contributed pictures, videos, and secondary sources that

provided the necessary information and elements that catered to the students. Jon and Leo were great people to work with for this blog post.

Overall, I enjoyed writing this public blog for the students at RJ Frank because I was already writing weekly blogs for Writing 2ACE prior to this assignment. I am glad that the students at RJ Frank enjoyed our blog post and others as well. They seem to like the social media trends we talked about because they seem to have knowledge on them. Initially, I was concerned that our tone was not appropriate, but the comments prove otherwise. I liked how the students were also able to give their own opinions on the trends we talked about. A majority of them seemed to like the purposes of positive social media trends and disapprove of the negative ones. I enjoyed creating this blog post because I was able to write in a way that does not conform to certain aspects of conventional writing. I believe that adding pictures and videos is a fun and interactive way of writing since reading plain text can be tiring and uninteresting. Finally, this was a more exciting and less demanding assignment for Writing 2 ACE; earlier we had major assignments that required a lot of writing and intensive thinking, whereas the public blog did not demand as much from us. In my opinion, all writing classes should incorporate this form of writing because it is an important and useful skill to add to conventional writing.

The Blog Itself

Purposeful and Meaningless Trends



With technology becoming more and more accessible to a wide variety of ages, it is not hard to believe that anyone with a smart phone can access and take part in the digital world. That being said, you are now at an age where your parents are allowing you to use and create an account on social media, which means you have to be conscious of what you post and share because it can influence others.



This is very exciting as you can now use Facebook, Twitter, Instagram, and Snapchat to do just about anything, but remember that with great power comes great responsibility. By being on these sites, you have probably seen various social media trends that can bring attention to current issues in society, such as the ALS Ice Bucket Challenge and the #BlackLivesMatter movement.

You may have also seen other trends that cause others to inflict self harm and promote violence against strangers, such as the infamous Kylie Lip Challenge and the game of knockout. These trends serve as entertainment and leisure activities despite their pointless and ridiculous themes. We are not saying to you to not have fun and be silly on social, but we just want you to be aware of the good and bad trends social media can cause others and yourself to take part in, so choose wisely.

ALS Ice Bucket Challenge

SO YOU WANT TO TAKE THE ALS ICE BUCKET CHALLENGE

A HELPFUL HOW-TO GUIDE FOR THE ICE-BUCKET CHALLENGED.

COMPLETING THE ALS ICE BUCKET CHALLENGE IN FOUR EASY STEPS!

1 ACCEPT: Accepting that you have been challenged is the first step. Once you've done this, you'll want to prepare a bucket of ice water or iced-water. You will need frozen water, liquid water, a bucket, and of course, courage.



2 RECORD: Before you dump the bucket of ice water over your head, make sure you are recording your ALS Ice Bucket Challenge. You may also wish to gather family or friends, so that they can laugh at you in person. Call out three or more people to take the challenge and raise awareness and money to fight ALS! Then dump ice water over your head!



@Jackson! @Annie! @Scarlett!

3 UPLOAD: Post your video to the World Wide Web and soak in the satisfaction as your friends make note of your good-hearted, charitable nature.

#ALSIceBucketChallenge




4 GIVE: While you are waiting for your video to go viral, consider making a donation to support the ALS community. Every video, share, and dollar donated makes a difference in the fight against this disease!

www.alsa.org/donatenow



Is the ALS Ice Bucket Challenge right for me?!

ARE YOU GENERALLY A CHARITABLE PERSON?

YES. NO.

The ALS Ice Bucket Challenge is perfect for you. Perhaps a charitable gesture will do you some good.

DO YOU ENJOY BEING DOUSED IN FRIGID WATER?

NOT ESPECIALLY. YES.

You could just make a donation... but you should just buck up and douse yourself with ice water AND make a donation to this worthy cause. Seriously? YES! Okay then.

DO YOU CONSIDER YOURSELF A GOOD SPORT?

YES. NO.

Good! Even Better!

HAS ANYONE CHALLENGED YOU TO DO THE ALS ICE BUCKET CHALLENGE THIS YEAR?

NO. YES.

