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Generation Y and Social Media

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Generation Y and Social Media
Feature Package

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Chancellor's Honors Program
Senior Project- UH 499
Spring 2010

Slug- GEN. Y & SOCIAL MEIDA

Run time- 4:38

Anchor Lead-In: We've all become familiar with websites like Facebook and Twitter. In fact, most of use them almost daily. So how has this relatively new media evolved? UT Today reporter Amanda Lewis gives us an in-depth look at what's going on with the worldwide phenomenon of social media.

VIDEO	AUDIO
Wide shot (WS) - Students in amphitheater (:00-:03) Medium close up (MCU) - Students walking (:03-:05) WS - Students on computers in SCRIPPS (:06-:08) MCU -Students working on computers (:08-:10) MCU -More students working on computers (:10-:14) Close up (CU) - Typing/Facebook (:14-:18) CU - Facebook (:19-:20) CU - Twitter (:20-:21) CU - Blogger (:21-:22) CU - Browser tabs click (:22-:26) CU - April writing in planner (:27-:30) Extreme close up (ECU) - April turning page (:31-:33) MCU - April (:33-:37) SUPER- April Hartman, UT Student MCU - April on Facebook (:37-:41) ECU - April typing (:41-:45) MCU - April (:45-:53)	IT'S 3:30 P.M. ON A SUNNY WEDNESDAY AFTERNOON... DO YOU KNOW WHAT YOUR COLLEGE STUDENT IS DOING? IF THEY ARE LIKE 96 PERCENT OF THEIR PEERS, THEY PROBABLY HAVE LOOKED AT, ARE LOGGED INTO, OR ARE PLANNING TO GET ON FACEBOOK AT SOME POINT DURING THE DAY. SOCIAL NETWORKING...IT'S THE LATEST AND GREATEST TREND. WEBSITES LIKE FACEBOOK, TWITTER, BLOGSPOT, AND MANY OTHERS... HELP PEOPLE COMMUNICATE...QUICKLY AND CONVENIENTLY...AT ANY TIME OF THE DAY OR NIGHT. UT STUDENT APRIL HARTMAN SAYS SHE DOESN'T KNOW ANYONE HER AGE THAT ISN'T PART OF A SOCIAL NETWORKING SITE <i>SOUNDBITE- (:33-:41) Almost everyone I know at least has a Facebook or a Twitter if not both. I think my dad is even has one, but we're not friends on Facebook.</i> SHE SAYS THAT THE CONVENIENCE OF THE CONNECTIVITY IS WHAT KEEPS HER CHECKING IN. <i>SOUNDBITE- (:45-1:03) It's easier to keep in contact with people, especially people that your aren't really close with, like your</i>

<p>MCU- April typing/Facebook (:53-1:03)</p>	<p><i>really close friends and family members... It's easier to get information about people this way, to know more about them than to have a sit-down conversation and be like "So what are your religious beliefs?" because it's on Facebook, if they choose to put it on there.</i></p>
<p>MCU- Emmy on computer (1:03-1:09)</p>	<p>UT JOURNALISM STUDENT EMMY HERMES, SAYS THAT NETWORKING SITES CAN BE MUCH MORE THAN JUST A SOCIAL TOOL</p>
<p>MCU- Emmy (1:09-1:21) SUPER- Emmy Hermes, UT Journalism Student</p>	<p><i>SOUNDBITE: I think it's really important to be on a social network just so you can keep up with the times basically...I mean companies are online, newspapers, magazines they're all online as well.</i></p>
<p>ECU- Emmy typing on Facebook (1:21-1:27)</p>	<p>SHE SAYS THAT BEING CONNECTED...IS NO LONGER JUST FOR ENTERTAINMENT...IT'S BECOMING A NECESSITY.</p>
<p>MCU- Emmy (1:27-1:39)</p>	<p><i>SOUNDBITE: (1:27-1:39) I serve tables, and I was at work and a customer asked me what I was majoring in and I said journalism and he said "Oh, do you blog?"... That's the first thing he said right after I said that, and so I was like, "Well, no... but maybe I should start!"</i></p>
<p>MCU- Dr. Stovall on Twitter (1:39-1:42) CU- Dr. Stovall writing (1:42-1:46)</p>	<p>SO WHAT IS ALL THIS FUSS REALLY ABOUT? JOURNALISM PROFESSOR DR. JIM STOVALL SAYS THAT SOCIAL MEDIA OFFERS US NEW TOOLS</p>
<p>MCU- Dr. Stovall (1:46-1:58) SUPER- Dr. Jim Stovall, UT Journalism Professor</p>	<p><i>SOUNDBITE: (1:46-1:58) You know, people are communicating more...and they're not only communicating more they're communicating with more people, and they're doing it faster.</i></p>
<p>ECU- Web browser, typing Facebook (1:59-2:02)</p>	<p>HE SAYS THAT WE AS A SOCIETY ARE GROWING EVEN MORE DEPENDENT ON</p>

