Assignment 2A: Briefing An Article or Book

**To**: Intro to Comm Online Students  
**From**: IDH  
**Re:** Assignment 2A: Briefing an Article or Book

Harm: Social media is an intensely powerful behavior modifying force. These platforms undermine truth, make you unhappy, and cause loss of your free will.

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| Social Behavior Modifying Media  Lanier, Jaron, *Ten Arguments for Deleting Your Social Media Accounts Right Now* (Henry Holt and Company, 2018): 6  “Now everyone who is on social media is getting individualized, continuously adjusted stimuli, without a break […] What might once have been called advertising must now be understood as continuous behavior modification on a titanic scale” | Facebook Can Really Harm  Lanier, Jaron, *Ten Arguments for Deleting Your Social Media Accounts Right Now* (Henry Holt and Company, 2018): 81-82  The pattern has become so clear that even research published by social media companies shows how they make you sad. Facebook researchers have practically bragged that they could make people unhappy without people realizing why. […] More recently, Facebook researchers finally acknowledged what other researchers have found: that their products can do real harm.” | Unpleasant Feedback Addiction  Lanier, Jaron, *Ten Arguments for Deleting Your Social Media Accounts Right Now* (Henry Holt and Company, 2018): 12  “Most users of social media have experienced catfishing […], senseless rejection, being belittled or ignored, outright sadism, or all of the above, and worse. […] unpleasant feedback can play as much of a role in addiction and sneaky behavior modification as the pleasant kind.” |

[Repeat the above pattern for the other four parts of the Policy Debate method. It doesn’t have to be that pretty, though…

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Start 2 – 3 pages response, with three big paragraphs: what you agreed or disagreed with, thinking about Lanier’s use of ethos, logos, pathos, and how you would try to persuade your hometown or church that Lanier is correct:

This book covered a very difficult subject to pin down – the true issue of social media. Lanier certainly did a good job in many areas but fell short in others. Overall, he … [Student goes on]

In terms of the rhetorical appeals, [Student goes on}

To persuade my hometown of the dangers Lanier identifies, [Student goes on]