


A high-angle photograph of a person wearing an orange and white checkered button-down shirt, sitting on a dark grey textured surface and typing on a silver laptop. The person's hands are visible, with red nail polish and a ring on the left hand. The laptop keyboard is clearly visible. An orange banner is overlaid on the bottom left of the image, containing white text.

Breaking News!

Using current events and social media
to teach power and influence



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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

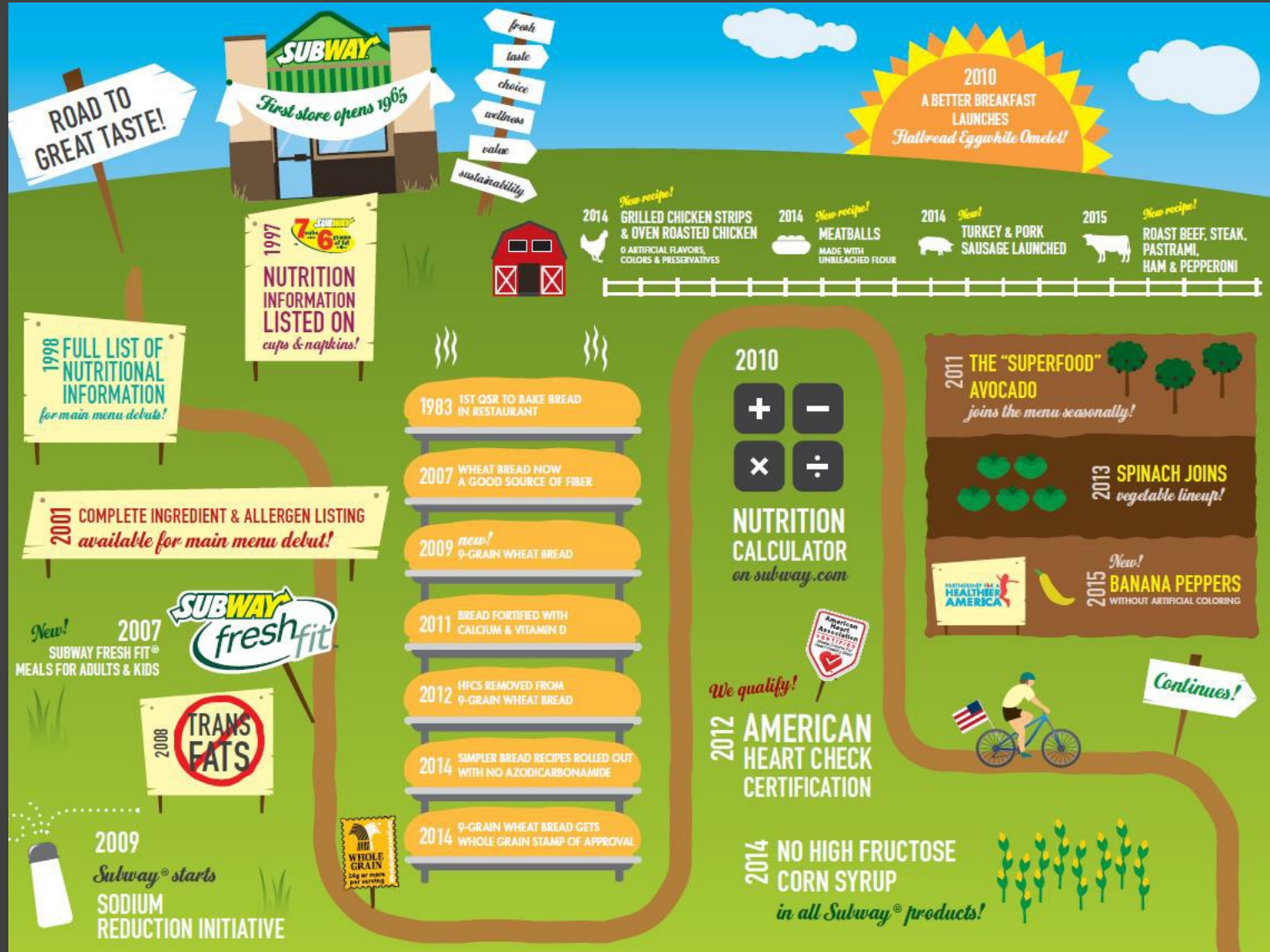
A “social media simulation activity where students, using knowledge of influence tactics and in the context of the controversial initiative to have genetically modified foods labeled accordingly, post social media responses.”

