

TECH3022-18 Social Media Practice

Workshop 003: Social Media Survey

1 Discussion - Debates and Campaigns About Sugar

- Last week you were asked to visit the following sugar campaigns on Twitter.
- Start a thread on Discourse related to this topic <https://talk.our.dmu.ac.uk>
- What are the issues that these campaigns cover?
- Who do these campaigns follow?
- How do they endorse information?
- What sources of information do they use?
- What types of discussion do they engage in?
- What forms of media do they use?

Action on Sugar

<https://twitter.com/actiononsugar>

Sugar Awareness Week #sugarawarenessweek

<https://twitter.com/hashtag/SugarAwarenessWeek?src=hash>

Against Sugar Tax

<https://twitter.com/AgainstSugarTax>

Obesity Health Alliance

<http://obesityhealthalliance.org.uk/>

Cart Choice

<https://twitter.com/CartChoice>

- These are campaign active feeds, so what are they campaigning for and against?
- How are the political issues framed?
- What is more important in the debates that are presented?
- What kind of groups support these campaigns?
- How are ordinary people figured in these campaigns?

2 Activity – Research Findings Listing

- Visit the TECH3022 research planning page on the DMU Wiki
- https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Research_Planning_2017-18
- List the campaign groups or sites that you have seen as headings.
- Add an entry for any relevant sites that you have seen, including a link and a small image.
- Write a short description that described what each of the campaigns is focussed on, and how they use social media to engage in discussion, debate, persuasion, sharing content or collaboration.

3 Activity: Blogging & Wiki Research

- Search online for an associated campaign in the sugar debate.
- Each select a different campaign, if possible one pro and one against.
- List and note your chosen example on the research planning wiki page.
- Using the DMU Commons Blog, and starting with the questions about, describe and explain what each of these campaigns is about in a blog.
- Use links and embedded media to show how these debates are active and how they use media to present their issues.
- Use the 'featured image' to ensure that your blog image is included on the DIY-DMU site.
- Share your blog with the DIY-DMU category.

4 Suggested Articles

Shocking figures show there are now 124 million obese children worldwide

Childhood obesity is soaring across the world, increasing more than tenfold over the past four decades, putting many millions at risk of poor health and an early death, according to the biggest ever analysis of the data. Alongside the report, and also Monday's story in the Guardian revealing that the global cost of obesity will be \$1.2tn by 2025, the World Health Organisation is calling for every country to act, taking on Big Food to avoid the mounting human and economic costs of obesity-related ill-health in years to come. The new data from Imperial College London, which is published in the Lancet medical journal, shows that in 1975 there were five million obese girls, but by last year there were 50 million. The number of obese boys has risen from six million to 74 million in the same period. <https://www.theguardian.com/society/2017/oct/10/shocking-figures-show-there-are-now-124-million-obese-children-worldwide>

That Sugar Film

"THAT SUGAR FILM is one man's journey to discover the bitter truth about sugar. Damon Gameau embarks on a unique experiment to document the effects of a high sugar diet on a healthy body, consuming only foods that are commonly perceived as 'healthy'. Through this entertaining and informative journey, Damon highlights some of the issues that plague the sugar industry, and where sugar lurks on supermarket shelves. THAT SUGAR FILM will forever change the way you think about 'healthy' food." <http://thatsugarfilm.com/>

Ability to Concentrate

"The premise of That Sugar Film, Gameau's debut as a feature film-maker and documentarian, rests on a decision three years ago to eliminate refined sugar from his diet. This means the slate was clean to test what would happen if he returned to the sweet stuff. In short: aforementioned liver disease, 10cm of visceral fat around his waist, mood swings and (according to doctors) early signs of what could lead to coronary problems." <https://www.theguardian.com/film/2015/mar/03/that-sugar-film-how-60-days-eating-health-food-led-fatty-liver-disease>

<http://www.independent.co.uk/arts-entertainment/films/reviews/that-sugar-film-film-review-exposing-the-link-between-sugar-and-chronic-diseases-10346340.html>

Easy to Digest

The food-doc shelf is crowded with good-for-you movies, including "Fed Up," "Fast Food Nation," "Food Inc." and, yes, "Super-Size Me." "That Sugar Film" is a worthy addition, entertaining while informing. Timely, too: Just last week, the Food and Drug Administration proposed requiring companies to list added sugar in their labelling. http://www.nytimes.com/2015/07/31/movies/review-in-that-sugar-film-a-bitter-truth.html?_r=1

Highly Processed

That Sugar Film is so highly processed, and so laden with chintzy, artificial arguments, that its many weaknesses are hidden from consumers. http://www.slate.com/articles/health_and_science/medical_examiner/2015/08/that_sugar_film_science_debunking_links_to_mood_health_fatty_liver_disease.html

