



Blue Out Penn State



Timeline

Findings

More

Interactive Timeline

- Recent
- 2013
- 2012
- 2011
- Created

About

Laura March and Stuart Shapiro
 American University and Unison Agency
 Washington, D.C. us@marchshapiro.com

Research

Objectives

Examine student-led social media action and compare to top-down managed outlets

Design & Methods

Over 3 GB of content on related Facebook pages provided data for a multimodal discourse analysis

Censored Environment: University Page

Penn State
 We understand the strong feelings many people wish to express, and as with all posts, they will stand as long as they follow page policies. We do ask, however, that you remember profanity, spam (repeated postings of the same message) and attacks on other posters will need to be deleted.

Like · Comment · Share · Monday, November 7 at 9:26pm · 263 people like this. View all 582 comments 2 shares

Victor
 You delete comments, just like u deleted a crime! All the faculty and staff that had knowledge of this horrible crime should also be jailed. You covered up for a rapist to save your reputation, what would have been noble off your pedophile lovin staff, was to report it the second you found out! Because you hid it only makes people believe you agreed with disgusting acts and by doing so you are say...

See More
 Like · Comment · Wednesday, November 9 at 10:41am · 8 people like this.

Mackenzie They deleted my MOM.. She has a Master's Degree in Criminal Justice
 Wednesday, November 9 at 10:42am · Like · Reply

Victor sorry to hear, our country is goin to crap, our morals take a back seat to status! We NEED to make a change NOW! WE THE PEOPLE!!!
 Wednesday, November 9 at 10:43am · Like · 1 · Reply

Democratic Environment: Blue Out Page

Casey
 Admins, please block Jordan as his sole purpose is trolling the wall.
 Like · Comment · November 8, 2011 at 9:29pm

3 people like this.
Laura Petnick March Hi Casey! Could you (and other supporters) please help by hovering your mouse over any troll-y or spam-y comments and reporting them directly to facebook? This way the user's profile will be banned from posting (and maybe banned from facebook) instead of just having one comment deleted at a time. Thanks for your help!
 November 8, 2011 at 9:32pm · Like

Jordan The administrators may not agree with me, but they have the integrity to not block my point of view. You don't like my posts hit the 'x' next to my name. Coward
 November 8, 2011 at 9:33pm · Like

Casey No problem, been doing that as well.
 November 8, 2011 at 9:33pm · Like · 1

Casey 'Point of view'? All you have done is cut and paste from a government document. Get out of here Jordan, you're not helping anything except your ego...
 November 8, 2011 at 9:37pm · Like

Jordan Cutting and Pasting government documents is referred to as "citing valid sources". I'm sorry that your school spent more money on football that academics and you don't understand the concept. I'm afraid that the upcoming lawsuits will further drain the school of finances perpetuating the cycle of mediocrity
 November 8, 2011 at 9:41pm · Like



Blue Out Penn State Findings

Social media allows students the chance to effectively respond to injustices through grassroots civic action. After all, any institution that claims transparency must communicate through the channels used by their constituents. If this communication does not exist or is censored, outside leaders will assume the responsibility and encourage their own initiatives. High rates of interaction with user-created images on the Blue Out page indicate that these creative works functioned memetically, spreading ideas through the social network. These rates of interaction differ from those found on commercial pages and contain the the following themes: appropriation, text usage, memeplexes, digital imaging tools, and visible mistakes.



Blue Out Penn State Rates of Interaction

User created images (left) had a much higher rate of participatory interaction (shares and replies) than text, hyperlinks, or Buddy Media's (2012) brand page average (right).

