

Posts and Public Life

Evaluate how social media shapes campaigns, politics, and public discussion.

CE.9.d "evaluating the effect of social media on political campaigns, politics, and civic discourse;"

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline each benefit of social media and circle each possible problem. Number the three paragraphs 1, 2, and 3 to show whether the effect is mainly on campaigns, politics, or civic discourse.

A Fast-Moving Public Square

- ① During a city council campaign, candidate Maya Chen posts short videos explaining her plans for safer crosswalks. Supporters share the videos, so people who do not attend rallies can learn about the race. Her campaign also buys ads aimed at local voters who follow transportation pages. Social media can help a campaign reach people quickly and spend less than it might on mailed flyers. However, a post that receives many likes does not prove that most voters agree with it.
- ② Social media also affects politics after Election Day. Elected officials can read comments, hold live question sessions, and see which local concerns residents raise. This may make it easier for citizens to contact leaders. Yet platforms often recommend posts that keep users watching. Angry or surprising messages can spread farther than careful explanations. If officials focus only on the loudest online reactions, they may misunderstand what the whole community needs. Online activity is one source of public opinion, not a complete measure of it.
- ③ Civic discourse is the way people discuss public issues and make choices together. On social media, a student might find neighbors with different views, ask a question, or share a reliable link about a school budget. These actions can broaden a conversation. Problems arise when users insult others, share claims without checking them, or repeat false information. Before reposting, people can check the source, compare reliable reports, and read beyond a headline. Respectful, evidence-based replies can improve discussion even when people disagree.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 What are two ways social media can help Maya Chen's campaign, and what warning does the passage give about likes?

2 How can social media help citizens contact elected officials, and how could officials get a misleading view of public opinion?

3 Which actions in the passage can improve civic discourse? Explain how they improve the discussion.

4 Why does the passage say that online activity is not a complete measure of public opinion?

3 YOUR TURN _____ Your own words

Imagine a candidate posts a video about a proposed park. Write four sentences that evaluate the post's effect on the campaign and civic discourse. Include one helpful effect, one possible harm, and one action users can take to make the discussion more reliable and respectful.

PART 1 • READ AND MARK

Underline each benefit of social media and circle each possible problem. Number the three paragraphs 1, 2, and 3 to show whether the effect is mainly on campaigns, politics, or civic discourse. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	What are two ways social media can help Maya Chen's campaign, and what warning does the passage give about likes?	Sharing can reach people who do not attend rallies, and targeted ads can reach local voters while costing less than mailed flyers. Many likes do not prove that most voters agree.
2	How can social media help citizens contact elected officials, and how could officials get a misleading view of public opinion?	Citizens can comment or join live question sessions. Officials may be misled if they focus only on loud online reactions, which may not represent the whole community.
3	Which actions in the passage can improve civic discourse? Explain how they improve the discussion.	Asking questions, sharing reliable links, checking sources, comparing reliable reports, and replying respectfully can improve discussion. They add evidence and help people discuss disagreement without insults or false claims.
4	Why does the passage say that online activity is not a complete measure of public opinion?	Online posts may spread because they are angry or surprising, and loud reactions may not represent the views of the whole community.

PART 3 • YOUR TURN (SAMPLE ANSWER)

The video could help the candidate explain the park plan to voters who cannot attend a meeting. If viewers share only a short, emotional clip, they might misunderstand the cost or location. That confusion could lead to arguments in the comments and pressure leaders to react to incomplete information. Users can read the full proposal, check its source, and reply to different views without insults.

Accept equivalent effects that are supported by the passage, including wider reach, easier contact with leaders, misinformation, unrepresentative reactions, and respectful evidence-based discussion. For the open response, accept varied scenarios if all required elements are present and the evaluation is logical.