Summary & Discussion Points

Having spent the most recent 3 years of his life in a sugar-free state and awaiting the birth of his first child, Gameau contemplates the effects a more "average person diet" would have on his body and mind. Compiling a team of doctors, scientists, and other health-related specialists, he decides to eat 40 teaspoons of sugar per day for 60 days - the amount an average Australian consumes on a daily basis. <http://influencefilmclub.com/wp-content/uploads/2015/12/That-Sugar-Film-Discussion-Guide.pdf>

Sugar In Your Diet

"Added sugar", such as table sugar, honey and syrups, should not make up more than 5% of the total energy we get from food and drink each day. This is around 30g a day of added sugar for anyone aged 11 and older. But the National Diet and Nutrition Survey reveals Britons are having far too much, especially children aged 11 to 18 years – 15% of their daily calories are from added sugar. "Sugar is sugar," says dietitian Catherine Collins. "Whether it's white, brown, unrefined sugar, molasses or honey, don't kid yourself: there is no such thing as a healthy sugar." <http://www.nhs.uk/Live-well/Goodfood/Pages/Top-sources-of-added-sugar-in-our-diet.aspx>

Preventing people from dying early

In the future, we would want to see people living healthier lifestyles and avoiding developing Type 2 diabetes in the first place. We would want to see that the complications of the disease are prevented or delayed by ensuring that those who develop Type 1 diabetes achieve treatment targets while people with Type 2 diabetes are diagnosed early and treated effectively.

<https://www.england.nhs.uk/wp-content/uploads/2014/01/act-for-diabetes.pdf>

Obesity Trends

"One-fifth of adults worldwide will be obese by 2025," The Guardian reports, while The Sun warns that the "UK's population to be fattest in Europe" by the same date. These are just some of the conclusions of a major modelling study of global obesity trends.

<http://www.nhs.uk/news/2016/04April/Pages/Global-obesity-rates-expected-to-soar-in-next-decade.aspx>

National Statistics - Statistics on Obesity, Physical Activity and Diet - England, 2015 [NS]

The consultation on the Lifestyles compendia reports has now closed. Please see the related link at the bottom of this page for more information. This statistical report presents a range of information on obesity, physical activity and diet, drawn together from a variety of sources. The topics covered include: - Overweight and obesity prevalence among adults and children - Physical activity levels among adults and children - Trends in purchases and consumption of food and drink and energy intake - Health outcomes of being overweight or obese. <http://content.digital.nhs.uk/catalogue/PUB16988>

World Health Organisation Report

The Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013–2020 proposes that “as appropriate to national context, countries consider the use of economic tools that are justified by evidence, and may include taxes and subsidies, to improve access to healthy dietary choices and create incentives for behaviours associated with improved health outcomes and discourage the consumption of less healthy options”.

<http://www.who.int/dietphysicalactivity/publications/fiscal-policies-diet-prevention/en/>

The debate about whether to impose a tax on sugary drinks raises interesting economic arguments. Firstly, economics attempts to achieve the optimal allocation of resources, but the free market doesn't always achieve this. If a good has a negative externality, (cost to third party), then there is a strong case for the government to put a tax on a good and make consumers pay the full social cost – and not just the market price. This higher tax reduces demand, raises revenue for government and achieve a more socially efficient level of consumption.

<http://www.economicshelp.org/blog/14884/economics/sugar-tax-debate/>

5 Sugar tax – are you for or against?

Here, two respected members of the dental profession – Claire Stevens, on behalf of the British Society for Paediatric Dentistry; and Alun Rees, a dental business coach and former dentist – lay down the argument for and against the sugar tax. <http://www.dentistry.co.uk/2016/04/14/sugar-tax-are-you-for-or-against/>

Should the UK Introduce a Sugar Tax? | This Morning

<https://youtu.be/McTNFVkrKt0>

Sam Bowman debates the Sugar Tax on Sky News

<https://youtu.be/eP3PsoixBOW>

Would a sugar tax even work? The facts you need to know - Alberto Nardelli | Comment is Free

<https://youtu.be/gFObfXUAU4>

Jamie Oliver on a sugar tax and childhood obesity at the Health Select Committee

<https://youtu.be/wZljQenJktg>

Day Two of budget debate - disability, foodbanks and the sugar tax

<https://youtu.be/CHbAC19yefw>

Jamie Oliver: Time to get 'medieval' on sugar - Newsnight

<https://youtu.be/s3k1BFjq2UA>

DISCUSSION: The proposed sugar tax

<https://youtu.be/s3k1BFiq2UA>

5.1 For Sugar Tax

Action on Sugar is a group of specialists concerned with sugar and its effects on health. It is successfully working to reach a consensus with the food industry and Government over the harmful effects of a high sugar diet, and bring about a reduction in the amount of sugar in processed foods. Action on Sugar is a registered charity and is funded by charitable donations. We do not accept any funding from the food or soft drinks industry.