<p>CU- Facebook page sign up (2:03-2:05)</p>	<p>THIS TYPE OF COMMUNICATION, AS MORE AND MORE PEOPLE JOIN IN.</p>
<p>MCU- Dr. Stovall (2:06-2:13)</p>	<p><i>SOUNDBITE- (2:06-2:22) That's one of the most fascinating parts of it... is just how quickly... you know, 3 years ago no one ever heard of Twitter...so how quickly</i></p>
<p>MCU- Dr. Stovall on Twitter (2:13-2:18)</p>	<p><i>Twitter has become part of our psyche,</i></p>
<p>ECU- Dr. Stovall typing (2:18-2:23)</p>	<p><i>part of the language, part of what we do.</i></p>
<p>MCU- Me in Scripps lab/screen showing social networking sites (2:23-2:38)</p>	<p>STANDUP: (2:23-2:28) WHEN PEOPLE USE THE TERM "SOCIAL NETWORKING"... THE IMAGE THAT COMES TO MIND IS OFTEN A COLLEGE-AGED PERSON, LIKE MYSELF, WHILING AWAY THE DAY LOOKING AT FACEBOOK PROFILES. WHAT MAY BE SURPRISING... IS THAT STUDIES SHOW THAT THE AGE GROUP THAT USES THESE KINDS OF SITES THE MOST, IS BETWEEN THE AGES OF 35 AND 44.</p>
<p>SUPER- Amanda Lewis, UT Today Reporter</p>	
<p>MCU- Glenn typing in office (2:38-2:42)</p>	<p>U-T LAW PROFESSOR AND AVID BLOGGER GLENN REYNOLDS SAYS THAT THIS IS A COMMON MISCONCEPTION.</p>
<p>MCU- Glenn (2:43-2:56) SUPER- Glenn Reynolds, Blogger "Instapundit"</p>	<p><i>SOUNDBITE- (2:43-3:06) People make too much of it, one of the media clichés, that is like most media clichés wrong, is that things like Facebook and Twitter, or blogging for that matter, are handled by, the buzz phrase calls it "Tech-savvy youth"... the fact is that they're not. If you look at the median age of users on Facebook it's like 40, and for Twitter it's actually older.</i></p>
<p>CU- Glenn's computer screen (2:56-3:06)</p>	
<p>MCU- Glenn working in office (3:07-3:10)</p>	<p>HE SAYS THAT HE SPENDS A LARGE PART OF HIS DAY ONLINE, WHETHER ON HIS BLOG, HIS LIVE NEWS SITE, OR...OF COURSE...FACEBOOK.</p>
<p>CU- Glenn typing (3:10-3:14)</p>	
<p>MCU- Glenn (3:14-3:22)</p>	<p><i>SOUNDBITE- (3:14-3:22) I put out, probably, it varies 30, 40, 50 posts a day. Mostly pretty short, I was tweeting before</i></p>

	<i>there was a Twitter.</i>
CU- Facebook News Feed (3:22-3:26)	REYNOLDS SAYS IT IS IMPORTANT TO AVOID PUTTING TOO MUCH STOCK INTO THE STEREOTYPES THAT ARE ASSOCIATED WITH SOCIAL NETWORKING...
CU- Facebook Top News click (3:26-3:32)	
CU- Facebook requests (3:32-3:34)	ONE MAJOR CONCERN BEING...THAT WE SPEND TOO MUCH TIME ON THESE TYPES OF SITES.
MCU- April (3:34-3:42)	<i>SOUNDBITE- (3:34-3:42) I have Twitter and Facebook on my phone, so I can check it, you know even if I don't get a wireless signal on my laptop I can still check it on my phone</i>
MCU- Emmy (3:42-3:48)	<i>SOUNDBITE- (3:42-3:48) I get on Facebook....probably...20 times a day</i>
CU- Facebook News feed, scrolling (3:48-3:57)	SO THE REAL QUESTION IS... IS SOCIAL NETWORKING HAVING A POSITIVE OR A NEGATIVE EFFECT ON SOCIETY? IT SEEMS THAT MOST THINK THAT IT'S NOT SO BAD AFTER ALL.
MCU- Dr. Stovall (3:57-3:59)	<i>SOUNDBITE- (3:57-3:59) It's just tools, it's just the way we communicate.</i>
MCU- Glenn (4:00-4:03)	<i>SOUNDBITE- (4:00-4:03) I think our balance is pretty positive, certainly, in my life it is.</i>
MCU- Emmy on blogspot (4:03-4:06)	AND GENERATION Y? ... I THINK IT IS SAFE TO SAY THAT THIS SOCIAL PHENOMENON HAS WON OUR HEARTS.
CU- Emmy's blog "Emmy, In Progress" (4:06-4:08)	
ECU- "Emmy, In Progress" (4:08-4:09)	
ECU- Facebook profile click (4:09-4:12)	AS FOR WHERE SOCIAL NETWORKING IS HEADED IN THE FUTURE, PROFESSOR REYNOLDS HAS SOME INTERESTING IDEAS...
CU- Twitter home page (4:12-4:14)	
MCU- Glenn (4:14-4:24)	<i>SOUNDBITE- (4:14-4:24) Maybe in 20 or 30 years we'll all have a chip in our brains that</i>

<p>MCU- April on Twitter (4:25-4:28)</p>	<p><i>connect to the data network and we'll sort of... it'll be almost like telepathy we'll kind of be in contact with people all the time.</i></p> <p>BUT FOR NOW, WE'LL JUST HAVE TO BE SATISFIED WITH INSTANTANEOUS TWEETS...</p>
<p>MCU- April checking her phone (4:28-4:30)</p>	<p><i>SOUNDBITE-(4:28-4:30) I got a Twitter update on my phone.</i></p>
<p>MCU- Emmy typing on Facebook (4:30-4:34)</p>	<p>AND A NETWORK OF POSSIBLE FRIENDS THAT IS MILLIONS OF PEOPLE DEEP.</p>
<p>CU- My Facebook page (4:34-4:38)</p>	<p>FOR U-T TODAY, THIS IS AMANDA LEWIS REPORTING.</p>

Anchor Lead-Out: Studies show that the 18 to 24 age group makes up only about 9 percent of the total users on social networking sites, with the highest user group being the 35 to 44 ear olds, who make up a solid 25 percent. What's the average age for a Facebook user? 38 years old.