Design Matrix

Duration	Methods	Materials
5 -10 minutes	Discussion – pertinent information related to Proposition 37 Watch YouTube videos	Summary of Proposition 37 from Ballotpedia Yes on 37 http://www.youtube.com/watch?v=qyKGn20Ifhk No on 37 http://www.youtube.com/watch?v=dRpWYwQVAzY
10 - 20 minutes	Team Activity	Flip Chart Paper (1 per group), markers, tape
15 -25 minutes	Whole class discussion	“Post” and share comments

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 view point and utilized the influence tactic
- Posts were then placed on to the flip-chart paper and discussed

IN SUPPORT OF SUBWAY

"EAT FRESH!"

Consumers and other food buyers are responsible for the demand for antibiotics. Allow all nations, small or big, to have the right to use antibiotics in their countries in order to protect their health and the health of their animals. This would also be the first step to making sure that the antibiotic is used properly.

Day 1 2/2

Subway has come out with a new, healthy product line. These products will now be antibiotic free with no artificial anything. This will appeal to the new culture of America. This will be a new fun way to experience Subway. A bold move by a big company.

The FDA stated in 2012, "Misuse and overuse of antimicrobial drugs creates selective evolutionary pressure that enables antimicrobial resistant bacteria. This increases the opportunity for individuals to become infected by resistant bacteria."
AKA: With consumption of antibiotic influenced meat over time we can become resistant to antibiotics.

Subway's decision to eliminate antibiotics in their meat has our best interest in mind. I have always felt bad for the companies, so I believe it's the right thing to do. They're doing what's best for us consumers. They have always attempted to help the country, such as those weight-loss food, which was quite successful, so why would this not be a positive move.
#eatfresh
Fiona Brandon + Jean
Rosalyn Aguiar

The use of antibiotics is necessary to animal health but because the use of growth hormone effects has not had time to be completely researched we have decided to remove growth hormone antibiotics from our franchises.

Subway's elimination of antibiotics is a great move and health me well-being as a consumer. Other industries should follow their steps and be for the consumer.
#GrowthHealth #AntibioticFree #Subway

OPPOSED TO SUBWAY

EAT SMART! 😊

Some fast food chains want to ruin the agriculture economy because they are un knowledgeable. We as the agricultural community are large enough to make a difference if we come together. We all need to rise up, boycott these restaurants and help inform the general public.

A safe cooking temperature for chicken and turkey is 165°F.
A safe cooking temperature for beef and pork is 150°F, so it should not matter if the meat has antibiotics in it or not.

Upon hearing your most recent statement regarding antibiotic use in your meat products, I am concerned of the increase in pricing. It would be ideal to see research on a study showing the relationship between costs of meat products treated w/ antibiotics vs. non-treated meat. I will agree to continue being a customer if you are willing to offer reasonable prices.

-Share Subway Statement Release on FB
Post: Another one bites the dust... "Welcome to Subway! The price is higher with a greater health risk about Hey, no antibiotics!"

The following text is a copy of the text that was posted on the Subway website on 2/2/2017. It is not a statement of Subway's position on the issue of antibiotics in meat. It is a statement of the position of the person who posted it. The person who posted it is not responsible for the content of this text.

We applaud Subway for admitting Antibiotics their place in Animal Agriculture but a disgrace with its elimination of antibiotics in their meat.
#EatNews #SubwaySuccess
Ingratation



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?



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