<http://www.actiononsugar.org/>

Celebrity Campaign

"Jamie Oliver 'expects kicking' over sugar tax. TV chef poised to step up fight for levy on sweetened soft drinks amid reports government has vetoed measure." <https://www.theguardian.com/politics/2015/oct/22/jamie-oliver-expects-kicking-sugar-tax-sweetened-drinks>

Health Campaign

Ministers urged to introduce sugar tax in childhood obesity report. Study calls for tax on sugary foods and drinks – a proposal that David Cameron has dismissed – and crackdown on marketing unhealthy products to children. <https://www.theguardian.com/society/2015/oct/22/sugar-report-delayed-jeremy-hunt-tax-radical-action-obesity>

WHO Report

World Health Organisation urges all countries to tax sugary drinks. WHO says a tax of 20% results in a drop in sales and consumption of sugary drinks, which are driving obesity crisis. <https://www.theguardian.com/society/2016/oct/11/world-health-organisation-who-countries-tax-sugary-drinks>

WHO Calls for Sugar Tax to Fight Obesity and Diabetes.

Obesity more than doubled worldwide between 1980 and 2014. The World Health Organization said on Tuesday governments should raise taxes on sugary drinks to fight what it says are global obesity and diabetes epidemics. If retail prices of sugar-sweetened drinks are increased by 20 percent through taxation, there is a proportional drop in consumption, it said in a report titled "Fiscal Policies for Diet and Prevention of Noncommunicable Diseases".

<https://www.scientificamerican.com/article/who-calls-for-sugar-tax-to-fight-obesity-and-diabetes/>

Official Reports

Revealed: 'Sugar tax report' which was suppressed by Government. The review, which was originally due to be published last July, warns that Britain's sweet tooth is fuelling its obesity crisis. <http://www.telegraph.co.uk/news/health/news/11947892/Revealed-Sugar-tax-report-which-was-suppressed-by-Government.html>

Scientific Argument

The tax caused sugary drink consumption in Mexico to drop 6%. The Instituto Nacional de Salud Publica (the public health officials) called this a success; Hacienda (the treasury department) called it a failure. Why did they gut the tax when it provided revenue to a cash-strapped exchequer?

<https://www.theguardian.com/commentisfree/2015/oct/27/science-new-study-case-sugar-tax>

5.2 Against Sugar Tax

Campaign group opposed to a sugar tax in the UK. We're not funded by any food or drinks companies. We're on your side. <https://twitter.com/against Sugartax>

Sugar Tax Impact

My main worry about the sugar tax is that it could drive down sales overall. I read in Retail Newsagent magazine that there may be a 15 per cent decrease in sales; if that was the case, something would have to give. I could probably take it, but a lot of other independent retailers, especially if they're more heavily dependent on soft drinks, will have to close.

<http://www.newstatesman.com/2016/10/convenience-store-owner-sugar-tax-could-be-dangerous-tipping-point>

Sugar Tax Won't Work

10 reasons why the sugar tax is a terrible idea

<http://blogs.spectator.co.uk/2016/03/10-reasons-why-the-sugar-tax-is-a-terrible-idea/>

The WHO is lying about food and drink taxes

That, apparently, is the 'growing evidence' for taxing food and soft drinks. This unelected, secretive agency is pushing governments to introduce regressive taxes that it does not understand and willfully misrepresents.

<http://velvetgloveironfist.blogspot.co.uk/2016/10/the-who-is-lying-about-food-and-drink.html?m=1>

Will a Sugar Tax Work?

But will a sugar tax actually reduce the amount of sugar Britain consumes? The links between sugar, and sugary drinks in particular, and Britain's obesity crisis are well documented. They account for 29% of 11- to 18-year-olds' daily sugar intake. Fewer still would argue that a national obesity epidemic does not merit intervention by government. The question, then, is what a government should do?

<https://www.theguardian.com/news/datablog/2016/mar/16/will-a-sugar-tax-actually-work-budget>

Prices Up

Coca-Cola and other soft drinks firms hit back at sugar tax plan. Drinks makers say Osborne's new levy will not reduce obesity, while analysts suggest it could be hidden in smaller pack sizes

<https://www.theguardian.com/business/2016/mar/17/coca-cola-hits-back-at-sugar-tax-plan>

Going against the sugar grain: Will the sugar tax spark a new wave of soft drink innovation? But while they strongly consider a legal challenge to the shock tax, the fizzy drink giants will also be scrambling to mobilise their innovation teams to answer the threat. What are their options?