Consider yourself challenged now! WHAT ARE YOU WAITING FOR?!

YES! YOU ARE AN IDEAL CANDIDATE FOR THE ALS ICE BUCKET CHALLENGE!
(Time to find a bucket!)

STOP

Individuals who want to save water may wish to fill their buckets with an alternate substance...like spare buttons, kale, or good karma. Get creative. For other ways to be drought conscious and still participate in the ALS Ice Bucket Challenge, visit www.alsa.org.

This August...and every August until there is a cure.

Leading the fight to treat and cure ALS through global research and nationwide advocacy while also empowering people living with the disease to live fuller lives by providing compassionate care and support. Together, with ALS charities around the world, we thank those who have accepted the challenge of ending this cruel disease. To find out more visit ALSA.org

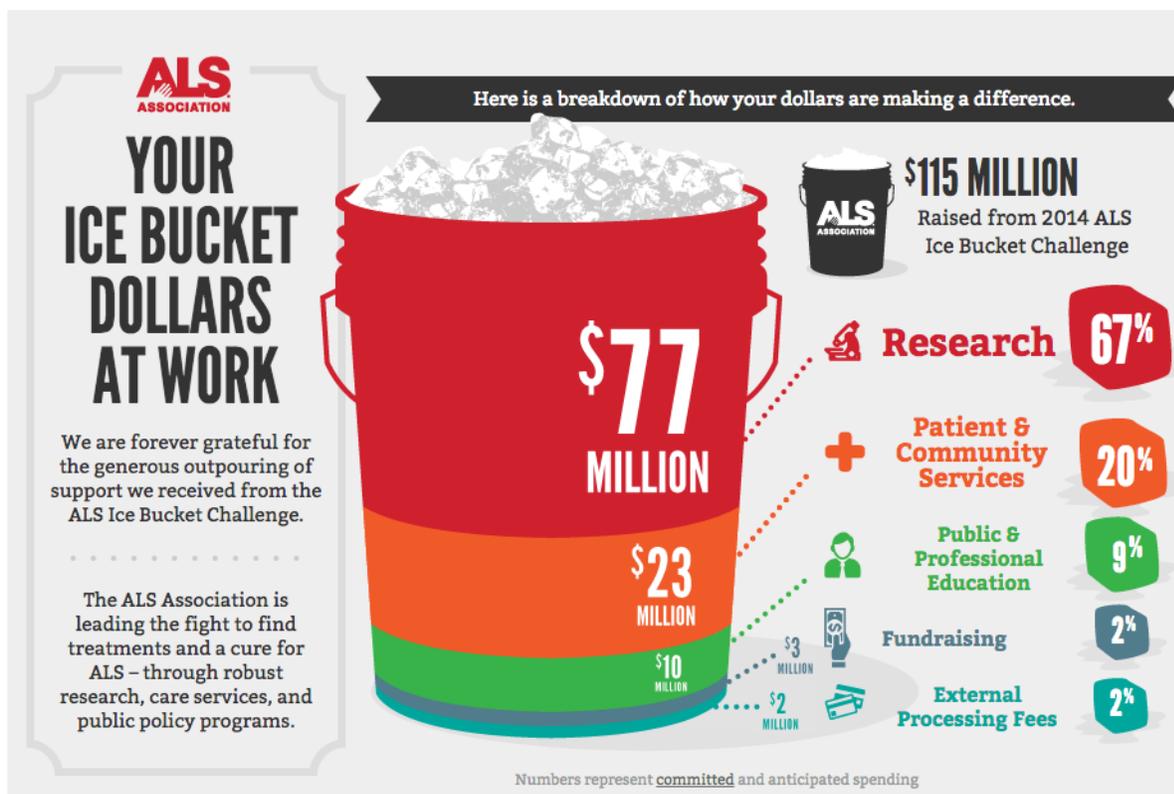


THE ALS ASSOCIATION 1275 K STREET NW, SUITE 250, WASHINGTON, D.C. 20005 WWW.ALSA.ORG

What is ALS?