<http://www.thedrum.com/opinion/2016/04/06/going-against-sugar-grain-will-sugar-tax-spark-new-wave-soft-drink-innovation>

5.3 Discussion - Questions

- Are you in favour or against a sugar tax?
- What impact do you think a sugar tax will have in practice?
- What are the limits to government intervention in the market?
- What are the alternative forms of education we need to develop?

6 Bookmarking & Tagging Information

Zotero Reference Manager:

<https://www.zotero.org/>

Zotero is a free and easy-to-use research tool that helps you collect, organize, and analyze research and lets you share it in a variety of ways. Zotero includes the best parts of older reference manager software — the ability to store author, title, and publication fields and to export that information as formatted references — and the best aspects of modern software and web applications, such as the ability to organize, tag, and search in advanced ways. Zotero interacts seamlessly with online resources: when it senses you are viewing a book, article, or other object on the web, it can automatically extract and save complete bibliographic references. Zotero effortlessly transmits information to and from other web services and applications, and it runs both as a web service and offline on your personal devices.

<https://www.zotero.org/about/>

Reference Management Software:

- How would a reference manager help you to keep a track of the sources of information you use?
- Is a reference manager any good for sharing your sources when you collaborate with other learners?
- How could we build-in a social reference system to our learning?
- DMU Standard Ref Manager: <http://en.wikipedia.org/wiki/RefWorks>

http://en.wikipedia.org/wiki/Comparison_of_reference_management_software

Microsoft OneNote is a computer program for free-form information gathering and multi-user collaboration. It gathers users' notes (handwritten or typed), drawings, screen clippings and audio commentaries. Notes can be shared with other OneNote users over the Internet or a network. OneNote is available as a part of Microsoft Office and Windows 10. It is also available as a free standalone application for Windows, macOS, Windows RT, Windows Phone, iOS and Android. A web-based version of OneNote is provided as part of OneDrive or Office Online; this version enables users to edit notes via a web browser.

https://en.wikipedia.org/wiki/Microsoft_OneNote

<https://www.onenote.com/>

Evernote is a cross-platform app designed for note taking, organizing, and archiving. It is developed by the Evernote Corporation, a private company headquartered in Redwood City, California. The app allows users to create a "note" which can be a piece of formatted text, a full webpage or webpage excerpt, a photograph, a voice memo, or a handwritten "ink" note. Notes can also have file attachments. Notebooks can be added to a stack while notes can be sorted into a notebook, tagged, annotated, edited, given comments, searched, and exported as part of a notebook.

<https://en.wikipedia.org/wiki/Evernote>

<https://evernote.com/>

Flipboard is a news aggregation and social network aggregation company based in Palo Alto, California, with offices in New York, Vancouver and Beijing. Its software, also known as Flipboard, was first released in July 2010. It aggregates content from social media, news feeds, photo sharing sites and other websites, presents it in magazine format, and allows users to "flip" through the articles, images and videos being shared. Readers can also save stories into Flipboard magazines.

<https://en.wikipedia.org/wiki/Flipboard>

<https://flipboard.com/>

Mediawiki InLine Referencing:

On Wikipedia, an inline citation refers to a citation in a page's text placed by any method that allows the reader to associate a given bit of material with specific reliable source(s) that support it. The most common methods are numbered footnotes and parenthetical citations within the text, but other forms are also used on occasion. Inline citations are often placed at the end of a sentence or paragraph. Inline citations may refer to electronic and print references such as books, magazines, encyclopedias, dictionaries and Internet pages. Regardless of what types of sources are used, they should be reliable; that is, credible published materials with a reliable publication process whose authors are generally regarded as trustworthy or authoritative in relation to the subject at hand. Verifiable source citations render the information in an article credible to researchers. http://en.wikipedia.org/wiki/Wikipedia:Inline_citation

Google Books:

At the end of the Middle Ages, in a small town in the Rhine Valley, an unassuming metalworker tinkered with a rickety wine press, metal alloys and oil-based ink. The result of his labours was an invention that took the world's information and made it exponentially more accessible and useful. Six centuries later, we're seeing the same kind of innovation in the way we access information. Every day, with a few keystrokes on a computer, people are doing more than simply visiting their favourite web pages. Like Gutenberg, they are expanding the frontiers of human knowledge. This same philosophy lies behind Google Books. We believe a tool that can open up the millions of pages in the world's books can help remove the barriers between people and information and benefit the publishing community at the same time. Many of the world's largest publishers have joined our Partner Program so that readers everywhere can discover their books. These partnerships are very successful, and the program continues to grow. <http://www.google.com/google-books/perspectives/>

<http://www.google.com/googlebooks/about/index.html>

<https://support.google.com/books/answer/191154?hl=en-GB>

<https://books.google.co.uk/>

Create Your Own Library

<http://www.google.com/googlebooks/mylibrary/>