ALS, Amyotrophic Lateral Sclerosis and also known as Lou Gehrig's disease, is a degenerative disease that ultimately kills the neurons in your brain, meaning you will not be able to control your muscles. The disease currently has no cure.

The challenge was started in order to raise money for the ALS Association, so that they could use the donations towards research to find a cure, help those who have the disease, and spread awareness of the disease. The reason we throw ice-cold water over our heads is because it is supposed to mimic the feeling of the shock and loss of muscle control immediately following contact with the water. As compared to 2013 when only around \$23.5 million was raised, \$115 million was raised in 2014 when the challenge became viral, an almost 500% increase in donations.



The ALS ice bucket challenge received so much awareness through social media that celebrities have participated and donated to the ALS association. To see some celebrities doing the challenge go this web address: <https://youtu.be/qgqsgXSJ7g8>

The use of social media and the challenge has been a great benefit to help the ALS cause. Without the help of social media trends, the disease would not have the recognition it has today. In the words of Dr. Fernando Vieira, director of research operations at ALSTDI, a nonprofit research firm, “It’s been almost surreal to see the world stop, look up and take notice of ALS.” He then added, “It’s been a dream come true.”

#BlackLivesMatter



Another way social media trends have had positive influences in society is the #BlackLivesMatter movement that has been seen throughout social media sites, mainly Twitter. The Black Lives Matter movement, a civil-rights protest movement, has been around for a while now. It started in 2012 when Trayvon Martin was fatally shot in Florida by George Zimmerman, who was a neighborhood watch member of the community Martin was living in. Adding on, the death of Michael Brown and Eric Garner brought further attention on the issue of police brutality and social injustices.



With the help of social media, even celebrities have shown their support for the Black Lives Matter movement. When New York police arrested Eric Garner, they placed him in a chokehold for 15 to 19 seconds. Garner can be heard on mobile phone video footage saying “I can’t breathe” a total of 11 times and was pronounced dead in hospital an hour later. The video went viral. “I can’t breathe” became a totemic phrase for protesters. The basketball player LeBron James wore a T-shirt with the words emblazoned across the front and was praised by President Obama for the act.



What started as a simple hashtag, #BlackLivesMatter has grown into a social juggernaut and has change the way people talk about police brutality and inequality. Thanks to social media, the Black Lives Matter movement has brought awareness to people in the smallest corners of America. Patrisse Marie Cullors-Brignac, one of the co-founders of Black Lives Matter says, “There is a network and a hashtag to gather around. It is powerful to be in alignment with our own people.” This is true because not only Blacks, but people of all races are now standing up for police brutality and violence against people of color and agree on one platform that there needs to be justice for the victims. The devaluation of black lives was no longer a problem in New York or Ferguson; it was a problem that the United States had to face.



Kylie Lip Challenge

Locate shot glass. Insert Lips. And suck.

While the ALS Ice Bucket challenge and #BlackLivesMatter movement have had positive influences on social media, the Kylie Lip Challenge has been a negative influence on social media. Unlike the Ice Bucket Challenge, taking the Kylie Jenner Lip Challenge is a thing that people do— and are being warned against. Many people are attempting to emulate Kylie Jenner’s lips in the most unnatural way.

what ya how ya
tryna get **vs** look



So how is the lip challenge done? By sucking air through a small cup (like a shot glass) to make their lips swollen, and thus, appear larger. Unfortunately, the challenge has not been without its repercussions. Some participants have experienced cuts, bruising, and hours of painful swelling.



Although popular among teenagers, the problem of the challenge is that it can cause serious pain and scarring around the mouth. Dr. Francesca Fusco of Wexler Dermatology in Kips Bay said, “The idea is they’re sucking and creating a vacuum, and that vacuum would result in swelling because it’s a trauma to the lips, breaking of blood vessels, lacerations, cutting of the skin that requires stitches in some cases. And that can leave marks that include pigmentation; scarring.” At the end of the day, do yourself a favor and do not participate in the Kylie Jenner Lip Challenge. The risks involved in the challenge are definitely not worth the few seconds of fame you receive on social media. You will also look quite ridiculous after participating in the challenge, like the people in the video below:

<https://youtu.be/1g4M2xnStSw>